
Chapter – 06 Civics

Understanding Media

- Media is the plural form of the word 'medium' and it describes the various ways through which we communicate in society.
 - Media refers to all means of communication, everything ranging from a phone call to the evening news on TV can be called media. TV, radio and newspapers are a form of media. Since they reach millions of people across the world they are called mass media.
 - **Media and Technology:**
 - (i) Life without media is difficult. The Cable TV and the Internet are a recent phenomena.
 - (ii) Both print media and electronic media have played an important role in social change.
 - (iii) Changing technology or machines help media to reach more people.
 - (iv) Television has enabled us to think of ourselves as members of the global people.
 - (v) Balanced report is essential in media which has to report independently.
 - (vi) Media is far from being independent. This is because of the control of government over media called censoring and because big business houses control the media.
 - **Media and Money:**
 - (i) The different technologies that mass media use are expensive.
 - (ii) In a news studio, it is not only the newreader who needs to be paid but also a number of other people who help put the broadcast together.
 - (iii) A lot of money is spent on getting the latest technology. To meet this cost, it needs money.
 - (iv) Media thus has come to be owned by big corporates.
 - (v) Media therefore uses advertising as a tool to raise revenue.
 - **Media and Democracy:**
 - (i) Media plays a very important role in providing news and discussing events taking place in the country and the world.
 - (ii) New stories of media inform people about important events in the country.
 - (iii) Some important ways in which people about important events in the country.
 - **Setting Agendas:**
 - (i) The media also plays an important role in deciding what stories to focus on.
 - (ii) By focusing on particular issues, it influences and shapes our thoughts. It is said the media sets the agenda for people.
 - (iii) Very recently, the media reported alarming levels of pesticides in cold drinks. This report led to safety standards being set for colas.
 - (iv) Media plays a very important role in our lives as it tells us about working of government.
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