

## 5. MASS MEDIA AND HISTORY.

1. (A) Complete the sentences by choosing the correct option.

(1) The first English newspaper in India was started by.....

(a) James Augustus Hickey.

(b) John Marshall

(c) Allen Hume

(2) Television is an.... Medium.

a) visual

b) audio

c) audio-visual

(B) Identify the wrong pair in the following, correct it and rewrite.

(1) 'Prabhakar' - Acharya P.K. Atre

(2) 'Darpan' - Balshastri Jambhekar

(3) 'Deenbandhu'- Krishnarao Bhalekar

(4) 'Kesari'- Bal Gangadhar Tilak

**Ans. Wrong pair:** Prabhakar - Acharya P. K. Atre

**Corrected pair:** Prabhakar - Bhau Mahajan.

**Q.2 Write brief notes:**

**(1) The role of newspapers in the Indian struggle for independence:**

**Ans.** Newspapers played an important role in the Indian independence struggle. It is as follows:

(1) Newspapers like 'Kesari' and 'Maratha' were on the forefront and were indicative of an important stage in the history of Indian newspapers.

(2) Newspapers reflected the social and political issues of that period. Articles on nationwide situations and the politics in England appeared in them.

(3) They supported social, political and religious movements and opposed imperialism. Western knowledge and education reached people through them. It led to social reformation.

(4) The ideas of social reformers and various organisations active in independence struggle reached people through newspapers.

**2) Need of Mass Media:**

**Ans.** Mass media includes print and electronic and various new media.

(1) It facilitate free flow of information to all strata of the society and brought the world closer.



(2) People are able to watch an event as it actually happened. It enabled the wide reach of knowledge as well as to get latest updates.

(3) Editorials, various columns and supplements are essential part of newspapers. Readers are also ensured of a platform to voice their opinions.

(4) Television is an Audio-Visual medium which has made it possible to cross the inherent limitations of newspapers.

Mass Media is very important as it plays an important role to strengthen democracy.

### **(3) Mass Media and Professional opportunities.**

**Ans.** There are many professional opportunities available in print, electronic and digital media.

(1) Writers, columnists, editors are required to write articles, columns and editorials in newspapers. Newspapers also require reporters to gather news and technicians to work in the press.

(2) There is requirement of actors and technicians in electronic media.

(3) Artists are required to present programmes on television, in the same way news presenters, anchors are required. If the articles, columns and programmes are based on history, an expert in history is required.

### **Q.3 Explain the following sentence with its reason.**

#### **1. Any information received through me (3 marks each) media needs to be reviewed critically.**

**Ans.** (1) Information provided in the media may not represent the exact truth. We need to scan carefully.

(2) We have to understand idealistic and investigative motives of newspapers, government policies and prevailing social conditions behind the news piece. The information received through Mass Media might be prejudiced or give a one sided idea.

(3) 'Stern', a German weekly magazine, purchased and published a number of so called handwritten diaries of Hitler. It then sold them to a number of publication companies.

However, later it was proved that those diaries were forged.

Hence it is essential to verify the information received through Mass Media.

#### **2) Knowledge of history is essential for newspaper articles.**

**Ans.** (1) In order to unfold the background of an event in the news, we have to resort to history.

(2) Some columns are based on historical events.

These columns provide historical information about economical, social and political events in the past.

(3) Newspapers publish supplements in addition to the regular edition or special issues to mark the completion of 50 or 100 years of an event. On such occasions, one has to review history of that particular event.

(4) Even while writing columns like what happened in history on this day it is necessary to know past event. Hence, the knowledge of history is essential for writings of such type.



### **(3) Television is the most popular medium.**

**Ans.** (1) Television being an audio-visual medium shows the actual visual of the event. Television is indeed a treasure house of entertainment.

(2) It becomes possible for people to watch all the national and international events sitting at home. Social problems, discussion on education and economics and political events are viewed by people.

(3) Government granted permission to private national and international channels to telecast in India.

Therefore, the television is the most popular medium.

### **Q.4 Answer the following questions in 25 - 30 words.**

#### **(1) Explain the objectives of newspapers.**

**Ans.** The main objectives of newspapers are as follows:

(1) Newspapers provide various local, national and international news to the people and inform them about daily events.

(2) They narrate political, economic, cultural and social history of the country.

(3) Newspapers fulfill their role as the fourth column of democracy by creating public awareness and becoming a medium of mass education.

(4) They even condemn the anti-social elements in the society and support the weaker section.

#### **(2) How is history helpful in the planning of the Akashvani programmes?**

**Ans.** Akashvani broadcasts all types of programmes for celebration of independence day to entertainment programmes. In planning these programmes, the knowledge of history is essential.

(1) Akashvani invites historians as experts for discussions while presenting programmes on various occasions such as the anniversaries of births and deaths of national leaders, anniversaries of historical events; speeches of all Prime Ministers/Presidents.

(2) Programmes like 'On This Day in History' is a daily programme which highlights importance of that day and date in history.

(3) Information has to be verified by historians before it reaches the people. Lectures on the contributions of various national leaders need to be supported by historical information. In the following ways history is helpful in the planning of Akashvani programmes.

### **Q. 5. Read the following extract and answer the questions.**

Radio: 'Indian Broadcasting Company (IBC), a private radio company was the first one to broadcast daily programmes. Later the same company was taken over by the British Government and named as, 'Indian State Broadcasting Service (ISBS). On 8th June 1936 it was renamed, as 'All India Radio (AIR)'.

After Independence, AIR became an integral part of the Ministry of Information and Broadcasting (India). Initially, it broadcasted Governmental programmes and schemes. It was named as 'Akashvani' on the suggestion of the famous poet Pandit Narendra Sharma. Akashvani broadcasts various entertainment, awareness creating and literary programmes. It



also broadcasts special programmes for farmers, workers, the youth and women. The 'Vividh Bharati' programmes are broadcasted in 24 regional languages as well as 146 dialects of Indian languages. Lately, various new channels like 'Radio Mirchi' are providing radio services.

**(1) Of which ministry is Akashvani an integral part?**

**Ans.** Akashvani is an integral part of the Ministry of Information and Broadcasting of India.

**(2) What was the new name of IBC?**

**Ans.** Indian Broadcasting Company (IBC) was taken over by the British Government were named it as the Indian State Broadcasting Services. (ISBS). On 8th June 1936, it was renamed as 'All India Radio' (AIR).

**(3) In how many regional languages and local dialects are Vividh Bharati programmes broadcast?**

**Ans.** The Vividh Bharati programmes are broadcast in 24 regional languages as well as in 146 dialects of Indian languages.

**(4) How was AIR named Akashvani?**

**Ans.** AIR was named as Akashvani on the suggestion of the famous poet Pandit Narendra Sharma

**6. Complete the following concept chart.**

	<b>Newspapers</b>
Background/ Beginning	James Augustus Hickey started Calcutta General Advertiser or Bengal Gazette on 29th January, 1780. It was the first newspaper in English.
Information Programmes	News, articles, columns, opinions of the people, editorials, advertisements etc.
Functions	(1) Report daily news (2) Public awareness and mass education. (3) Provide information and strengthen democracy information strengthen. (4) Oppose injustice



and give publicity to developmental work.

**(Continued here)**

Radio	Television
A private radio station was started known as Indian Broadcasting Company.	First Doordarshan centre was started in Delhi.
Along with entertainment programmes, have literary, informative programmes on farmers, women and educative values.	Events around the world, movies, music, information about environmental and historical places, sports are shown either live or recorded.
(1) Provide news from different sectors. (2) Entertain through music, dramas, songs, etc. (3) Present social problems and educate the masses about it. (4) Conduct discussions on various issues ranging from environment to culture.	(1) Telecast daily events and entertain. (2) Educate the masses. (3) Publicise programmes which are for social benefit. (4) Bring about social awakening opposing evil traditions and practices.

