



মহাশিক্ষা বিভাগ (মাম)

DEPARTMENT OF EDUCATION (S)

Government of Manipur

CHAPTER – 21

UNDERSTANDING MEDIA

SOLUTIONS:

EXERCISES

1. **Answer the following questions in one word or sentence:**

(a) **By which means does media earn big money?**

Ans: Media earns a big money by advertising.

(b) **Why technologies or machines should be changed in TV telecast?**

Ans: Mass media like television should change its technology for better results.

(c) **How does advertising ignore the dignity of the poor?**

Ans: Advertising tends to promote a certain lack of respect for the poor as advertisements are done for branded products only which poor people could not buy.

2. **Answer the following questions in about 30/40 words each:**

(a) **How does the media publish two different stories of the same event?**

Ans: Different news outlets may choose different angles to report on the same story. Some media present stories from an angle that they believe will appeal to their target audience. But the information supplied by the media must be a balance one. For example, some newspapers may be in favour of the government while some newspapers may go against it.

(b) Show the ways in which public protest can be expressed.

Ans: On the basis of the information gathered by the people from media they can write letters to the concerned ministers, organise public protest, start signature campaign, ask the government to rethink its programmes and policies.

(c) Write the relationship between advertising and democracy.

Ans: Advertising links to equality in a democratic society in various ways. To advertise a product is costly. Big companies spend lots of money in advertising their branded products but small business companies do not have much money to advertise their products. But they have to compete against highly advertised items that make the people believe that branded and packed goods are better. Thus, brands can create discrimination in the society which is undemocratic and create inequality among the masses. Advertising tends to promote a certain lack of respect for the poor who cannot buy branded products.

(d) In what ways does advertising appeal to personal emotions?

Ans: Advertisements play a big role in our lives. We used to buy products based on advertisements. Advertisements often target the personal emotions of consumers. Advertisements often shows us images of the life style of rich people and seldom shows us the reality of common lives. They link our emotions to the products and tend to influence the ways in which we value ourselves as persons. Often we see many celebrities (cricketers, film stars, models, etc.) selling products through advertisements. Their popularity is used by the advertisers to convince people to buy the products.

3. Choose the correct answer:

(i) Which country of the following produces most cartoon films?

- A. France**
- B. Japan**
- C. UK**
- D. India**

(ii) It is important that information supplied by media must be aone.

- A. false
- B. true
- C. balanced
- D. one sided

(iii) What is the emergency period in India during which the government censored the media to a great extent?

- A. 1975-77
- B. 1976-78
- C. 1977-78
- D. 1978-79

Answers: (i) – B. Japan, (ii) – C. balanced, (iii) C. –1975-77

4. State true or false:

- (a) Mass media keep changing its machined and technologies for better results.
- (b) The consumers are paying more while purchasing advertised products as fees of advertisements.

Answers: (a) True, (b) False



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