

MASS MEDIA & COMMUNICATION (879)

Aims:

1. To bring about a comprehensive understanding of the different types of Mass Media and their convergence.
2. To provide an introduction to the various media regulatory bodies and their objectives.
3. To enable the comprehension of technical and creative concepts associated with the various Media production processes.
4. To create an awareness of the role of Media in bringing about social change.
5. To sensitise and bring about an awareness of Online hazards and Internet safety.
6. To develop an understanding of the Evolution of the various forms of Media and Communication.

CLASS XI

There will be **two** papers in the subject:

Paper I: Theory: 3 hours ----- 70 marks

Paper II: Project Work: ----- 30 marks

PAPER I (THEORY) – 70 Marks

1. Communication

- (i) Understanding Communication

Definition and nature of communication: it is both a science and an art.

- (ii) Levels of Communication transactions.

Intrapersonal Communication: definition, understanding Self as a concept; Self disclosure and Self-esteem: meaning only.

Interpersonal Communication: definition, types and functions.

Group Communication: definition and types (small and large group communication).

Mass Communication: definition and functions.

- (iii) Models of Communication

A brief understanding of the models of communication given by the following: Aristotle, Shannon and Weaver, Harold Laswell and Wilber Schram.

2. Basics of Journalism

- (i) Definition of journalism

- (ii) Understanding News

Definition of news; Hard News Vs Soft News.

- (iii) Components of News

Definition of each of the following with suitable examples: Accuracy, attribution, fairness, clarity and brevity.

- (iv) News Values

Definition of each of the following with examples: timeliness, proximity, prominence, conflict, consequence, oddity, human interest and development.

- (v) Reporting and Editing Techniques:

- (a) Inverted Pyramid

Introduction/Lead (the most important information) Nutgraph, Body and End;

The 5 Ws and H in the Lead (To be done with examples);

An understanding of the following with reference to reporting a news story:

What - What does it mean? What should I know?

Why - Why now? Why is it important?

Where - Where is this decision coming from? Where/what locations will it affect? Where can I get more information?

When - When is this happening/happened?

Who – Whose story is it? Who made the decision? Who's in charge? Who does it impact?

How - How was the decision made? How will it be implemented? How will

communications flow internally and externally?

(b) **Headlines**

Characteristics and impact of headlines with suitable examples.

Writing a headline - Factors to be kept in mind: should be catchy, concise, not misleading, to be written in active voice, articles to be avoided.

(vi) **Photo Journalism** (with reference to print media)

Definition; importance of photographs in a news story;

Photo essays: an understanding of photo essay as a visual depiction of an event/issue.

Writing Captions for photographs.

3. Radio Programs

Types of radio programmes

An understanding of each with reference to how these are scripted: news bulletins, talk shows, interviews, announcements: commercial and public service, documentaries, dramas, features, commentary, radio jingles, commercial, public service and music based.

4. Programs for Television

(i) **Types of Television Programmes: Fiction and Non-Fiction**

Difference between fiction and non-fiction. Non-fiction: news bulletins, interviews, documentaries; Fiction: soap operas, lifestyle shows, reality shows, animation.

(ii) **Difference between Television and Cinema.**

Difference with reference to the format, production process and audience.

5. Public Relations

(i) **Understanding Public Relations.**

Definition; Role of Public Relations: to generate goodwill; build a brand image; aid in advertising and sales promotion; crisis management; media management; Responsibility of a Public Relations Officer.

(ii) **PR Campaigns.**

An understanding of the tools and steps.

6. New Media

Definition of new media, types (websites, apps, podcasts, smartphones) and their characteristics; advantages and disadvantages of new media.

Self-explanatory

PAPER II: PROJECT WORK - 30 MARKS

Candidates will be required to have completed *two* projects from any topic covered in Theory.

The written outcome of the project should be structured as given below:

For written projects:

- (i) **Abstract:** it must contain the following information:
 - (a) Reason for choosing the topic.
 - (b) Methods and material used.
 - (a) The main essay must follow the structure given below:
 - (b) Background and context – to be discussed very briefly.
 - (c) Explanation of the theme and the issue.
 - (d) Analysis and critical evaluation.
 - (e) Conclusion.
 - (ii) **References/ bibliography:** a list of all material referred to for the project (including print, electronic, oral & audio-visual material).
 - (iii) **Appendix:** optional, only if it is crucial for a better understanding of the project essay.

For audiovisual projects:

- (i) Abstract: it must contain the following information:
 - (a) Reason for choosing the topic
 - (b) Methods and material used
- (ii) Communication strategy: theme, title, primary audience, message (if any), language.
- (iii) References/bibliography: a list of all materials referred to for the project (including print, electronic, oral & audio-visual material).
- (iv) Appendix – optional, only if it is crucial for the better understanding of the project essay.

List of suggested assignments for Project Work:

- (i) Select any two mainstream newspapers. Do an analysis of all the news stories on the front pages of these newspapers with reference to inverted pyramid, headlines, and photographs used.
- (ii) Create a photo essay on a theme of your choice, with suitable captions.
- (iii) Analyse advertisements in print and electronic media. Discuss stereotyping in advertisements vis a vis gender.
Write a radio script for *any one* of the following:
 - (a) Prime time News bulletin.
 - (b) Radio drama based on a short story.
 - (c) Radio feature on an event in your school.
- (iv) Write an essay on a recent public relations campaign done by an organization.
- (v) Develop a Public Relations strategy to handle a forthcoming crisis in your school, neighbourhood or peer group. Identify various steps in management of the crisis. This can be based on an issue or an event. Prepare a detailed strategy on a chart for class presentation.

CLASS XII

There will be **two** papers in the subject:

Paper I: Theory 3 hours ----- 70 marks

Paper II: Project Work ----- 30 marks

PAPER I (THEORY) – 70 Marks

1. Communication

(i) Culture and Communication

What is culture? Relationship between culture and mass media; communication in the cultural context; media as vehicle of cultural transmission; representation and stereotyping in Mass Media.

(ii) Communication and Social Change

Social change: meaning; media as a catalyst for social change (with examples of various social movements).

2. Journalism

(i) Qualities of a good Journalist.

An understanding of the following: nose for News, inquisitiveness, language skills, trustworthy and empathy.

(ii) Ethical Issues in Journalism.

A brief understanding of each of the following with examples: sensationalism, fake news, paid news, plagiarism, advertorials, partisan reporting and sting operations.

3. Radio

(i) Writing for Radio

Characteristics of a Radio Script: conversational language, active voice, simple sentences, avoidance of technical jargons and capability of creating imageries.

(ii) Recording Radio Programmes

Brief understanding of the radio studio and transmission equipment: types of microphones; amplifier, sound mixer, speakers; audio recording.

(iii) Radio Jockeying

Role of a radio jockey; skills required: command on language (spoken and written), connectedness with the audience; knowledge about the recording equipment.

4. Cinema

(i) History of Cinema

A brief understanding of the early experiments done by the following: Lumiere Brothers, John Grierson, Robert Flaharty and Dada Saheb Phalke.

(ii) Cinema Genres.

Defining genre theory; an understanding of the various types of genres (with suitable examples): action, westerns, comedy, crime, drama, fantasy/sci-fi, historical, animation, romance and musical.

(iii) Cinema and Social Change.

Parallel Cinema movement in India: Issues depicted and low budget production process (with reference to examples such as Shyam Benegal's Manthan).

5. Social Media

(i) Definition of social media.

(ii) Types of social media platforms.

Social networking, blogging, photo sharing and video sharing.

(iii) Role of social media in democracy.

Role of social media in creating collective identities with reference to sharing of information; cyber activism (with suitable examples)

(iv) Cyber Crime.

A understanding of online bullying; stalking; trolling; online frauds.

(v) Netiquettes.

Meaning and importance of netiquettes; an understanding of netiquettes such as: identification of oneself; respect for others' privacy, use of appropriate language and imagery; do not spam.

6. Media Regulatory Bodies

Role and functions (as stated by the Government of India) of: Telecom Regulatory Authority of India; Press Council of India; Central Board for Film Certification; Advertisement Standard Council of India; News Broadcasting Standards Authority of India.

Telecom Regulatory Authority of India: Regulates telecommunication services, adjudicate disputes, dispose appeals, protect interests of service providers and consumers.

Press Council of India: Helps newspapers maintain their independence, builds code of conduct for newspapers and journalists, guidelines for training, guidelines for spreading news, reviews newspaper production, maintains quality.

Central Board for Film Certification: Certifies for public viewing, film certification: U, A, UA, S.

Advertisement Standard Council of India: Self-regulation in advertising, protection of consumer interests, promotion of responsible advertising, enhancing public confidence in advertising; Consumer Complaints Council.

News Broadcasting Standards Authority of India: Ensures - impartiality, objectivity, neutrality, discretion (crimes against women and children), privacy, national security is not endangered. Prevents - glorification of violence and crime, encouragement of superstition and occultism, showcasing sex and nudity.

7. Media Convergence

Media convergence; dimensions.

Meaning, importance and benefits of media convergence.

Dimensions: technological, textual, social and political (A brief understanding with examples).

PAPER II (PROJECT WORK) 30 MARKS

Candidates will be required to have completed *two* projects from any topic/ allied aspect covered in Theory.

Project work may include:

- Script writing.
- Documentary/ video.
- Book review/ film review/ posters/ advertisements/ cartoon strip.
- Advertisement campaign, social media campaign.
- Case study.
- Field visit/investigation.

Candidates must be encouraged to produce project work that is original and creative, which provides insightful perspectives.

List of suggested assignments for Project Work:

- (i) Develop a script for radio advertisement on any one social issue of your choice. The duration of the advertisement should not be more than 30 seconds. You are also expected to develop a suitable jingle.
- (ii) Develop a short comic story. You can choose maximum 4 characters to build the story. The cartoons should be drawn by yourself in your own way. Write suitable dialogues. Colouring of the comics is optional. The story should not be more than five scenes or 15 drawings. candidates can submit them pasted in a chart or book. No software should be used for this assignment.
- (iii) Produce a one hour documentary on the topic "Life in School". The documentary must contain video clips from various activities conducted in school as well as general school life such as recess and dismissal. There must be at least one interview with a student and one with a member of staff. Narration must be clear and fit with the visual matter. Any recording not in English must have subtitles.

- (iv) Develop an advertising campaign on any issue related to the conservation of the environment. You can choose any non-electronic media for the campaign. For example, pamphlets, placards, leaflets, etc. Prepare a report of the detailed process along with pictures of the campaign.
- (v) Create a power point presentation showcasing the various Graduation courses a student can apply for after the completion of school. The PPT must contain statistical data regarding employment rates of adults who have completed the courses, number and type of jobs which make use of the courses as well as difficulty of the courses. Pie charts and bar graphs may be used. Reasons must be given why the courses should be taken as well as what advantages certain courses have over others.
- (vi) Choose a social media campaign. Follow it for a week. Do a detailed analysis of the campaign in terms of its strategy, followers, comments/ likes, sharing and development over time.
- (vii) Use any camera or mobile phone with video facility to create a 1-5-minute fiction story on a topic of your choice.
- (viii) Write a detailed review of a film from any one of the following genres: Fantasy/ Sci-fi, comedy, musical.

The Project will be assessed by the teacher and a Visiting Examiner appointed locally and approved by CISCE.

Assessment of Project Work will be done as follows:

1.	Internal Evaluation by Teacher	15 Marks
2.	Evaluation by Visiting Examiner	15 Marks
	TOTAL	30 Marks

GUIDELINES FOR TEACHERS:

1. It must be emphasized that the **process** of doing the project is as important as the finished product.
2. Once the project/projects are chosen, there should be a process of brainstorming to encourage students to make out a draft/structure for the project.
3. During the brainstorming/discussion, the teacher should discuss the assessment criteria with the students.
4. Students must be cautioned against plagiarism and be penalized for the same.
5. Marks must be awarded for content and originality and not for decorative elements and embellishments.
6. Projects must be the original work of the student.

NOTE: No question paper for Project Work will be set by CISCE.