

# CHAPTER 6

# UNDERSTANDING MEDIA



# CLASS VII CHAPTER 6 UNDERSTANDING MEDIA (NCERT)

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**INTRODUCTION**

**MEDIA AND  
TECHNOLOGY**

**MEDIA AND MONEY**



**MEDIA AND  
DEMOCRACY**

**SETTING AGENDAS**

**WE SHOULD  
BE AWARE -**


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## INTRODUCTION


What is your **FAVOURITE** TV programme? What do you like **LISTENING** to on the **RADIO**? Which **NEWSPAPER OR MAGAZINE** do you usually **READ**?



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Do you **SURF** the internet and what have you found **MOST USEFUL** about it? Did you know that there is one word that is often used to **COLLECTIVELY REFER** to the **RADIO, TV, NEWSPAPERS,**



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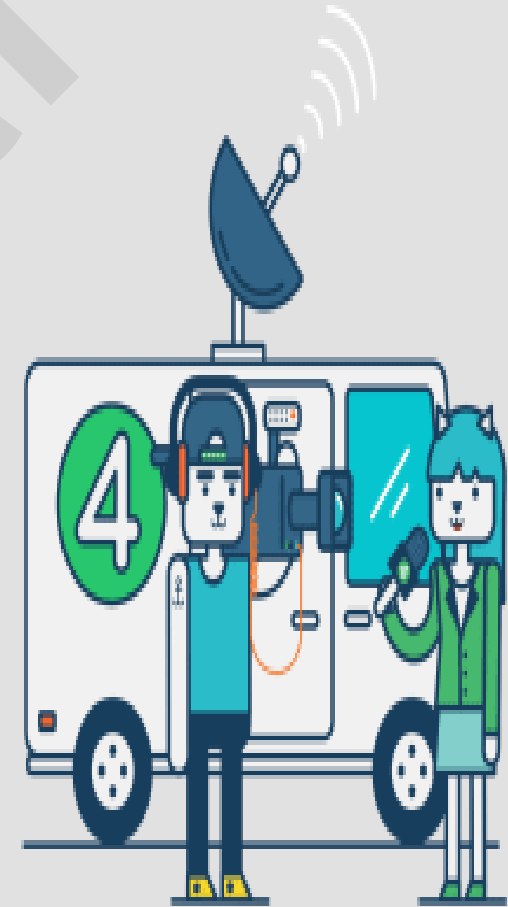
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**INTERNET** and several other **FORMS OF COMMUNICATION**. This word is '**MEDIA**'. **IN THIS CHAPTER**, you will read more about the media. You will find out what is **REQUIRED** to make it **WORK**, as well as



the **WAYS** in which the **MEDIA** **AFFECTS** our **DAILY LIVES**.

- Media is the plural form of the word '**MEDIUM**' and it describes the **VARIOUS WAYS THROUGH** which we communicate in **SOCIETY**.





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 a form of **MEDIA** that reaches **MILLIONS** of people, or the **MASSES**, across the country and the world and, thus, they are called **MASS MEDIA**.





## MEDIA AND TECHNOLOGY

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➤ The **TECHNOLOGY** that mass media uses keeps changing. **NEWSPAPERS, TELEVISION** and **RADIO** can reach millions of people because they use **CERTAIN TECHNOLOGIES.**



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➤ We also tend to discuss **NEWSPAPERS** and **MAGAZINES** as the **PRINT MEDIA**; and TV and radio as the **ELECTRONIC MEDIA**.



➤ Provide photos of mass media before **20 YEARS**



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Ago and today for ex –  
**RADIO, TV, PHONE, POST .**

➤ Changing **TECHNOLOGY**,  
or **MACHINES**, and  
making technology  
more **MODERN**, helps  
media to reach more  
people.



It also **IMPROVES**  
the **QUALITY OF SOUND**  
and the **IMAGES** that  
you see.

➤ Today it is quite  
**DIFFICULT** for us to  
think of our lives  
without **TELEVISION.**





**TELEVISION** has enabled us to think of ourselves as members of a larger **GLOBAL WORLD**.

- 
- This allows us to view **NEWS** and **ENTERTAINMENT**



channels from other parts of the **WORLD**. Most of the **CARTOONS** that you see on television are **MOSTLY FROM JAPAN** or the **UNITED STATES**.

➤ We can now be sitting



in **CHENNAI** or **JAMMU** and can see images of a **STORM** that has hit the coast of **FLORIDA** in the **UNITED STATES**. Television has brought the **WORLD CLOSER TO US**.

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## MEDIA AND MONEY

➤ The different **TECHNOLOGIES** that mass media use are **EXPENSIVE**. Just think about the **TV STUDIO** in which the **NEWSREADER** sits –









it has **LIGHTS, CAMERAS, SOUND RECORDERS, TRANSMISSION SATELLITES,** etc., all of which cost a lot of **MONEY.**

➤ In a news studio, it is not only





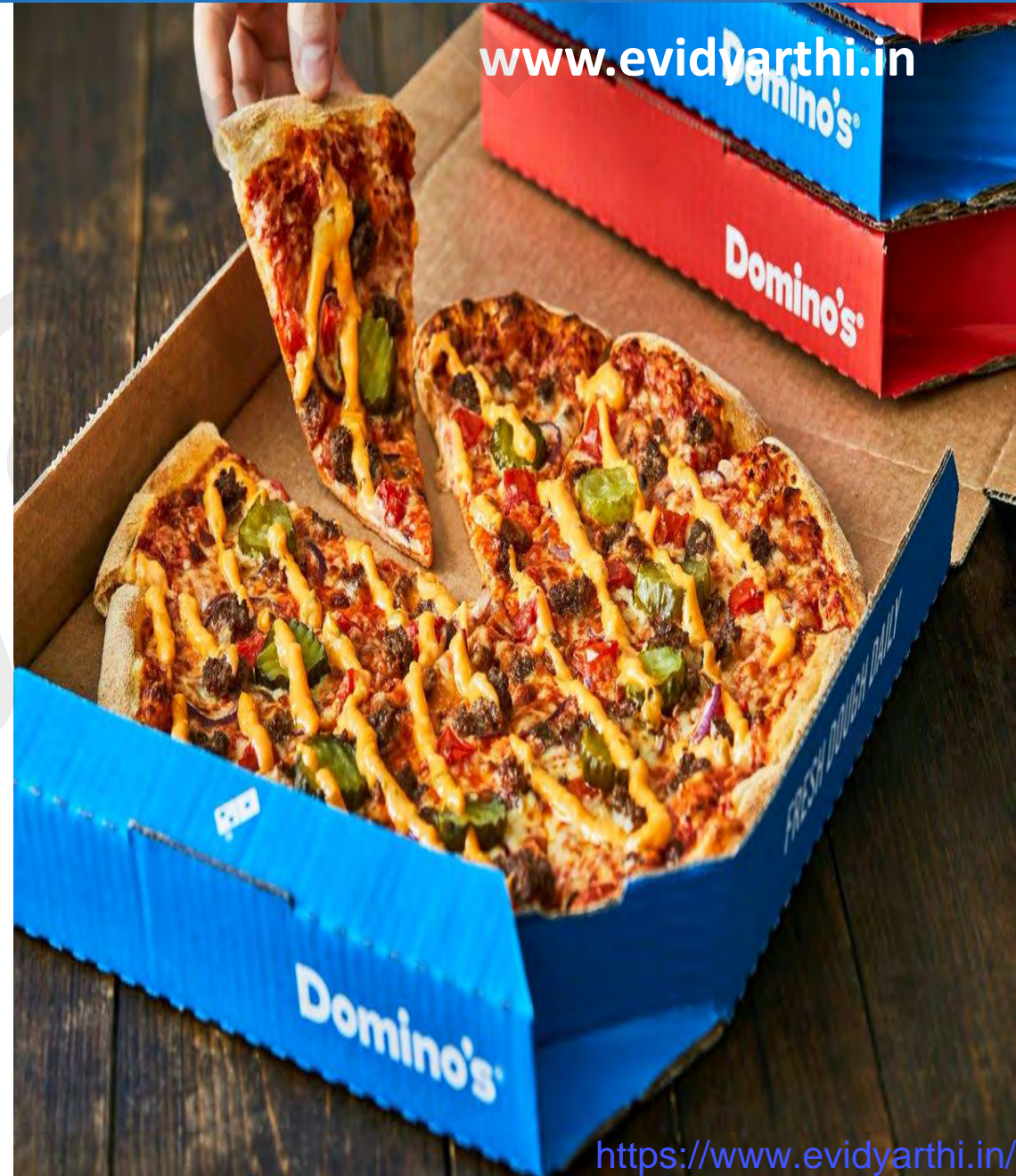
the **NEWSREADER** who needs to be paid but also a number of other people who help put the **BROADCAST TOGETHER**. This includes those who **LOOK AFTER** the cameras and lights.



➤ One way in which the mass media earns money is by **ADVERTISING DIFFERENT** things like **CARS, CHOCOLATES, CLOTHES, MOBILE PHONES, ETC.**

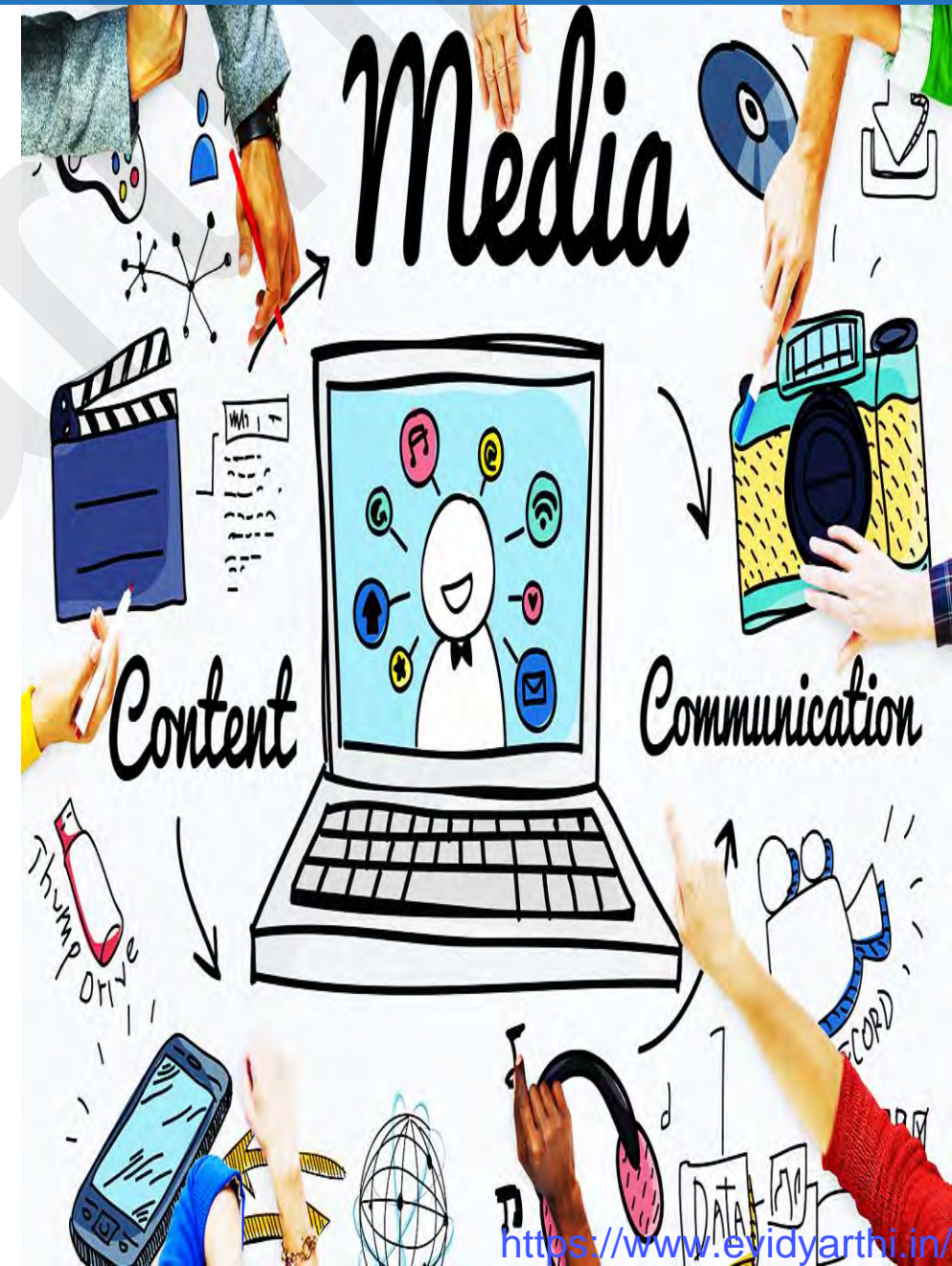



➤ As you will read in the following **CHAPTER**, advertisements are **REPEATED** in the hope that you will go out and buy what is **ADVERTISED**.



## MEDIA AND DEMOCRACY

➤ The **MEDIA** plays a very important role in **PROVIDING NEWS** and **DISCUSSING EVENTS** taking place in the country and the **WORLD**.





➤ Given the role that the **MEDIA** plays in **PROVIDING INFORMATION**, it is important that the information be **BALANCED**.



➤ Let us **UNDERSTAND** what we mean by a **BALANCED**



**MEDIA REPORT**  
by reading two  
**VERSIONS** of the  
same news  
event given :-



## Crackdown on polluting factories Protestors block roads and disrupt traffic

Radhika Malik | INN

Violent protests by owners and workers brought the city to a standstill today. People getting to work could not do so on time because of huge traffic jams. The owners and workers are protesting the government's decision to close down polluting factory units. Although the government did take this decision rather hastily, the protestors have known for quite some time that their units are not legal.

Moreover the levels of pollution in the city will be greatly reduced by this closure. Mr. Jain a well-known figure in the city said, "With our city gradually becoming India's new business hub, it is important that it be a clean and green city. Polluting factories should be moved. The factory owners and workers should accept the relocation being offered by the government instead of protesting."

## Closure of factories causes unrest

Daily News Service ■

The closure of one lakh factories in the city's residential areas is likely to become a serious issue. On Monday, thousands of factory owners and workers took to the streets to strongly protest this closure. They said that their livelihoods would be lost. They say that the fault lies with the municipal corporation because it continued to issue licenses for new factories to be set up in residential areas. They also say that there were no adequate relocation efforts. The owners and workers plan a one-day city bandh to protest against this closure. Mr. Sharma, one of the factory owners said, "The government says that it has done a lot to relocate us. But the areas they have sent us to have no facilities and have not been developed for the last five years."





➤ An **INDEPENDENT** media means that no one should **CONTROL** and **INFLUENCE** its **COVERAGE OF NEWS**.



➤ No one should tell the **MEDIA** what can be **INCLUDED** and what should

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not be **INCLUDED** in a news story.

➤ An **INDEPENDENT** media is important in a **DEMOCRACY**. it is on the basis of the **INFORMATION** that the **MEDIA PROVIDES** that we take action as **CITIZENS**,





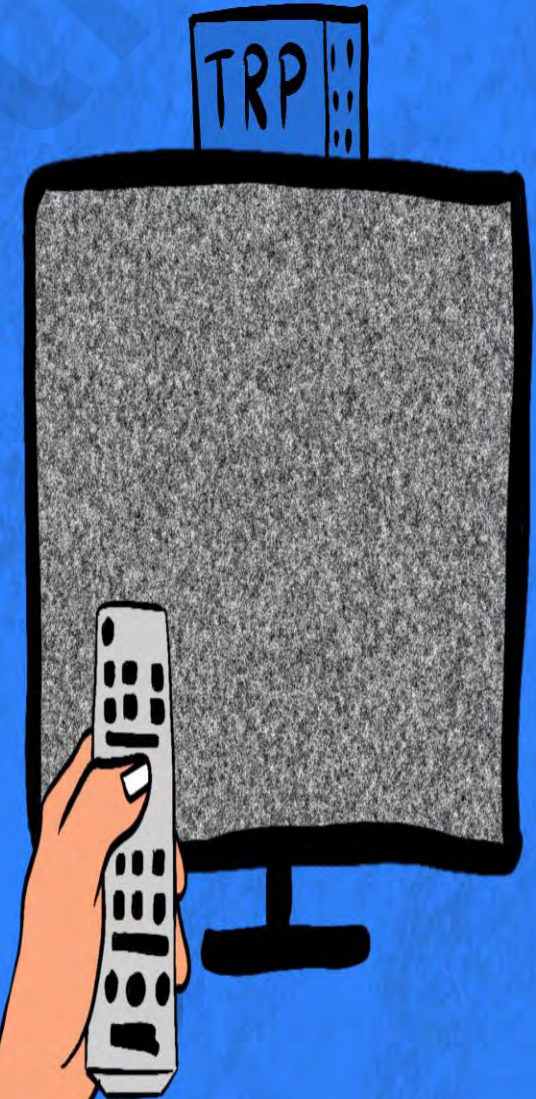
**CITIZENS**, so it is important that this **INFORMATION** is **RELIABLE** and **NOT BIASED**.

➤ The **REALITY** is that media is far from **INDEPENDENT**. This is mainly because of two reasons. The **FIRST** is



the **CONTROL** that the **GOVERNMENT** has on the **MEDIA**.

- When the government **PREVENTS** either a news item, scenes from a movie, or the lyrics of a song from being shared





with the **LARGER PUBLIC**, this is referred to as **CENSORSHIP**.

➤ **GOVERNMENT** does continue to **CENSOR FILMS**, but it does not really censor the **MEDIA'S COVERAGE OF NEWS**.





➤ **BUSINESS** houses **CONTROL** the **MEDIA** too. **AT TIMES**, it is in the interest of these **BUSINESSES** to focus on only one side of **THE STORY**.





➤ The **MEDIA** also tends to focus on a **PARTICULAR ASPECT** of a story because they **BELIEVE** this makes the **STORY INTERESTING.**



## SETTING AGENDAS

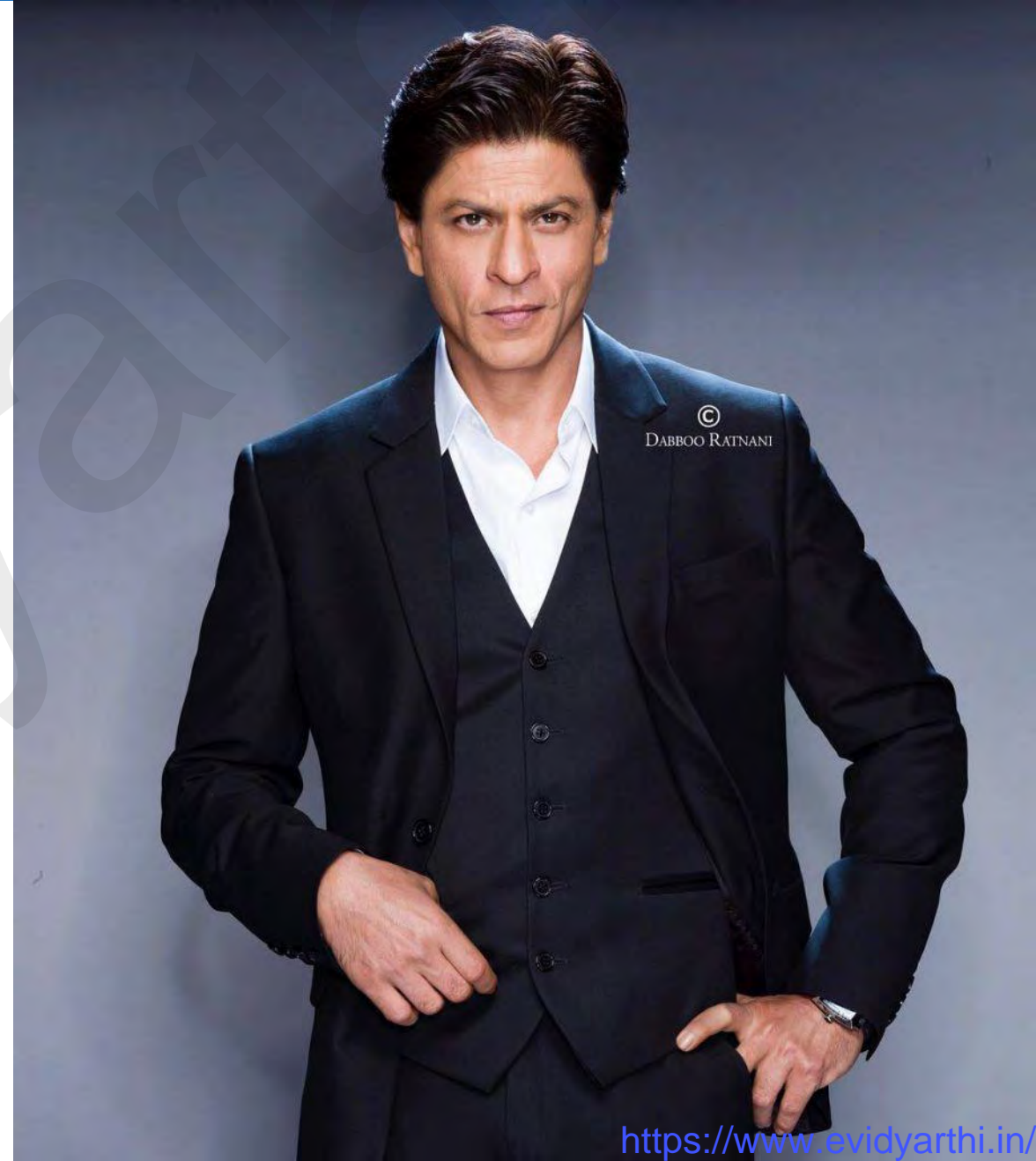
- The **MEDIA** also plays an important role in **DECIDING** what stories to **FOCUS** on, and therefore, decides on what is **NEWSWORTHY**.
- **FOR EXAMPLE**, the







annual function at your school is unlikely to make **THE NEWS**. But if a **FAMOUS ACTOR** is invited as the **CHIEF GUEST**, then the **MEDIA** might be interested in **COVERING IT**.



➤ **VERY RECENTLY,**  
the media  
drew our  
**ATTENTION** to  
**ALARMING** levels  
of pesticides in  
**COLA DRINKS.**



➤ In **COVERING THIS STORY**, the **MEDIA** positively helped us focus on an issue that **AFFECTS** our **LIVES** and one that we might not even have been **AWARE OF**.

## HONESTY





➤ But it does not happen **EVERY TIME** For example, drinking water is a **MAJOR PROBLEM** in the **COUNTRY** but these issues are discussed **VERY LESS.**



➤ A **JOURNALIST** wrote about the **FASHION WEEK**, showed their new creations to rich people, formed the front page headlines of all **THE NEWSPAPERS** while several slums





were being  
**DEMOLISHED** in  
Mumbai, the very  
same week, and  
this was not even  
**NOTICED!**



➤ As citizens of a  
**DEMOCRACY,**





the **MEDIA** has a very **IMPORTANT** role to play in our **LIVES** because it is through the **MEDIA** that we hear about **ISSUES RELATED** to the working of **THE GOVERNMENT.**



**WE SHOULD BE AWARE -**

What is the **INFORMATION** I am learning from this **REPORT**? What information is not **BEING PROVIDED**?

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From whose point of view is the **ARTICLE** being **WRITTEN**? Whose **POINT OF VIEW** is being **LEFT OUT** and **WHY**?

