



Answer the following:

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

Answer: Media play an important role in democracy in the following ways:

1. They make the masses know about certain issues/problems.
2. They propagate the policies and programmes of the government.
3. They also criticise the unpopular policies and programmes of the government.
4. They help in forming the opinion of the masses.
5. They also report various crimes and mis-happenings, accidents, etc.
6. The media also announce the opinions of the public about certain issues/problems etc.

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 “setting an agenda” has an impact on democracy.

1. By focusing on a particular issue the media influences our thoughts and feelings.
2. It brings the core issues to light and sometimes even helps get justice for people.
3. By setting an agenda, media creates awareness about certain wrongs or the illegal activities happening in the society and makes the government take action.
4. Sometimes due to government pressure or due to the influence of big business houses, the balanced report may not come out.
5. **For example:** During and after the Commonwealth Games media focused on the corruption in giving out the projects, more recently the “Colgate” issue.
6. Bring to light the amount of money secretly stashed in Swiss banks