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Section I: Words with Urdu Translation & Synonyms

Unit-wise meanings & synonyms of all important words in Unit-3:(K.B)

	Words	Meanings	Synonyms	Words	Meanings	Synonyms
M	Media	ذرائع ابلاغ	Means of communication	Electronic media	برقى ذرائع ابلاغ	digital media
	Impact	اژ	powerful effect, influence impression	Print media	اشاعتی ذرائع ابلاغ	paper media
	Eagerly	بے تابی سے	full of keen desire, impatient	Global village	عالمي گاؤں	internationalization
	Usual	عام، معمول	normal, habit	Coverage	خبر سازی	reporting, broadcasting
	Tutorial day	تدریسی مباحثے کادن	discussion day	Access	يې <u>نې</u> ،رسائی	admittance, approach
	Polite	شائسته	respectful, gracious	Click away	ایک بٹن دبانے کی دوری پر	tick, press
	Nod	سر ہلانا	signal, indication	Constructive role	تعمیری کردار	positive role, productive
	Mode	ذريعہ	way, means	Awareness	آگاہی، شعور	consciousness, realization
	A bit more	تھوڑاسازیادہ	a bit much	Social issues	ساجی مسائل	societal conflicts
	Opinions	آرا	point of views	Corruption	بدعنوانى	dishonesty, unfair act
	Audience	سامعين و ناظرين	viewers	Terrorism	د ہشت گردی	violence
NA	Switch on	چلانا	turn on, play start	Drug addiction	منشیات کی عادت	chemical dependence
90,	Doubt	شک	uncertainty, confusion	Violation	خلاف ورزى	disobedience, offense
	Means	ذرائع	manner, mode	Human rights	انسانی حقوق	basic rights

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	Words	Meanings	Synonyms	Words	Meanings	Synonyms
	Mouth piece	آواز،ترجمان	representative	Debates	مباحثة	discussion, argue
J	Downtrodden	ستم رسیده، مجبورلوگ	oppressed, crushed	Accountable	جواب ده، قابل مواخذه	answerable, responsible
Ċ	Vigilant	چوکنا،باخبر	watchful, attentive, active	Integral	لازمى،ابهم	vital, essential
	Institution	اداره	organization	Sum up	خلاصہ کرنا	summarize, compress
	Keeps an eye	نظرر کھتاہے	Watch, spy	Corrective	اصلاحی	reformative, improving
	Segment	^ط کٹر ا	piece, part	Geared up	تيار	ready
	Entertain	تفريح مهياكرنا	amuse	-	-	-

Section II: Urdu Translation (U.B)

Miss Ayesha is the favourite teacher of class IX. The students eagerly attend her class. Miss Ayesha enters the classroom with her usual smile, greets the students and takes the roll-call. It is their tutorial day. The students are all geared up. They know what is about to come and they are prepared for it.

"Shall we start?" she asks politely.

"Yes", the students nod.

1۔ مس عائشتہم جماعت کی پسند _{مد}ہ استاد ہیں۔طلبہان کی جماعت میں مڑے شوق سے ہڈھتے ہیں۔ شه کمرہ جما_ع سیسی این معمول کی مسکرا ہٹ لیے داخل ہوتی ہیں ،طلبہ کوسلام کرتی ہیں اور حاضری لیتی ہیں ۔ مل تیار ہیں ۔انہیں معلوم ہے کہ کیا ہونے والا ہےاور وہ اس کے لیے تیار ہیں۔

Teacher:

"OK, As we have decided earlier, the topic for today's discussion is 'The Role of Media and Its Impact."

2- معلّمہ: تصلی ہے جبیہا کہ ہم پہلے طے کر چکے ہیں ٰہماری آج کی گفتگو کا موضوع ہے'' ذرائع املاغ کا کردارا دراس کے اثرات''۔

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. Do you agree?

3۔ آغاز میں ہی، میں بیدواضح کر دوں کہ ذرائع ابلاغ مواصلات کا_{ست} سے طاقتور ذریعہ ہیں۔ بیعوام سی خبریں اور معلومات پہنچا ہے۔ بعض ادقات ذرائع ابلاغ غلط خبریں پھیلاتے ہیں،کیکن عموماً یہمیں،ہارے کر دونواح کے حقائق کے متعلق معلومات دیتا ہے۔ كيا آپ متفق ہيں؟

Students: Yes, we do.

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

Teacher: Student 1: Yes, sure! 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 do soon after entering the house is to switch on the television? (GRW 2013 G-I) (GRW 2017 G-II)(SWL 2017 G-II)

Teacher:

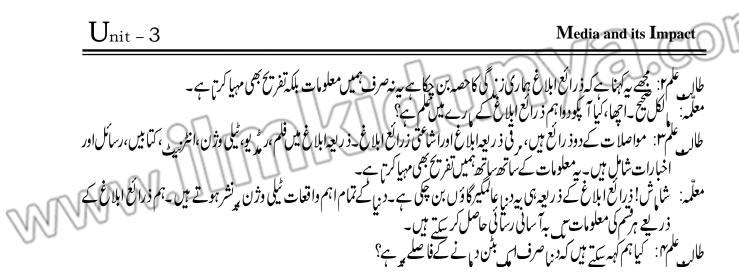
NNN

There is no doubt about it.

طُلبہ: بحی ہاں، ہم اتفاق کرتی ہیں۔ طارب علم: میں اس میں پھواوراضا فہ کرنا جا ہوں گی۔ معلّمہ: بحی ہاں، ضرور! طان علم : درائع ابلاغ لوگوں میں دور حاضر کاعلم پہنچانے میں مدددیتا ہے۔اس کے ذریعے اُن کے احساسات اور آراء کا اظہار ہوتی ہے۔ذرائع ابلاغ سامعین و نظرین کی بہت مڑی تعداد کی توجہا پنی طرف متوجہ کر_{تا} ہے۔ کیا آپ نے دیکھا ہے کہ گھر میں داخل ہونے کے فور أبعد ہم جو پہلا کام كرتے ہيں وہ شيليو ہون چلاما ہوتا ہے؟ معلّمہ: اس میں کوئی شکہ نہیں۔

- **Student 2:** Let me say that media has become a part of our life. It not only informs us but also entertains us.
- **Teacher:** Absolutely right. Well, do you have any idea about the two major means of communication?
- 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.
- Teacher:Good! It's 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.(DGK 2017 G-I)

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



Teacher:May be, well, would any other student like to say something on it?(Miss Ayesha points to the student sitting at the end.)

- **Student 5:** Madam, in my opinion, 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.
- **Teacher:** Yes, you are right.

ANNA

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

- **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 the 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.
- **Student 1:** I would conclude the discussion by saying that media can play a positive role and has a corrective impact if it works honestly.
- Teacher:Good conclusion. I am happy that all of you have participated in this discussion
and have expressed yourselves very well.

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

Unit - 3	Media and its Impact
	معلّمہ: ہوسکتا ہے، اچھا، تو کیا اس کوئی اورطال علم کچھ کہنا پسند کر گی؟ (مس عائشہ آخریہ بیٹھے ہوئے اس طال علم کی طرف انثارہ کرتی ہیں۔) طال علم ۵: میڈم، میرے خیال میں، میڈ معاشرے میں نہا یہ تعمیر کی کرداراد کر دی، منشات کی عادت اوران ای فقوق کی پالی کے اربے میں شعور بیدا معلّمہ: یاں، آب دریہ بین۔
	(مس عائشة أخر بيتي مح موتلي طالع علم كي طرف ابتار وكرتي بين -)
اکر _ا ہے۔ بیر بہت سے معاشرتی مسائل جیسا کہ _{عل} ونوانی، دہشت	طاب علم ۵: میڈم،میرے خیال میں،میڈ معاشرے میں نہا یہ تعمیری کرداراد
	کر دگی،منشیات کی عادت اوران کی تفوق کی _{یا} مالی کے _{یا} رہے میں شعور بیدا معلّد سال کر جب یہ معلقہ
ANNN UU	طار علم بن جن جگر کور کی واز بھی بن چکا سر
ے جو ہرساجی پہلوکونظ میں ر _{کھ} تا ہے۔ بیرمباحثوں، ریورٹوں اور گفتگو	معلمہ: جی ہاں۔اچھا کہا۔یہ کہنا غلط نہ ہوگا کہ میڈ _{یاسی} سے ز _{یا} دہ چو کس اادارہ۔ معلمہ: محکمہ: کی ہاں۔اچھا کہا۔یہ کہنا غلط نہ ہوگا کہ میڈ _{یاسی} سے ز _{یا} دہ چو کس اادارہ۔ محلّہ ب محمد سر مدیر کس کر کہ کاسی اُن کاسی کر ع
، وہ دجہ ہے کہ میڈ _ی ہماری ز _{ید} کی کالہ اہم حز وین چکا ہے۔	ی کے برور الموں کے ذریعے ہرا کہ کوجوار واور قابل مواجز و بنایا ہے۔ یہی
	مسلمه: "آب، پل آپ پل سے کالویہ صلوب کی دلوت دول کا۔
کرسکتا ہےاوراس کا اصلاحی اثر ہو _{تا} ہےاکر بی _{د یا} نتداری سے کام	طالب علم ا: میں بیہ کہہ گراس گفتگو کا اختیام کرونگی کہ ذریعہ ابلاغ بڑامثبت کردارادا
ا براه انشالی «چھط » سدا پیز خالا بیر کال بر	لرہے۔ معلّٰ · احمال فام بیر میں خش ہوں کا تک زاہر کہ خدم اچہ میں دہ ا
يا جاورا ہوں اسطے کر یکھ سے اپنے شیارات کا انہا رہا ہے۔	معلّمہ: اچھاا ختنام ہے۔میں خوش ہوں کہ آپ نے اس بحث مباحثہ میں حصہ ^ا (تھنٹی بجتی ہے،مس عا ئشہ جما _ع یہ کواللّدحا فظ ^ر ہتی ہیں اور چلی جاتی ہیں)
	()) · · · · · · · · · · · · · · · · ·

Section III: Text Book Exercise

Glossary Words with Urdu & Textual Meanings (K.B)			
Words	Meanings in Urdu	Textual Meanings	
Impact	اثر	powerful effect, influence	
Eager	شوق ہے	full of keen desire, ambitious	
Geared up	تيار بوكر	ready, eager	
Integral	ערטוזא	essential, basic	
Entertain	تفريح يهنجإنا	amuse, please, cheer	
	Oral Activity (U.B)		

Form groups and discuss the following. (U.B)

Q1. How important is media in our lives?

Ans. Nowadays, media is the most powerful mode of communication. It helps people to share knowledge of the world. It also shares news and information with the people. It is important part of our life. It also entertains us.

Q2. What is the negative influence of media?

Ans. The negative influence of media on people and society is that sometimes it spreads false news and information.

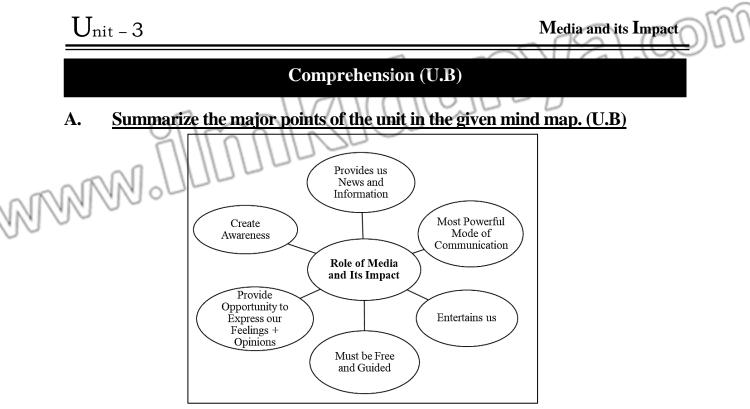
Q3. Is TV taking away the habit of reading? How?

Ans. Yes, of course. TV is surely taking away the habit of reading as it provides easy access to entertainment and time pass.

Q4. Why should the government put a check on media?

Ans. Government should put a check on media to avoid false news.

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The most powerful means of communication of the day is 'Media'. Media provides us with news and information and it also entertains us. It tells us what is happening around us and creates awareness about social issues like violation of human rights, women rights, child labor, corruption and terrorism. Media provides opportunity to express our feelings and opinions. There are two major means of communication; electronic media and print media. It includes film, radio, television, internet, books, magazines and newspapers. It makes everyone answerable and accountable. Media can play a positive as well as negative role in society. So, it must be free but guided to work honestly.

B. <u>Answer the following questions. (U.B)</u>

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

Ans. Media plays very important role in our lives. It shares news and information with the people and creates awareness about the social issues like corruption, terrorism, drug addiction and violation of human rights.

What are the two major means of communication? Give three examples for each. (LHR 2014, 15 G-I, II) (GRW 2014, 15 G-II, I) (DGK 2017 G-II)

Ans: Print media and electronic media are the two major means of communication. Examples of print media are books, magazines and newspapers; whereas examples of electronic media include radio, television and the use of internet.

(LHR 2016 G-I) (GRW 2017 G-II)

- 3. How does media provide entertainment?
 - (LHR 2013,14,15,16 G-I, II)(MTN 2017 G-II) (SWL 2017 G-II)
- Ans: Media provides entertainment through films, dramas and comedies, books, magazines and newspapers.



What happens when media is allowed to play its role unchecked? (SGD 2017 G-I) When media is allowed to play its role unchecked, it may mislead people or masses. It may broadcast news items that are based on rumours and can cast very negative effect on the audience.

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

Ans: My favorite TV programme is Dunya TV's Hasb-e-Haal. It is a source of entertainment. It provides information and raises awareness about political and social issues.

Additional Questions (U.B)

Q.1 What is the theme of Unit "Media and Its Impact"?

Ans: 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. It has a deep impact on lives of people. Media has turned the world into the global village.

Q.2 What is role of media in society?

Ans: The role of media is to create political and social awareness in the masses.

Q.3 What is print media?

Ans: Print media is mean of mass communication in the form of printed publication, such as newspaper, magazines, books etc.

Q.4 What is electronic media?

Ans: Electronic media is information or data that is created and accessed using a form of electronic or equipment used in electronic communication such as television, radio, internet etc.

Q.5 What is Global village?

Ans: The whole world considered as a single community served by electronic media and information technology is called Global village.

Q.6 Guess the meaning of tutorial.

Ans: The meaning of 'tutorial' could be "a lecture based on a specific subject, to a small group of students."

Q7. What type of information does Media provide?

Ans: Media makes us aware about the important happenings of our daily life. Sometimes media provides false news but mostly it informs us about the facts around us.

Q8. What is your favourite TV programme? Why?

Ans: English news is my favourite TV programme as it provides information on current affairs and it also improves my listening and speaking skills.

(BWP 2017 G-II)

	Title of Books: Curious George, The L	library and write their titles in alphabetical order (U.B) .ittle Prince, Matilda, Roll of Thunder, Hear My Cry, eep?, Olivia, Lilly's Purple Plastic Purse, Amelia			
	Alphabetical Order				
	1. Amelia Bedelia	2. Curious George			
AA s	3. Hear My Cry	4. Lilly's Purple Plastic Purse			
	5. Matilda	6. Olivia			
	7. Roll of Thunder	8. Strega Nona			
	9. The Little Prince	10. Where Is the Green Sheep?			
	A. <u>Explain the following phrases</u>	as used in the text. (K.B)			

Words	Textual Meaning
Geared up	to prepare yourself
Global village	the whole world has become very close through information technology
A click away	just by the click of a computer mouse, the world can be brought to you
Constructive role	a useful and beneficial role
Raise awareness	media raises consciousness among the people
To keep an eye	to keep a permanent check
A mouth piece of the downtrodden	representative of oppressed people

B. <u>Put these words in relevant columns to identify the part of speech these words</u> <u>belong to. (A.B)</u>

Nouns	Adjectives	Adverbs
Media	False	Eagerly
Information	Constructive	Loudly
Communication	Global	-
Audience	Corrective	-
Means	-	-
Information	-	-

Additional Words & Sentences (U.B)

Word Sentences of all the additional words other than exercise.

Words	Sentences	
Look Forward	The students always look forward to attend the English class.	
Mode	Media is the most powerful mode of communication.	
Inhabit	Media helps people to share knowledge of the world they live in.	
Constructive role	Media should play constructive role.	
Accountable:	Every person is accountable for his deeds in the court of Allah.	

Section IV: Grammar

A. <u>Change the following words into nouns. Fill in the blanks with nouns.</u> (A.B)

save, excited, devastating, active, helpless, hopeless, able, justify.

- 1. Doctors are concerned with <u>safety</u> of the patients.
- 2. In a state of **<u>excitement</u>** she cried loudly.
- 3. Floods often cause large scale <u>devastation</u>.
- 4. Positive <u>activity</u> will keep you healthy.
- 5. Her <u>helplessness</u> was quite obvious.
- 6. She was in a state of **hopelessness**.
- 7. She has the **<u>ability</u>** required for the job.
- 8. Have you any **justification** of this act?

Words	Nouns
save	safety
excited	excitement
devastating	devastation
active	activity
helpless	helplessness
hopeless	hopelessness
able	ability
justify	justification

Media and its Impact

M

B. <u>Identify personal, possessive, reflexive and indefinite pronouns.</u> (U.B)

Pronoun: A pronoun is a word used instead of a noun.

<u>Personal Pronoun</u>: I, we, you, he, she, it, they, are called personal pronouns because they stand for the person.

<u>Reflexive Pronoun</u>: Myself, ourselves, himself, themselves, yourselves, yourself, herself, are called reflexive pronoun. When the action done by the subject turns back (reflects) upon the subject.

Demonstrative Pronoun: The pronoun used to point out the objects to which they refer are called demonstrative pronouns e.g. this, that.

Indefinite Pronoun: The pronouns which do not refer to a particular or specific person or thing are called Indefinite pronoun e.g. anything, anyone, everyone, something.

Unit – 3

	Statement	Pronoun
	1. This is <u>my</u> book.	Possessive pronoun
	2. Salman is absent because <u>he</u> is ill.	Personal pronoun.
	3. You will hurt <u>yourself</u>	Yourself: Reflexive pronoun,
9	4. <u>Nobody</u> was there to rescue the child.	Indefinite pronoun.

C. Identify pronoun errors and rewrite the following sentences correctly. (U.B)

- 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 concluded. 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 options. (A.B)

- 1. Media **plays** a very constructive role for the society. (play / plays).
- 2. Media has also become a mouth piece of the downtrodden. (has/have).
- 3. I am happy that all of you <u>have</u> expressed yourselves very well. (have, has)
- 4. Their feelings and opinions **are** expressed through it. (is/are)
- 5. Film, radio, television, internet, books, magazines and newspapers provide us 100.631 information as well as entertainment. (provides/provide)

E. Change the voice. (A.B)

Example:

2

- Ali eats an apple
- An apple is eaten by Ali

Media helps people to share knowledge. 1

People are helped to share knowledge by the media. Ans.

Their feelings and opinions are expressed through it.

They express their feelings and opinions through it. Ans.

3 Media attracts the attention of a very large audience.

The attention of a very large audience is attracted by the media. Ans.

F.

4 After entering the house we switch on the television.

Ans. The television is switched on by us after entering the house.

- 5 It not only informs us but also entertains us.
- Ans. We are not only informed but also entertained by it.

<u>Change the paragraph into Past Indefinite Tense.</u> (U.B)

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 do soon after entering the house is to switch on the television?

Ans. Media <u>helped</u> people to share knowledge of the world. Their feelings and opinions <u>were</u> expressed through it. Media <u>attracted</u> the attention of a very large audience. <u>Did</u> you notice that the first thing that we <u>did</u> soon after entering the house <u>was</u> to switch on the television?

G. <u>Punctuate the following.</u> (U.B)

There are two means of communication electronic media and print media the media includes films radio television internet books magazines and newspapers it provides us information as well as entertainment

Punctuated:

There are two means of communication; electronic media and print media. The media includes films, radio, television, internet, books, magazines and newspapers. It provides us information as well as entertainment.

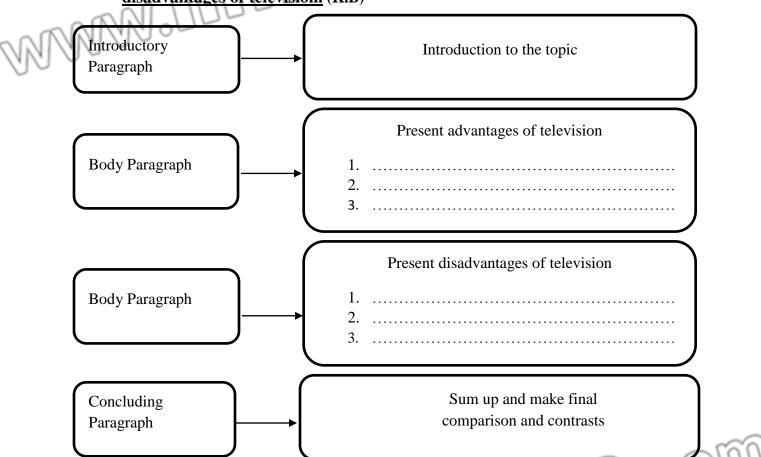
Section V: Writing skills:

A. Write a paragraph on "Uses and abuses of internet/mobile phones." (K.B)

Mobile phone/ Internet has revolutionized the world. Mobile phone/ Internet has variety of uses along with some abuses. People use mobile/internet to share information in the form of texts, photos or voice massages. The popularity and use of mobile/internet are increasing at a large scale. Most of the people use mobile/internet for entertainment purpose. The world has become a global village with the introduction and excessive use of mobile/internet. We can connect people at a vast distance within a blink of an eye. On the other hand, there are some abuses of mobile/internet. Youngsters use mobile/internet a lot which kills their time and energy. People use mobiles for a long time which is health

hazardous. As a conclusion, we can say that the use of mobile/internet has both uses and abuses. In spite of all this, we cannot deny the importance of mobile/internet in our lives.

B. <u>Write an e-mail to you brother telling him about the advantages and</u> <u>disadvantages of television. (K.B)</u>



The word "television" is composed of two words "tele" means "far away" and "vision" means "sight". It means seeing things that are far away. It is the most important invention of science. People are simply overwhelmed with joy as they see and hear people who may be at vast distance. This magical box has variety of pros as well as some cons.

TV delights us and instructs us in various ways. It gives us relief from the anxieties of life through the entertaining and artistic programmes. In addition, people become aware of news and information from all around the world. They become aware of the present socio-economic and political condition of our country and of all over the world. Spiritual and moral programmes on TV also help us to build our characters. Our children can also learn moral lessons from different programmes especially meant for children. Despite its importance, TV has some cons also. The

young children spend more time in watching TV than sitting with elders & books. It greatly affects their studies. Nowadays, most of the people are more interested in watching TV rather than reading books. When we watch too much TV, it will affect our eyes and our overall health. People waste immense time doing nothing while watching TV.

As a conclusion, we can say that despite the fact that TV has its pros and cons, the usefulness and importance of TV in modern world cannot be denied.

E-mail is the fastest, easy and electronic way of communication.

Writing e-mails (K.B)

The format is the same as for fax, memo and e-mail. You do not necessarily have to write Dear Sir/Madam/Mr. ______ to begin it or use a particular formula. You can just sign your name. E-mails between friends and colleagues are usually informal in style.

C. <u>Write an e-mail to your friend telling him about sports event held in your</u> school. (K.B)

Dear A.B.C Hello!

Hope you are fine. I am very excited to tell you about the recent event of sports day held in my school. What a colorful day it was! The school was decorated with colorful bountings and all the students were holding pom pom in their hands. Luckily, the weather turned out to be very pleasant as our sports in charge blew the whistle. It was now the formal start of our annual sports day. Our Principal came up on the stage and welcomed the parents, spectators and students.

The lush green lawn was arranged so that many of the games could be played there. The students played cricket, hockey, badminton, sack race, three-leg race etc. In the end, prizes and medals were awarded to the winners. It was a day full of fun.

I missed you, my best friend.

Your Friend,

X.Y.Z

Section VI: Oral Communication Skills

Interview: An interview is a formal meeting at which someone is asked questions in order to find out if they are suitable for a job or a course of study. **(U.B)**

- 1. How did you first enter that field?
- 2. How has your job specification changed since you began your career?
- 3. What are the emerging trends that you are observing in you field?
- 4. What is your salary expectation?
- 5. Where do you see yourself in the next Five years? More questions can be prepared by consulting the following keywords

