Unit-3

Media and Its Impact

میڈیا اور اس کا اثر

Words Meaning

(Translation)

Words	Synonyms	معانی
Impact	Impression	اثر
Anxious	Keen	فکرمند
Geared up	Ready	میں تیزی لائی
Expressed	Articulate	کا اظہار کیا

Integral	Vital	اہم
Entertain	Amuse	تفریح
Greets	Welcome	مبارکباد
Discussion	Conversation	بحث
Opinion	view	رائے

Expressed	Spoken	کا اظہار کیا
Means of communication	Resources of message	مواصلات کے ذرائے
Global village	Worldwide community	عالمی گاؤں
A click away	A hit it off	ایک کلک دور
Constructive role	Positive role	تعمیری کردار
A mouth piece	A representative	زبان عام
Downtrodden	Browbeaten	مظلوم
Debates	Discuss	بحث
Corrective impact	Remedial	اصلاحی اثرات

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

Miss Ayesha attends her class room with her usual smile, greets the students and takes the roll-call.

مس عیشہ نویں جماعت کی پسندیدہ ٹیچر ہیں۔ طالبات ان کی جماعت میں بڑے شوق سے حاضر ہوتی ہیں۔ مس عائشہ ہمیشہ کی طرح مسکراہٹ کے ساتھ کلاس میں داخل ہوتی ہے، طالب علموں کو خوش آمدید کہتی ہے اور کلاس کی حاضری لیتی ہے۔

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

یہ ان کے مباحثے کا دن ہے۔ تمام طلباء تیار تھے۔ وہ جانتے ہیں کہ کیا ہونے والا ہے اور وہ اس کے لیے تیار ہیں۔

“Shall we start?” she asks politely

کیا ہم شروع کریں؟ انہوں نے شائستگی سے پوچھا۔

“Yes” the students nod.

جی ہاں، طالب علموں نے سر ہلا کر آمادگی ظاہر کی۔

Teacher: “OK, as we have decided earlier, the topic for today’s discussion is “Role of media and its impact”.

استانی: جیسا کہ ہم پہلے طے کر چکے ہیں، آج کی بحث کا موضوع ہے "میڈیا اور اس کا اثر" ابتداء میں، میں یہ واضح کردوں کہ میڈیا مواصلات کا سب سے طاقتور ذریعہ ہے۔ یہ لوگوں سے خبریں اور معلومات کا تبادلہ کرتا ہے۔ بعض اوقات میڈیا جھوٹی خبریں پھیلاتا ہے لیکن عام طور پر یہ ہمارے اردگرد کے حقائق سے آگاہ کرتا ہے۔

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.

کیا آپ متفق ہیں؟

Students: Yes, we do.

طلبہ: جی ہاں ہم متفق ہیں۔

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

طالبعلم 1: میں اس میں تھوڑا اضافہ کرنا چاہوں گی۔

Teacher: Yes, sure!

استانی: جی ہاں، ضرور

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?

طالب علم: 1 میڈیا دنیا کے علم کو پھیلانے میں لوگوں کی مدد کرتا ہے۔ ان کے جذبات اور احساسات کا اظہار اس کے ذریعہ ہوتا ہے۔ میڈیا ناظرین کی ایک بہت بڑی تعداد کی توجہ کا مرکز ہے۔ کیا آپ نے کبھی محسوس کیا کہ ہم گھر

میں داخل ہوتے ہی سب سے پہلے ٹیلی ویژن چلاتے ہیں۔

Teacher: There is no doubt about that.

استانی: اس کے بارے میں کوئی شک نہیں ہے۔

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

طالب علم :2تو پھر مجھے یہ کہنا ہے کہ میڈیا ہماری زندگی کا حصہ بن گیا ہے۔ یہ نہ صرف ہمیں معلومات بلکہ تفریق بھی میں مہیا کرتا ہے۔

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

استانی: بالکل درست ہے۔ اچھا، کیا آپ کو مواصلات کے دو بڑے ذرائع کے بارے میں کوئی اندازہ ہے؟

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.

طالبعلم :3 مواصلات کے دو ذرائع ہیں، الیکٹرانک اور پرنٹ میڈیا۔ میڈیا میں فلم، ریڈیو، ٹیلی ویژن، انٹرنیٹ، کتابیں، رسائل اور اخبارات شامل ہیں۔ یہ ہمیں معلومات کے ساتھ ساتھ تفریح بھی فراہم کرتا ہے۔

Teacher: Good! 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.

استانی: اچھا ! یہ میڈیا کی بدولت ہے کہ دنیا گلوبل ویلج بن چکی ہے۔ ٹیلی ویژن دنیا کے تمام اہم واقعات کا احاطہ کرتا ہے۔ ہم میڈیا کے ذریعے ہر قسم کی معلومات تک بہ آسانی رسائی حاصل کر سکتے ہیں۔

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

طالب علم :4کیا یہ ہم کہہ سکتے ہیں کہ دنیا صرف ایک کلک کی دوری پر ہے؟

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

استانی: شاید بہت خوب، کیا کوئی اور طالبعلم اس بارے میں کچھ کہنا چاہتا ہے؟ (مس عائشہ آخر میں بیٹھے ہوئے طالب علم کی طرف اشارہ کرتے ہوئے پوچھا)۔

(Miss Ayesha pointed to student sitting at the end)

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

طالب علم 5: میڈم، میرے خیال میں میڈیا معاشرے کے لیے ایک بہت تعمیراتی کردار ادا کرتا ہے۔ یہ بہت سے

سماجی مسائل جیسا کہ بدعنوانی، دہشتگردی، منشیات کی لت اور انسانی حقوق کی خلاف ورزی کے بارے میں بیداری پیدا کرتا ہے۔

Teacher: Yes, you are right.

استانی: ہاں آپ کا خیال درست ہے۔

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

طالب علم :6 میڈیا مظلوموں کے منہ کی آواز بھی بن گیا ہے۔

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 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.

استانی: جی ہاں، درست کہا، یہ کہنا غلط نہیں ہوگا کہ میڈیا ایک بہت ہی چوکس ادارہ ہے جو کہ معاشرہ کے ہر پہلو پر نظر رکھتا ہے۔ اس نے بحث، رپورٹس اور ٹاک شوز کے ذریعے ہر فرد کو جوابدہ اور ذمہ دار بنا دیا ہے۔ یہی وجہ ہے کہ میڈیا ہماری زندگی کا اہم حصہ بن گیا ہے۔ اب میں آپ میں سے کسی ایک کو دعوت دیتی ہوں کہ وہ آکر بحث کو سمیٹئے۔

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

طالب علم :1 اس بحث کو نتیجہ خیزبنانے کے لیے میں کہتا ہوں کہ میڈیا اگر ایمانداری سے کام کرے تو وہ ایک مثبت کردار اور اصلاحی اثرات مرتب کر سکتا ہے۔

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

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

استانی: اچھا اختتام۔ مجھے خوشی ہے کہ آپ سب نے اس بحث میں حصہ لیا اور اپنا نقطہ نظر اچھے انداز سے پیش کیا ۔ (گھنٹی بجتی ہے اور مس عائشہ جماعت کو خدا حافظ کہتے ہوئے چلی جاتی ہے)

Unit Related Question Answers

1. **Guess the meaning of tutorial.**

   Ans. Tutorial means discussion group.

2. **What type of information does it provide?**

   Ans. Media provides information on every aspect of the life including sports, health, educational, about fashion, current affair, entertainment etc.

3. **Is TV taking away the habit of reading?**

   Ans. Yes TV taking away the habit of reading.

4. **Which is your favourite TV programme? Why?**

   Ans. My favourite TV programme is Tom and Jerry because I like cartoons.

For the Teacher

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

Theme

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

Glossary

Impact ---------------------------- powerful effect
Eager ---------------------------- full of 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?**

   Ans. Media is most powerful tool of communication. It helps promoting the right things on right time. It gives a real exposure to the mass audience about what is right or wrong. Like a fire, but on the safe side, it helps a lot to inform us about the realities as well.

2. **What is the negative influence of media?**

   Ans. Media is linked with spreading fake news. Media is responsible for generating negative feelings among those exposed to it. An early exposure to bold or violent films, books publishing adult content and news portraying ugly social practices have a deep impact on young minds.

3. **Which news channel is the most popular in Pakistan and why?**

Ans. Geo News is Pakistan's most famous news TV channel. Because it provides latest news, breaking news updates.

4. **Why should the government put a check on media?**

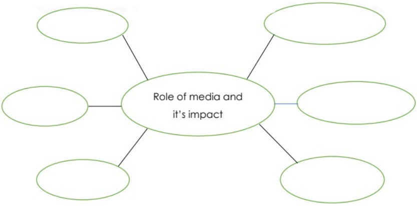
Ans. Government should put a check on media due to spreading before the time, without an authentic analysis and false news.

For the Teachers

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

Comprehension

A. **Summarize the lesson with the nelp of following mind map.**



Ans. Media is the most powerful mode of communication. It shares news and information with the audience. Even though media is also spreading false news. Media helps people to share knowledge. Media attracts the attention of a very large audience.

Media has become a part of our life. It not only informs us but also entertains us. Electronic media and the print media are two major means of communication. It includes film, radio, television, internet, books, magazines and newspapers. It provides us information as well as entertainment.

Due to media, the world has become a global village. there is coverage of all the important events of world on television. We can have an easy access to all kinds of information through media.

Media plays a very constructive role for society. It raises awareness about many social issues like corruption, terrorism, drug addiction, and violation of human rights.

Media is the most vigilant institution that keeps an eye on every segment of the society. That is why media has become an integral part of our lives. Media can play a positive role and has a corrective impact if works honestly.

B. Answer the following questions.

1. **What is the most important function that media performs?**

   Ans. Media is performing very constructive functions for society. It raises awareness about many social issues like corruption, terrorism, drug addiction and violation of human rights.

2. **What are the two major means of communication?**

   Ans. Two major means of communication electronic media and print media. It includes films, radio, television, internet, books, magazines and newspapers. It provides us information as well as entertainment.

3. **How does media provide entertainment?**

   Ans. Media provides entertainment in various forms such as news, dramas, films, talk shows, documentary programmes, current affairs, radio, internet, books, magazines and newspapers.

4. **What happens when media is allowed to play its role unchecked?**

   Ans. If media is allowed to play its role unchecked then the bogus news given in the newspaper and on the TV channels, may raise blood pressure, thrilling attitude, and create negative feelings in the mind audience. Over exposure to media may cause health problems also. The children learn violence by seeing movies and TV programs. The middle-aged persons are stuck up with TV serials and show much interest in raising social status, by wasting money.

5. **Give three reasons in support of your favourite TV programme?**

   Ans. I like Bazm-e-Tariq Aziz show due to following.

   (i) It provides information
   (ii) It gives us entertainment
   (iii) The winner competition awarded with cash prize.

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

Ans.

1. Animal Farm
2. Bang-i-Dara
3. Lord of the flies
4. Romeo and Juliet

For the Teacher

- Help students understand card catalogue.
- Locate and use card catalogue.
- Identify three kinds of catalogue cards i.e author card, title card, 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

Ans.

Geared up	The employees were geared up for a hard battle with management over working hours.
Global village	The world has become a global village.
A click away	Due to computer and internet, the world is just a click away.
Constructive role	The teacher plays a constructive role in a student's life.
Raise awareness	We should raise awareness against dengue virus.
To keep an eye	Please keep an eye on the baby.

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

Ans.

Nouns	**Adjectives**	**Adverbs**
Media	False	Eagerly
Audience	Constructive	Loudly
Information	corrective	
Communication	Global	

Grammar

A. **Change the following words into nouns, fill in the blanks with nouns.**

Savings, excitation, devastation, activity, helpless, hopeless, ability, justification

1. Doctors are concerned with safety of the patients.
2. In a state of excitement, she cries loudly.

3. Floods often cause large-scale devastation.
4. Positive activity will keep you healthy.
5. Her helplessness was quite obvious.
6. She was in a state of hopelessness.
7. She has the ability required for the job.

8. Have you any justification of this act?

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

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

Ans.

1. **My** **(Possessive pronoun)**
2. **He** **(Personal pronoun)**
3. **Yourself** **(Reflexive pronoun)**
4. **Nobody** **(Indefinite pronoun)**

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

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

D. Complete the sentence choosing the right option.

1. Media **plays** a very constructive role for the society. **(play/plays)**
2. Media **has** also become a mouth piece of downtrodden. **(has/have)**
3. I am happy that all of you **have** expressed yourselves very well. **(have/has)**

4. Their feelings and opinions **are** expressed through it**. (is/are)**
5. Film, radio, television, the internet, books, magazines and newspapers **provide** us information as well as entertainment. **(provides/provide)**

For the Teacher

- Help students understand that the 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 to 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 makes four

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.

Ans.

1. People are helped by media to share knowledge.
2. It expresses their feelings and opinions.
3. The attention of a very large audience is attracted by media.
4. The television is switched on by us after entering the house.
5. We are not only informed but also entertain by it.

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 that we did soon after entering the house is to switch on the television?

Ans. Media helped people to share knowledge of the world. Their feelings and opinions were expressed through that. Media attracted the attention of a very large audience. Had you noticed that the first thing that we did soon after entering the house was 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.

Ans. 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 rules to change the voice.
- Illustrate rules and use of present and past indefinite tense.

Writing Skills

A. Write a paragraph on “Use of Internet/mobile phones”

“Uses and Abuses of Internet”

Internet is a computer network consisting of worldwide network of computer networks. Which facilitates data transmission and exchange. Internet is the invention of modern technology. It has revolutionized the world of communication. It has helped in spreading knowledge information: Almost every walk of life has benefited from internet. The use of internet has also given birth to crimes as well. Negative use of internet has made it a stigma. Cybercrimes were known before use of internet, but now it has become a part and parcel of society. We should use internet in positive way take maximum benefit from it.

Uses and Abuses of Mobile Phones

Let me begin by saying that the advent of mobile phones has been one of the unique features of modern-day information technologies. It has given a new dimension to personal communication helping people to be in touch with one another during times of sickness in the family or an emerging crisis. Our streets have become unsafe also due to terror attacks like kidnapping of young girls and boys for ransom. Mobile phones, therefore, have become indispensable also for young school, and college-going boys and girls. In like elsewhere mobile phones have also become one of the key elements of communication for law enforcing and the intelligence agencies.

All said and done however, one cannot overlook some of the typical abuses of mobile phones that take place here in this country.

I find it to be heavily misused by our generation. I have come across young people talking and gossiping on issues of no consequence. They often talk throughout night leaving their studies. To my mind mobile phones are also

instrumental in causing irreparable damage to morals of our younger generation who also uses it at random for viewing pornography.

Of great annoyance is also this business of people talking over mobile phones while crossing roads or driving cars, which is very dangerous.

B. Write an essay on “Advantages and Disadvantages of Television”

(word limit 170-200)

Advantages and Disadvantages of Television

Nowadays many people all over the world spent most of their free time watching television; but since its appearance, television has brought to many advantages as well as disadvantages.

First, television plays an important role in our daily activities: it keeps us informed of all current affairs in the world. Events trough television are more vivid than those through books and magazines.

Second, television helps us enrich our spiritual lives. Our knowledge is broadened in many ways. Through language teaching programs, we can learn the language we like such as: English, French, German, Chinese, Japanese and so on. We can become skillful and clever at doing jobs, making cakes or arranging flowers through practical courses taught on television.

Finally, television is a source of recreation. Humorous stories and funny films bring us minutes of relaxation after a hard day’s work. For me, sitting comfortably in an arm chair to watch an international football match on television is more interesting than having to queue for tickets at a crowded stadium.

Apart form it's advantages, however, television also brings lost of disadvantages to viewers too.

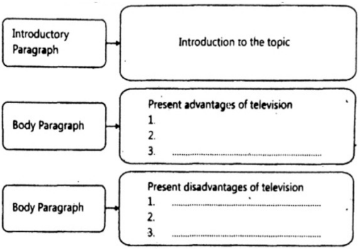
First, television viewers gradually become positive in their action. Television may be a splendid media of communication, but it prevents us from

communicating with each other or with the outer world. The world seen through television is only the restricted one: It separates us from the real world.

Second, television, with it's fascinating power , makes people of all ages sink into oblivion: whole generations are growing up addicted to the tally. Pupils and students are so absorbed in television that they neglect their school activities. Food id left uneaten, homework undone and lessons unprepared. Housewives are so keen on watching television that they neglect their duties towards their husband sand their children. Instead of watching television, we may use the time for a real family hour. Without the distraction of television, we may sit around together after dinner and actually talk to one another to know and like each other better.

Finally, the evil influence of television on the young generation is inevitable; it encourages them to commit crimes. Spectacles of sadism and violence on television leads them to robbery, theft, rape, and murder.

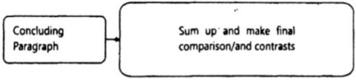
In a nutshell, television is useful to us when we know how to use it. Be careful not to overindulge ourselves in it and use it in a discerning manner.



Introductory Paragraph → Introduction to the topic

Body Paragraph → Present advantages of television
1.
2.
3. ....

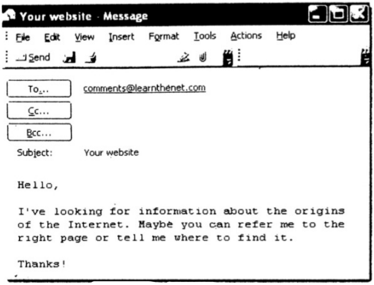
Body Paragraph → Present disadvantages of television
1. ....
2.
3. ....



Writing e-mails

The formal is the same as for fax, memo and e-mail. you do not 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



To: comments@learnthenet.com

Subject: Your website

Hello,

I've looking for information about the origins of the Internet. Maybe you can refer me to the right page or tell me where to find it.

Thanks!

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

Ans.

Dear Shoaib,

Assalam-o-Alikum!

Last Friday was annual sports day of our school. The event was highlighted with excited activities including book balancing race, duck walk, sack race, and a traditional dance competition. Everyone watched with abated breath as girls performs a brilliant karate stunt. A unique banana eating competition was held especially for peons of the school. There were also several competitions of

athletics. The participating students as well as the supporters enjoyed the sports fiesta.

What is about sports event held in your school? I also expect your views in response.

From:

Malik Naveed

Oral Communication Skills

Interviews

1. How did you first enter that field?

Ans. I personally impressed by the personality and the job of a news reporter.

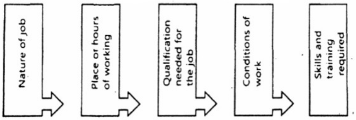
2. How was your job specification changed since you began your career?

Ans. In the beginning, I was an untrained reporter. With the passage of time my interest in this field was on peek, I have gained all the professional expertise. The guidance of my senior gives me a lot of confidence to step forward and now reached to the level of a world news reporter.

3. What are some trends that you are watching?

Ans. It is noticed that now a day's media is the most powerful communication. It shares news and information with the people. It informs us about the realities around us. Reporters are using unfair means and black mailing the innocent peoples and fake stories on air ins increasing gradually.

(You can prepare more questions)


Nature of job
Place or hours of working
Qualification needed for the job
Conditions of work
Skills and training required