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## NCERT Political Science/Civics Class 7 Chapter 6 Understanding Media Part 1

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Q-1 In what ways does the media play an important role in a democracy?

Answer:-

- Media plays an important role in a democracy.
- It provides news and discusses events taking place in the country and the world.
- It is on the basis of this information that we learn how the government works.
- The media plays an important role in a democracy in the following ways:
  1. The media provides news and discusses important events taking place worldwide.
  2. It is on the basis of this information that citizens can learn how the government works and they can take actions on stories.
  3. It provides a platform to people to express their opinions, especially on national and international issues.
  4. The media is considered as fourth pillar of democracy as it is a watchdog of the government's way of functioning.
  5. The media brings social awareness about economic, political, social and cultural events.

## Media and Democracy

A democracy is a government of the people, for the people and by the people.

Thus, the public opinion is an important aspect. The people in turn could hold the government accountable and change it, if they knew what it was doing.

So, there is a need to inform the people of things around them so that there is a check on the government. And media is the one who informs them.

Q-2 You have read about the ways in which the media 'sets the agenda'. What kind of effect does this have in a democracy? Provide two examples to support your point of view.

Answer:-

- Media creates public opinion and a democracy.
- It can build up public opinion in favors of or against any issue.
- Today, it has diverted from its real agenda.
- Instead of highlighting public issues, it is now concentrating upon cheap agendas like fashion shows, child falling in pit, etc.
- If media focuses on one side of the issues, it can influence our thoughts and actions.
- People may make biased decisions.
- Rather, media should provide a balanced report and leave it to the audience to decide.
- A balanced report will help people in a democracy make right informed decisions.
- Examples:-

- On a positive note, media highlighted social crimes under the name of “honour killing” by “caste panchayat” or narrow-minded families and communities. This helped people become aware of the social issue.
- India is the second most agriculture led country after USA. On a negative side, media hardly broadcasts programmes on agriculture to educate farmers. Rather these channels air “SaasBahu series” 24 hours a day. Even news channels have dedicated shows to cover “page 3 masala” , but they hardly run any show on technical education.