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CLASS 7TH SUBJECT S.SCI

CH:UNDERSTANDING THE MEDIA DATE 16.XI.2020.

Media and Money

- The different technologies that mass media use are expensive.
- In a news studio, it is not only the newsreader who needs to be paid but also a number of other people who help put the broadcast together.
- A lot of money is spent on getting the latest technology. To meet this cost, it needs money.
- Media thus has come to be owned by big corporate.
- Media, therefore, uses advertising as a tool to raise revenue.

Media and Democracy

- Media plays a very important role in providing news and discussing events taking place in the country and the world.
- New stories of media inform people about important events in the country.
- Some important ways by which people can take about important events in the country are organizing public protests, starting a signature campaign, etc.

READ THE ABOVE ARTICLE CAREFULLY AND TRY TO UNDERSTAND AND GIVE THE ANSWER OF THE FOLLOWING QUESTIONS:

1WRITE THE ROLE OF MEDIA IN DEMOCRACY?

2.WRITE THE ROLE OF MONEY IN MEDIA.

SUBJECT TEACHER MUKESH KUMAR