

Book : Social and Political Life-II

Class -7

Sub : Social Science (Civics)

Chapter -6

(Understanding Media)

Handout-1

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* The term media refers to the communication channels through which news, music, movies, education, promotional messages, and other data reach the common people. In this chapter, students will learn what an independent media means and how the media plays a vital role in setting up the agendas.

* What will I learn in this lesson?

* **Objectives**

* understand the role of the media in facilitating interaction between the government and citizens

* gain a sense that government is accountable to its citizens

* understand the link between information and power

* gain a critical sense of the impact of media on people's lives and choices

* appreciate the significance of people's movements in gaining this right <WHICH RIGHT?>

* **Overview**

* A medium is a means or way of communication, and modern mass media is everything that is used to communicate with the people.

* Modern media uses a lot of expensive technology, often paid for by the government or repeated advertisements.

* Governments and businessmen unfairly control which stories are shared or not by the media.

* The media sets the agenda for the nation, so it must be independent and balanced otherwise it becomes undemocratic.

