

# YARA INTERNATIONAL SCHOOL – RIYADH

## WORKSHEET



GRADE: 7

SUBJECT: SOCIAL SCIENCE

CHAPTER TITLE: UNDERSTANDING MEDIA

LESSON TITLE: UNDERSTANDING MEDIA

DESCRIPTION: MULTI-SKILL

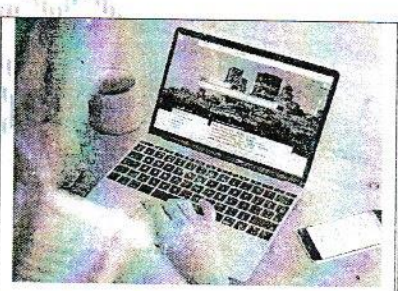
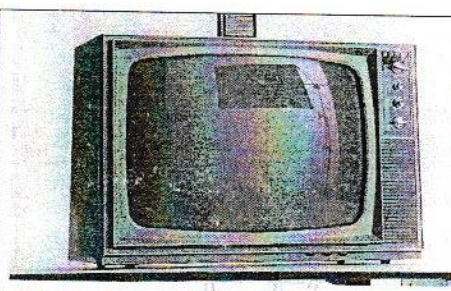
WS REF.NO: WS.VII.SOC.6.001

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Section: G

Date: 16/10/2020

I. Write the words in the boxes under the correct heading.



Print Media

Electronic Media

Digital Media

- |           |                  |         |                |              |             |
|-----------|------------------|---------|----------------|--------------|-------------|
| * Radio   | * Press releases | * ebook | * network      | * newspapers | * books     |
| * email   | * Channel        | * blog  | * mobile phone | * broadcast  | * magazines |
| * tabloid | * Television     | * CD    |                |              |             |

PRINT MEDIA

ELECTRONIC MEDIA

DIGITAL MEDIA

newspapers

Radio

ebook

books

CD

network

magazines

Television

email

tabloid

mobile phone

channel

broadcast

blog



## II.

a) What is the role of social media in a society?



Social media is a type of media in which people can interact with each other. It is very important for us because people nowadays do not interact with each other physically.

b) How this helpful to people in their day-to day life?

This helps us in many ways like we can easily interact with each other, we do not need to physically it is a big advantage because times like covid where it was very dangerous for people to meet so this came to help, it helped in many thing like education.

c) Are this helpful to us at present where the farmers protesting for their right. Give your suggestion.

Yes, it is very helpful for us in this case because of this we can know what is going on there without physically going, we can also protest against the government, even though we are sitting in our houses by sending email, tweets, and etc to the concerned officials. We can also see all the different reviews of people and officials and decide if the people are right or the government is right about this case, from this we can take the necessary actions.

### III. Fill in the Blanks:

1. Newspapers and magazines are also known as print media.
2. media has brought the world closer to us.
3. Mass media earns money by advertising different things like cars, clothes, eatables and mobile phones, etc.
4. An independent media is free from the control and influence of government.
5. Media influences our feelings, thought and actions.
6. Media decides what to focus on and thus, it sets the agenda.
7. The information provided by media should be balanced report.
8. Radio, television, newspaper and internet are jointly known as media.
9. Media is the plural form of the word medium.
10. technology helps the media in reaching people.

### IV. Match the following:

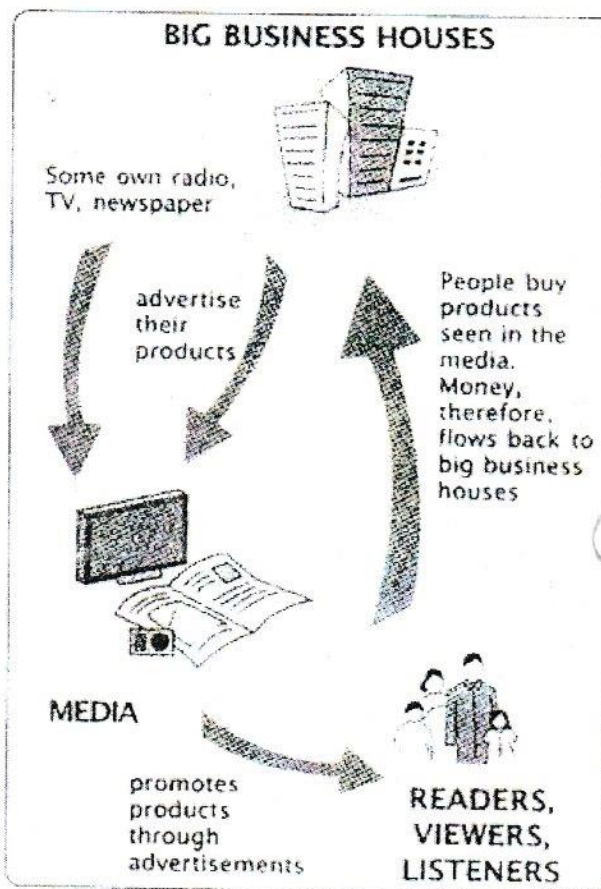
- |  |  |
|--|--|
| 1. Media (C)                                   | a) A report that discusses all the view points of a particular story.                |
| 2. Balanced report (a)                         | b) Government bans a news item or scenes from a movie or the lyrics of a song.       |
| 3. Electronic media (f)                        | c) Various forms of communication in society e.g. television, radio, newspaper, etc. |
| 4. Censorship (b)                              | d) Free from the control and influence of the government.                            |
| 5. Advertising of different things is done (e) | e) TV or radio programme which is widely transmitted.                                |
| 6. Independent media (d)                       | f) Television, radio and Internet.   |
| 7. Setting the agendas (j)                     | g) Materials printed in newspapers, magazines and books for public to read.          |
| 8. Broadcast (e)                               | h) To generate more and more money.  |
| 9. Publishing reports (g)                      | i) Many local groups start their own media.  |
| 10. Local media comes into existence when (i)  | j) Deciding what stories to be focused on and what is newsworth                      |



V. a) Can you give this diagram a title?

b) What do you understand about the link between media and a big business from this diagram?

c) Give your suggestion and write a note.



- a) We can give this diagram title as "Media".
- b) From the link between the big business houses and media that the business houses control the media and what people watch.
- c) Media is a place where people can gain knowledge and the business houses earn money, it is a two way profit system.

Media is a business, in which it earns its money by showing advertisements of products of different company, and for showing the advertisements the business houses earn a lot of money. The advertisements, programmes, we see on media affects our daily life like if we watch a positive news in the morning we feel positive the whole day.