

**National Institute of Open Schooling**  
**Senior Secondary Course / Mass Communication**  
**Lesson-3: Role and Impact of Mass Media**  
**Worksheet - 3**

1. Media is considered as fourth institution of democracy. In support of this express your views about the importance of media for democracy.
2. Government media agencies inform us about various policies and programmes. Elaborate the functions of government media agencies.
3. Mass Media help and empowers people through information. In your words suggest contribution of Mass Media in Democracy.
4. Mention any four Media Ethics and suggest how to avoid Communal writing?
5. Media has its own ethics and journalists are supposed to obey them. Mention the importance of Media Ethics with suitable examples.
6. Mass Media can help in change to make things better. Describe how would you use mass media as a tool to make change ? Describe it.
7. Media has its positive and negative effects on people. In your words mention two negative and positive effects of media.
8. Media has resulted bringing people across the world closer. Describe the role of Mass Media making the world smaller.
9. Media gather news from various sources. Write a short note on Protection of sources.
10. Baseless information can harm the interest of individuals of the country. Explain the importance of Accuracy in Media Ethics.