

## Chapter – 06 Civics

### Understanding Media

- Media is the plural form of the word 'medium' and it describes the various ways through which we communicate in society.
- Media refers to all means of communication, everything ranging from a phone call to the evening news on TV can be called media. TV, radio and newspapers are a form of media. Since they reach millions of people across the world they are called mass media.
- **Media and Technology:**
  - (i) Life without media is difficult. The Cable TV and the Internet are a recent phenomena.
  - (ii) Both print media and electronic media have played an important role in social change.
  - (iii) Changing technology or machines help media to reach more people.
  - (iv) Television has enabled us to think of ourselves as members of the global people.
  - (v) Balanced report is essential in media which has to report independently.
  - (vi) Media is far from being independent. This is because of the control of government over media called censoring and because big business houses control the media.
- **Media and Money:**
  - (i) The different technologies that mass media use are expensive.
  - (ii) In a news studio, it is not only the newreader who needs to be paid but also a number of other people who help put the broadcast together.
  - (iii) A lot of money is spent on getting the latest technology. To meet this cost, it needs money.
  - (iv) Media thus has come to be owned by big corporates.
  - (v) Media therefore uses advertising as a tool to raise revenue.
- **Media and Democracy:**
  - (i) Media plays a very important role in providing news and discussing events taking place in the country and the world.
  - (ii) New stories of media inform people about important events in the country.
  - (iii) Some important ways in which people about important events in the country.
- **Setting Agendas:**
  - (i) The media also plays an important role in deciding what stories to focus on.
  - (ii) By focusing on particular issues, it influences and shapes our thoughts. It is said the media sets the agenda for people.
  - (iii) Very recently, the media reported alarming levels of pesticides in cold drinks. This report led to safety standards being set for colas.
  - (iv) Media plays a very important role in our lives as it tells us about working of government.