



CLASS: VII

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SUBJECT: SST (SPL)

L6-Understanding Media

I. Choose the correct answer:

- Which one of the following is print media?
(a) Newspaper (b) T.V. (c) Radio (d) Computer
- Which is the main source of income of media ?
(a) Articles (b) Advertisements (c) General news (d) None of these
- Government control over the media is known as:
(a) Factdal (b) Censorship (c) Independence (d) Emergency
- Why is it necessary for media to be independent?
(a) To earn salary (c) To encourage company
(b) To write balance report (d) None of these

II. Fill in the blanks:

- Media is the plural of the word _____.
- The example of local newspaper written in Bundeli is _____.
- Advertisements made by the government or private agencies that have a larger message for society are called _____.
- _____ has brought the world closer to us.

III. Answer in very short:

- Name various forms of communication.
- What does the word 'media' mean?
- Mention any one positive aspect of television.
- Why are some advertisements shown repeatedly on the television screen?
- Mention one way in which the mass media earns money?

IV. Answer in short:

- How has television brought the world closer to us?
- What do you mean by an independent media? Why it is important for media to be independent?
- Most television channels and newspapers are part of big business houses. Why?
- Writer short note on 'local media'.