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CLASS 7<sup>TH</sup>

SUBJECT S.SCI

# Understanding Media Class 7 Notes

## Social Science Civics Chapter 6

Media refers to all means of communication, everything ranging from a phone call to the evening news on TV can be called media. TV, radio, and newspapers are forms of media. Since they reach millions of people across the world they are called mass media.

Media is the plural form of the word 'medium' and it describes the various ways through which we communicate in society.

### Media and Technology

- Life without media is difficult. Cable TV and the Internet are recent phenomena.
- Both print media and electronic media have played an important role in social change.
- Changing technology or machines help media to reach more people.
- Television has enabled us to think of ourselves as members of the global people.
- It is the responsibility of the media to present a fair and balanced report.
- Media is far from being independent. This is because of the control of the government over media called censoring and because big business houses control the media.
- An independent media means that no one should control and influence its coverage and news.

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