

Unit 3

Media and Its Impact

Learning Outcomes:

By the end of this unit students will:

- know the role and impact of media on society
- conduct and write an interview
- illustrate the use of pronouns learnt earlier
- identify subject-verb agreement
- read and write simple e-mails

Pre-reading:

- How does media bring people closer?
- Do you know the difference between an electronic media and a print media?
- Do you like reading newspapers? Which is your favourite newspaper?



For the Teacher:

- Discuss in detail the widespread role of media in the current scenario, its uses and abuses.
- Conduct pre-reading activities to activate students' prior knowledge and interest in the topic.

Miss Ayesha is the favourite teacher of class IX. The students eagerly attend her class.

Miss Ayesha enters the classroom with her usual smile, greets the students and takes the roll-call.

It is their tutorial day. The students are all geared up. They know what is about to come and they are prepared for it.

"Shall we start?", she asks politely.

"Yes", the students nod.

Guess the meaning of tutorial.

Teacher: "OK, as we have decided earlier, the topic for today's discussion is "The Role of Media and Its Impact".

To start with, let me state clearly that media is the most powerful mode of communication. It shares news and information with the people. Sometimes media spreads false news but generally it informs us about the facts around us.

Do you agree?

Students: Yes, we do.

Student 1: I would like to add a bit more to it.

Teacher: Yes, sure!

Student 1: Media helps people to share knowledge of the world. Their feelings and opinions are expressed through it. Media attracts the attention of a very large audience. Have you noticed that the first thing we do soon after entering the house is to switch on the television?

Teacher: There is no doubt about it.

What type of information does media provide?



For the Teacher:

- While-reading activities may be conducted to interact with the text. More while-reading questions may also be asked.

Student 2: Let me say that media has become a part of our life. It not only informs us but also entertains us.

Teacher: Absolutely right. Well, do you have any idea about the two major means of communication?

Student 3: There are two means of communication, electronic media and print media. The media includes film, radio, television, internet, books, magazines and newspapers. It provides us information as well as entertainment.

Teacher: Good! It's through media that the world has become a global village. There is coverage of all the important events of the world on television. We can have an easy access to all kinds of information through media.

Student 4: Can we say that the world is just a click away?

Teacher: May be, well, would any other student like to say something on it?

(Miss Ayesha points to the student sitting at the end.)

Student 5: Madam, in my opinion, media plays a very constructive role for the society. It raises awareness about many social issues like corruption, terrorism, drug addiction, and violation of human rights.

Teacher: Yes, you are right.

Student 6: Media has also become a mouth piece of the downtrodden.

Teacher: Yes, well said. It would not be wrong to say that media is the most vigilant

institution that keeps an eye on every segment of the society. Through debates, reports and talk shows it makes everyone answerable and accountable. That is why media has become an integral part of our lives. Now, I would invite one of you to sum up the discussion.

Which is your favourite TV programme? Why?

Student 1: I would conclude the discussion by saying that media can play a positive role and has a corrective impact if it works honestly.

Teacher: Good conclusion. I am happy that all of you have participated in this discussion and have expressed yourselves very well.

(The bell rings, Miss Ayesha says goodbye to the class and leaves.)

Theme:

The theme of the unit is to highlight the role and impact of media. It tells that media can mould the opinion and mind set of people. It has a deep impact on the lives of people. Media has turned the world into a global village.

Glossary:

impact	-----	effect
eager	-----	keen desire
geared up	-----	ready
integral	-----	essential
entertain	-----	amuse

Oral Activity:

Form groups and discuss the following.

1. How important is media in our lives?
2. What is the negative influence of media?
3. Is TV taking away the habit of reading? How?
4. Why should the government put a check on media?

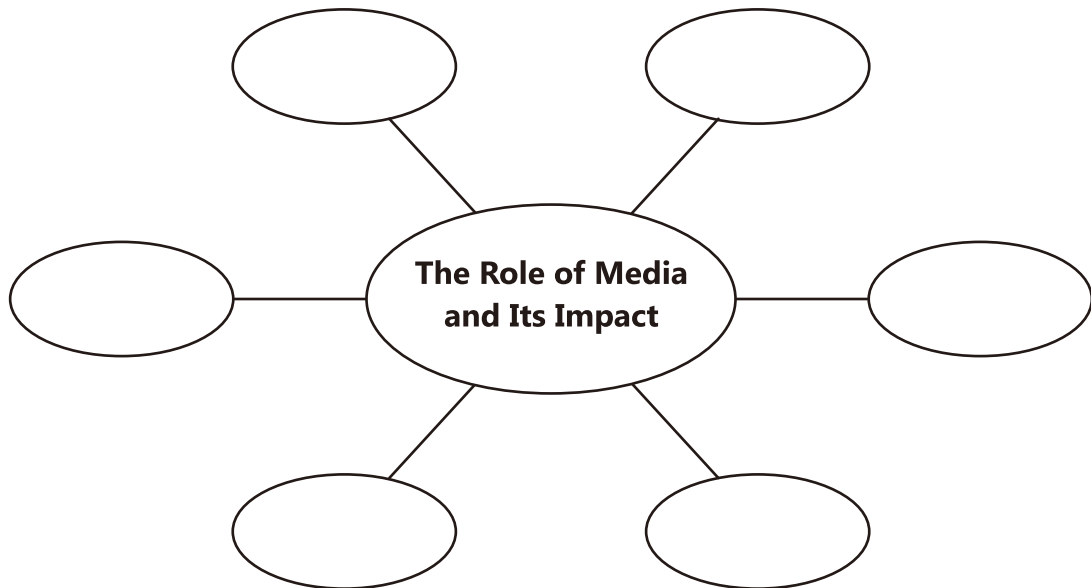


For the Teacher:

- Guide students to **present and explain their views clearly**. Also help them support or modify their opinions with reasons.
- Help them summarize the main points of the discussion for the benefit of the whole group.

Comprehension

A. Summarize the major points of the unit in the given mind map.



B. Answer the following questions.

1. What is the most important function that media performs?
2. What are the two major means of communication? Give three examples for each.
3. How does media provide entertainment?
4. What happens when media is allowed to play its role unchecked?
5. Give three reasons in support of your favourite TV programme.

C. Locate some books in your school library and write their titles in alphabetical order.

**For the Teacher:**

- Help students **understand card catalogue**.
- **Locate** and use the card catalogue.
- Identify three kinds of catalogue cards i.e. **author card, title card and subject card**.
- Use **case and shelf labels** in the **library**.
- Use the **reference section** in the library.

Vocabulary

A. Explain the following phrases as used in the text.

geared up, global village, a click away, constructive role, raise awareness, to keep an eye, a mouth piece of the downtrodden

B. Put these words in relevant columns to identify the part of speech these words belong to.

media	audience	means
eagerly	global	corrective
communication	information	impact
constructive	false	loudly

Nouns	Adjectives	Adverbs

Grammar

A. Change the following words into nouns. Fill in the blanks with nouns.

save, excited, devastating, active, helpless, hopeless, able, justify

- Doctors are concerned with _____ of the patients.
- In a state of _____ she cried loudly.
- Floods often cause large scale _____.
- Positive _____ will keep you healthy.
- Her _____ was quite obvious.
- She was in a state of _____.
- She has the _____ required for the job.
- Have you any _____ of this act?

B. Identify personal, possessive, reflexive and indefinite pronouns.

1. This is my book.
2. Salman is absent because he is ill.
3. You will hurt yourself.
4. Nobody was there to rescue the child.

C. Identify pronoun errors and rewrite the following sentences correctly.

1. Media plays a very constructive role for the society. They raises awareness about many social issues like corruption, terrorism, drug addiction and violation of human rights.
2. My would conclude the discussion by saying that media plays a positive role and has a corrective impact if they works honestly.
3. Good, very well concluded. I am happy that all of yours have participated in this discussion and have expressed himself very well.

D. Complete the sentences choosing the right options.

1. Media _____ a very constructive role for the society. (play/plays)
2. Media _____ also become a mouth piece of the downtrodden. (has/have)

**For the Teacher:**

- Help students understand that a word that is used instead of a noun is called a **pronoun**. Revise **kinds of pronouns**.
- Revise and explain the concept of **pronoun antecedent**. A pronoun always agrees with its antecedent.

Subject–Verb agreement

- Revise and explain Subject–Verb agreement that verb must agree with its subject in number and person. i.e., **a singular subject takes a singular verb** and a **plural subject takes a plural verb**.

For example

She takes after her mother. Teachers are respected everywhere. Two and two make four.

3. I am happy that all of you _____ expressed yourselves very well.
(have/has)
4. Their feelings and opinions _____ expressed through it. (is/are)
5. Film, radio, television, the internet, books, magazines and newspapers _____ us information as well as entertainment. (provides/provide)

E. Change the voice.

- Example:**
- Ali eats an apple.
 - An apple is eaten by Ali.

1. Media helps people to share knowledge.
2. Their feelings and opinions are expressed through it.
3. Media attracts the attention of a very large audience.
4. After entering the house we switch on the television.
5. It not only informs us but also entertains us.

F. Change the paragraph into Past Indefinite Tense.

Media helps people to share knowledge of the world. Their feelings and opinions are expressed through it. Media attracts the attention of a very large audience. Have you noticed that the first thing we do soon after entering the house is to switch on the television?

G. Punctuate the following.

there are two means of communication electronic media and print media the media includes film radio television internet books magazines and newspapers it provides us information as well as entertainment

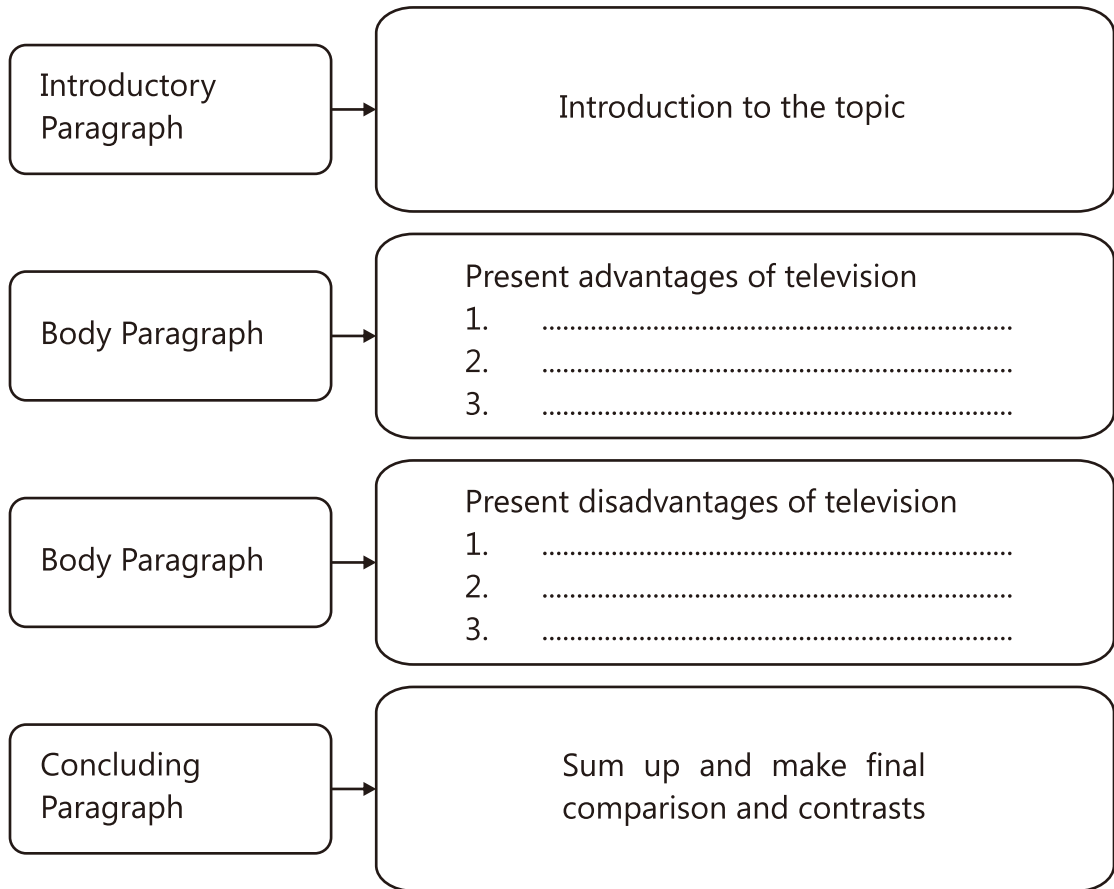


For the Teacher:

- Help students revise the **rules to change the voice**.
- Illustrate the rules and use of **Present and Past Indefinite Tense**.

Writing Skills

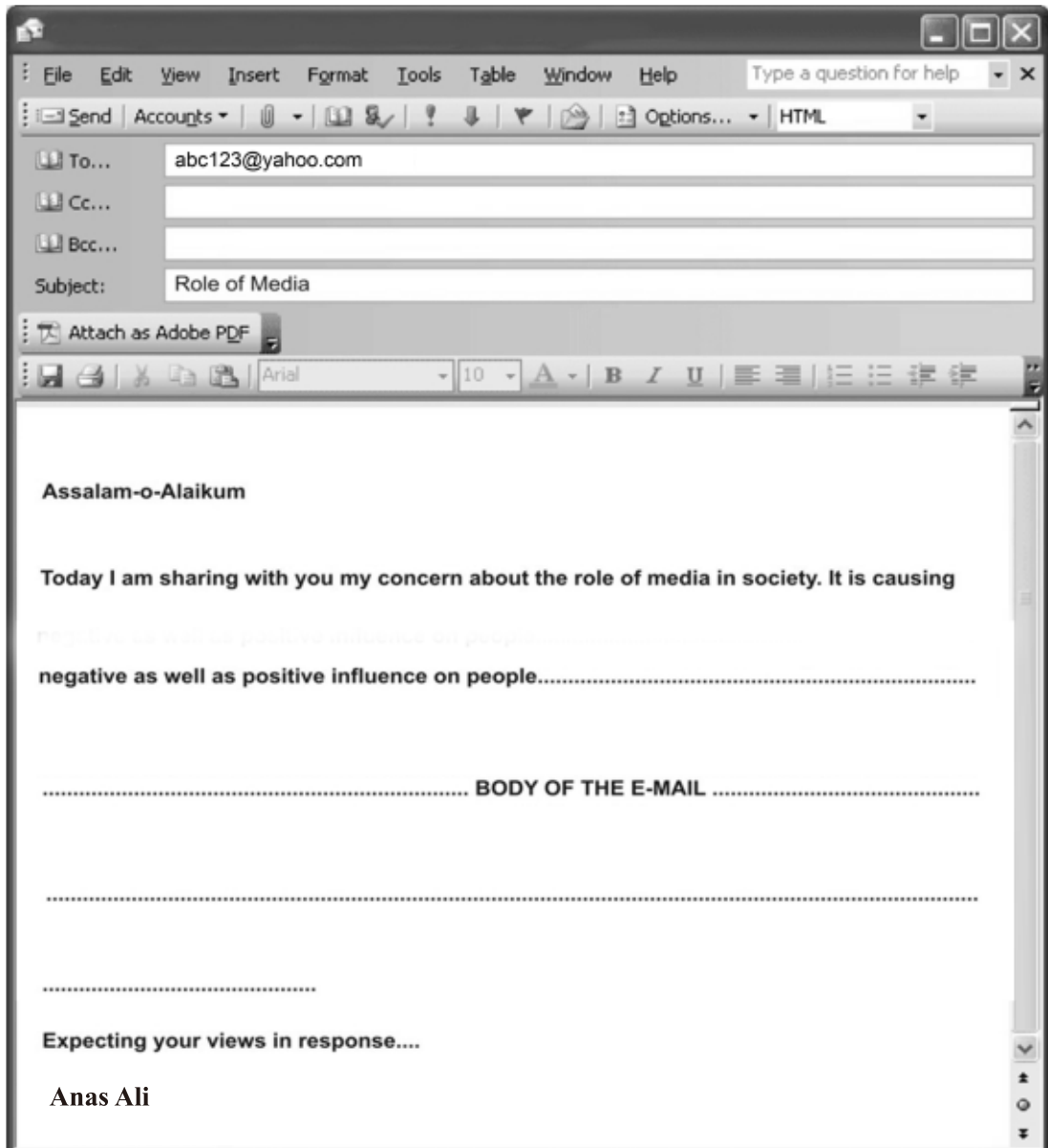
- A. Write a paragraph on “Uses and Abuses of Internet/Mobile Phones”.**
- B. Write an essay on “Advantages and Disadvantages of Television”, using the given mind map. (Word limit 170 – 200)**



Writing e-mails

The format is the same as for fax and memo. You do not necessarily have to write Dear Sir/Madam/Mr. _____ to begin it or use a particular formula at the end. You can just sign your name. E-mails between friends and colleagues are usually informal in style.

Sample e-mail



- C. Write an e-mail to your friend telling him about sports event held in your school.

Oral Communication Skills

Interview

1. How did you first enter that field?
2. How has your job specification changed since you began your career?
3. What are the emerging trends that you are observing in your field?

(You can prepare more questions)

