

L3- ROLE AND IMPACT OF MASS MEDIA

Keywords

Democracy	Members of parliament (mps) at the centre
Role model	Legislature
Developing countries	Executive
State and central governments	Judiciary
Elected representatives	Constitutional provisions
Members of Legislative Assembly (mlas) in the state	Disseminate

In-text Questions

In-text Questions 3.1

- Fill in the blanks with appropriate word/s:
 - is the largest democracy in the world.
 - The government in India is run by
 - Media the people about the actions taken by the
 - Media can be considered as the institution in a democracy
 - Using mass media, and of people can be changed.
- List the three essential institutions of a modern democratic government
- State any two ways in which mass media can contribute in a democracy.

In-text Questions 3.2

1. List five ethical codes to be practised by media persons.
2. Write any three positive and negative effects of media.

Terminal Questions

1. Explain in detail the relationship between mass media and democracy.
2. What are media ethics? List out the ethical codes to be practiced by media persons.
3. Discuss the various positive and negative effects of media on people.

Previous Year Questions

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| How mass media can act as a bridge between government and the people ? | 2 |
| 1. Give two examples. | |
| 2. Write any four media ethics. 4 | |
| 3. List out the ethical codes to be practised by media person. 4 | |
| 4. List any four functions and responsibilities of media. [4] | |
| 5. Comment on <i>four</i> media ethics. 4 | |
| 6. Briefly discuss any four positive effects of media. 4 | |
| 7. Compare the positive and negative effects of social media. 4 | |