

Chapter: 5

Q.1 Choose the right option and rewrite the sentences.

2

- 1 The first English newspaper in India was started by
a. James Augustus Hickey b. John Marshall
c. Allen Hume d. Balshastri Jambhekar

Ans The first English newspaper in India was started by **James Augustus Hickey**.

- 2 Television is an medium.
a. Visual b. Audio c. Audio-visual d. radio

Ans Television is an **Audio-visual** medium.

Q.2 Identify and write the wrong pair.

2

- 1
- | | |
|------|----------------------------------|
| i. | Darpan - Balshastri Jambhekar |
| ii. | Kesari - Bal Gangadhar Tilak |
| iii. | Deenbandhu - Gopal Hari Deshmukh |
| iv. | Prabhakar - Bhau Mahajan |

Ans Incorrect -Deenbandhu - Gopal Hari Deshmukh

Correct - Deenbandhu - Krishnarao Bhalekar, a close associate of Mahatma Phule.

- 2
- | | |
|------|----------------------------------|
| i. | Prabhakar - Acharya P.K. Atre |
| ii. | Darpan - Balshastri Jambhekar |
| iii. | Deenbandhu - Krishnarao Bhalekar |
| iv. | Kesari - Bal Gangadhar Tilak |

Ans Incorrect -Prabhakar- Acharya P.K. Atre

Correct - Parbhakar- Bhau Mahajan

Q.3 Complete the given concept map

2

- 1
- | | Newspapers | Radio | Television |
|------------------------|------------|-------|------------|
| Background / Beginning | | | |
| Information Programmes | | | |
| Functions | | | |

- Ans**
- | | Newspapers | Radio | Television |
|------------------------|---------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|------------------------------------------------|
| Background / Beginning | James Augustus Hickey started Calcutta General Advertiser or Bengal Gazette on 29 th January, 1780. It was the | A private radio station was started known as Indian Broadcasting company. | First Doordarshan centre was started in Delhi. |

		first newspaper in English		
			Alongwith the entertainment programmes, have literacy informative programmes on farmers women and educative values	Events around the world, music information about environmental and historical places, sports etc.
Information Programmes		News, articles, column, opinions of the people editorials advertisements etc.		
		i) Daily news ii) Social awareness iii) Provide information iv) Facts of National and International issue	i) Social awareness ii) Entertain iii) Discussed various issues from environment and culture	i) Entertain ii) Educate iii) Social awareness.
Functions				

Q.4 Read the passage and answer the questions based on it.

4

1

Radio : 'Indian Broadcasting Company' (IBC), a private radio company was the first one to broadcast daily programmes. Later the same company was taken over by the British Government and named as, 'Indian State Broadcasting Service (ISBS). On 8th June 1936 it was renamed, as 'All India Radio (AIR)'.

After Independence, AIR became an integral part of the Ministry of Information and Broadcasting (India). Initially, it broadcasted Governmental programmes and schemes. It was named as 'Akashvani' on the suggestion of the famous poet Pandit Narendra Sharma. Akashvani broadcasts various entertainment, awareness creating and literary programmes. It also broadcasts special programmes for farmers, workers, the youth and women. The 'Vividh Bharati' programmes are broadcasted in 24 regional languages as well as 146 dialects of Indian languages. Lately, various new channels like 'Radio Mirchi' are providing radio services.

- Akashvani (AIR) is an integral part of which ministry?
- What was the new name of IBC?
- In how many regional languages and local dialects are 'Vividh Bharati' programmes broadcasted?
- How AIR was named 'Akashvani' ?

- Ans**
- Akashvani is an integral part of Ministry of Information.
 - Indian State Broadcasting Service (ISBC) being the new name of IBC?
 - The 'Vividh Bharati' programmes are broadcasted in 24 regional languages as well as 146 dialects of Indian languages.
 - AIR was named Akashvani on the suggestion of the famous poet Pandit Narendra Sharma.

Q.5 Explain the statement stating reasons.

6

1

Any information received through mass media needs to be reviewed critically.

- Ans**
- Information provided in the media may not represent the exact truth. We need to scan it carefully.
 - We have to understand idealistic and investigative motives of newspapers, government policies and prevailing social conditions behind the newspiece.
 - The information received through Mass Media might be prejudiced or give an one-sided idea.
 - 'Stern', a German weekly magazine, purchased and published a number of so called handwritten diaries of Hitler. It then sold them to a number of publication companies. However, later it was proved that those diaries were forged.
- Hence it is essential to verify the information received through Mass Media.

2

Television is the most popular medium.

- Ans**
- Television being an audio-visual medium brings us into contact with events in an exciting and clarifying way.

- ii. It becomes possible for people to watch all international events at home.
 - iii. Discussions on social problems, education, economic condition and political events are viewed by people.
 - iv. Documentaries on sportsmen, leaders, heroics of men and women, war are shown on Television. Films, songs, games, comedy shows, dance, drama, news and other programmes are shown on television.
- Therefore television is the most popular medium.

3 Knowledge of history is essential for newspaper articles.

- Ans**
- i. In order to unfold the background of an event in the news, we have to resort to history.
 - ii. Some columns are based on historical events. These columns provide historical information about economical, social and political events in the past.
 - iii. Newspapers publish supplements in addition to the regular edition or special issues to mark the completion of 50 or 100 years of an event. On such occasion, one has to review history of that particular event.
 - iv. Even while writing columns like what happened in history on this day it is necessary to know past event. Hence, the knowledge of history is essential for writings of such type.

Q.6 Answer in brief

9

1 Why do we need mass media?

- Ans**
- i. We need mass media to facilitate free flow of information to all strata of the society.
 - ii. Editorials, various columns and supplements are essential parts of newspapers.
 - iii. Readers are also ensured of a platform to voice their opinions.
 - iv. Newspapers can help in making the democracy stronger.
 - v. Television is an audio-visual medium.
 - vi. It was possible for this medium to across the inherent limitations of newspapers and the radio and show the actual visuals of an event to people.
 - vii. So far, there is no other alternative than television is available for watching an event as it actually happened.

2 Mass media and professional opportunities.

- Ans**
- i. Newspapers have to fulfill the task of providing fresh news to its readers.
 - ii. It is also necessary to unfold the back ground of an event in the news.
 - iii. While reporting news in detail reporters try to compare it with parallel events, which happened in the past.
 - iv. The past event may be printed in a separate frame.
 - v. Thus the reader gets access to additional information and he can get better insights about the current news.
 - vi. People with deep knowledge of history of the respective field like newspapers, Akashwani, Television, and channels like discovery, national geography and history are sought out in all the fields mentioned above.

3 The role of newspaper in the Indian struggle for independence.

- Ans**
- i. Newspaper is a publication, which mainly print news, editorials, people's opinions, entertaining or other supplementary content.
 - ii. It is printed and distributed regularly at a definite time.
 - iii. The newspaper, "Darpan was started in 1832 in Mumbai.
 - iv. Balshastri Jambhekar was the editor of Darpan
 - v. The news printed in Darpan can be re-viewed to know about the political, economic, social and cultural events of British times.
 - vi. The news of installation of telegraph, used for electrically transmitting a news can be seen in Dnyanoday.
 - vii. The news of the starting of railways in India was printed in Dnyanoday under the title, Chakya Mhasoba meaning 'Mhasoba with wheels'
 - viii. It has also printed the news of the India was of Independence of 1857.
 - ix. Newspapers in those times were a very important medium of creating social awareness.
 - x. A newspaper named Induprakash supported widow remarriage in a big way.
 - xi. Kasari and Maratha, the two newspapers are indicative of an important stage in the history of Indian newspapers before independence.
 - xii. They spoke about the social and political issues of that period Kesari began to publish articles about the nation wide situations, books in the native languages and the politics in England.