

1. In what ways does the media play an important role in a democracy?
2. Can you give this diagram a title? What do you understand about the link between media and big business from this diagram?

1. In what ways is a hawker different from a shop owner?
2. Compare and contrast a weekly market and a shopping complex on the following:

Market	Kind of goods sold	Prices of goods	Sellers	Buyers
Weekly market				
Shopping complex				

3. Explain how a chain of markets is formed. What purpose does it serve?

1. What made Swapna sell the cotton to the trader instead of selling at the Kurnool cotton market?
2. Describe the conditions of employment as well as the wages of workers in the garment exporting factory. Do you think the workers get a fair deal?

BIG BUSINESS HOUSES



Some own radio,
TV, newspaper

advertise
their
products

People buy
products
seen in the
media.
Money,
therefore,
flows back to
big business
houses



MEDIA

promotes
products
through
advertisements



**READERS,
VIEWERS,
LISTENERS**