

Chp # 3

MEDIA AND ITS IMPACT

1. What is the most important function that media performs?

Answer: Media is the most important source of information and news. It increases our knowledge and awareness of the world in which we live. It is also a source of entertainment and recreation.

2. What are the two major means of communication?

Answer: The two major means of communication are written communication and communication through electronic media and gadgets. Print media is rather an old but still very useful form of communication while electronic media is modern. *appliance*

3. How does media provide entertainment?

Answer: Media has got many ways of providing entertainment. There are humorous columns and articles in the newspapers. There are many comedy programmes and shows on different radio and TV channels. Some TV channels broadcast plays and movies as well.

4. What happens when media is allowed to play its role unchecked?

Answer: If media is allowed to play its role unchecked, it may spread false information and rumours. Some channels may also be politically influenced and indulge in propaganda. There should be laws to check that no false or inappropriate content goes on air.

5. Give three reasons in support of your favourite TV channel.

Answer: I like Hum TV more than any other channel. It is because I can watch many interesting plays on this channel. It does not cause any frustration like news channels and gives pure entertainment.

6. Guess the meaning of tutorial.

Answer: Tutorial means an interactive way of learning in which the teacher and students indulge in an activity and everyone actively participates. Our lesson "Media and Its Impact" is an example of tutorial.

7. What type of information does media provide?

Answer: Media provides every kind of information like political, economic and educational information. Most of the times the information thus provided is correct and relevant but sometimes we may get a false piece of information.

8. Is TV taking away the habit of reading?

Answer: TV has its own importance and cannot be ignored altogether. But too much of everything is bad. Broadly speaking, it is true that TV has taken away the habit of reading because many people waste a lot of their time in front of TV screen.

9. Which is your favourite TV programme? Why?

Answer: Khabardar at Express News is my favourite programme. The reason is that it is a combination of so many interesting elements. There is first class information combined with first class comedy and satire. Occasionally there is music as well.