

CHAPTER 3: MEDIA AND IT IMPACT

PRESENTED BY [SKIWORDY](#)

Questions Given within the Lesson

Q: Guess the meaning of tutorial.

Ans: The word “tutorial” means a teaching session under the direction of a tutorial.

Q: What type of information does media provide?

Ans: Media is the most powerful and influential source of communication, information and knowledge. It makes us aware of important incidents and realities of our daily life. It also provides us entertainment.

Q: Is TV taking away the habit of reading?

Ans: Yes, media is taking away the habit of reading because watching TV require less efforts and a little skill of language. Moreover, watching TV is less costly than reading books. Thus, TV is taking away the habit of reading.

Q: Which is your favourite TV programme? Why?

Ans: Jimmy Kimmel’s “Jimmy Kimmel Live!” is my favourite TV programme because it makes me laugh and makes my day. It is the most entertaining and informative TV programme.

EXERCISE QUESTIONS AND ANSWERS

Q: What is the most important function that media performs?

Ans. The most important and effective function of media is its role as the most powerful device of communication. Communication is such a thing because of which we can watch and listen to the news as they are happening.

Q: What are the two major means of communication?

Ans. The two major means of communication are electronic media and print media. Now-a-days media, due to communication, has become an integral part of our lives.

Q: How does media provide entertainment?

Ans. Media entertains us by showing films, plays, by playing music, by printing stories, columns and funny things. Now-a-days game shows are particularly, become popular.

Q: What happens when media is allowed to play its role unchecked?

Ans. If media is allowed to play its role unchecked, the mean, selfish and business-minded persons would try to exploit common men using it cunningly and dishonestly. It may also spread false news and work for its own interest only.

Q: Give three reasons in support of your favourite TV programme.

Ans: I like news programme for the following three reasons:

- i. It provides us important information.***
- ii. It makes us aware of the changing circumstances.***
- iii. It provides us entertainment showing latest news about interesting and strange incidents of the current world.***