

Hots (Higher Order Thinking Skills)

Q.1. How is media closely related to money?

Ans. (i) The different technologies used by media—lights, cameras, sound recorders, transmission satellites, etc.—cost a lot of money.

(ii) In a newsroom along with the newsreader, there are a number of people who help put the broadcast together.

(iii) Mass media, therefore needs a great deal of money to do its work. Media uses a number of ways to earn money.

(iv) One way is by advertising different things like cars, chocolates, clothes, etc.