

BCM School, Basant Avenue, Dugri Road, Ludhiana

Class- VII

Social Science

Answer key Of Revision Assignment

1. Praveen learns about the importance of media in a democracy. What is one of the key roles of media in a democracy?

- a. To promote the government
- b. To criticize the opposition
- c. To provide information to citizens**
- d. To entertain people

2. Aarti reads a newspaper article about a local issue, but the article only presents one side of the story. What is this an example of?

- a. Balanced reporting
- b. Biased reporting**
- c. Objective reporting
- d. Investigative reporting

3. Assertion (A): Same advertisements are shown repeatedly on TV.

Reason (R): There is a hope that people will buy whatever is advertised.

- a. A is correct but R is wrong.
- b. Both A and R are wrong.
- c. Both A and R are true and R is the correct explanation of A.**
- d. Both A and R are true but R is not the correct explanation of A

4. Assertion (A): Balanced report deals with all the points of view of the story.

Reason (R): Mass media earns a huge amount of money through advertisements.

- a. A is correct but R is wrong.
- b. Both A and R are wrong.
- c. Both A and R are true and R is the correct explanation of A.
- d. Both A and R are true but R is not the correct explanation of A**

Que5. A news channel reported on a public health issue, but the coverage was sensationalized and alarming. How can this type of report affect the public?

Ans-Sensationalized reporting can create unnecessary panic and mislead the public, emphasizing the importance of fact-checking and balanced reporting.

Que6- A village has no newspapers or TV, only radio. Farmers listen daily to crop related programs. How is media useful in rural areas?

Ans- Media spreads knowledge, educates farmers about weather, farming techniques, government schemes and improving lives.

Que7-How do commercial and social advertisements differ in their approach?

Ans. Commercial advertisements are the advertisements which are made to sell a brand.

Eg. Mobile, car, washing machine etc.

Whereas the social advertisements are the advertisements which are made by the government or private agencies on social issues or for public awareness.

Eg. Spreading awareness on saving water, saving trees, COVID-19 etc.

Que8-Do you really agree that the media is independent? Give reasons to support Your answer.

Ans.No, we do not agree with the statement as:

1.Media is always under government control.

2.Government controls through censoring its information in a way of preventing news items, scenes from movies, lyrics of song etc. from being shared with the Larger public.

3.Sometimes it may be under the control for the financial support.

4.To gain public support, the media sometimes publish only one side of the Story.

5. Sometimes media focus on the glamorous side of life instead of showing reality.