



VERY SHORT ANSWER TYPE QUESTIONS

1. Name various forms of communication.

Answer: Radio, television, newspapers, Internet.

2. What does the word 'media' mean?

Answer: Radio, television, newspapers, Internet and several other forms of communication are collectively known as media.

3. Mention any one positive aspect of television.

Answer: Television has enabled us to think of ourselves as members of a larger global world.

4. Mention one way in which the mass media earns money.

Answer: The mass media earns money by advertising different things like cars, clothes, tea, etc.

5. Why are some advertisements shown repeatedly on the television screen? [V. Imp.]

Answer: Same advertisements are shown repeatedly on the television screen just to make people's mind to go out and buy what is advertised.

6. What are the various ways through which people express their dissatisfaction to any of the government's decision which does not go in their favour?

Answer: They do so by writing letters to the concerned minister, organising a public protest, starting a signature campaigns and asking the government to rethink its programme, etc.

7. What do you mean by a balanced report? [V. Imp.]

Answer: A balanced report is one that discusses all points of view of a particular story and then leaves it to the readers to make up their minds.

8. Why is it necessary for media to be independent?

Answer: Only then media can write a balanced report.

9. Why does media sometimes focus on a particular aspect of a story?

Answer: It is because media believes that this will make the story interesting.

10. What does media's close relationship with business often mean?

Answer: It means that media will fail to give a balanced report.

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