

Social Science Assignment

Class VII

Chapter 20: Media—The Mainstay of Democracy

Q1. Fill in the blanks with correct answer:

- a) _____ refers to various means of communication.
- b) The impact of _____ can be seen on the billboards, newspapers, periodicals, CDs, DVDs, television programmes, films, etc.
- c) German printer _____ is credited with the invention of the first printing machine with a type mould.
- d) _____ control the printing process where materials to be printed are fed into the memory of printing machines to print newspapers, magazines and books.
- e) In a _____ like India, media plays an important role in creating aware and enlightened citizens.
- f) _____ has also played an important role in creating awareness about social evils, political malpractices, economic exploitation etc.
- g) It is very important that the information provided by media is _____.
- h) Under the provisions of _____ Act, any citizen may request information from a 'public authority', which is required to reply within thirty days.

Q2. State true or false:

- a) The latest technologies help media to reach out to the masses.
- b) Cable and satellite network could not improve the connectivity in rural and mountainous areas.
- c) Media will have to take steps to control the misuse of the means of mass communication.
- d) Television and newspaper reporters are always ready to cover rallies, protest marches or local body meetings with politicians/public officials.
- e) Readership of print media has declined even with effective and appealing pictures, cartoons, graphs, maps, etc.

Q3. Match the following:

- | | |
|---|-------------------------------|
| a) raised and carved designs of seals
pressed on wet clay or wax | global culture |
| b) Gutenberg | Media |
| c) communication technology | governance and administration |
| d) main source of information. | printing marks |
| e) Media brings out the defects | printed Bible |

Q4. Short answer questions:

Q1. Name some means of communication.

Q2. Define Mass Media?

Q3. We can see the newsreader, reading the news for us. Besides newsreader many other people are involved in news telecast. List the people involved in telecasting the news?

Q4. Explain the role of print media in building public opinion?

Q5. Explain the importance of television and radio in the life of illiterate and rural people.

Q6. Briefly describe the Gagging Act passed by Britishers.

Q5. Long Answer Questions:

Q1. In electronic media, television is very important Justify your answer

Q2. Justify the statement “On one hand, technology has improved the efficiency of media and on the other, media updates us on the advances in technology”

Q3. Explain why television channels and newspapers are owned or are supported by big business houses?

Q4. Comment “Media is a powerful tool in the hands of the rich”.

Q5. Do you think that media is impartial and gives you truth and the truth alone? Write your views in not more than 50 words.

Q6. Explain why censorship is needed if we have Freedom of Press as a Fundamental Right under Freedom of Speech and Expression?

Answer Key

Ans 1. Fill in the blanks

- a) Media
- b) Technology
- c) Johannes Gutenberg
- d) Computers
- e) democratic country
- f) Indian cinema
- g) 'balanced and impartial'

h) Right to Information

Ans2. True or false:

- a) TRUE
- b) FALSE
- c) TRUE
- d) TRUE
- e) FALSE

Ans3. Match the following:

- | | |
|---|--------------------------------|
| a) raised and carved designs of seals
pressed on wet clay or wax | printing marks |
| b) Gutenberg | printed Bible. |
| c) communication technology | global culture |
| d) main source of information. | Media |
| e) Media brings out the defects | governance and administration. |

Ans4. Short answer questions:

Ans1. Radio, television, cinema, newspapers, magazines and internet are all means of communication.

Ans2. Various means of communication help in communicating messages to millions of people at the same time, they are called **mass media**.

Ans3. Besides the newsreader, many people like director, editor, producer, cameramen, lightmen, spot boys and many others, are involved in the process of telecasting the news.

Ans4. The print media plays a major role in building public opinion by providing information to the public in terms of reports, editorials and letters published in the newspapers and magazines as they all influence the public opinion. Also print media is easily available and affordable hence it leaves a lasting impact.

Ans5.

- 1) Television and radio make the rural, illiterate masses aware of the latest happenings in their region or the country on the whole.
- 2) Stories and discussions about the wrong practices of village heads and money lenders have attracted the attention of the government as well as the public thus in a way it acts as a voice of illiterate and rural poor.
- 3) During the elections, they help the people, especially the illiterates, in electing the right persons to power.

Ans6. In 1857 the British passed the 'Gagging Act', which empowered the government to ban the circulation of any newspaper, book or other printed material that could weaken the authority of the British government.

Ans5. Long Answer Questions:

Ans1. In electronic media, television is very important this may be justified by giving following reasons:

- a) the amount of time that many people spend watching it.
- b) its ability to bring together a sense of national identity
- c) its powerful role as a source of information about various aspects of life.
- d) In present times, it is the prime source for the public to know about the current affairs, sports and games, progress of wars, political situation in a country, etc.
- e) it has a great impact on the public perception and opinion.

Ans2. On one hand, technology has improved the efficiency of media and on the other, media updates us on the advances in technology, whether it is a new form of Internet connection or diet pills. For example, media uses digital technology to provide improved quality of sound and picture as well as influences our thinking. Moreover, media helps us to think on global level, beyond the narrow boundaries of our country.

Ans3. Television channels and newspapers are owned or are supported by big business houses as all this setup needs a lot of investment for the following reasons:

- a) Expensive equipment, cameras, computers, light transmitters, recorders, etc are needed.
- b) Besides many people are involved in news telecast hence, salary of huge manpower etc.
- c) The studios require constant up-gradation of technology to provide quality service which needs lot of investment from time to time.

Ans4. Rich people are in media to make money and propagate their class interest. The biggest source of income is to advertise a wide range of products from skin creams to cars. The viewer is exposed to a number of advertisements each highlighting the wonders of its product. Feature film or cricket matches are full of frequent commercial 'breaks'.

Ans6. On 26th January 1950 our Constitution safeguarded the 'Freedom of Press' as a Fundamental Right under Freedom of Speech and Expression with certain limitations in the interests of the public. Though, Indian media is free but sometimes, the government can ban the media from broadcasting or publishing certain items to protect the interest of our country or some religious/cultural group. This is undertaken to purely safeguard the interest of public, society and thus country. This is known as censorship and needed not to crush the freedom of press but to safeguard nation's interest.

Chapter 21: Advertising and Democracy

Q1. Fill in the blanks with correct answer:

- a) _____ is a method of mass promotion in which a single message can reach a large number of people.
- b) A huge amount of _____ is spent on advertisements to motivate the customers to buy a particular product.
- c) The availability of many brands creates confusion in the mind of the_____.
- d) A _____by the Ministry of Social Welfare shows that girls are as capable of achieving success in their chosen fields
- e) Advertising is capable of reaching out to a_____.

Q2. State true or false:

- a) Advertising forces the customer to purchase a particular product or service by describing its good points, which are mostly exaggerated.
- b) The brand ambassadors charge big money, based on their popularity.
- c) Social advertising has benefitted many public awareness programmes
- d) Advertising is capable of reaching out to only a limited audience.
- e) Advertising persuades some people to buy even those things that they do not need and hence, it leads to wasteful expenditure.

Q3. Match the following:

- | | |
|--------------------------------------|-----------------------|
| f) Creating awareness in society. | to 'hook' customers |
| g) Media gets most of its revenues | interest of consumer. |
| h) Government laws must protect | Social advertisement |
| i) Companies distribute free samples | publicity |

Q4. Short answer questions:

Q1. List the media used by advertising to spread the message to consumers.

Q2. What measures companies take make their advertisement stand apart and attract peoples attention?

Q3. Explain social or public service advertising.

Q5. Long Answer Questions:

Q1. Social advertising has benefitted many public awareness programmes. Give two such examples which you feel brought a major change in society.

Q2. Advertising persuades some people to buy even those things that they do not need and hence, it leads to wasteful expenditure. "Write your opinion about this statement."

Q3. Explain how advertisements engrain stereotype attitudes.

Answer Key

Ans 1. Fill in the blanks

- A) Advertising
- B) Money
- C) Consumer
- D) documentary film
- E) large audience

Ans2. True or false:

- a) FALSE
- b) TRUE
- c) TRUE
- d) FALSE
- e) TRUE

Ans3. Match the following:

- | | |
|--------------------------------------|-----------------------|
| a) Creating awareness in society. | Social advertisement |
| b) Media gets most of its revenues | publicity |
| c) Government laws must protect | interest of consumer. |
| d) Companies distribute free samples | to 'hook' customers |

Ans4. Short answer questions:

Ans1. It spreads its message to the consumers by making use of mass media like television, radio, cinema, magazines, newspapers, internet, billboards, direct mailing, etc.

Ans2.

1. Advertisers use attractive visuals and jingles in the advertisements to make them catchy.
2. Using famous stars to advertise also creates brand loyalty.

Ans3. Social or public service advertising means applying marketing and advertising principles to promote health and social issues. It aims to change the attitude and behaviour of the public and bring about positive changes in the society like advertising campaigns for Polio Drops, ORS, etc.

Ans5. Long Answer Questions:

Ans1. Two such examples are:

- a) importance of mother's milk for the baby, method of making baby food at home with grains and pulses
- b) need of hygiene,
- c) education
- d) respect for traffic rules, etc.
- e) pulse polio etc...

Ans3. Some advertisements show family sitting on the table and the woman cooking the food. Another advertisement shows a woman picking up vegetables from the vendor's cart while returning from the office. The men are invariably shown buying computers or cars. A man can cook as well as a woman, or a woman may know more about computers than a man! This type of advertising creates gender discrimination and hence, is against the basic principles of democracy.

Chapter 22: Unpacking Gender

Q1. Fill in the blanks with correct answer:

- In some communities, boys are always dressed in _____.
- _____ of roles has deep roots in the human mind.
- Behavioural differences between males and females are determined by_____.
- _____ hurts the interest of girls and grown-up women.
- A well laid out planning is required on international level for _____.
- _____ and awareness has empowered the woman to emerge as a powerful force in political and economic spheres.
- Delhi tourism has started _____, where women cab drivers and tourist guides are inducted into the 'Incredible India' campaign.
- In politics _____ have shown the world that they are capable of being eminent leaders.

Q2. State true or false:

- Even as babies, boys and girls are treated differently.
- The notion of stereotyping is positive..
- Stereotyping of gender roles does not vary from culture to culture.
- The domestic maids in big cities also work very hard, live under unhygienic conditions and lead a life without dignity.
- Education makes the women aware of their rights, their rightful place in the society but does not bring any change in her life.

Q3. Match the following:

- | | |
|--|-----------------|
| a) Pink as it is considered | 1928. |
| b) Stereotype creates discrimination | Writer |
| c) Right to Vote was given to women in England | feminine colour |
| d) Mahdevi Verma | inequality |

Q4. Short answer questions:

Q1. Define Gender?

Q2. Mention why stereotype hampers the individual thought?

Q3. Explain why stereotype may have originated in the early primitive tribes?

Q4. Justify how the 'set' activities assigned to girls and boys affect them and the society as a whole.

Q5. Justify the statement “Most women work much harder than their male counterparts. But the invisibilisation of women’s labour fails to get them their due share”.

Q5. Long Answer Questions:

Q1. Explain how “Stereotypical gender roles, like males are tough and females are the weaker sex, originate from roles that are taught during childhood”?

Q2. Explain the importance of gender equality.

Q3. The condition of rural women is quite sad. Explain the reason behind this statement.

Q4. List the various forms of Gender inequality existing in different parts of the world?

Answer Key

Ans1. Fill in the blanks with correct answer:

- a) Blue
- b) Stereotyping
- c) Society
- d) Gender inequality
- e) gender equality
- f) Education
- g) Project Priyadarshani
- h) women

Ans2. State true or false:

- a) TRUE
- b) FALSE
- c) FALSE
- d) TRUE
- e) FALSE

Ans3. Match the following:

- | | |
|--|------------------|
| a) Pink as it is considered | feminine colour. |
| b) Stereotype creates discrimination | inequality. |
| c) Right to Vote was given to women in England | 1928 |
| d) Mahdevi Verma | Writer |

Ans4. Short answer questions:

Ans1. The word 'Gender' refers to the different values, attitudes and behaviours that are attached to the roles of males and females by different social and cultural groups. For example, women cook and clean, men fix cars and fly aeroplanes.

Ans2. Stereotype hampers the individual thought as It is prejudiced, irrational and based on fear of what is different.

Ans3. It may have originated in the early primitive tribes, because they struggled for the control of territory, the physical strength of males was considered very important.

Ans4. The 'set' activities assigned to girls and boys not only decide the selection of toys for each but I also influence the selection of subjects in school and college. Later in life the selection of jobs and value attached to the work of males and females.

Ans5. The housework and childcare are not considered 'work'. The woman's role as a caregiver and homemaker has not been accorded its rightful place. She gives birth, lactates her babies, cares for them, feeds the family and attends to the sick and older members of the family and still faces discrimination and gets no appreciation and recognition.

Q5. Long Answer Questions:

Q1. Explain how "Stereotypical gender roles, like males are tough and females are the weaker sex, originate from roles that are taught during childhood"?

Q2. Explain the importance of gender equality.

Q3. The condition of rural women is quite sad. Explain the reason behind this statement.

Q4. List the various forms of Gender inequality existing in different parts of the world?

Chapter 23: Markets around Us

Q1. Fill in the blanks with correct answer:

- a) _____ is a place where buyers and sellers engage in the activity of sale and purchase of goods.
- b) There is a difference in the _____ between the wholesale market and the retail market.
- c) After independence our policies were aimed at reviving our _____.
- d) Markets set-up on specific days of the week in different parts of many cities/towns are known as _____.
- e) Currently, India is _____ garments all over the world.
- f) The goods are brought to the customer after passing a _____ of markets.
- g) Markets also determine the _____.
- h) Markets create _____ which means inequality of economic assets and incomes among individuals and groups within a society.
- i) The sale of goods increases _____, that in turn, also provides new earning opportunities for more people.
- j) A democratic government must provide opportunities to ensure _____ of goods, services as well as sufficient income for all to eradicate inequalities in the society.

Q2. State true or false:

- a) In our day to day life, we do not always require the services of a market.
- b) The buyer can pay for the goods or services through cash or credit, debit card, or various mobile wallets.
- c) In place of encouraging export of cotton cloth India is encouraging export of cotton as a raw material.
- d) People go to weekly markets as most things of daily use are available at one place.
- e) The wholesale market is giving way to Retail Giants.

Q3. Match the following:

- | | |
|--------------------------------------|------------------------|
| a) The buyer and seller can meet | Phadi or Patari |
| b) More people involved in the chain | bazaars shop or a mall |
| c) Weekly Markets | Retail market |
| d) chain stores in different cities | depends on money |
| e) The selling as well as buying | costlier the product |

Q4. Short answer questions:

Q1. Explain the reasons that destroyed the Indian cotton industry during the British period?

Q2. Explain the link between demand and supply.

Q3. Give reason why goods are sold at cheaper rates in the weekly markets.

Q4. Explain the reason behind the popularity of retail markets. Name a few retail markets.

Q5. Explain how markets determine or control wages.

Q5. Long Answer Questions:

Q1. Compare and contrast the two types of markets.

Q2. Give four reasons why most of the people prefer neighbourhood shops?

Q3. “A democratic government is committed to protect the interests of all sections of the society”. Give five measures taken by government to justify this statement.

Answer Key

Ans 1. Fill in the blanks

- a) Market
- b) price of goods
- c) traditional crafts
- d) weekly markets
- e) exporting
- f) chain
- g) wages
- h) economic inequality
- i) production
- j) equitable distribution

Ans2. True or false:

- a) FALSE
- b) TRUE
- c) FALSE
- d) TRUE
- e) TRUE

Ans3. Match the following:

- | | |
|--------------------------------------|-------------------------|
| a) The buyer and seller can meet | shop or a mall |
| b) More people involved in the chain | costlier the product |
| c) Weekly Markets | Phadi or Patari bazaars |

- d) chain stores in different cities
- e) The selling as well as buying

Retail market depends on money.

Ans4. Short answer questions:

Ans1. During the British period the farmers were forced to grow cotton, as the British industries required huge amount of cotton as raw material. This raw cotton was sent to Britain for the manufacturing of cotton cloth. The cotton cloth was then imported from Britain and sold all over India in Indian markets. This was a fatal blow to Indian weavers that destroyed the Indian cotton industry.

Ans2. The price of goods in a market is determined by the factors like demand by the buyers/consumers, supply by the farmers/manufacturers, etc. The demand for a good is defined as an amount of commodity for which people are willing to pay and buy. Supply of a good is the quantity that the suppliers are willing to put in the market. When the price of a good rises, the supply also rises. When the price goes down, the supply also goes down.

Ans3. The goods are cheaper in weekly markets as shopkeepers' set-up shops on the roadside or in an open space for the day hence, no expenditure is incurred on maintaining permanent shops like rent, electricity, taxes etc.

Ans4. Retail markets have gained popularity as they buy directly from the producers/manufactures and sell to the consumer at reasonable price in a comfortable atmosphere. Some examples are Reliance Fresh, Big Bazaar, Shopper's Stop, Vishal Mega Mart, Croma etc.

Ans5. Markets also determine the wages. A job where there are many willing workers but only a small number of positions will result in a low wage for that job. Secondly, Competition among workers also tends to lower the wage as if any one worker demands a higher wage, the employer can remove him and simply hire another at a low wage.

Ans5. Long Answer Questions:

Ans1.

Wholesale markets	retail markets
In wholesale market we find wholesalers.	In retail market we have retailers.
Wholesaler buys directly from the producers or the manufacturers and are present in every city	Retailer buys from wholesaler.
Wholeseller sells to retailer at lower rate, therefore buyer can save a lot of money	Retailer sell at a higher price, as he/she buys from the wholesaler and adds the cost of transportation, investment of money, time, storage charges and profit on the price of goods.

They only sell in bulk.	The retailer sells the goods in smaller quantities/numbers
Wholesaler may sell on credit i.e. If the payment is not made right away by the retailer.	Retailers usually in almost most of the cases don't sell at credit.

Ans2. Most people prefer neighbourhood shops for their day-to-day requirement:

- as they can visit them any time.
- the customer and the shopkeeper know each other well therefore the goods are also available on credit.
- the payment can be made at a later date as per the convenience of the customer.
- This also gives buyer a chance to move out of his/her house and socialize.

Ans3. A democratic government is committed to protect the interests of all sections of the society.

- a) Government has fixed 'minimum wages' so that the workers are able to fulfil their basic needs.
- b) Opened employment exchanges to register names of unemployed candidates who desire employment.
- c) Government ensures the distribution of rice, wheat, sugar and kerosene at a reasonable rate for the poor under the Public Distribution System (PDS).
- d) Government also announces the support price for the crops (Minimum Support Price) to safeguard the interest of the farmers and save them from the exploitation by the moneylenders, village touts, wholesalers and retail giants.
- e) The government also provides electricity, irrigational facilities, technical assistance, loan and insurance facilities at subsidised rates.