

Date
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Lesson-5 Women change the World

Notes:-

- 1- Women's work in the home is not recognised as work.
- 2- Doing household work and taking care of family members is a full time job and there are no specific hours at which it begins or ends.
- 3- Getting an education was, and still is, one way in which new opportunities were created for women.
- 4- Breaking Stereotypes - Engine drivers are men. But 27-years-old Laxmi Lakra, from a poor tribal family in Jharkhand has begun to change things. She is the first woman engine driver for Northern Railways.
- 5- Women's struggle for education -
Rashundari Devi (1800-1890), who was born in West Bengal, some 200 years ago. At the age of 60, she wrote her autobiography in Bangla. Her book titled Amar Jiban. At that time, it was believed that if a woman learnt to read and write, she would bring bad luck to her husband and become a widow! Despite this, she taught herself how to read and write in secret, well after her marriage.

27/08/18

6. Rakhye Sakhavat Heggoin was born into a rich family who owned a lot of land. She wrote a remarkable story titled Sultana's Dream in 1905. This story imagined a woman called Sultana who reaches a place called Ladyland. Ladyland is a place where women had the choice freedom to study, work and create inventions.

7. Stereotypes - when we believe that people belonging to particular groups based on religion, weather, language are bound to have certain fixed characteristics or can only do a certain type of work, we create a stereotype. Answer the following questions.

Q-1 How do you think stereotypes about what women can or cannot do, affect women's right to equality?
Ans. Stereotypes about what women can or cannot do, affect women's right to equality by forcing the society to give them certain roles and does not allow them to take up roles and career of their own choice.

Q-2 List one reason why leaving the alphabet was so important to women like Sakhavat and Raji, Kamabai and Rakhye.
Ans. Learning their alphabet was so important to the women because only at that time they became able to write stories, letters and autobiographies which described their own experiences of inequity.

Q-3 "Boys girls drop out of school because they are not interested in getting an education." Re-read the last paragraph on page 62 and explain why this statement is not true.
Ans. This statement is not true because the reason given is not correct. The actual reason is that many families are too poor and unable to bear the cost of educating all their children. Boys may get preference in this situation girls not.

Lesson - 6
Understanding Media

Notes:-

1) Media - Media is the plural form of the word 'medium' and it describes the various ways through which we communicate in society. TV, radio and newspaper are a form of media. Since the machine making newspaper are a form of media the country and the world and, thus, they are called mass media.

2) Media and technology - Life without media is difficult. Cable television and the Internet are a recent phenomenon. Changing technology in machines helps media to reach more people.

3) Media and money - The media plays a very important role in providing news and discussing events taking place in the country and the world.

4) Setting agendas - The media also play an important role in deciding to focus on Media plays a way important role in our lives as it tells us about with eg of government.

Q1 Answer the following -
Q1 In what ways does the media play an important role in a democracy?

Ans - Media plays an important role in a democracy because it provides information to the citizen and enable them to take action.

Q2 Can you give this diagram a title?

Ans - "Corporate controlled media" can be a suitable title for the diagram. The diagram provides us interesting aspects.

1) In order to promote their products businesses have place advertisement in various media like newspaper, TV, radio etc.

2) Big corporations own TV channels, magazines and other media industries.

Q3 You have read - - - - of views.

Ans - It is evident that media has immense influence on the people by forming on its views. This can be negative effects on our country democracy.

The media also plays an important role in deciding what stories to focus on, and therefore decide on what is democracy.

UNIT-5

Markets

Lesson-7
Markets Around us

* Notes ->

* Weekly market - These markets are not daily markets but are to be found at a particular place on one or may be two days of week.

Market -> is where buyer and seller are involved in sale and purchase of goods.

* Shops in neighbourhoods -> There are many shops that sell goods and services in our neighbourhood.

These shops are useful as they are near our home and we can go there on any day of the week.

* Shopping complex (Mall) -> There are other markets in urban areas which have many shops at one place called a shopping complex. In these urban markets, you get both branded and non-branded goods.

* Chain of markets - The people in between the producer and the final consumer and trader. The trader one known as retailer.

The retailer could be a trader in a weekly market, a hawkers, neighbourhood shop owner in shopping complex.

* Wholesale - This refers to buying and selling in large quantities of goods to a particular person.

* Markets everywhere - all markets work in a space in a particular manner and time. Buying and selling takes place in different ways, not necessary through shops in the markets.

Answer the following.

Q1. In what ways is a hawkers different from a shop owner?

Ans- The retailer of the hawkers shop owner

Q2. A hawkers works in a weekly market and permanent shops

does not have a permanent shop in established complex or malls.

Q3. Hawkers sells non-branded items such as fruit and vegetables. A shop owner sells branded items.

Q2 Explain how a chain of markets is formed?
A chain of markets begins from wholesalers markets to retail shop owners who sell directly to the consumer. A chain of markets starts the purposes of creating production and consumption.

Q3 All persons have equal rights to visit any shop in a market place. Do you think in that of shops?

A3 All persons have equal rights to visit any shop of their choice in a market place. It does not matter whether the shop sells expensive items or in an ordinary shop selling cheap items.

Q4 'Buying and selling can take place without going to a market place.' Explain with the example technology has changed the traditional concept of marketing by removing the presence to buy and sell anything. In clinics and meeting have we see how a doctor, sales representatives visiting for doctors or taking orders at shops for different goods or medicines.

6/11/19

Lesson-8
Understanding Advertising

Notes-

1. Advertising

Product - This refers to a thing or service that has been made for being sold in the market.

Consumer - This refers to the person for whom the goods and products have been made and who pays money to buy and use them.

Brand - This refers to a special identification or name that is associated with a product.

To influence - This refers to the person to change what someone believes or does.

Lifestyle - This word refers to people's lives being identified by the products they own, the clothes they wear, the places they visit.

Advertisements draw our attention to various products, describing them positively so that we become interested in buying them.

Building brands and Brand values →
advertising is all about building brands.
At a very basic level, branding means
stamping a product with a particular
name of sign.

Brand values and social norms →
Attitudes play an important role
in social and cultural life.
Branded

products are costly but companies link
them to style, design, etc. such that
people tend to buy them.

Advertising and Democracy →
Advertising a product costs a lot
of money.

It makes us believe that
things are packaged and have a brand
name are far better than things
that do not come in packets.

Answer the following

Q1- what do you understand by the word
brand? list two reasons why... do advertising
Ans- By 'brand' we mean that a particular
product is marked with a name and logo
which differentiates it from other products
in market. Building a brand is central to

advertising so that the buyer don't
get confused among the various products
in the market.

Q2- Check two of our journals print
advertisements.

Ans- The two advertisements I have selected
are, "~~for~~ Fighting Against Literacy" and
"Bansurita".

Q3 Can you explain 2 ways in which you
think advertising affects issues of equality
in a democracy?

Ans- Advertising focuses on the lives of the
rich and famous and makes us forget
issues of poverty and discrimination.
This affects small businesses and many
times, people working in small businesses
are unable to sell products.

Lesson - 9

A shirt in the Market

* Notes -

• This deals with steps involved in making a shirt.

* The cloth market of Erode is

The be-weekly market of erode in Tamil Nadu is one of the biggest cloth markets in the world.

by weavers from all over comes here for sale cloth made

* A cotton farmer in ~~the~~ Kurnool is

A small farmer grows cotton on his small piece of land. Once the harvesting is done, cotton bolls are collected.

* The garment ex-planting Factory near Delhi is

Erode merchants send the cloth to garment export in Delhi. The garment factory makes shirt to be sold to the chain of ~~the~~ businessmen from US and Europe.

* The shirt in US is the shirts sent from garments export the clothes are sold in dollars in the US.

A chain of markets links the producers of cotton to the buyers at the supermarket.

* Market and Equality is

(i) Foreign businessman made huge profits in the market.

(ii) Garment manufacturers only make moderate profits.

(iii) Laws should be (made / made) to protect the interest of weavers and small farmers.

* Glossary is

Earning will is A factory where seeds are sown and from cotton bolls

Exporters is A person who sells goods abroad.

• Profit is the amount that is left on gained from earnings after deducting all the costs.

Q1 Answer the following -

Q1. What made Swarna sell the cotton to trader instead of selling at Kurnool cotton market?

Ans. Swarna was a small farmer. Her production of cotton was in small quantity. She did not have capital even to purchase seeds, pesticides, and fertilizers required to cultivation of cotton. The trader was a powerful man in the village and farmers depended on him for loans not only for cultivation.

Q2. Describe conditions of employment as well as ways of market in garment exporting factory. The conditions of employment of employment at garment exporting factories are deplorable.

Wages - Tied with pressures from the buyers, the garment exporting machines try to cut costs.

Q3. Think of something - - - - - trade?

Ans. I consider eg - of milk - consumption.

It has a long chain of markets in reaching to the people in big city.

They sell milk to Chavis (milkmen). The Chavis collect milk from each cow/buffalo owner every night and morning. They give

milk to either dairy farms or traders. The trader provides this bulk of milk to dairy farms like mother dairy in Delhi or other cities. The people who help in production or trade of milk are - villages who domesticate cows/buffaloes in the areas.