



INDIAN SCHOOL DARSAIT

DEPARTMENT OF SOCIAL SCIENCE



Subject : CIVICS	Unit : Media and Advertising	Date of Worksheet : _____
Resource Person: Agnes Augustine	Date : _____	
Name of the Student : _____	Class & Division : _____	Roll Number : _____

S.No.	Questions	Marks
	Understanding Media	
1.	Media is plural form of -----	1
2.	Give any four different forms of media.	1
3.	A ----- is one that discuss all points of view of a particular story and then leaves it to readers to make up their minds.	1
4.	When a large number of people come together and openly state their opposition to some issue, it is called-----	1
5.	----- is the word used to a TV or radio programme that is widely transmitted.	1
6.	Media refers to ----- -----	1
7.	News papers can reach ----- of people.	1
8.	----- helps media to reach more people.	1
9.	The most important medium for the formation of public opinion is-----.	1
10.	How can media be ethical?	1
11.	What is censorship?	1
12.	Media is not independent. Give two reasons.	2
13.	In what ways does the media play an important role in a democracy?	3
	Understanding Advertising	
1.	Branding means-----	1
2.	Brand values are conveyed through the use of ----- ---and -----	1
3.	Advertising is a communication between ----- and -----.	1
4.	Who is a consumer?	1
5.	What is product?	1



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6.	Write one difference between commercial advertisement and social advertisement.	1
7.	Write any two disadvantages of commercial advertisement	2
8.	Advertising affects issues of equality in a democracy. Justify the statement.	2
9.	How did the word advertising emerge?	3
10.	Activity Prepare a Social Advertisement with catchy slogan.	5