

**BAHRIA COLLEGE ISLAMABAD
ZAFAR CAMPUS
ONLINE CLASS ASSIGNMENT**

MEDIA AND ITS IMPACT

Unit: 3

Class: IX

Assignment Number: 04

Assignment Date: 18th May 2020

Read the slides carefully and answer the questions.

PART I

- i. What do you understand from the term media?
- ii. What is mass media?
- iii. What is the purpose of media?
or
How media is so powerful in present times?
- iv. What are different means of communication? What elements are part of these means?

PART II

- i. What are some of the common features in Electronic and Print media? What features differentiate the two mediums from each other?
- ii. Why do we say that today the world has become a global village?
- iii. How electronic media has changed our reading habits?
- iv. How can we say that media is most vigilant institution?
- v. How is media a mouth piece of helpless segments of the society?
- vi. Why media plays a negative role?
- vii. Who can check the negative role of media and why it is necessary?