

**BCM SCHOOL**

**Affiliated to CBSE an Institution of BCM Foundation**

**CLASS-VII**

**Chapter- 6(Civics) Understanding Media**

**ASSIGNMENT**

**Multiple Choice Questions**

1. Which of the following is not a form of media?  
a) Television                      b) Newspaper                      c) Telephone                      d) Radio
2. The main function of the media is to:  
a) Entertain only                      b) Advertise products                      c) Inform and influence public opinion  
d) Spread rumours
3. Which of these is an example of social media?  
a) All India Radio                      b) Instagram                      c) Doordarshan                      d) The Hindu
4. Government control over the media is known as:  
(a) Factual                      (b) Censorship                      (c) Independence                      (d) Emergency

**II. Matching The following**

**Column A**

- 1)Khabar Lahriya
- 2)Satellite
- 3)Electronic Media
- 4)Print Media

**Column B**

- a) Newspaper
- b)Local paper in U.P.
- c) Revolutionized mass media
- d) Internet

Codes:1      2      3      4

A)    b      c      d      a

B)    c      a      b      d

C)    d      b      a      c

### III. Choose the Correct Statement

1.
  - a) Media always gives equal time to all issues.
  - b) Media can sometimes be biased.
  - c) Media is never influenced by money or power.
  - d) Media never changes public opinion.

**Answer:** \_\_\_\_\_

2.
  - a) The government owns all media houses.
  - b) Advertising has no effect on media content.
  - c) Media helps people stay informed about current issues.
  - d) Media is only used for entertainment.

**Answer:** \_\_\_\_\_

### IV. Competency-Based Questions

1. How does media influence public opinion?
2. Why is freedom of the press important in a democracy?
3. Suggest one way to ensure fair and unbiased reporting in media.
4. Explain how advertisements impact consumer choices.

### V. Knowledge-Based Questions

1. Define the term *media*.
2. What is the role of advertising in media?
3. What do you mean by *censorship*?
4. List two examples of electronic media.

### VI. Critical Thinking Based Questions

1. Do you think media should be completely free from government control? Why or why not?
2. How can we identify fake news in today's digital world?
3. What responsibility do citizens have when consuming media?

### VII. Case Study

**Read the following passage and answer the questions below:**

- A news channel reported that a city's water supply was contaminated. The report created panic among citizens. Later, it was found that the news was based on unverified sources, and the water was safe. The channel apologized for spreading misinformation. Most of the big houses of media are not interested in covering 'small' issues that involve ordinary people and their daily lives. Hence several local groups have come forward to start their own media.

### **Questions:**

1. What mistake did the media make in this case?
2. How did the news affect people?
3. What should the media have done before reporting?
4. What can be learned from this incident about responsible journalism?

## **VIII. Source-Based Questions**

**Read the excerpt and answer the following:**

“Media plays an important role in providing information and shaping opinions. However, it is often influenced by business houses and political groups.” Media decides the issues and stories to focus on. This is called “setting the agenda”. The government through censorship prevents certain stories to be published. Media's relationship with business houses affects balanced reporting.

It is therefore, important that we do not rely too much on one sided factual reporting

### **Questions:**

1. What is the main role of media mentioned in the passage?
2. Who can influence media content?
3. Why is independent media important?
4. How can citizens ensure they receive unbiased information?

