Ch-20

Media- the mainstay of democracy

- **Tick the correct option:**

1**. Media refers to various means of communication that help in communicating to:**

a) One person at a time

b) A large number of people at the same time

c) Only government officials

d) Only children

Answer: b

2. Which of these is NOT an example of mass media?

a) Radio

b) Television

c) Personal diary

d) Newspapers

Answer: c

3. Who invented paper, which influenced printing development?

a) Germans

b) Indians

c) Chinese

d) British

Answer: c

4. Who is credited with the invention of the first printing machine with a type mould?

a) Isaac Newton

b) Johannes Gutenberg

c) Thomas Edison

d) Galileo Galilei

Answer: b

5. Gutenberg brought out the first printed Bible in the:

a) Mid-fourteenth century

b) Mid-fifteenth century

c) Mid-sixteenth century

d) Mid-seventeenth century

Answer: b

6. In electronic media, which is very important for public information?

a) Radio only

b) Television

c) Newspapers only

d) Magazines only

Answer: b

7. What has improved connectivity in rural, mountainous and urban areas?

a) Postal service

b) Cable and satellite network

c) Telegrams

d) Newspapers

Answer: b

8. What has ended 'narrowcasting' and created a 'global culture'?

a) Radio

b) Communication technology

c) Books

d) Letters

Answer: b

9. Television channels and newspapers are mostly owned or supported by:

a) Small farmers

b) Big business houses

c) School teachers

d) Doctors

Answer: b

10. Media is a powerful tool in the hands of the rich to:

a) Help the poor

b) Make money and advertise products

c) Teach students

d) Build roads

Answer: b

11. In a democratic country like India, media plays an important role in creating:

a) Confusion

b) Awareness and enlightened citizens

c) More problems

d) Unemployment

Answer: b

12. Media is the main source of information, interviews, speeches and panel discussions that make viewers aware of:

a) Only film stars

b) Hopes and aspirations of political parties, eminent personalities from various fields

c) Only cricket

d) Only weather

Answer: b

13. Television and newspaper reporters cover rallies, protest marches or local body meetings to answer queries about:

a) Only celebrities

b) Success or failure of government plans and facilities promised at elections

c) Only sports

d) Only fashion

Answer: b

14. Indian cinema has played an important role in creating awareness about:

a) Only comedy

b) Social evils, political malpractices, economic exploitation

c) Only foreign countries

d) Only history

Answer: b

15. The ever-increasing hunger of viewers for information has led to an increase in many:

a) Schools

b) Hindi and English television channels along with regional channels

c) Hospitals

d) Factories

Answer: b

16. The first tube Radio Munni Bai was examined from the entertainment tax by the government as it taught the lesson of:

a) War

b) Non-violent protest, even though in a filmi style

c) Cooking

d) Driving

Answer: b

17. What did the Gagging Act of 1857 empower the government to do?

a) Print more books

b) Ban circulation of any newspaper, book or printed material

c) Open schools

d) Build roads

Answer: b

18. Freedom of Press is a Fundamental Right under:

a) Freedom of Speech and Expression with certain limitations

b) Right to Property

c) Right to Religion

d) Right to Education

Answer: a

19. What is censorship?

a) Freedom of media

b) Government can ban media from broadcasting/publishing certain items to protect national interest

c) Giving awards to media

d) Starting new channels

Answer: b

20. Right to Information (RTI) Act was passed in:

a) 2000

b) 2005

c) 2010

d) 2015

Answer: b

- **Fill in the Blanks:**

1. Media refers to various means of communication that help in communicating to a large number of people at the same time.

2. Radio, television, cinema, newspapers, magazines and internet are all means of communication.

3. Since they help in communicating messages to millions of people at the same time, they are called mass media.

4. In earlier times, raised and carved designs of seals were pressed on wet clay or wax for printing marks to close agreements, record transactions, and authorise documents.

5. The Chinese invented paper. The hand-copied and illustrated books by Buddhist monks gave it a further thrust.

6. German printer Johannes Gutenberg is credited with the invention of the first printing machine with a type mould.

7. Today, computers control the printing process where materials to be printed are fed into the memory of printing machines.

8. In electronic media, television is very important for a number of reasons.

9. Television is the prime source for the public to know about the current affairs, sports and games, progress of wars, political situation in a country, etc.

10. Cable and satellite network has improved the connectivity in rural, mountainous and urban areas. Thus, it has successfully ended 'narrowcasting'.

11. Technology has improved the efficiency of media and on the other, media updates us on the advances in technology, whether it is a new form of internet connection or diet pills.

12. The studios require constant upgradation of technology to provide quality service. All this needs a lot of investment.

13. Media is a powerful tool in the hands of the rich. They are in media to make money and advertise their class interest. The biggest source of income is to advertise a wide range of products from skin cream to cars.

14. The condition during a cricket match is similar where advertisements are squeezed in after every over.

15. In a democratic country like India, media plays an important role in creating aware and enlightened citizens.

16. Media also ensures that the political power, other parties and powerful groups do not step beyond their limits.

17. Indian cinema has also played an important role in creating awareness about social evils, political malpractices, economic exploitation and the fast changing Indian society.

18. Our films in Hindi, English and all the vernacular languages have a huge following in India and the world.

19. After independence, on 26 January 1950 our Constitution safeguarded the Freedom of Press as a Fundamental Right under Freedom of Speech and Expression.

20. The Right to Information Act, which is required to reply within thirty days, has enabled the citizens to access the information that is under the control of a public authority.

- **One-Word Answer Questions:**

1. Q: What do we call various means of communication to a large number of people?

A: Media

2. Q: Who invented paper?

A: Chinese

3. Q: Who invented the first printing machine with type mould?

A: Gutenberg

4. Q: What has created a 'global culture' by ending narrowcasting?

A: Technology

5. Q: What is a proposed law called?

A: Bill

6. Q: What is the statement of income and expenditure for a particular period?

A: Budget

7. Q: What is a temporary law enforced by the Executive when Legislature is not in session?

A: Ordinance

8. Q: In which year was the Gagging Act passed?

A: 1857

9. Q: What is it called when government bans certain media content for national interest?

A: Censorship

10. Q: In which year was RTI Act passed?

A: 2005