

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

Ans → Media plays an important role in a democracy by the following ways.

I They make the masses know about certain issues/problems.

II They help in forming the opinion of the masses.

III They also report various crises and mishappenings, accidents, etc.

IV The media also announce the opinions of the public about certain issues/problems, etc.

V They also criticise the unpopular policies and programmes of the government.

VI They propagate the policies and programmes of the government.

Q.2 Can you give the diagram ^{"a title"} has given in your book as big business houses that do you understand about the link between media and big business from this diagram?

Ans → A title of the above diagram, has given in your book, may be given like this media and big business houses. Big business houses attract people to promote their products through media. It is the best and cheapest means to reach people at large.

Q. 3 you have read about the ways in which the media "sets the agenda" what kind of effects does this have in a democracy? provide two examples to support your points of view.

Ans: → Media "Setting an agenda" has an impact on democracy.

I: By focusing on a particular issue the media influences our thoughts and feelings.

II: It brings the core issues to light and sometimes even helps get justice for people.

III: By setting an agenda, media creates awareness about certain wrongs or the illegal activities happening in the society and makes the government take action.

IV: Sometimes due to government pressure or due to influences of big business houses, the balanced may not be come out.

V: for example: During and after the Commonwealth games media focused on the ~~exception~~ corruption in giving out the projects, more recently the "Coalgate" issue.

VI: Bring to light the amount of money secretly stashed in Swiss bank.