

VIDYA BHAWAN BALIKA VIDYAPITH SHAKTI UTTAN ASHRAM LAKHISARAI

CLASS 7th SUBJECT S.SCI DATE 26.XI.2020

Ch: UNDERSTAND THE MEDIA

VERY SHORT ANSWER TYPE QUESTIONS

1. Name various forms of communication.

Answer: Radio, television, newspapers, the Internet.

2. What does the word 'media' mean?

Answer: Radio, television, newspapers, the 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 minds 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 campaign and asking the government to rethink its programme, etc.

SUBJECT TEACHER MUKESH KUMAR