

4 UNIT

MEDIA AND ITS ROLE

Student Learning Outcomes

On the completion of this unit, the students will be able to:

- understand the text and answer the comprehension questions.
- locate synonyms and antonyms in thesaurus.
- identify three kinds of catalogue cards i.e. author card, title card, subject card.
- use adjective phrases and clauses.
- use of collective, countable and uncountable, material and abstract nouns.
- express personal ideas.
- translate passage from English to Urdu.

Pre-reading

- What are the sources of collecting information?
- Do you watch television, read newspapers or use internet?
- What are the advantages of these things?

Media holds immense importance in today's life. Its main function is to provide up-to-date news, collected from all parts of the world. In a broader sense, media can be described as the main source of providing information and entertainment, that is television, radio, newspapers and internet.

Media can be divided into two types. The first one is electronic media which includes radio, Television and internet while the second one is print media, which includes newspapers and magazines.

Nobody can **shut** his/her eyes to the presentations showed on the TV screen, neither can close his/her ears to the listening of repeated news and items of information continuously poured out by the radio and played on TV sets. There are loud reactions



and talks about the important news and issues. At all kind of public places; like markets, offices, restaurants, buses and train stations, people are mainly interested in news and comments. Hence, media keeps us informed about the latest news.

The media provides us information on all incidents and developments in the political life of our country and of all other countries. We learn about the decisions and policies of our government and of foreign governments. We learn and understand the changing rainbow of the relations between different states. Best of all, the common people become aware of the **proceedings** of the assemblies, decisions of courts and visits of our leaders to other countries and their leader's visits to ours.

The TV and newspapers form public opinion and give voice to it. The leading articles in the daily newspapers are written by some of the ablest men in the country and they influence the thoughts and feelings of the masses. People may show down their **grievances** and express their views about any governmental measures. TV performs the same function as the newspapers do but it is faster and more convincing than newspapers. It is a fact that both promote awareness, education and culture. The TV telecasts educational and cultural programs while newspapers and magazines publish articles to raise our intellectual level. Magazines and newspapers also provide regional, national and international news. They have special pages for news on sports, business and commerce news. They publish stock market reports. They also contain advertisements that attract the attention of the reader.

Today internet provides us easy access to the whole world, turning our world into a global village. We can easily get all kind of information, the latest scientific and social reports and modern scientific discoveries with just a click of the mouse. The regular and **extensive** supply of news brings all the countries of the world into intimate contacts and enables one country to learn by the experiences of another country.

The media can teach and train the new generation about their social, educational and moral values. Unfortunately, the same media has its darker side, too. Sometimes it can harm the viewers seriously by showing the **undesirable** and immoral ways of life. They should avoid the presentation of crimes, the charms of evils and cheating on TV channels and in newspaper columns. In this connection, the role of journalists cannot be ignored. They should always be on the side of truth, **virtue**, modesty and justice. Their influence on the people is always great; therefore, this influence must be **exerted** for the cause of good.

PEMRA (Pakistan Electronic Media Regulatory Authority) has been established to keep a watch on the electronic media. Its function is to ensure that particular religious, social, moral, ideological and political limits are observed while broadcasting any news or programme.



Pakistan Electronic Media Regulatory Authority



The impact of media should be moral and positive and it must be used to provide factual information in a credible manner. Media in all countries need to join hands to tell others what is useful, **beneficial** and profitable for the common people. Let them decide together not to mislead, misinform and harm the interest of the general public.

Reading and thinking skills

Comprehension

Activities

1. Answer the following questions.

- i) Highlight the importance of media in our lives.
- ii) What is the difference between print and electronic media?
- iii) How do media keep us informed about different developments?
- iv) How can media be used for the promotion of education?
- v) How has internet brought revolution in our lives?
- vi) Why is electronic media faster than the print media?
- vii) Highlight the positive role of media.
- viii) Highlight the negative role of media.

2. Re-read the lesson and choose the correct options to complete the following sentences.

- i) Media holds importance in today's life.
(a) immense (b) large (c) no (d) positive
- ii) People may ventilate their and express their views about any governmental measures.
(a) grievances (b) hopes (c) opinions (d) wishes
- iii) Media can teach and train the new about their social, educational and moral values.
(a) adults (b) children (c) generation (d) youth

- iv) Electronic media includes radio, ... and internet.
 (a) books (b) magazines
 (c) newspapers (d) television
- v) Print media includes and magazines.
 (a) internet (b) newspapers
 (c) radio (d) television

3. Write 'T' for true and 'F' for the false statements.

- i) Media can be described as the main source of providing help and entertainment. ()
- ii) The TV and newspapers form public opinion and give voice to it. ()
- iii) Internet does not provide easy access to whole world. ()
- iv) Magazines and newspapers only provide local news. ()
- v) Journalists should be on the side of truth, virtue, modesty and justice. ()

4. Find out the appropriate meanings of the following words with the help of dictionary and use them in your sentences.

Words	Meanings	Sentences
• extensive	_____	_____
• grievances	_____	_____
• proceedings	_____	_____
• shut	_____	_____
• undesirable	_____	_____

Grammar

Activity

Use thesaurus to locate synonyms and antonyms of the following words.

essential - fertile - gradually - frequently -
seldom - necessary - start - credible -
immense - extend

Do you remember?

Thesaurus:- It is a book that provides synonyms and sometimes antonyms for a particular word.

Translation

Translation is a skill. Every language has its own rules and requirements. It is wrong to do word for word translation. It kills the very spirit and mood of the text.

Some tips for correct translation are:

- Read the text carefully and understand the main theme.
- Choose appropriate vocabulary, according to the text.
- Idioms and phrases are not literally translated.
- Translated text must have the same flow and coherence as the real text.
- Focus on the theme in order to convey the same sense.

Model Translation

You must have seen drug addicts begging in streets and roads in wretched condition. Quite often young people, grown frightfully thin with hollow cheeks, lifeless eyes and torn clothes, are found extending their hands to passing vehicles for money to have some puffs of powder filled cigarette. Sometimes these unfortunate people die on footpaths or in hospital surroundings, unattended or unwept.

آپ نے سڑکوں کے کنارے قابل رحم حالت میں نشے کے عادی افراد بھیک مانگتے ضرور دیکھے ہوں گے۔ اکثر و بیشتر بچے پرانے کپڑوں میں ملبوس خوفناک حد تک لاغر اور پتکے گالوں والے یہ نوجوان جن کی آنکھوں میں زندگی کی کوئی رقیق نہیں ہوتی ہر گزرتی گاڑی کے آگے پیسوں کیلئے ہاتھ پھیلاتے نظر آتے ہیں تاکہ ان پیسوں سے وہ پاؤڈر سے بھری سگریٹ کے چند کش لگا سکیں۔ کبھی یہ بد قسمت لوگ فٹ پاتھ پر یا ہسپتال کے ارد گرد ہی دم توڑ جاتے ہیں جہاں انہیں دیکھنے اور رونے والا کوئی نہیں ہوتا۔

Activity

Translate the following paragraph into Urdu.

The media provides us information on all incidents and developments in the political life of our country and of all other countries. We learn about the decisions and policies of our government and of other governments. We learn and understand the changing rainbow of the relations between different states. Best of all, the common people become aware of the proceedings of the assemblies, decisions of courts and visits of our leaders to other countries and their leader's visits to ours.

Grammar

Adjective Phrases and Clauses

Adjective Phrase

An adjective phrase is a group of words that acts like an adjective, like, a boy with blue eyes, a load of great weight.

Adjective Clause

An adjective clause is a dependent clause. It tells about noun or pronoun and is introduced by who, that, which, when, etc.

Examples

Adjective phrases

- I met a doctor with two clinics.
- They can tell about the time of the train's departure.
- The people want to elect leaders to make the country developed.
- We visited a country being ruled by a cruel King.

Adjective clauses

- I met a doctor who had two clinics.
- They can tell about the time when the train departs.
- The people want to elect leaders who can make the country developed.
- We visited a country which was being ruled by a cruel King.

Activities

1- Underline the adjective phrases in the following sentences.

- i) Hamza was a man of great wealth.
- ii) Akbar lived in a house built of tiles.
- iii) I like to see a face with a smile on it.
- iv) He wore a turban made of silk.

2- Underline the adjective clauses in the following sentences.

- i) The car, whose axle is broken, cannot run.
- ii) I have heard the jokes that he always makes.
- iii) Don't you think we need wise rulers who do justice.
- iv) Mr. Imran is the person who has great sympathy for others.
- v) We do not like the person who has no feelings for others.

Use of collective, countable, uncountable, material and abstract nouns.

Our army is gallant and competent.



collective noun

The cup is fragile. Handle with care.



countable noun

The tea is hot.



uncountable noun

Cotton dress is cheap.



material noun

Islam gives the lesson of peace and tranquility.



abstract nouns

Activity

1- Identify the type of the following nouns and use them in your sentences.

gravy,	committee,	faith,	wood,
rupees,	money,	furniture,	stationary

Activity

2- Correct the following sentences keeping in mind that **uncountable nouns are used in a singular form**.

- i) These bad news will disturb them.
- ii) They bought new furniture for their house.
- iii) This factory has received the latest equipments from abroad.
- iv) The sceneries of Kaghan are worth seeing.
- v) She got more informations today.
- vi) We caught a lot of fishes from the lake.
- vii) Our office was supplied with new stationaries.
- viii) The entire machineries was damaged by the flood.
- ix) He was busy in doing his home works.
- x) The police should control the traffics.

Library Skills

Card Catalogue

In every library there is a card catalogue or a computer catalogue. A card catalogue lists all of the books the library contains.

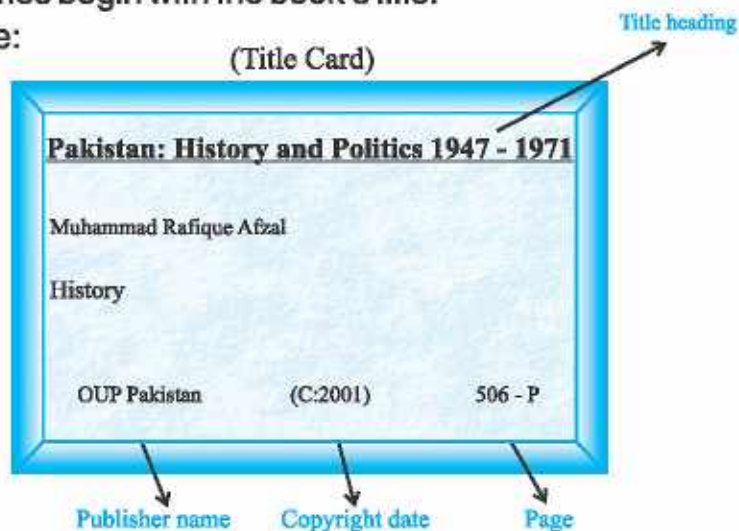
Catalogue Entries

A library catalogue contains three kinds of entries.

I- Title Entries

Title entries begin with the book's title.

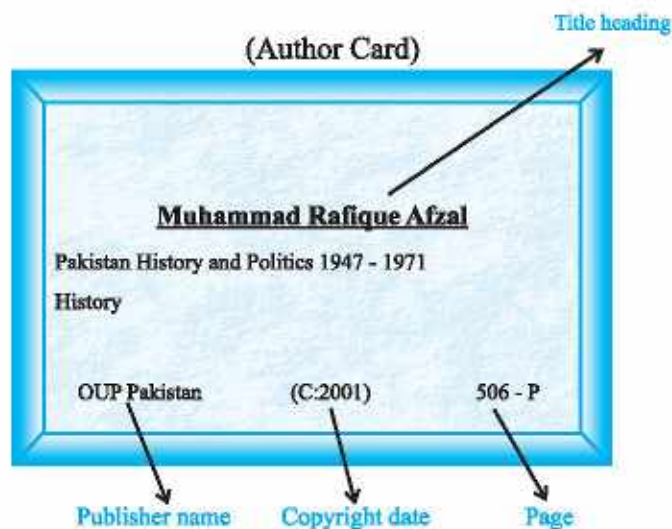
Example:



2- Author Entries

Author entries begin with the name of the book's author.

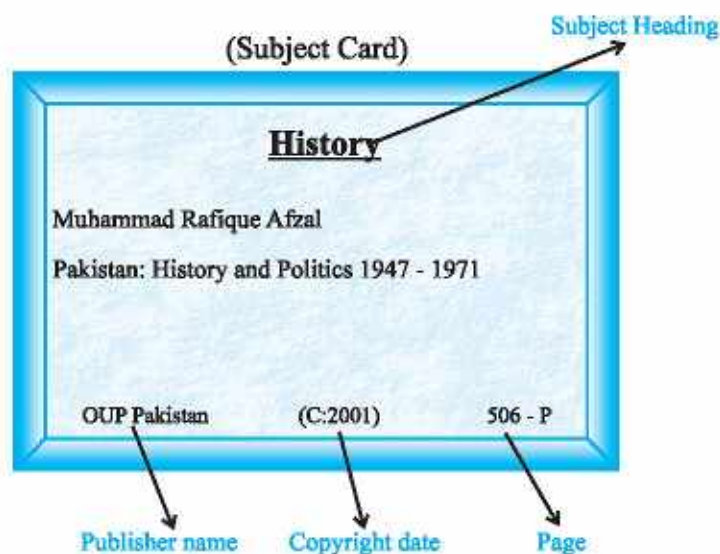
Example:



3- Subject /entries

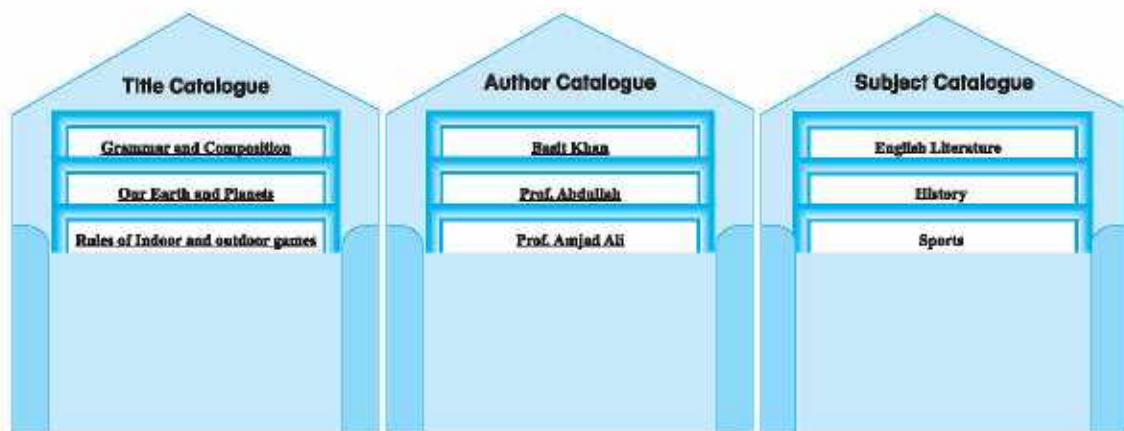
Subject entries begin with the subject of the book.

Example:



Activity

Go to the library and find a book with the help of title, author and subject catalogues..



Writing Skills

Write a paragraph on 'T.V and newspapers as a source of information', by focusing on order of importance (most important to least important).

Oral Communication

Expressions for expressing personal ideas.

1. I think (that) ...

I think that we should spend more money on education.

2. I believe (that) ...

I believe that physical punishment is wrong.

3. In my opinion, ...

In my opinion, Government should ensure the equal implementation of law.

4. As far as I am concerned, ...

As far as I am concerned, the things are going in right direction.

Activities

Role - play:

- i) Use the expressions for expressing personal ideas in the form of a dialogue.

- ii) Divide the class into two groups and conduct a group discussion on negative and positive role of media.

Revision (Unit 1-4)

1. Correct the following sentences.

- 1- Hazrat Abu Bakr Siddique (ؓ) was born in Madina.
- 2- Drug addicts are always in good condition.
- 3- Burning of chemicals in the form of fuel or energy emit oxygen.
- 4- There are four types of media.
- 5- Print media is faster than electronic media.

2. Match the words in column A with words of close meaning in column B.

Column A	Column B
rendered	hollow as a result of disease, shrunk
condemned	to continue
wretched	rid of, throw away
sunken	not to be good or honest
unhygienic	performed
dumped	to express strong disapproval
immoral	miserable
proceed	not clean

3. Fill in the blanks.

- 1- Hazrat Abu Bakr Siddique (ؓ) was the _____ Khaliphah of the Muslims.
- 2- Drug addiction has become a serious _____.
- 3- Carbon dioxide damages the _____ layer.
- 4- PEMRA has been established to keep a watch on _____ media.
- 5- Land pollution destroys the _____ of the land.

4. Fill in the blanks with appropriate nouns, adjectives and adverbs.

well, strength, slowly, delicious, best, confidence, strong, confident, great, careful

- i) She cooks _____. (use adjective)
- ii) Sana writes _____. (use adverb)
- iii) He is a _____ man. (use adjective)
- v) She is a _____ driver. (use adjective)
- vi) Hamza speaks _____. (use adverb)
- vii) Honesty is the _____ policy. (use adjective)

5. Tick (✓) the correct meaning of the word.

1- courteous:

- (a) careless (b) careful
- (c) rude (d) showing respect for other

2- hampers:

- (a) building (b) enhances (c) improves (d) stops

3- unhygienic:

- (a) neat and clean
- (b) not promoting health / cleanliness
- (c) promoting cleanliness
- (d) promoting cooperation

4- extensive:

- (a) brief (b) quick (c) short (d) thorough

5- preserve:

- (a) to improve (b) to protect from harm
- (c) to punish (d) to waste

6. Replace adjectives with adjective phrases in given sentences.

- i) A grey cloud spread over the sky.

