



The Surface and Interior of the Earth

If we look from the space, the planet earth appears to be a large round ball that shines bright and blue. We have already learnt in our previous class how the earth was formed about 4.6 billion years ago. We also know that sun is a star and the planets revolving around it had come out of it in the distant past. However, the earth is the only planet where conditions are favourable for sustenance of life. Since its birth, the earth as well as other planets are undergoing changes. Let us, therefore, study the structure of the earth's interior and the internal forces which have led to the formation of its surface.

EARTH'S SURFACE

The surface of the earth constitutes a great assemblage of physical features. Our earth has a variety of landforms on its surface. These are huge mountains and deep valleys, vast stretches of plains and tablelands or plateaus. This variation in terms of height and depth differs from high mountains to lowlands and is measured from a baseline called the **mean sea level**.



Do You Know?

The highest point of the earth's surface is Mount Everest (8,850m above the mean sea level) in the Himalayas. The lowest point is the bottom of the Marina Trench (11,034m below the mean sea level) in the Pacific Ocean.

THE INTERIOR OF THE EARTH

The interior of the earth has remained a mystery for years. We know little about it because deep down, the temperature of the earth is very high. The intensive heat neither allows us to dig deep nor is there any possibility of living organisms deep inside the earth, say at 3 to 8 km below the surface. However, for extracting gold from mines, we have been able to dig as deep as 3.5 km below the earth's surface. Our knowledge of earth's interior is, therefore, based on indirect observations, like:

- the behaviour of seismic waves or earthquakes.
- the occurrence of volcanoes.



Do You Know?

Seismology is the science of the study of the earthquake.



Devastation by an Earthquake in Nepal

The **earthquake** is the shaking and trembling of the earth's surface, caused by internal movements. The shock-waves generated by an earthquake have their origin at a focus inside the earth. These waves then, travel towards the earth's surface in different directions and with different speed. The speed of these waves depends upon the nature of the material they pass through.

There are two main types of seismic waves.

The **P-Wave** or **Primary wave** which can travel through both solid and liquid mediums and is faster in speed. The **S-wave** or **Secondary wave**, on the other hand, can pass through only a solid medium and that too at a slower speed. The study of the behaviour of these waves tells us about the earth's interior.



Do You Know?

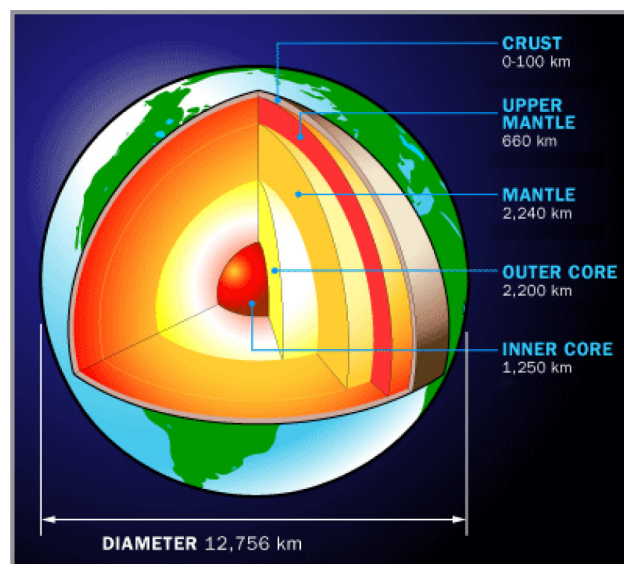
- A devastating earthquake struck the Bhuj area of Gujarat on 26 January 2001. It killed thousands of people and caused extensive damage to property.
- Barren island is an active volcano located in Andaman and Nicobar islands of India.

STRUCTURE OF THE EARTH

The earth's interior is made up of three layers—the **Crust**, the **Mantle** and the **Core**.

The Crust

The thin solid layer covering the outside of the earth is called the **Crust**. The thickness of the crust differs from place to place. It is thicker under the continents than on the ocean floor. The average thickness of the crust is 60-100 km. Beneath the sedimentary rocks of the solid earth, the rocks are rich in SIAL (silica + aluminium). SIAL is made of lighter rock material.



Interior of the Earth

The Mantle

Beneath the crust is a very thick layer of rocks called the **Mantle**. The mantle extends up to 2900 km in depth. The entire mantle is not homogenous. The mantle is sub-divided into two parts namely, the **upper mantle** and the **lower mantle**. The upper mantle is up to 100 km in depth. Beyond this lies the lower mantle. It is made up of silica and magnesium (SIMA).



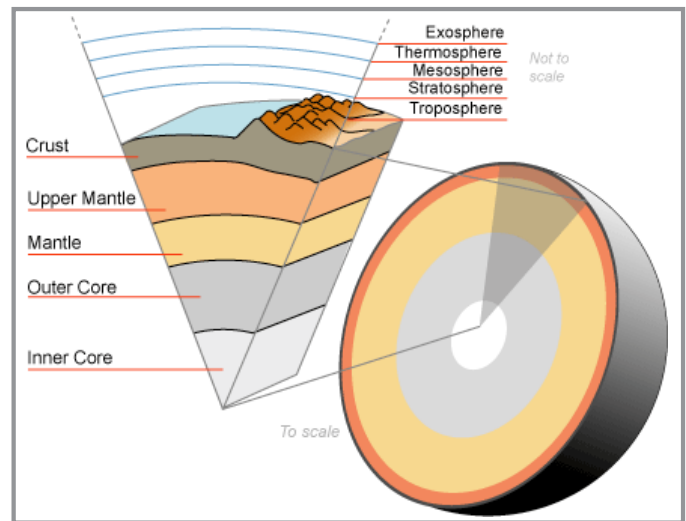
Do You Know?

The zone that separates the crust and mantle is called **Moho** and **Asthenosphere**.

The Core

The innermost part of the earth is known as **Core**. The core has a thickness of 3470 km. It is further divided into **inner core** and **outer core**. The core of the earth is rich in iron and nickel (NIFE).

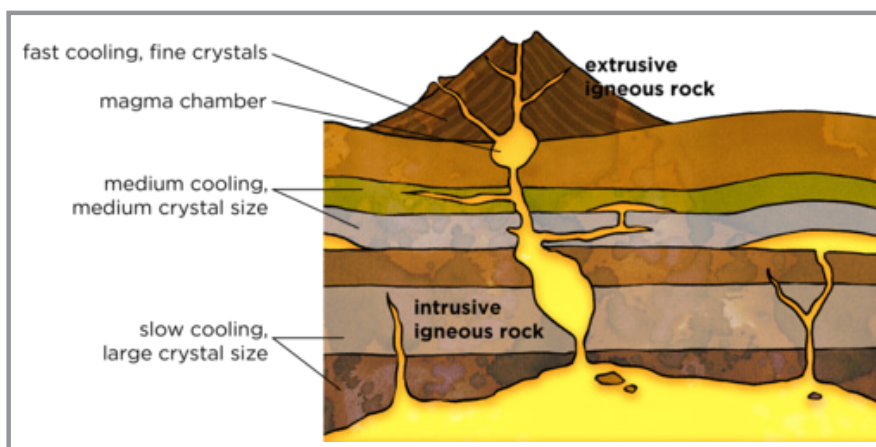
The temperature inside the earth converts the solid rock into molten state. Sometimes, the hot material called the **lava** comes out through cracks or joints. When the molten material comes out from beneath a sea floor, it creates a new sea floor. On the other hand, the lava deposited on the land surface makes mountains and plateaus.



Inner core

THE EARTH: A TREASURE OF ROCK MATERIALS

A **rock** is a naturally occurring solid substance made up of a mixture of minerals. All rocks are



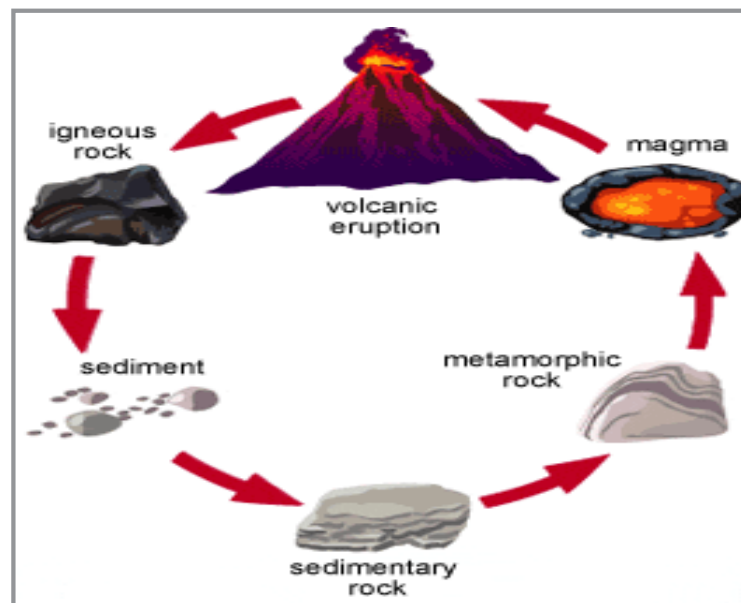
Igneous rocks

not hard. They can be as hard as granite and as soft as clay or chalk. They are found in different shapes, sizes and colours. There are variety of rocks found on the earth's crust. Geologists have classified the rocks into three large groups on the basis of their formation. These are **Igneous**, **Sedimentary** and **Metamorphic rocks**.

The word 'igneous' means 'coming out of fire'. Thus, the **igneous rocks** are formed due to intensive heat and pressure where molten material called **magma** comes out and solidifies over the earth's surface as lava. The cooling and solidification of magma can take place inside the earth forming **Intrusive Igneous rocks**, for example, Granite. If it cools over the earth's surface, it forms **Extrusive Igneous rocks**, for example, Basalt. The size of the mineral crystal present in a rock depends on the rate of cooling. In general, slow cooling inside the earth results in large size crystals. Igneous rocks are also called **primary rocks** as they were formed first over the earth's surface.

Since their formation, the igneous rocks are subjected to weathering and denudation over the years by the agents of gradation. The continuous action of these agents on rocks breaks them into small rock pieces that are carried by rivers. They are then deposited on the river beds or sea beds. These deposits are called **sediments** which form layers, one above the other. Due to the pressure of the above layers and the presence of cementing particles, they are hardened to form **sedimentary rocks**. This type of rocks are layered and therefore, are also called **stratified rocks**. Sandstone, limestone, clay, shale, chalk are some examples of sedimentary rocks. Sometimes, the remains of animals and plants get buried and trapped under the layers, and over a period of time get converted into coal, oil and natural gas. That is why, they are called **fossil fuels**. The fossil fuels have a great economic importance all over the world as they are a major source of energy.

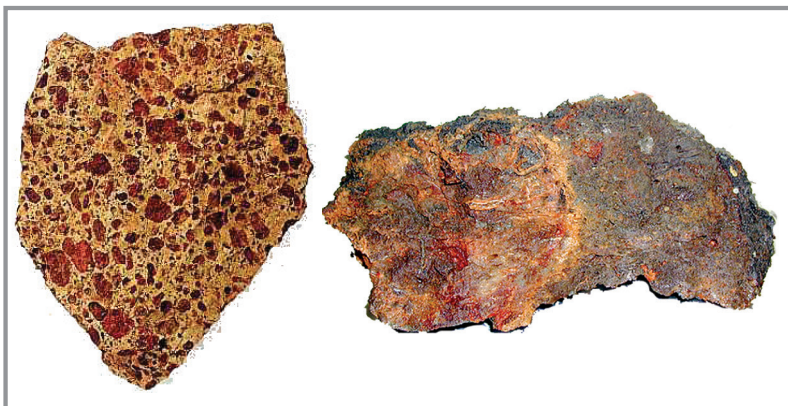
Rocks which originally are igneous or sedimentary in nature, get changed in character and appearance due to the heat and pressure and are called **metamorphic rocks**. For instance, granite is igneous but changes into metamorphic as gneiss. The limestone is a sedimentary rock but changes into metamorphic as marble. Similarly, shale may be transformed by great pressure into slate.



Rock cycle

Minerals

As stated earlier, a rock has single or a combination of several minerals in addition to mass of the earth material. These minerals are present in small or large quantities at any given site of the earth. The most common minerals occurring inside the earth are iron, silver, gold, mica, bauxite and lead. The common salt that we use in our food is also a mineral. Of all the minerals known to us, diamond is the hardest substance whereas graphite, black and greasy in nature, is the softest. Minerals are identified on the basis of their colour, hardness and lustre.



Bauxite

Iron



Keywords

- **geologist**: a scientist who studies geology (study of earth).
- **mean sea level**: the level of the ocean surface between the level of mean high tide and low tide.
- **mineral**: a solid inorganic substance of natural occurrence.
- **seismic waves**: a wave of energy generated by an earthquake or other earth vibrations that travel within the earth or along its surface.



Something To Know

A. Tick (✓) the correct option.

1. Living organisms do not survive inside the earth due to—

(a) high temperature

☐ (b) cool temperature

☐

(c) presence of gases

☐ (d) excessive water

☐

2. Earthquakes and volcanoes are caused by—

(a) internal disturbance

☐ (b) external disturbance

☐

(c) over-population

☐ (d) gradation

☐

3. Respective layers of the earth from top to bottom are—

(a) crust, core, mantle

☐ (b) crust, mantle, core

☐

(c) core, crust, mantle

☐ (d) core, mantle, crust

☐

4. The full form of SIMA is—

(a) silica and mica

☐ (b) silica and magnesium

☐

(c) silica and magma

☐ (d) silica and magnetite

☐

5. The original rock from which Gneiss formed is—

(a) limestone

☐ (b) shale

☐

(c) granite

☐ (d) quartzite

☐

B. Fill in the blanks.

1. Earth was formed about _____ million years ago.

2. The behaviour of _____ waves tells us about the earth's interior.

3. The _____ of crust varies from place to place.

4. Rocks are classified into three groups on the basis of their _____.

5. The _____ of the earth is rich in iron and nickel.

C. Give a single term for each of the following statements.

1. It is the hardest substance. _____
2. The molten rock material present inside the earth. _____
3. Rocks which are formed due to cooling and solidification of magma inside the earth. _____
4. Shaking and trembling of the earth's surface. _____
5. A naturally occurring solid substance made up of a mixture of minerals. _____

D. Answer the following questions in brief.

1. What is the special feature of sedimentary rocks?
2. How are metamorphic rocks formed?
3. What is lava?
4. Why are igneous rocks called the primary rocks?
5. What are sediments?

E. Answer the following questions.

1. Differentiate between the P-Wave and the S-Wave.
2. Write two characteristics of each of the following:
(a) Crust (b) Mantle (c) Core
3. What are fossil fuels? Name any two fossil fuels and specify their importance.
4. Why is the knowledge of the earth's interior based on indirect observation?
5. What are minerals? On what basis can the minerals be identified? Give examples.



Value Based Question

A very high magnitude earthquake that struck central Nepal, killed over 8,700 people and destroyed thousands of houses. Most of the people got trapped inside the buildings. Narrow lanes, high rise buildings, improper construction material and technically weak structures took the maximum toll. In spite of all odds, everybody—be the neighbours, local government or international organisations, lent the helping hand to the needy people. It has been proved by the people that humanity excels in all the situations.

- Is the nature totally responsible for this misery or are we at a fault somewhere? Explain.
- Which human values were seen in action in all those who helped the earthquake victims? Mention any five with examples.



Something To Do

1. Take a thermocol sheet, plastic clay and bright colours to make a model of the Earth's interior showing its major layers. Label it.
2. Group the following rocks under the three headings—Igneous, Sedimentary and Metamorphic.
 - (a) Granite
 - (b) Marble
 - (c) Coal
 - (d) Clay
 - (e) Gneiss
 - (f) Slate
 - (g) Limestone
 - (h) Basalt
 - (i) Sandstone
 - (j) Shale



Granite



Marble



Coal



Clay



Gneiss



Slate



Limestone



Basalt



Sandstone



Shale

Different types of rocks



Air Around Us

We can live without food for a couple of days. We can also live without water for a couple of hours, but we cannot live without air even for a couple of minutes. Air is very important for all living organisms.

The earth is surrounded by a thick layer of air which is a mixture of several transparent gases. This layer of air is called the **atmosphere**. In the absence of air, the earth would remain a frozen, lifeless planet in space like any other planet. In fact, the atmosphere that we live in, is the result of gradual and continuous changes which started about 4600 million years ago and were energised by the sun. Let us study in detail about the air that envelops the earth.

STRUCTURE OF THE ATMOSPHERE

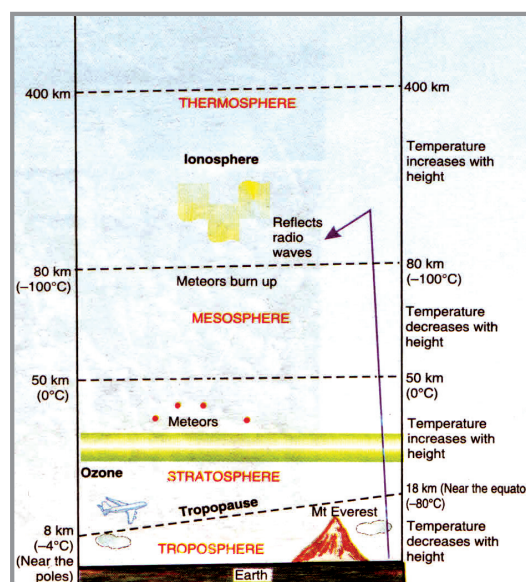
The atmosphere is divided into four different layers. These are: **Troposphere**, **Stratosphere**, **Mesosphere** and **Thermosphere**. Let us study about each of them in detail.

Troposphere

It is the densest layer of the atmosphere. This is the portion we live in and is, therefore, most familiar to us. It is this layer of atmosphere where all weather changes continuously take place due to the presence of water vapours and dust particles. In the troposphere, on an average, the temperature decreases at a rate of 1°C with every 165 m ascend. This is called the **Normal lapse rate**. This is why, temperature is very low in high mountains.

Stratosphere

Above the layer of troposphere lies calm and clear air which is called **stratosphere**. The total absence of water vapours and dust particles in this layer prevents the formation of clouds. Thus, it provides visibility at its finest. Aircrafts often fly through the lower layer of the stratosphere because it facilitates visibility and this contributes to easy flying conditions. The zone, which demarcates line of separation between these two layers (troposphere and stratosphere), is defined as **tropopause**.



Layers of Atmosphere



Do You Know?

The ultraviolet rays of the Sun can cause skin cancer and different kinds of allergies.

The temperature is almost constant in the lower part of the stratosphere.

A special form of oxygen, called **ozone** is found in the stratosphere. This ozone layer is very important as it acts as a filter and absorbs harmful ultraviolet sun rays from reaching the

earth's surface. This layer, therefore, acts as a shield over the earth's surface. In the absence of the ozone gas in the atmosphere, life would have been impossible on the surface of the earth.

Mesosphere

Above the stratosphere lies another layer known as **mesosphere**. It is a cold layer where temperature generally decreases with increasing altitude. Meteors burn up in this layer.

Thermosphere

Above the mesosphere is **thermosphere** where the air is very thin. In the lower layer of thermosphere (**ionosphere**), ion-particles are present in concentration. These ion-particles are electrically charged and play an important role in our wireless communication. Radio waves can be sent to different places through these ion-particles. They enable wireless communication over the earth's surface. Beyond the thermosphere, about 1600 km above the earth's surface, the earth's atmosphere gradually merges with very thin gases of the outer space.

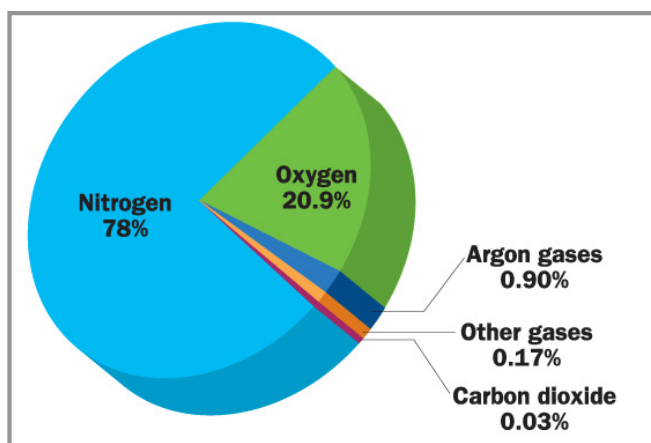


Do You Know?

In the upper layer of the atmosphere, microscopic dust particles scatter incoming solar rays and absorb all colours except blue, giving blue colour to the sky.

AIR AND ITS COMPOSITION

The air which we inhale, is not a single gas, but a mixture of a number of gases. It is found that up to an altitude of 90 km from the earth's surface, the proportion of three major gases present in the atmosphere is uniform. These major gases are nitrogen, oxygen and carbon dioxide. But above 90 km, the composition begins to change due to increase in the proportion of lighter gases like helium. Apart from these gases, the air also



Composition of Air

contains some amount of dust particles and water vapours. Let us understand the importance of each of these constituents in the atmosphere.

Nitrogen

It occupies 78 per cent of the total volume in the air. It is thus, the most plentiful gas but has little direct importance to living organisms. When we inhale air, a major amount of nitrogen is not utilised inside our body system. On the contrary, plants absorb nitrogen through the soil. This is used by plants to support their growth and development. Thus, nitrogen is indirectly useful to us.

Oxygen

It is the second major gas in volume which makes up about 21 per cent of the air. All living organisms whether human beings or animals inhale oxygen from the surrounding air to stay alive. Thus, oxygen is known as a **life supporting gas**. The atmosphere is continuously replenished of oxygen by the green plants through the process of **photosynthesis** and this keeps a healthy balance of oxygen in the air. Therefore, growing of trees and bushes is very important to maintain a balance of oxygen supply in the air.

Carbon dioxide

Although it constitutes a very small percentage, i.e. 0.03 per cent of the air, it is an important gas in maintaining the life cycle of plants over the earth. The carbon dioxide gas absorbs heat of the sun and warms up the lower atmosphere of the earth's surface. Human beings and animals release carbon dioxide during the process of **respiration**. The green plants draw this carbon dioxide from the



Do You Know?

Global warming can be prevented by minimising the use of CO₂, CFCs, methane, etc.

atmosphere and utilise it during the process of photosynthesis. In this way, a balance is maintained in the atmosphere. If the amount of carbon dioxide is more in the air, it can adversely affect the living beings. Since, the carbon dioxide has a property to absorb heat,

it increases temperature of the atmosphere, which, in turn, increases the temperature over the earth's surface. This is the cause of **global warming**, which is threatening the life support system of this planet.

Apart from these three major gases, the atmosphere also has some other gases like argon, helium, methane, etc., in small volumes. The water vapours and dust particles are the other important components present in the atmosphere. They have their own relevance.

The atmosphere also holds solid particles of dust, salt, pollen, etc. These dust particles act as hydroscopic nucleus around which water vapours get condensed to form clouds.

POLLUTANTS IN THE AIR

Besides the natural combination of gases, water vapours and dust particles, the atmosphere continuously receives man-made substances of both solid and gaseous nature largely due to multiple human activity. For example, plying automobiles in cities releases gaseous pollutants like carbon mono-oxide, sulphur dioxide and lead particles, causing air pollution which, in turn, is a cause of several diseases. The smoke particles when combined with fog form **smog**, causing serious health problems like irritation in eyes, skin disease, respiratory disease, etc. Occasionally, volcanic eruptions in some countries also add



Air Pollution



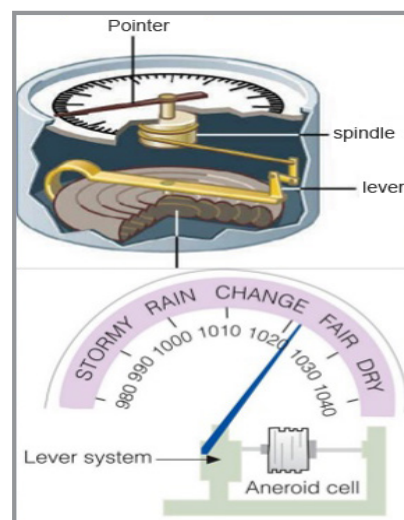
Do You Know?

Pollution is also caused by burning of husk by the farmers.

solid and gaseous substances in large quantity to the atmosphere. Sometimes, forest fires add pollutants and cause further damage to the atmosphere. We should have an awareness of these pollutants so that they are reduced in the atmosphere.

ATMOSPHERIC TEMPERATURE AND PRESSURE

Most of the life forms on the earth exist in the lower part of the atmosphere. Although we may never feel the pressure or weight of air over us but it constantly presses us. This pressure or weight of air is measured by means of an instrument called **barometer**. The unit of air pressure is known as **millibar**. The normal air pressure at sea level is 1,013 millibar. As we go higher on the mountains or travel in air, we notice our ears pop; this is due to the drop in air temperature and atmospheric pressure. This variation in atmospheric temperature and atmospheric pressure divides the atmosphere in different layers.



Barometer

Wind

In an area where temperature rises high, the air gets heated and rises upward. This causes fall in air pressure and the area, thus, becomes low pressure area. The space vacated by hot air is replaced by cold, denser air of the surrounding high pressure area. This flow or movement of air is called **wind**.

Thus, wind always flows from high pressure area to low pressure area. The phenomenon of monsoon is a good example of such seasonal winds. This change is caused due to unequal heating of land and water. Our country receives monsoon rains which support our agricultural economy. Thus, our country is very much dependent on the monsoonal rainfall.



Windwane

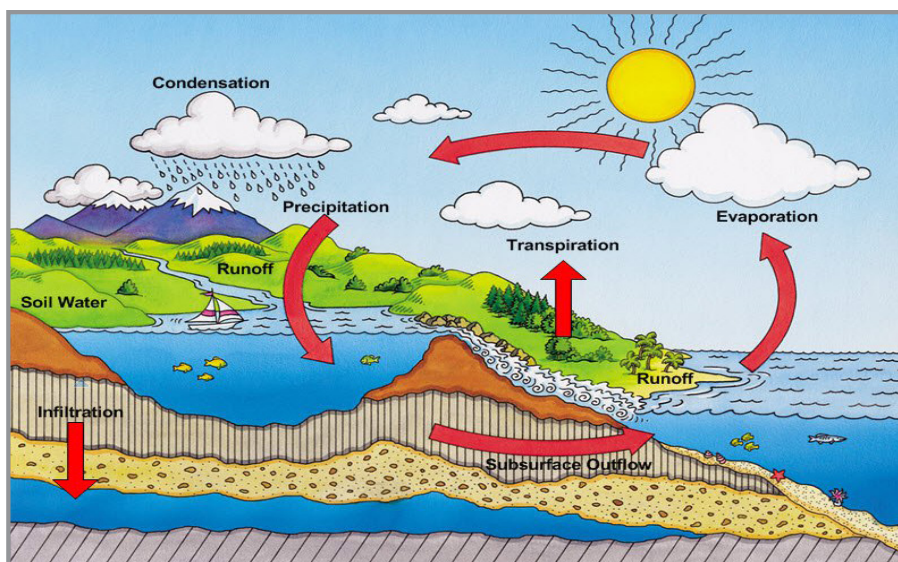


Do You Know?

Atmospheric temperature and pressure are opposite to each other on the earth's surface. Higher the temperature, lower is the air pressure.

Mechanism of Rainfall

As the hot air rises, it reaches high in the atmosphere where it cools down due to the presence of low temperature there. Thus, the water present in the form of water vapours condenses into tiny droplets of water or crystals of ice. In due course of time, these tiny particles join together and form clouds. Due to further cooling, these tiny condensed droplets join and form larger droplets. In the course of time, these droplets become so heavy that the air cannot hold them. Hence, they fall down as rainfall or snowfall, depending upon the atmospheric temperature of the region.



Mechanism of Rainfall

The rainfall is very important to all of us as it brings water to the earth which is essential for the survival of all kinds of life on it. When the rainfall is scarce or very low, it causes drought.

On the other hand, excessive rainfall causes floods.



Do You Know?

The rainfall can be measured with the help of an instrument called **rain gauge**. The unit of measuring rainfall is **centimetre** or **millimetre**.



Rain gauge

MONITORING WEATHER CONDITIONS

It is important to know that **weather** refers to the state of atmosphere that includes its temperature, pressure and humidity for a specific place and for a short period of time. Weather may change in different places of the same city or locality. On the other hand, **climate** refers to the state of atmospheric condition that includes temperature, rainfall, pressure over a long period of time and covers a larger area, e.g. the climate of India is monsoonal.

It is important for us to know the daily temperature and pressure conditions of the place where we live. Further, when we travel to any distant place, we should know these variables to prepare ourselves for a particular weather condition. For our benefit, the weather reports are given daily in the newspapers, radio and television. It includes all information regarding atmospheric conditions like forecast of temperature, humidity, rainfall, wind velocity, sunrise and sunset. These are useful to all of us in different ways and we should make it our habit to read the weather report on daily basis.



Keywords

- **global warming:** a gradual increase in the overall temperature of the earth's atmosphere.
- **humidity:** amount of water vapours in the atmosphere.
- **monsoons:** seasonal reversal of the wind direction according to the change in season.
- **photosynthesis:** plants absorb carbon dioxide in the presence of sunlight and turn that energy into food.



Something To Know

A. Tick (✓) the correct option.

1. In normal lapse rate, temperature decreases at the rate of 1°C with every—

(a) 165 m ascend

☐ (b) 175 m ascend

☐

(c) 185 m ascend

☐ (d) 195 m ascend

☐

2. Which layer is safe for flying aircrafts?

(a) troposphere

☐ (b) stratosphere

☐

(c) mesosphere

☐ (d) thermosphere

☐

3. The role of ion-particles in the ionosphere is to—

(a) absorb ultra violet rays

☐ (b) enable wireless communication

☐

(c) burn meteors

☐ (d) enable rainfall

☐

4. Which one of the following is the main cause of global warming?

(a) air pollution

☐ (b) water pollution

☐

(c) soil pollution

☐ (d) land degradation

☐

5. Smog causes—

(a) breathing problems

☐ (b) purification of air

☐

(c) heavy rainfall

☐ (d) reduction in temperature

☐

B. Fill in the blanks.

1. Atmosphere is mainly composed of three major gases—nitrogen, _____ and _____.

2. Gases like argon, helium, methane, etc., are present in _____ amounts in the air.

3. All weather phenomena occur in the _____.

4. Atmospheric conditions over a long period of time and on a larger area is called _____.

5. The normal air pressure at sea level is _____.

C. Match the following:

- | | |
|-------------------------|---|
| 1. Mono-oxide gas | a. Weight or pressure exerted by the air. |
| 2. Weather | b. Most harmful gas present in the atmosphere. |
| 3. Barometer | c. The falling of water drops on the earth's surface. |
| 4. Atmospheric Pressure | d. An instrument to measure atmospheric pressure. |
| 5. Rainfall | e. Atmospheric conditions for a specific place covering a short period of time. |

D. Answer the following questions in brief.

1. Name the layers of the atmosphere.
2. How do plants absorb nitrogen?
3. What is the importance of water vapours in the atmosphere?
4. Name the different variables of atmosphere.
5. What type of climate does India have?

E. Answer the following questions.

1. What is the importance of carbon dioxide and oxygen for living beings?
2. Name three major sources of pollutants in the air. Also state the ill-effects of these air pollutants.
3. What is the importance of ozone gas? Why is global warming a threat to life on the earth?
4. How is rainfall caused? Explain it with the help of a diagram.
5. Write the difference between weather and climate.



Value Based Question

'Global warming is threatening the life support system of the earth.'

- How can we relate our life with it? Give examples in support of your answer.
- Explain any two measures to combat this problem.



Something To Do

1. Collect the weather report of the last week from the newspapers and write it in the following tabular form.

Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Date							
Weather Report							

2. Make a PowerPoint presentation on the following topics and present it in the class.

- (a) Global warming
- (b) Air pollution

The Rise of Small Kingdoms in South India

The medieval era of five hundred years (700-1200 CE) saw some important developments in southern India. Many regional kingdoms rose and fell. Ashoka's edicts mention three main kingdoms of **Cholas**, **Pandys** and **Cheras**. In the later period, the kingdoms of **Chalukyas** and **Pallavas** rose in the area of present Karnataka, Andhra Pradesh and Tamil Nadu. The Rashtrakutas ruled over the northern part of Deccan during this time. Let us study about Cholas and Pandys in detail now.



Small kingdoms in South India

CHOLAS

In Class-VI, we have studied about Chalukyas (Karnataka) and Pallavas (Andhra Pradesh and Tamil Nadu). The beginning of the medieval period saw the expansion and rise of the Chola empire. They defeated the Pallava kings and the other local rulers. They built a strong navy and even conquered Sri Lanka (earlier Ceylon), parts of South-East Asia and the islands of Maldives and Lakshadweep and helped in the spread of Indian culture to foreign countries.

Chola kingdom extended from Nellore to Pudukotta and Mysore to Madras (now Chennai). The founder of Cholas was Vijayalaya who defeated Pallavas. His grandson Prantaka-I defeated the Pandaya kings of Madurai and ruled for 46 years (907-953 CE). The Chola empire rose as the supreme power under the greatest Chola king, Rajaraja-I (1012-44 CE). He pursued a policy of conquest for 14 years and conquered the Chalukya kingdom of Vengi and captured Kerala and Madurai. He also built the famous temple Rajrajeshwara at Tanjore. The walls of the temple depict his conquests.



Rajrajeshwara temple (Tanjore)



Do You Know?

- Rajaraja spread the message of *Vedas* among the common people.
- The kings performed *Ashvamedha Yajnas* to celebrate their conquests.

Rajaraja-I was succeeded by his son, Rajendra Chola, who ruled for 28 years. He expanded his territories over Andaman and Nicobar Islands, Sumatra, Malaya and Pegu. He defeated the Pala king Mahipala of Bihar and Bengal. He took the title of Gangaikondai (Victor of Ganga).

Constant wars and internal conflicts led to the disintegration of Chola empire in about 1279 CE. The rise of Hindu kingdom at Vijaynagar gave the final blow to Chola dynasty.

THE PANDYAS

The kingdom of Pandyas was established in the seventh century CE. They ruled over Madurai, Tirunelveli and parts of Travancore. It is reputed to be the most ancient of the Tamil states. Kandungori started the Pandya rule. His son Maruvarman Avani Sulamani came into conflict with the Pallavas. He aligned with Cholas and defeated the Pallavas. The Pandyas carried on frequent wars with Sri Lanka. In the eleventh century, they were compelled to submit to the supremacy of the mighty Cholas. But, in the thirteenth century they asserted their independence again under

Jalavarman Sundara Pandya, who ruled from 1251-1272. Gradually, the Pandyas became the leading power in the south.

Unfortunately, a civil war broke out among a number of contenders to the throne which sealed the fate of this kingdom. The muslim invaders plundered and looted the kingdom and made it weak. In the sixteenth century, the Pandya kingdom was absorbed in the kingdom of Vijaynagar.

GOVERNANCE IN SOUTH INDIA

Administration

The king was the head of the state. His office was hereditary. His prime duty was to protect the people from internal disturbance and external attacks. The rights of the king were unlimited. The central administration was divided into different departments. The king ran the administration with the help of the ministers. The kingdom was divided into provinces (*mandalams*). Each province was under the control of an official who worked according to the instructions of the king.

Economy

Land revenue was the main source of income. It was fixed at one-third of the produce by the Chola rulers. The economic condition of the people was good. Agriculture, trade and weaving were the chief occupations of the people. The irrigational facilities were well-developed which increased the agricultural yield. The Chola rulers spent a major part of the income on public welfare.

Society

The society of south India was also caste-ridden like that of north India. The *Brahmins* (priestly class) and *Kshatriyas* (warrior class) dominated the lower castes. The peasants tilled the land which belonged to the rulers or the temples.

Religion

Religion played an important part in the life of people in south India. Buddhism and Jainism were not popular there. Hinduism was the most popular religion. *Vedic* sacrifices were quite common. The cult of Lord Vishnu and Lord Shiva also became important during this time. Kanchipuram was an important centre of studies of Sanskrit and regional languages like Tamil. It was also a centre of pilgrimage for Hindu devotees.



Kanchipuram temple

The *Bhakti* saints preached the teachings of the epics of *Ramayana* and *Mahabharata*. The epics were translated into many south Indian languages. Many great literary works like *Silappaadikaram* and *Mannimekaalai* (Tamil) were written during this period.

Education

The temples of south India were not only the places of worship but also important centres of culture, administration and education. Each temple had an attached *matha*, which provided free education, boarding and lodging to the students. Some temples emerged as leading cultural centres where fairs, contests and other cultural activities were organised. Though Sanskrit continued as the language of scholars, Tamil, Kannada and Telugu also progressed.



Do You Know?

The famous saints and philosophers of this period were Shankaracharya and Ramanuja.

Art and Architecture

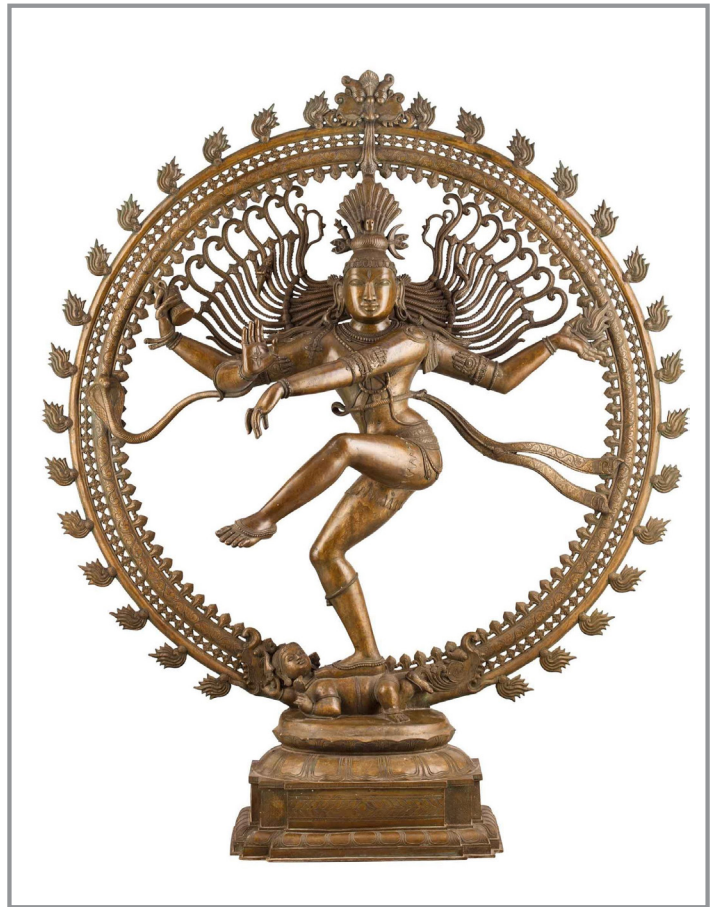
The rulers of the southern kingdoms were not only great warriors but also great patrons of art and architecture. They built a number of important temples. The large rock-cut temples at Mahabalipuram and the Kailashnath were built in the eighth century. The Shiva temple of Tanjore and the bronze statue of Nataraja are fine examples of Chola art.



Mahabalipuram temple



Kailashnath temple



Nataraja

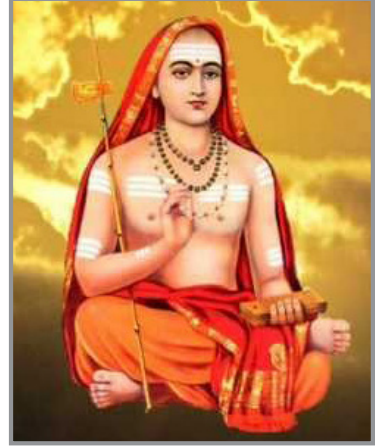


Do You Know?

SHANKARACHARYA

Many years ago when the practice of *Dharma* was on the decline in India, Adi Shankara appeared on the scene and propagated the ancient *Vedic Dharma* in the form of *Advaita* or the philosophy of non-duality. At an early age, Adi Shankara learnt the *Vedas*. He realised that oneness (*Ekatvam*) is the essence of all knowledge. This is the Doctrine of *Advaita*— ‘The absolute is one alone.’

Shankaracharya taught the rules of *Bhakti*, *Yoga* and *Karma* to brighten the intellect and purify the heart. *Advaita* is the awareness of the divine in everything and everywhere. Shankara suggested *satsanga* as the very first step in *sadhana*. *Satsanga* means company of wise and good people.



He established four *Maths* in four extreme corners of India to spread the message of *Advaita* all over the country. They are:

1. North-Jyotirmatha at Badrinath.
2. West-Shardapitha at Dwarka.
3. East-Govardhanmatha at Puri.
4. South-Sringerimatha at Sringeri.

Shankaracharya lived only for thirty-two years, but during that time, he purified and consolidated the various schools of worship and brought them under the umbrella of one philosophical principle, *Advaita*.



Keywords

- **edict:** an order, or a command.
- **matha:** a place, usually attached to a temple, where students were provided with free boarding, lodging and education.
- **patron:** someone who protects or supports an artist, or an art form.



Something To Know

A. Tick (✓) the correct option.

1. Who was the founder of the Chola dynasty?

(a) Vijayalaya

☐

(b) Rajendra I

☐

(c) Rajendra II

☐

(d) Rajaraja

☐

2. The famous temple built by Rajaraja-I at Tanjore was—

(a) Kailashnath temple

☐

(b) Mahabalipuram temple

☐

(c) Kanchipuram temple

☐

(d) Rajrajeshwara temple

☐

3. Which kingdom gave a final blow to the Pandyas?

(a) Chalukyas

☐

(b) Pallavas

☐

(c) Vijayanagar

☐

(d) Rashtrakutas

☐

4. The term 'Mandalam' stands for—

(a) a village

☐

(b) a *sabha*

☐

(c) a district

☐

(d) a province

☐

5. What was the main source of income of the Chola rulers?

(a) trade tax

☐

(b) land tax

☐

(c) religion tax

☐

(d) cattle tax

☐

B. Fill in the blanks.

1. During 750 CE, south India saw the rule of _____, _____ and _____.

2. Indian historians believe that Chalukyas were _____.

3. _____ defeated Pallavas.

4. _____ succeeded Rajaraja.

5. _____ was the main centre of education during 700 CE to 1200 CE in South India.

C. Sort the names of the kings as per their dynasties and arrange them according to their period.

Maruvarman Avani Sulamani, Prantaka-I, Vijayalaya, Kandungori, Rajaraja, Jalavarman Sundara

Cholas as per periods	Pandyas as per periods

D. Answer the following questions in brief.

1. Name the powerful kingdom that emerged in south India in the eighth century.
2. Name three kingdoms that were mentioned in Ashoka's edicts.
3. Which languages flourished during Cholas and Pandyas period?
4. Name the main areas that formed the part of the Pandya kingdom.
5. Where were the rock-cut temples built?

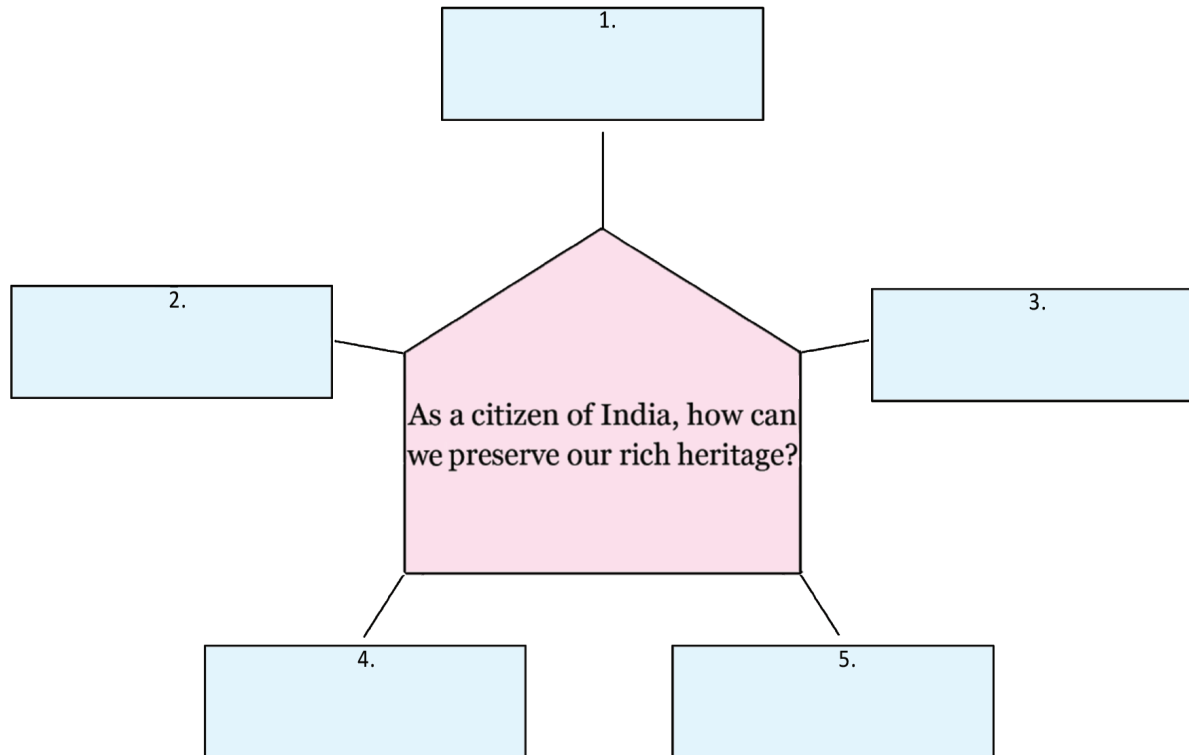
E. Answer the following questions.

1. Mention the main achievements of Rajaraja, the Great.
2. Describe the socio-economic condition of the people in the southern states.
3. What were the religious beliefs of the people in the southern states during the medieval period?
4. Describe the development of art and architecture under the southern rulers.
5. List the differences between the kingdoms of North and South on the basis of following aspects.
 - a. Administration
 - b. Society
 - c. Economy
 - d. Religion
 - e. Education
 - f. Art and Architecture



Value Based Question

One of our Fundamental Duties is “To value and preserve the rich heritage of our composite culture”.



Map Skill

Mark the territories of the following kingdoms on an outline map of India.

- (a) Cholas
- (b) Pandyas



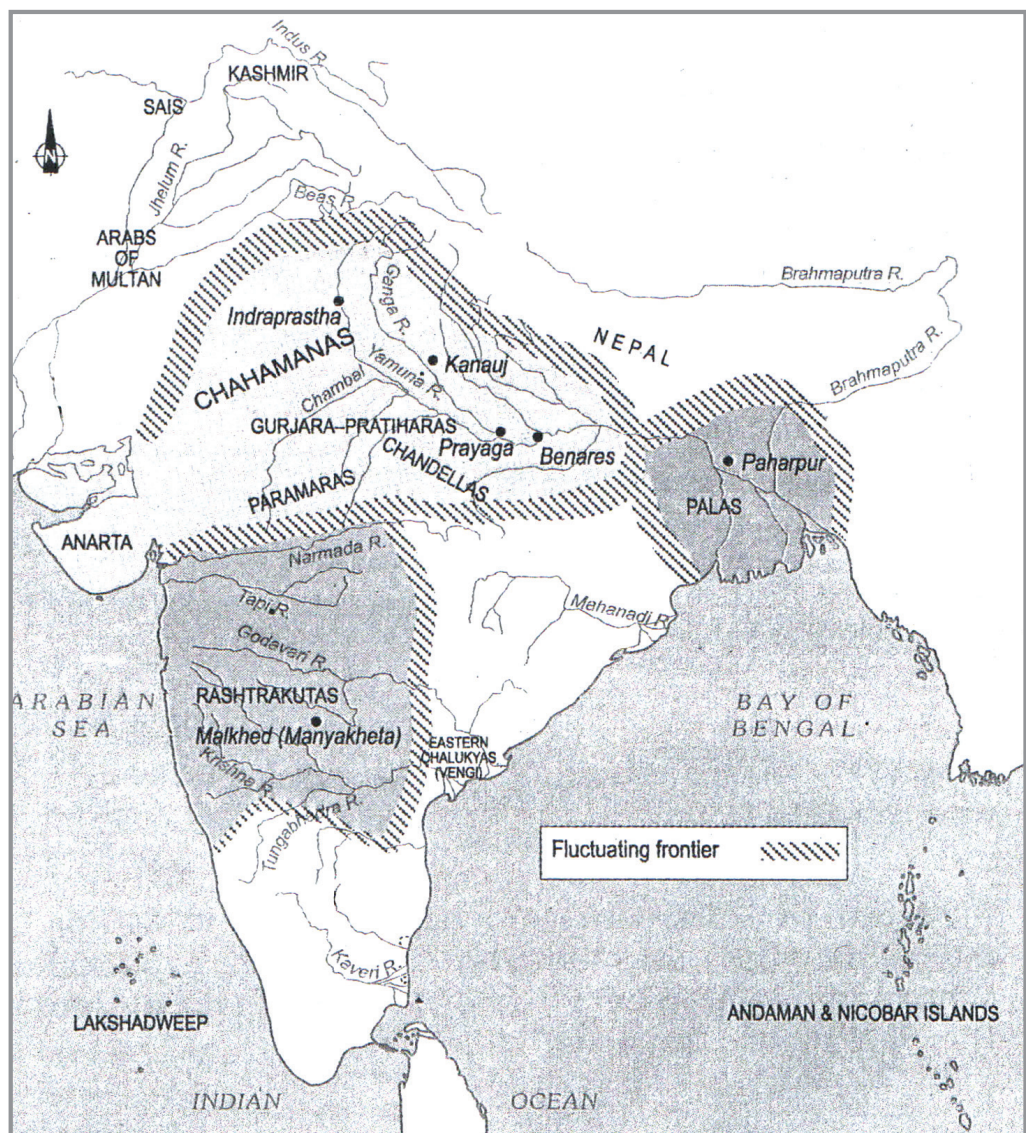
Something To Do

1. Collect the pictures of the temples of south India and paste them in a scrapbook.
2. Find out the differences in the temple architecture of north and south India and illustrate them with the help of pictures.

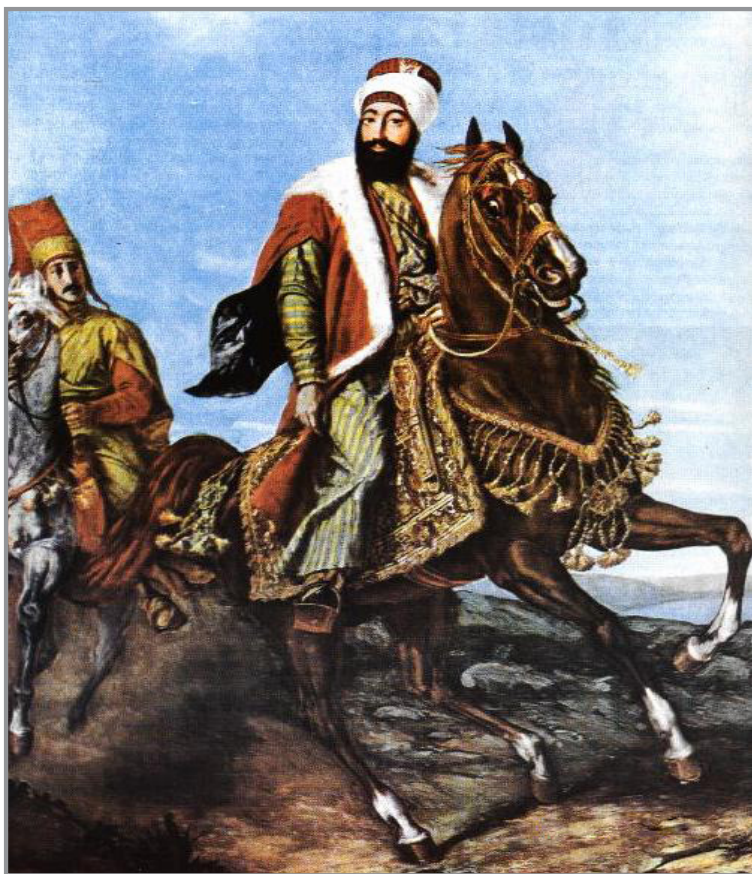
Many small kingdoms emerged powerful in different parts of India. But their rule was limited to specific regions though they constantly aspired to expand their boundaries.

The frequent wars among the Rajputs resulted in political disunity in north India. This attracted invasions by the Turks.

Abbasid Caliphs of Baghdad recruited the Turks as guards and professional soldiers. By the end of the ninth century, the power of Caliph weakened. Turks slowly took over the power and became governors of the provinces. Some of them asserted their independence from the Caliphs. One governor, who conquered Ghazni in Afghanistan, started a new lineage of rulers known as **Ghaznavis**.



India at the time of invasions by Mahmud of Ghazni



Mahmud Ghazni

Mahmud Ghazni was born in 971 CE. He ascended the throne in 998 CE. He decided to invade north-west India where the Gurjara-Pratihara empire had become weak due to frequent battles with Pallavas and Rashtrakutas.

Mahmud Ghazni invaded India 17 times in 27 years (1000-1027 CE). He wanted to make Ghazni, a small hilly and poor region, into a powerful empire. He gained the control of Afghanistan and Khurasan. He was attracted by the great wealth of India. So, he started plundering towns and temples in north India like Nagarkot, Thanesar, Mathura and Kanauj. His most destructive attack was directed against Somnath Temple in 1025 CE. This temple is situated on the sea coast of Gujarat. Rajput warriors put up a stiff resistance but lost the

battle. Mahmud broke the idol of Somnath and looted property worth 20 million rupees. Some historians are of opinion that the main objective of Mahmud Ghazni was to propagate Islam and gain popularity among muslims.

Mahmud's invasions exposed the weakness of Indian rulers and paved the way for the establishment of muslim rule in India. Trade interests also attracted many muslims to settle in India. This period also saw the development of a close cultural interaction between India and Islamic central Asia. But, Mahmud's destruction of valuable and artistic temples and idols was a great loss to Indian heritage.



Do You Know?

Mahmud Ghazni is remembered as a plunderer of towns and temples in India. But, in his own country, he is remembered as a great builder of beautiful mosques, palaces and libraries. Firdausi, a famous poet, wrote *Shahnama* in which he praised the steps that Mahmud Ghazni took to propagate Islam and to build up Ghazni as a great Empire. He also entrusted Al-Biruni to write an account of the Indian sub-continent known as *Kitab-Al-Hind*.

Muhammad Ghori was the ruler of a small kingdom of Ghor in Afghanistan. He conquered Ghazni. He placed it under the charge of his brother and decided to turn his attention towards India to expand his empire unlike Mahmud Ghazni whose main aim of invading India was to loot the great wealth of India.

The credit of the founding of muslim empire in India goes to Muhammad Ghori. He occupied Peshawar, Lahore and Sindh. He was defeated in the first Battle of Tarain by Prithviraj Chauhan (1191-1192 CE) but was victorious in the second Battle of Tarain and took over Delhi and Ajmer.

His dream of establishing an Islamic empire would have been incomplete without conquering Kanauj. A fierce battle took place between the Muslims and the Rajputs. The power of Rajputs was crushed, King Jaichand was defeated and Muhammad Ghori occupied Kanauj and Benaras. Muhammad Ghori did not have a child of his own. He put his territories under the charge of his trusted slave and general, Qutubuddin Aibek.

The disunity among Indian rulers and the caste system were the main causes of the success of Ghori and the defeat of Indian rulers. The common people were dissatisfied as they had no contact with the rulers. Some Rajput rulers helped the Turks against their own country. Moreover, the feudal system, where the landowners were very powerful, weakened the power of the kings. Ghori's army was well-equipped and his campaigns were properly planned. The muslim armies moved swiftly on their horses as compared to the armies of Indian rulers, that used old methods of war, equipment and elephants. The elephants were not of much help during the war as many a times, they turned their wrath on their own forces!



Muhammad Ghori



Do You Know?

Except for conquering Gujarat, Ghori was successful in every invasion. King Bhimdev gave him such a crushing defeat that Ghori could not dream of peeping into Gujarat again.



Keywords

- **caliph:** a leader of Islamic polity regarded as a successor of Muhammad.
- **heritage:** the art, building, traditions and beliefs that a society consider important to its history and culture, or the legacy transformed from one generation to another.
- **historian:** an expert in the study of past events.
- **lineage:** the line of descendants of a particular ancestor, family, race.
- **recruitment:** appointment.



Something To Know

A. Tick (✓) the correct option.

1. The first Muslim invasion in India was led by–

(a) Mahmud of Ghazni

(b) Muhammad Ghori

(c) Muhammad bin Qasim

(d) Muhammad bin Tughlaq

2. Mahmud of Ghazni attacked India mainly–

(a) to establish his empire in India.

(b) to spread Islam in India.

(c) to take away the famous artisans from India.

(d) to plunder the wealth of India.

3. Who defeated Muhammad Ghori in the first Battle of Tarain?

(a) Jaichand

(b) Prithviraj Chauhan

(c) Qutubuddin Aibak

(d) Abbasid Caliphs

4. Who among the following were the first to bring Islam into India?

(a) Turks

(b) Mongols

(c) Arabs

(d) Persians

5. The trusted slave and general appointed as a deputy of Indian territories by Muhammad Ghori was–

(a) Qutubuddin Aibak

(b) Iltutmish

(c) Nasiruddin Mahmood

(d) Ghiyasuddin Balban

B. Fill in the blanks.

1. Wars among _____ resulted in political instability.

2. Turks were recruited as _____ by the Caliph.

3. Ghazni's most destructive attack was on _____ in _____.

4. Muhammad Ghori was defeated by _____ in Gujarat.

5. Indian Society was based on _____.

C. Write True or False for the following statements.

1. Mahmud Ghazni invaded India 17 times. _____
2. Many muslims settled in India due to their trade interests. _____
3. Muhammad Ghorī was defeated in both the Battles of Tarain. _____
4. Muhammad Ghorī conquered Kanauj and Benaras. _____
5. Muhammad Ghorī had three children. _____

D. Answer the following questions in brief.

1. What attracted the Turks to India?
2. Write any two main features of Turks.
3. List the places that were invaded by Mahmud Ghazni in India.
4. Name the ruler who is credited with laying the foundation of muslim empire in India.
5. Who was handed over the conquer territories of Muhammad Ghorī in India?

E. Answer the following questions.

1. How did Mahmud Ghazni extend his power?
2. Why did Mahmud Ghazni decide to attack India?
3. Narrate the main effects of the invasions of Mahmud Ghazni.
4. List the reasons responsible for the defeat of Indian rulers.
5. Differentiate between the aims of Mahmud Ghazni and Muhammad Ghorī.



Value Based Question

The Turkish invasion disclosed how the Indian rulers had no political unity among themselves. This led to Islamic rule in India.

Explain in the strength of unity by citing examples.



Map Skill

On the outline map of Asia, mark the—

- (a) places from where the Turkish invaders had come.
- (b) places which they had conquered in India.



Something To Do

1. Collect information about Somnath temple and prepare a scrapbook.
2. Collect information about famous Rajput King Prithviraj Chauhan and prepare a PowerPoint Presentation to be shown in the class.

Media refers to various means of communication that help in communicating to a large number of people at the same time. Radio, television, cinema, newspapers, magazines and internet are all means of communication. Since they help in communicating messages to millions of people at the same time, they are called **mass media**. Today, it is difficult to imagine life without them.

INTERDEPENDENCE OF TECHNOLOGY AND MEDIA

We live in fast changing times. Various developments in the field of communication technology, since the end of twentieth century, have left a deep impact on us. The latest technologies help media to reach out to the masses. The impact of technology can be seen on the billboards, newspapers, periodicals, CDs, DVDs, television programmes, films, etc.

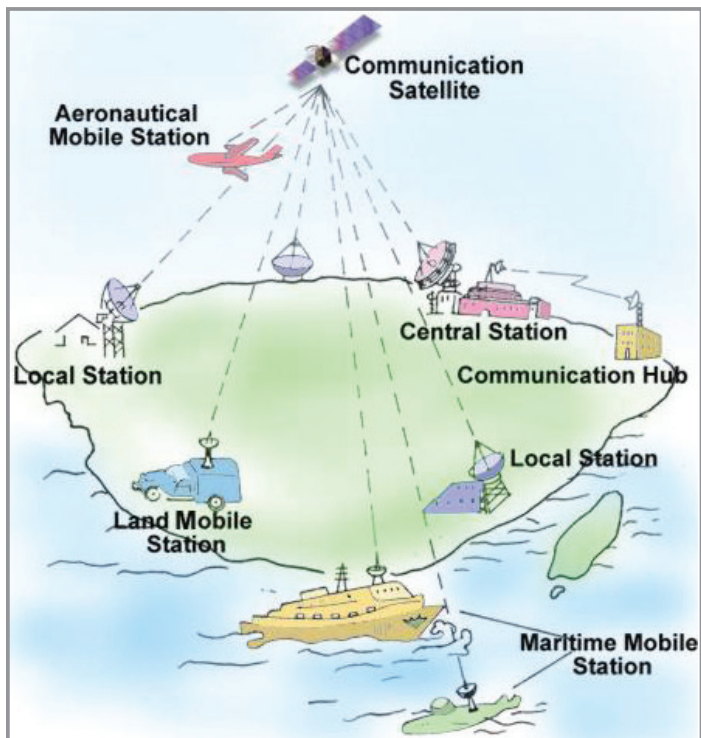
The **print media** has changed tremendously. In earlier times, raised and carved designs of seals were pressed on wet clay or wax for printing marks to close agreements, record transactions, and authorise documents.

Chinese influenced the development in the field of printing to a large extent. They invented paper. The hand-copied and illustrated books by Buddhist monks, gave it a further thrust. The German printer Johannes Gutenberg is credited with the invention of the first printing machine with a type mould.

Gutenberg brought out the first printed *Bible* in the mid-fifteenth century. Today, computers control the printing process where materials to be printed are fed into the memory of printing machines to print newspapers, magazines and books.



Modern printing machine



Satellite transmission process

In **electronic media**, television is very important for a number of reasons—the amount of time that many people spend watching it, its ability to bring together a sense of national identity and its powerful role as a source of information about various aspects of life. 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. Thus, it has a great impact on the public perception and opinion.

Cable and satellite network has improved the connectivity in rural, mountainous and urban areas. Thus communication technology has successfully ended 'narrowcasting' (limited to a country) and gone across international boundaries to create a 'global culture'.

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.

But the media will have to take steps to control the misuse of the means of mass communication to protect the public interest.

ROLE OF MONEY IN MEDIA

Look at the picture of a newsroom or studio of a television channel. Notice the expensive equipment, cameras, computers, light transmitters, recorders, etc. Besides the newsreader, many people like director, editor, producer, cameramen, lightmen and many others, are involved in the process of telecasting the news to you. The studios require constant upgradation of technology to provide quality service. All this needs a lot of investment. Hence, television channels and newspapers are owned or are supported by big business houses.



TV newsroom

Media is a powerful tool in the hands of the rich. They 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. A feature film of two-hours duration is stretched to four hours as one advertisement is followed by another, during frequent 'breaks'. The condition during a cricket match is similar where advertisements are squeezed in after every 'over'.

Today along with Indian business houses, many multi-national companies also own a big share of Indian media. The programmes cut across national and cultural boundaries and expose the viewers to a wide spectrum.



Visual Media

MEDIA AND DEMOCRACY

In a democratic country like India, media plays an important role in creating aware and enlightened citizens. Indian media has been successful in creating public opinion about the bride burning issues, exposing scandals and building the confidence of the people. It also ensures that the political power, other parties and powerful groups do not step beyond their limits.

Media is the main source of information. Interviews, speeches and panel discussions make viewers aware of the opinions of different political parties, eminent personalities from various fields and the hopes and aspirations of the general public. The information helps the citizens to form opinions, learn about the working plans and programmes that the government is undertaking, their successful implementation or failure.

Television and newspaper reporters are always ready to cover rallies, protest marches or local body meetings with politicians/ public officials to answer the queries and apprehensions of the people. The queries can be about the success or the failure of plans and facilities promised at the time of elections.



News Reporter

The **print media** also helps in building public opinion by providing information to the public. Reports, editorials and letters published in the newspapers and magazines, influence the public opinion, which the government cannot afford to ignore. Print media is easily available and has a lasting impact on the people. Its readership has increased with effective and appealing pictures, cartoons, graphs, maps, etc.

Television and radio make the rural, illiterate masses aware of the latest happenings in their region or the country on the whole. 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. Media also brings out the defects in the governance and administration.

Indian cinema has also played an important role in creating awareness about social evils, political malpractices, economic exploitation and the fast changing Indian society and its value system. Our films in Hindi, English and all the vernacular languages have a huge following in India and the world. Some films impart important messages and have great impact on us.

The ever-increasing hunger of the viewers for information has led to an increase in many Hindi and English television channels along with a number of regional channels. They remind the politicians about their unfulfilled promises and their responsibilities towards their constituency and the nation. During the elections, they help the people, especially the illiterates, in electing the right persons to power.



Newspapers



Do You Know?

The film *Lage Raho Munna Bhai* was exempted from entertainment tax by the government as it taught the lesson of non-violent protest, even though in a 'filmi' style.

What do you do when you look at a news item? Do you believe it immediately or look at it critically and think about the other side of the story? Do you ever wonder if the media is impartial and gives you truth and the truth alone?



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 known as **censorship**.



RIGHT TO INFORMATION (RTI) ACT OF 2005

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Act of 2005 was passed. This right is closely linked with our basic rights, such as Freedom of Speech and Expression and Right to Education. This was passed due to the demands of various organisations and movements for attaining this right. Under the provisions of Right to Information Act, any citizen may request

information from a 'public authority', which is required to reply within thirty days.

The Right to Information has enabled the citizens to access the information that is under the control of a public authority. This right has promoted transparency and accountability in the working of different departments.

Media is like a watchdog in a democracy that keeps the government active and the public involved. From the position of being a medium of information, it has become a powerful force in our daily life.

The selection and the extent of media coverage by a television channel or a newspaper has set objectives behind it. It is important to make a critical appraisal of media before accepting or rejecting the news or the views. Let us hope that the media brings important issues to the forefront, that are otherwise ignored. It must constantly draw the attention of the public and the government towards issues like scarcity of clean drinking water, lack of health facilities, crime and violence, illiteracy, female infanticide, etc. "A democracy without a free media is like a car without wheels."



Keywords

- **accountability:** taking responsibility for one's action/decisions.
- **gagging:** to prevent someone from expressing/speaking freely.
- **infanticide:** death of infants/children too young.
- **public perception:** the way general people think about some issue.
- **transparency:** visible to all or not hiding the facts.
- **unbiased:** not favouring someone/not being unfair.
- **watchdog:** the one who makes sure that people in authority do not misuse their power.



Something To Know

A. Tick (✓) the correct option.

1. Paper was invented by the—

(a) Indians

(b) Japanese

(c) Chinese

(d) Greeks

2. The Right to Information has promoted—

(a) corruption

(b) accountability

(c) dependence

(d) indiscipline

3. Information provided by media should not be—

(a) impartial

(b) balanced

(c) biased

(d) factual

4. Who among the following is NOT involved in the process of telecasting the news?

(a) editor

(b) cameraman

(c) producer

(d) technician

5. Which country did Johannes Gutenberg belong to?

(a) Germany

(b) France

(c) U.S.A.

(d) Great Britain

B. Fill in the blanks.

1. Media has brought _____ to a level where technology is media.

2. Chinese influenced the development of _____ by inventing paper.

3. Television affects public perception and _____.

4. Media should not _____ a class/person or an organisation.

5. The Right to Information has promoted _____ and accountability.

C. Write True or False for the following statements.

1. Media influences our beliefs and attitudes. _____
2. RTI was passed due to the demands of various organisations and movements. _____
3. Media is like a watchdog in a democracy. _____
4. Freedom of Speech and Expression has no limitation. _____
5. A very big share of Indian media is owned by political parties. _____

D. Answer the following questions in brief.

1. Define Media.
2. Why is media called a watchdog of democracy?
3. In what ways does the cinema affect our views?
4. What are the different means of print and electronic media?
5. What other basic rights are linked with the Right to Information?

E. Answer the following questions.

1. How are media and technology dependent on each other?
2. How does media influence our daily life?
3. Describe the role of media in a democracy.
4. In what ways does the media bring the problems of the common man to the forefront?
5. Do you think Indian media is free? Justify your answer.



Value Based Question

The Story of Hakim

Hakim is a boy, ten years of age. He lives in a slum on banks of River Yamuna. Recently he fell ill like many other children living in his locality. His father took him to a nearby government dispensary where he was tested positive for dengue fever. Perturbed, his father took him to various government hospitals in the city, but no one admitted Hakim, whose condition was becoming worse with each passing hour.

- Suggest ways and means to help Hakim in such a situation.
- In your opinion, what steps should the government take to handle emergency situations?
- What steps can we take to control the spread of diseases?



Map Skill

On the political outline map of the world, locate and label the following–

- (a) China– The country which invented paper.
- (b) Germany– Johannes Gutenberg of this country invented the first printing machine with a type mould.
- (c) United States of America– Inventor of Facebook, Google which changed the way news are presented.
- (d) Mumbai (India)– Known for World's largest production of movies.
- (e) United Kingdom– The country which ruled over India.



Something To Do

1. How does a group discussion on a radio/television help the people sitting at a *chaupal* to form opinion and decide about the candidate of their choice in the forthcoming elections?
2. Interview your grandmother/grandfather and find out–
 - (a) How old was he/she when he/she saw the television for the first time?
 - (b) Which type of programmes did she listen to on the radio when she was your age?
 - (c) Name her favourite radio and television programmes now.
 - (d) Why is a mobile called 'all in one'?

Every day we see advertisements on the radio, television and newspapers. Advertisements can be seen everywhere, on the shopping carts in super markets, walls of cinema halls, bus stands, railway stations, airports, hoardings, etc.

Advertising is a powerful medium. It persuades the customer to purchase a particular product or service by describing its good points, which are mostly exaggerated. It is a method of mass promotion in which a single message can reach a large number of people. It spreads its message to the consumers by making use of mass media like television, radio, cinema, magazines, newspapers, internet, billboards, direct mailing, etc.

A huge amount of money is spent on advertisements to motivate the customers to buy a particular product. For example, a mother is shown using a particular brand of flour to make *chapatties* which makes her family smile as they eat them. The message is driven home to the public that if they want a happy and healthy family, then they should also use only that particular ‘brand’ of flour.

So far wheat and flour were sold open at the local *chakki* (grinding mill). But now various types of flours are packaged and sold under the names like—special flour for growing children, flour for the young, flour for healthy heart, etc. The objective of such advertisements is to convince the consumer to use their brand of product. Such advertisements create an associated picture of success and happiness in customers’ mind and hence, they become loyal to a particular brand.

The availability of many brands creates confusion in the mind of the **consumer**. There is a big competition



Advertisements

in the market among various brands, each propagating its benefits. Then, how does the consumer decide which one to buy? Here the manufacturer goes a step further by providing attractive visuals and jingles in his advertisements to make them catchy.

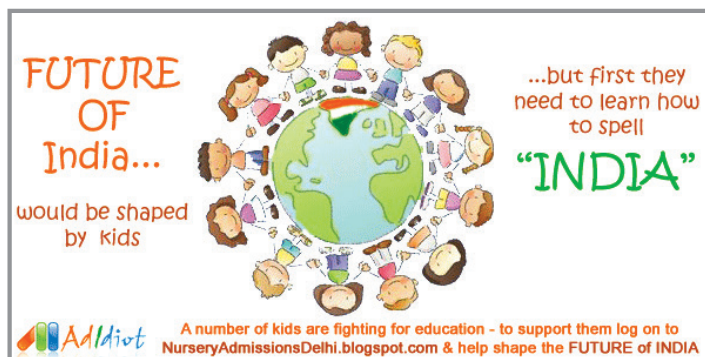
Advertising through 'stars' also creates brand loyalty. The brand ambassadors charge big money, based on their popularity. People, especially the youth, identify and favour brands that are associated with successful public figures and hence, want to possess the product. Let us not forget the fact that the brand ambassadors are quickly replaced, once they are no more newsworthy!

SOCIAL OR PUBLIC SERVICE ADVERTISING

There is another type of advertising that has carved an important place for itself. It is **social** or **public service advertising**. It 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.

Advertising has played an important role in making us aware of our responsibility towards the society. A documentary film by the Ministry of Social Welfare shows that girls are as capable of achieving success in their chosen fields as the boys are, when given the opportunity. It motivates the people to send their daughters to school and not think of them as a burden. Today, more and more girls are sharing the responsibility of their parents.

Social advertising has benefitted many public awareness programmes like importance of mother's milk for the baby, method of making baby food at home with grains and pulses, need of hygiene, education, respect for traffic rules, etc. The Indian government has successfully protected the public



interest by banning the advertising of tobacco and alcohol on radio, television and newspapers.

Advertising is also used by many other organisations that are not selling a product or service but want to inform the public about their objectives, achievements and projects. They are political parties, interest groups, religious groups and defence services.

Advertising is capable of reaching out to a large audience. Advertising techniques can be used to create awareness among the people and motivate them to take necessary precautions. Such advertisements may be related to water conservation, energy conservation, deforestation, health awareness or the ill effects of illiteracy.

EFFECTS OF ADVERTISING

Advertising, through TV programmes and newspapers, enables us to afford “luxuries” because without advertising, they would be very expensive. Media gets most of its revenues from publicity and hence, try to make their medium a popular place for communicating advertisements to the people before any information or entertainment programme.

Advertising persuades some people to buy even those things that they do not need and hence, it leads to wasteful expenditure. Another problem related with advertising is “**Quack**” or **false advertising**. Strict rules are needed to protect the innocent customers from misleading promises like height increase, immediate weight loss, etc.

Government laws must protect the interest of the consumer. Many companies distribute samples of their products free of cost to the customer, to ‘hook’ them to their product.



Do You Know?

Advertising has become a market of its own and it offers a large number of jobs along with providing information to people.

ADVERTISING AND DEMOCRACY

In this Chapter, we have read about the social and public service advertisements. These types of advertisements strengthen the democracy of a country. In a democratic set-up, every individual or manufacturer can advertise his product which is only possible by spending huge money. But what happens to a person who makes sweets or *samosas* at home and sells them from door to door? These small businesses do not have the money to spend on advertising. They depend on ‘word of mouth’ publicity. But they have to compete against highly advertised items that make the people believe that branded and packaged goods are better. Porridge (*dalia*) available at the local corner shop has to compete against porridge carrying a brand name!

The small businesses fail to convince the people that they can buy quality goods, even if they do not carry a brand name on the package. Most people opt to buy packaged items believing them to

be better than the items sold without packaging, for example, gram flour (*besan*) samolina (*suji*) etc. Whereas, commonly we see that open grounded items from a local shop/*chakki* may be of better quality than the packed ones.



Do You Know?

The date of expiry and date of manufacture of any item must be checked before buying.

Thus, brands can create discrimination in the society which is undemocratic and create inequality among the masses.

Another unfortunate impact of advertising is that it engrains stereotype attitudes. Some advertisements show a 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.

Many people cannot afford branded items. They feel that they are failing in their duty by not providing a particular brand of flour for their growing children. They may not be able to afford a branded shirt for an official meeting. They start developing a feeling of inability. This creates distance between the rich and the poor. It is against democracy where everyone should enjoy equality irrespective of his or her social or economic status.



Ad war

CONSUMERISM

A **consumer** is a person who buys by paying the price for some goods or services (insurance, transport, electricity, banking, etc.). In the good old days there was a direct relationship between the seller and the consumer/buyer. The seller exhibited his goods; the buyer thoroughly examined them before purchasing. The consumer was treated respectfully and a bond was established between the seller and the consumer.

But the times changed with commercialisation and the buyer came to be referred to as a **consumer**. The personal relation between the buyer and the seller has ended. Sometimes, a shopkeeper or a manufacturer cheats us by charging more for a commodity or giving us poor quality goods.

Many companies give a lot of information about the good points of the product but fail to supply the necessary information, like safety, durability, after sale-service or its effect on health or environment, that a consumer needs to know.

The consumer has to be aware of his/her **right to redress the problem** when required. The **consumer awareness** is low in India due to the lack of education and awareness among the masses.

Consumerism is all about protection of the interests of the consumers. It is a social movement seeking to protect the rights of consumers in relation to the producers of goods and providers of services.

Consumerism is a collective consciousness on the part of consumers, businesses, government and society to enhance the consumer's satisfaction and social welfare, that in turn, will benefit all of us.

The Government of India has set-up **Bureau of Indian Standards (BIS)**, which was earlier known as ISI. BIS lays down standards for industrial and consumer goods. All food items are standardised by Agmark—Agricultural Produce (Grading and Marking) Act.



Bureau of Indian Standards

Main Features of Consumerism

There are various components of consumerism:

1. A consumer must be aware of his/her rights and should protect his/her rights.
2. He/She should raise voice against exploitation.
3. He/She should seek redressal of his/her complaints.
4. Voluntary consumer organisations should encourage/guide/assist in safeguarding his/her interests.
5. Government laws must protect the interest of the consumer.
6. Business houses must adopt a code of conduct for regulating their activities.

Consumerism has gradually developed into a powerful force to aid and protect the consumer by applying legal, moral and economic pressure on producers and providers.

If you feel cheated by a shopkeeper and want to complain in a Consumer Court, write an application, attach cash memo, warrantee or guarantee card and submit it to the District Consumer Court.

Read newspaper daily to be an aware consumer and save yourself from being cheated.



Keywords

- **brand:** name given to a product with some unique value/quality.
- **ISI:** the earlier abbreviation for BIS. It stands for Indian Standard Institute.
- **manufacturer:** someone who makes and sells a product.
- **product:** a thing offered in market for sale.
- **stereotype:** pre-conceived notions/bias thinking about someone/or any group of people.



Something To Know

A. Tick (✓) the correct option.

1. Advertising persuades the customers to—

(a) enjoy animations.

☐

(b) purchase a particular brand of product or service.

☐

(c) watch serials.

☐

(d) listen to jingles.

☐

2. The availability of many brands—

(a) tells the customer about the best brand.

☐

(b) tells the customer about what not to buy.

☐

(c) creates confusion in the mind of the customer.

☐

(d) encourages the customer to buy all of them.

☐

3. Public Service Advertising promotes—

(a) campaigns for health and social issues.

☐

(b) the latest films.

☐

(c) the urge to read about society.

☐

(d) seeing more advertisement.

☐

4. Advertising leads to—

(a) many breaks during a programme.

☐

(b) wasteful expenditure.

☐

(c) awareness about governmental schemes.

☐

(d) promotion of goods.

☐

5. Advertising inculcates—

(a) the desire to buy whatever is available.

☐

(b) an attitude to establish harmony in society.

☐

(c) balanced understanding about products.

☐

(d) stereotype attitudes.

☐

B. Fill in the blanks.

1. Huge amount is spent on _____ to target the feelings of the customer.
2. Advertisements create an associated picture of _____ in the mind of public.
3. Advertising through 'stars' also creates brand _____.
4. Gender discrimination is against the basic principle of _____.
5. Many people cannot afford _____ items.

C. Write True or False for the following statements.

1. Social and public service advertisements strengthen the democracy of a country. _____
2. It is against democracy to ban advertisements on tobacco and alcohol. _____
3. All food items are standardised by Agmark. _____
4. A consumer cannot protect his/her rights. _____
5. The branded items or packaged items are always better than the unbranded or open items. _____

D. Answer the following questions in brief.

1. What does advertising mean?
2. Who is a consumer?
3. What is meant by consumerism?
4. Write the full form of BIS. Mention its function.
5. State any two positive effects of advertising.

E. Answer the following questions.

1. Describe the relationship between advertising and democracy.
2. How does advertising create discrimination in the society?
3. What does social advertising mean? Give examples to illustrate the benefits of social advertising.
4. List the main features of consumerism.
5. How do advertisements help in creating awareness among the citizens? Support your answer with examples.



Value Based Question

Raghav's parents went on a shopping spree during Diwali holidays. They bought many branded products including a new refrigerator. All went well for two days but suddenly the refrigerator started giving trouble, its light went off, its cooling decreased and handle also became loose. Raghav's father called up the famous store "Troma" to complain about the refrigerator but the manager refused to listen. He argued that they are busy due to festive rush. They should call after a week. They were not ready to take any action.

- What should Raghav's parents do now?
- How can they get their problem resolved?
- What legal action can be taken against the dealer?



Something To Do

1. Take one advertisement and give your opinion about how it encourages stereotyping of roles.
2. Make an advertisement to create awareness about literacy or health.
3. Discuss with your teacher and parents and list ways in which school students can create awareness about important social issues.
4. Prepare an advertisement for admission to your school giving all the salient features of the school.