

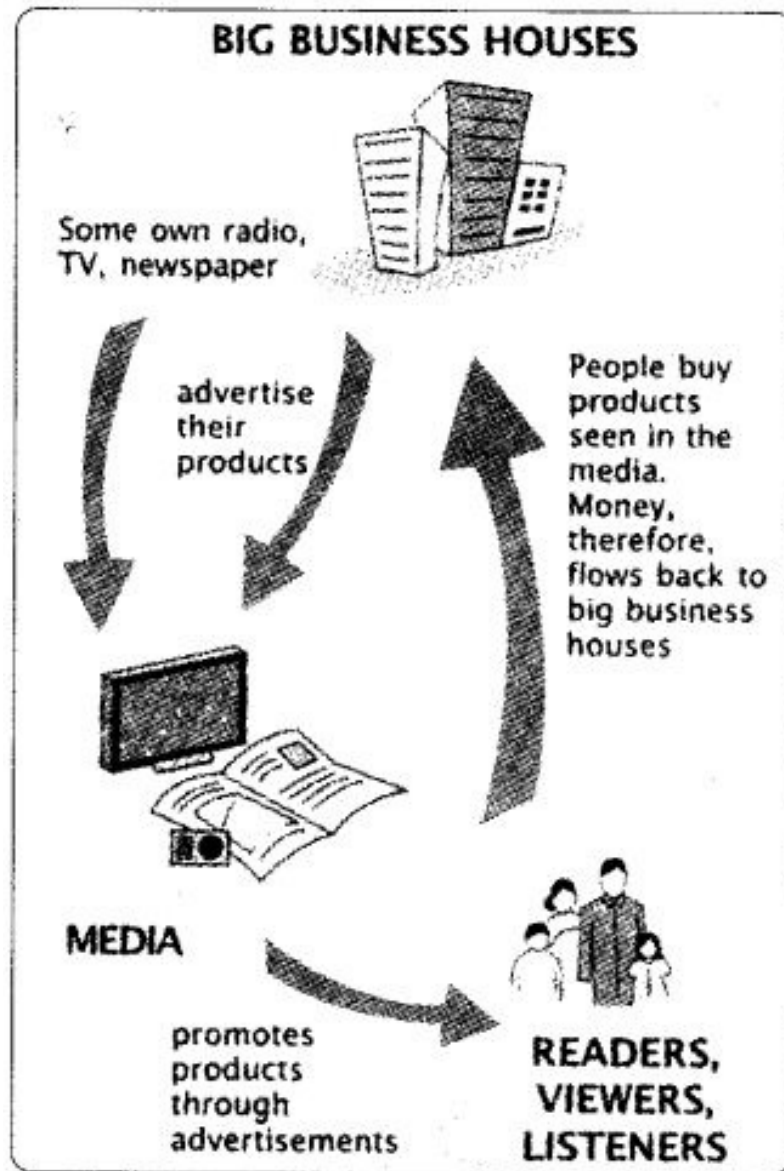


1. In what ways does media play an important role in a democracy?

Answer: Media plays an important role in a democracy. It provides news and discusses events taking place in the country and the world. It is on the basis of this information that we learn how the government works.

- Media also criticises the unpopular policies and programmes that the government takes.
- Media forms public opinion.
- Media acknowledges us with several current issues.
- Media provides awareness among masses.

2. Can you give this diagram a title? What do you understand about the link between media and big business from this diagram?



Answer: A title to the above diagram may be given like this—Media and Big Business Houses. Big Business Houses attract people to promote their products through media. It is the best and the cheapest means to reach people at large.

3. You have read about the ways in which the media 'sets the agenda'. What kind of effect does this have in a democracy? Provide two examples to support your point of view.

Answer: Media creates public opinion in a democracy. It can build up public opinion in favour of or against any issue. Today, it has diverted from its real agenda. Instead of highlighting public issues, it is now concentrating upon cheap agendas like fashion shows, child falling in pit, etc.

4. As a class project, decide to focus on a particular news topic and cut out stories from different newspapers on this. Also watch the coverage of this topic on TV news, compare two newspapers and write down the similarity—and differences in their reports. It might help to ask the following questions:

- (a) What information is this article providing?
- (b) What information is it leaving out?
- (c) From whose point of view is the article being written?
- (d) Whose point of view is being left out and why?

Answer: Students are suggested to do this project themselves.

\*\*\*\*\* END \*\*\*\*\*