

**Understanding Media Class 7 Extra Questions and Answer Civics Chapter 6
Very Short Answers Type**

Question 1.

What do you understand by the word 'media'?

Answer:

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

Question 2.

Name various forms of media.

Answer:

Phone, TV, radio, newspapers, magazine, periodicals, internet etc., are forms of media. Some of them may reach millions of people beyond the boundaries.

Question 3.

What does the word 'mass media' mean?

Answer:

When any idea is spread up to the millions of people it is called mass media.

Question 4.

What is the use of technology in the media?

Answer:

Technology is playing an important role in the media. Technology makes it possible to access everything within short span of time and at large scale.

Question 5.

What do you mean by a balanced report?

Answer:

In the balanced report the media discusses all points of view and then leaves it to the readers to make up their minds.

Question 6.

How is an independent media useful for the people?

Answer:

Only an independent media can write or present a balanced report.

Question 7.

How is the changing technology useful for media?

Answer:

Changing technology or machines makes technology more modern, helps media to reach more people. It also improves the quality of sound and the images that are seen.

Question 8.

How does media manage its cost?

Answer:

The technology used by the mass media, costs a lot of money. They earn money by advertising various products of companies, programmes, schemes, tenders etc.

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