**GREENWOOD PUBLIC SCHOOL, ADITYAPURAM**

**OUR MOTTO-DEVELOPMENT WITH DELIGHT**

**CLASS- VII SUBJECT- CIVICS**

**TERM-2 SYLLABUS**

**CHAPTER 5**

**DEMOCRACY AND MEDIA**

**DIFFICULT WORDS:**

1. Defame 2. Contempt 3. Incite 4. Sovereignty

5. Unethical 6. Distort 7. Controversial 8. Sensationalize

9. Accused 10. Outcry

**KEYWORDS:**

1. Defame: damage someone's reputation.

2. Incite: to urge or poke someone

3. Controversial: causing a lot of argument and disagreement

4. Outcry: strong public disapproval or anger

5. Sovereignty: the authority of a state to govern itself

**VERY SHORT ANSWER TYPE QUESTIONS:**

Q1. What is Right to freedom of speech and expression?

Ans. Constitution of India guarantees the Right to freedom of speech and expression in article 19 (1) (a). People are free to express their opinions by giving speeches, publishing articles through art forms such as painting and music.

Q2. Give a few examples of electronic media.

Ans. Television, radio, etc.

**SHORT ANSWER TYPE QUESTIONS:**

Q1. Write a short note on electronic media.

Ans. It is a universal platform of sharing information via electronic media. It plays an important role in running campaigns in encouraging public debate and decisions. For example, campaigns such as swachh Bharat abhiyan promoting cleanliness runs parallel on television, radio and social networking sites such as Facebook.

Documentary films and advertisement also help in forming public opinion in spreading social messages through electronic media.

Q2. What is Right to Information Act (2005)?

Ans. The Right to Information act (RTI act) 2005, is an act that guarantees every citizen the right to ask government departments questions regarding how they are functioning and how is a taxpayer money being spent. The aim of this act is to promote transparency and accountability. This act helps bring to notice corrupt practices and inefficiency on the part of public authorities.

Q3. Explain media trial.

Ans. Sometimes, the media becomes so powerful that it is able to influence people to form strong opinions about an accused in a crime whose case is being heard in the court. The television and newspaper reports against the accused may lead to public outcry against him, building public pressure on the court to give decision against him/her. In such a case, the media becomes a parallel judicial body, which affects a fair trail. Therefore, even though media analysis of court cases is important it should not try to take over the judicial process. this influence of media is useful in some cases where the lack of evidence against the accused leads to the justice being denied.

**LONG ANSWER TYPE QUESTIONS:**

Q1. What are the restrictions on freedom of speech and expression in India?

Ans. Our constitution imposes restriction on this freedom on certain grounds of the free speech:

1. Defames somebody

2. Causes the contempt of court

3. Is indecent in nature

4. Threatens the security of the country

5 Affects of friendly relation with other countries

6. Insights or provoke somebody to commit an offence

7. Affects public order

8. Impacts the sovereignty and integrity of the country

There is no separate provision of freedom of press. It is assumed that the right to freedom of speech and expression includes the freedom of press too.

Q2. How can media act unethically.

Ans. The media can act unethically in the following ways:

1. It may state facts wrongly or distort them. It is important for news reports to be supported by research and genuine facts.

2. It may express a biased opinion. For example, taking the side of one political party over another of favouring one community over another. That is why, the freedom of press is important so that no group can influence the coverage of news.

3. It might report about controversial issues in such a way that might provoke people and lead to violence such as riots.

4. It may sensationalize news, that is making a small issue appear big through dematic behaviour and moduled voice while presenting news, in the process ignoring the bigger issues that need more attention. For example, covering the wedding ceremony of a cricketer instead of farmers suicide in a drought affected area.

**Chapter 6**

**ADVERTISING**

**DIFFICULT WORDS:**

1. Malpractice 2. Redressal 3. Advertising 4. Brand 5. Consumerism 6. Grievances 7. Awareness 8. Commercial 9. Advertisements 10. Campaigns

**KEYWORDS:**

1. Malpractice: wrong practice

2. Redressal: A sum of money paid as compensation

**VERY SHORT ANSWER TYPE QUESTIONS:**

Q1. Define advertising.

Ans. Drawing consumers attention towards a product, a service, an event or a course through any medium of communication is referred to as advertising.

Q2. What is a brand?

Ans. A Brand is a type of product made by company under a specific name.

Q3. Who is a consumer?

Ans. When we purchase a product for our use or consumption, we become a consumer.

**SHORT ANSWER TYPE QUESTIONS:**

Q1. What is consumer awareness?

Ans. In a consumerist society, the consumer is considered as the king. The knowledge of consumer rights, which ensure the protection of consumers, is called consumer awareness.

Q2. Write any three ways by which consumer can be protected under law.

Ans. Consumer protection laws cover the following:

1. Right to be informed: Consumers have the right to be informed about quality, quantity, purity standards and price of goods and services.

2. Right to safety: It implies that consumers have the right to be protected against the marketing of goods and services, which are hazardous to life and property.

3. Right to choose: Consumers have the right to choose goods and services that they consider worth buying.

Q2. What are the duties of a consumer?

Ans. The duties of the consumer are as follows:

1. Consumers should check the expiry date of products at the time of purchasing.

2. One should always ask for a bill while making a purchase.

3. Complaints should be made to consumer courts case in case of any grievances.

4. Consumers should know their rights and exercise them.

**LONG ANSWER TYPE QUESTIONS:**

Q1. Explain the types of advertising.

Ans. The different types of advertising are as follows:

1. COMMERCIAL ADVERTISING: Commercial advertising relates to the advertising of commercial products such as household articles, food products and services such as telecommunication, banking and courier. This type of advertising is done to promote goods and services and to persuade consumers to buy them.

2. NON COMMERCIAL ADVERTISING: Advertisement by charitable institutions, NGOs and other organisations that inform consumers about their work are called non-commercial advertisements. Political advertising is a part of non commercial advertising. It is the one of the means through which political parties, candidates and other groups communicate with the common people, especially during the time of elections.

3. SOCIAL ADVERTISING: Social advertising is used to inform motivate and educate people about social causes to create awareness regarding health, hygiene, energy conservation, deforestation etc. Campaigns such as pulse polio, family planning and environment conservation are a part of social advertising. Social advertising is helpful in sensitising, educating and motivating people.

**CHAPTER 7**

**MARKET AROUND US**

**DIFFICULT WORDS:**

1. Intermediary 2. Negotiate 3. Layout 4. Presentation 5. Itinerant 6. Mascot 7. Franchise 8. Improvement

9. Wholesalers 10. Subsistence

KEYWORDS:

1. Intermediary: a person who acts as a link between people.

2. Negotiate: bargain

3. Mascot: a person, animal, or object used as a symbol to bring good luck

**VERY SHORT ANSWER TYPE QUESTIONS:**

Q1. Who is the producer?

Ans. People who produce goods are called as producers.

Q2. Who is a trader?

Ans. Traders are the people who act as intermediaries between producers and consumers. Markets vary in terms of size and the range of goods and services that are traded to them.

Q3. Who is a consumer?

Ans. Consumers are people who buy goods and services for their personal use.

**SHORT ANSWER TYPE QUESTIONS:**

Q1. Name the kinds of retail stores.

Ans. The different kinds of retail stores that we visit for our daily needs are:

1. Itinerant Retailer 4. General Store

2. Fixed shop retailer 5. Supermarket

3. Weekly market 6. Shopping mall

Q2. How do we select our market?

Ans. Consumers select markets depending on several factors such as location, money and facilities offered. They prefer to shop at a place which is conveniently located. The amount of money at their disposal also plays an important role in choosing a particular market to shop at. Customers may find it convenient to shop at larger store where they can use their credit cards to pay bills. Even small neighborhood grocery stores, called kirana stores, advance credit to their regular customers. The availability of goods in a market also helps customers to choose the market for shopping.

**LONG ANSWER TYPE QUESTIONS:**

Q1. What are the functions of retailers?

Ans. In order to maximize their business, retailers employ the following measures:

1. Customer satisfaction: Retailers try their best to satisfy their consumers so that the custumers return to make more purchases. Different services such as free home delivery, after sales services, credit facility, and many other facilities are provided by the retailers . They should maintain their relationship with the existing consumers while attracting the new ones.

2. Ability to acquire the right products: Retailer sell products keeping in mind the needs and tastes of the consumers. They try to identify the products that customers will demand, and negotiate with suppliers to obtain these products.

3. Product presentation: Products is packed in a presented in manner which catch the eyes of the customers. For example, in a food store, a variety of similar food products is displayed on sales to help the customers in making a choice. In certain food stores, some innovative techniques in fruit sample testing and best course to attract consumers.

4. Design and layout: For store based retailers, the physical layout of the store is important to attract customers. the layout of the store should be planned in a way which ensures the comfort and convenience to customers.

5. Location: Retailers should ensure that the shops are easily accessible. If store had good visibility and is easily accessible, the customer will prefer to go to such a store.