5. Multimedia is playing an important role in the filed of advertising. Whether it is a print advertisement or an electronic advertisement, it is first prepared on the computer by the professional software. The various types of advertisement include digital advertisement, display ads, audio advertisement, video advertisement, print advertisement, mobile advertisement etc.

6. The three basic elements of multimedia include text, audio and video.

   a. Text is used to represent the information in various fields. Text are basically the characters, numbers and special symbols that are used to create words, sentences and paragraphs.

   b. Audio creates an important link between text and images. To access the audio files, you require a plug-in media installed in your system. The most common audio file formats are MP3, WMA and RealAudio.

   c. Video is a technology for capturing, recording, processing and reconstructing moving pictures. To access the video files, you require a plug-in media installed in your system. The most common audio file formats are Flash, MPEG, WMA and AVI.

E. **Application-based questions.**

   1. To access the video files, Anil requires a plug-in media installed in his system.

   2. Himmat can add text, audio, video and images in his slides.

FUN ZONE

Game Activity	Lab Session
Do it yourself	Do it yourself

Higher Order Thinking Skills

In film industry, multimedia is used to simulate the audio-visual effect, with the assistance of light, sounds, sound effects, dialogue, music etc. to the characters and scenes.

Project Work

Do it yourself

8. Internet and E-mail

Check Your Learning

Fill in the blanks.

1. Google   2. Carbon Copy   3. Sunder Pichai

EXERCISES

A. **Fill in the blanks with the help of words given in the box.**
   1. Internet   2. Chatting   3. Internal Modem
   4. ISP   5. Video Conferencing

B. **Write 'T' for true and 'F' for false statements.**
   1. F   2. F   3. T   4. F   5. T

C. **Tick (✓) the correct option.**
   1. a   2. a   3. c   4. b   5. b

D. Answer the following questions.

1. Internet is an interconnected network of networks. It is a global network which consists of number of small network of computers which are connected to each other through wired or wireless media.

   The various uses of internet are:

   a. It is used to send and receive mails.

   b. It is used to do online shopping of items like books, medicines, clothing, accessories, etc.

   c. It is used to read news or newspaper of different languages online.

   d. It is used to watch movies, play games, listen songs, read stories or online books.

   e. It is used to book online tickets for hotels, train, airplane, bus, movies etc.

   f. It is used to avail e-banking services.

2. Three services provided by internet are explained below:

   a. Email: Email or Electronic mail is used to transfer the mail from one system to another via internet. Email reaches its destination within few seconds. It is free of cost. A same mail can be sent to number of persons.

   b. Search Engine: Search Engine is used to search any type of information on web. For this, user needs to type the keyword related to the search and search engine provides the links of webpages related to the keyword. You can open any link and get the information.

   c. Video Conferencing: Video Conferencing is a live conference between two or more participants from different locations by transmitting audio and video signals via internet.

3. A search engine is a software using which you can search any type of information on World Wide Web. For this, user needs to type the keyword related to the search and search engine provides the links of webpages related to the keyword. You can open any link and get the information.

   Examples: Google, Yahoo, Bing etc.

4. To create an Email account,

   a. Open a website (say www.gmail.com).

   b. Click on Sign up option.

   c. A Sign up window appears.

   d. Enter the necessary details like your name, username, password, birthdate, gender, phone number etc.

   e. Click on Create button.

5. To attach a file to an email while composing a mail,

   a. Click on 'Attach a file' icon available in 'Compose' window.

   b. An Open dialog box appears.

   c. Select a file which you want to attach and click Open button.

   d. The file will be attached to the email.

E. Application-based question.

1. Tanvi can read the news from e-newspaper.

   To read the e-newspaper, Tanvi needs to follow the given steps:

a. Open a web browser and type www.google.com in URL.
b. Search any e-newspaper (say Hindustan Times).
c. It will show the links related to the search.
d. Open the link and you can read the newspaper.

FUN ZONE

Game Activity

1. Electronic mail   2. Blind carbon copy   3. Carbon copy
4. Internet Service Provider

Lab Session

Do it yourself

Higher Order Thinking Skills

To create an email account,

a. Open a website (say www.gmail.com).   b. Click on Sign up option.
c. A Sign up window appears.
d. Enter the necessary details like your name, username, password, birthdate, gender, phone number etc.
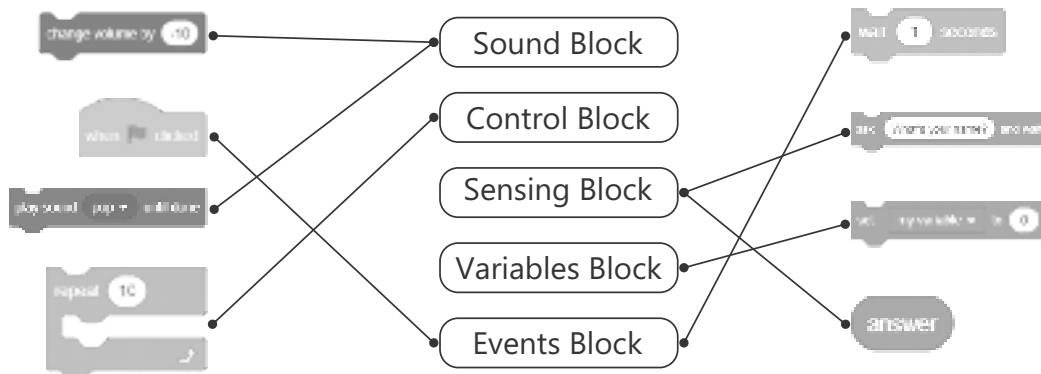e. Click on Create button.

Project Work

Do it yourself

9. More on Scratch

Check Your Learning

Match the following blocks to the related category.

EXERCISES

A. Fill in the blanks with the help of words given in the box.

1. Sensing   2. Variable   3. Block   4. Cat   5. Value

B. Write 'T' for true and 'F' for false statements.

1. T   2. F   3. T   4. T   5. F

C. Tick (✓) the correct option.

1. b   2. a   3. c   4. c   5. c

D. Answer the following questions.

1. Sensing block is used to find the different factors of the project. It contains 18 light blue-coded blocks.
2. a. Click on **Add a New Sprite button**.

b. Click on **Choose a Sprite** option.

c. A **Choose a Sprite** window opens.
It displays various types of sprites and categories from which you can choose a sprite of your choice.

d. Click on the sprite and it will be added on stage.

3. A variable is a placeholder which holds a value. The value can be in the form of number or text. It holds only one value at a time which can be changed during execution. Variable block is used to create a variable and list in Scratch.

4. Sound can be added in Scratch in three ways:
a. Choose Sound from Library
b. Record New Sound
c. Upload Sound from Library
Sound block can be used to add sound in Scratch.

5. When we add a "when Green Flag clicked" block in Scratch, it helps you to run the script when you click on the Green Flag.

E. Application-based questions.

1. To delete the sprite from stage, Suman can go to the Sprite list and click on the Delete button (X) of the sprite which she want to delete.

2. To add multiple sprites on stage, Abhi can go to "Add a New Sprite" button and select sprite. As he selects the sprite, it will be added on stage.

FUN ZONE

Game Activity

1. It is an event block which runs the code when a Green Flag is clicked.
2. It is used to ask a query to the user and wait for an answer.
3. It is used to play the specified sound until it is done.
4. It makes the sprite wait for the specified number of seconds.

Lab Session

Do it yourself

Higher Order Thinking Skills

To create your own backdrop,

a. Hover the mouse over Add a New Backdrop button and select Paint option.

b. A Paint Editor opens.

c. Use various tools and options and draw your own backdrop.

Project Work

Do it yourself

10. Data Processing

Check Your Learning

Representation of shapes in tabular form:

Name of the Shapes	Number of the Shapes
Circle	4
Star	8
Square	5
Triangle	6