

NANUKU SANGAM SCHOOL

ENGLISH YEAR 7

Strand: Reading and Viewing

Sub-Strand: Socio Cultural Contexts and Situations

CLO: Examine & explain socio cultural & other values, attitudes and beliefs and their relationship with the text used, audience, purpose and conventions

MASS MEDIA

Mass media can be defined as the various media vehicles used to **transmit messages to large amounts of people**. Some examples of mass media include television, newspapers, magazines, radio, film, email, and more. The goal of advertising is to utilize mass media in order to spread a specific message about a certain business's product or service.

Questions

1. Who is an illustrator?
Is the person who does the drawings in the book
2. Who is an author?
Is the person who writes a book/ story
3. Who is a librarian?
Is the person who is in-charge of a library
4. What do you call the desk from where the books are issued?
Issue Desk
5. What are some rules that need to be followed in a library?
Always maintain silent
Return borrowed books on time
Do not bring food or pets into the library
6. Why are students asked to pay fines at times from the librarian?
A person pays fine when he/she does not return books on time or when they have damaged the books in the library
7. Name some radio stations you know.
Radio Fiji 1, Radio Fiji 2, Mirchi FM, Navtarang, Radio Sargam, FM96, Bula FM
8. Who is a journalist?
Is a person who collects and presents news
9. What is the job of an Editor?

- He/she edits the news article before it is published
10. Name some newspapers published daily in Fiji.
Fiji Times, Fiji Sun
11. Name some newspaper published weekly.
Shanti Dut, Nai Lalakai
12. What is the purpose of advertisement?
It promotes the product
It informs the people on items which are on sale
13. What is the fastest means of communication?
Radio
14. What are the different sections in a library?
Fiction
Non- Fiction
15. What type of books are fiction books?
Are books that contain imaginary or made up stories
16. What type of books are non-fiction books?
Are books that contain facts and figures
17. Where will you find encyclopaedia in a library?
In the Reference section
18. What are different sections in a newspaper?
News – local/ regional & international
Sports
Classifieds
19. In which section will you find 'House For Sale' advertisements?
Classifieds
20. What is mass media?
Is passing of information to a large number of people
21. What is the purpose of mass media?
To keep people informed of the things happening around