

Revision Notes

Class - 7 Social Science - Civics

Chapter 6 - Understanding Media

- The media refers to all the means of communication, from the telephone to the news coming on the television can be referred as a media. Television, radio, and newspapers are all forms of media. Because they affect millions of people around the world, they are called the media.
- Media is the plural form of the word "media", which describes the various ways in which we communicate in society.
- **Media and technology**
 - ❖ Life without media is difficult. Cable television and the Internet are recent phenomena.
 - ❖ Both print and electronic media have played an important role in social change.
 - ❖ Changing technologies or machines help media reach more people.
 - ❖ TV allows us to see ourselves as members of the people of the world.
 - ❖ The media have a responsibility to provide fair and balanced coverage.
 - ❖ The media is far from independent. This is because the government's control of the media is called censorship, and because large companies control the media.
 - ❖ Independent media channels mean that no one should control or influence its reports and news.
- **Media and money**

- ❖ The different technologies used by the media are expensive.
- ❖ In news studios, not only news announcers must pay, but other people who help organize broadcasts must also pay.
- ❖ Spend a lot of money to acquire the latest technology. To pay this fee, you need money.
- ❖ The media has become the property of large companies. Therefore,
- ❖ Media uses advertising as a revenue-generating tool.

- **Media and Democracy**

- ❖ The media plays a very important role in providing news and discussing domestic and international events. New media reports let people know about important events in the country.
- ❖ Some important ways that people can make decisions about important events in the country are organizing public protests and launching signature campaigns.

- **Setting the agenda**

- ❖ The media also plays an important role in deciding which stories to follow.
- ❖ By focusing on specific issues, it will influence and shape our thinking. It is said that the media set the agenda for the people.
- ❖ Recently, the media reported the alarming levels of pesticides in cold drinks. This report led to the establishment of queue safety standards.
- ❖ The media plays a very important role in our lives because they let us understand the work of the government.
- ❖ The media must be given freedom of speech to independently report facts.
- ❖ Media is a plural of the word "Medium". Describe the various ways we communicate in society.
- ❖ Media refers to all media, from the telephone to the evening news on TV.

- ❖ Television, radio, and newspapers are also referred as mass media since they reach millions of people at the same time.
- ❖ The widespread use of cable television and the Internet is a recent phenomenon.
- ❖ The technology used by the media is constantly changing.
- ❖ Newspapers and magazines are contained in print media, while television and radio are contained in electronic media.
- ❖ Changing technology or machinery to make technology more modern will help the media reach more and more people. It can also improve the quality of sound and image. It also changed our view of life.
- ❖ The media uses expensive technology. Television studios need lights, cameras, tape recorders, broadcast satellites, etc., all of which require a lot of money.
- ❖ The media also spend a lot of money to acquire the latest technology.
- ❖ Most television channels and newspapers have become part of large companies to satisfy their demand for money.
- ❖ The media make money advertising different things (like surfing, chocolate, etc.).
- ❖ The media has an important role in democracy. Provides news and discusses events in the country and the world. It is based on this information that we know how the government works.
- ❖ The information provided by the media must be balanced. A balanced report is referred to a report that looks out all the points of a particular story and then allows the reader to make a decision.
- ❖ Independent media can write balanced reports. Therefore, the media must be independent. But the reality is that the media is far from independent. There are two reasons behind.
- ❖ The first is government control of the media. When the government prevents news, movie scenes, or song lyrics from being shared with the general public, this is referred as censorship. During the state of emergency (1975-77), the government had to censor the media.