

CBSE-2018 Syllabus for Mass Media Studies Classes XI and XII

Rationale

In the last two decades changes of phenomenal proportion have occurred in the mass media. The media have taken a quantum leap forward in terms of scale content and convergence. The media experience is an important part of globalization and civil society. The media have become an indispensable part of life on the national and local level. They have become an important factor in shaping young minds.

Objectives

- Introduction to the comprehensive understanding of the five principal mass media viz. Film, TV, Print, Radio and Internet.
- Introduction to the Evolution of Mass Media
- To understand how the content of mass media shapes our thoughts, vision, ethics and action.
- Analysis of the ways in which content is created in media
- To understand creative and technical processes involved in filmmaking, television production, newsprint, radio and the internet.
- Introduction to the organization of media and entertainment industries-the financial and commercial part
- To delineate the roles and responsibilities of creative, technical and administrative people in media
- To familiarize with the career options in media and entertainment industry.
- To analyze the vital importance of mass media in the functioning of a secular, liberal, democracies like India.
- To understand the Convergence of mass media as the futuristic trend opening up more and more exciting career and creative opportunities.

Mass Media Studies XI-Acadmic Elective

Units	Marks	Periods
Introduction to Mass Communication	09 Marks	27

Understanding Fiction and Non Fiction	20 Marks	60
Evolution of the Media in India	15 Marks	45
Role of Advertising in Mass Communication	06 Marks	18
Introduction to the Production Process [Idea to Product-The Process]	10 Marks	30
Production Skills	20 Marks	60
Portfolio Assessment	20 Marks	--

Unit 1-Introduction To Mass Communication Mark 9 and 27 Pds

- Definition and functions of Mass Media and Mass Communication-02 Mark and 05 Pds
- Aspects of Mass Communication-02 Mark and 06 Pds
- Impact of Mass Communication on psyche and society-01 Mark and 03 Pds
- Barriers to Communication-01 Mark and 03 Pds
- A brief history of Mass Media-03 Mark and 10 Pds

Understanding Fivtion And Nonfication 20 Marks and 60 Pds

Understanding Fiction-10 Marks and 30 Pds

1. Story as a self content world 1 Marks and 03 Pds
2. Story as a subjective experience 1 Marks and 02 Pds
3. Content of a story 3 Marks and 12 Pds
 - Theme/subject
 - Plot, time and space
 - Characters

Techniques of story telling-2 Marks and 05 Pds

- Description
- Dialogue
- Viewpoint-

Genre of a story

- Fable. Myth, Legend, Short Story-3 Marks and 08 Pds

Understanding Non-Fiction 10 marks and 30 Pds

Print-4 Marks and 12 Pds News and reporting-the approaches and formats-news story, feature, article, interview

Film and TV-5 Marks and 15 Pds Defining Non-fiction 1 Marks and 02 Pds The approaches to reality

- Recording of an event/occurrence/personality/issue 1 Marks and 04 Pds
- Making a reportage of an event/occurrence/personality/issue
- 1 Marks and 04 Pds
- Documenting of an event/occurrence/personality/issue involving research and bringing out different views 2 Marks and 05 Pds

Reporting and Documenting Skills for Radio 1 03

Unit 3 Evolution Of The Media In India Marks 15 and 45 Pds

Cinema in India-5 Marks and 15 Pds Hindi cinema D G Phalke and silent era-1 Marks and 03 Pds Coming of sound, Studio era, Post-Independence era 2 Marks and 06 Pds Satyajit Ray and Non-mainstream cinema 2 Marks and 06 Pds Television in India 5 Marks and 15 Pds

- Doordarshan in the first phase of local stations and black and white transmission-1 Marks and 03 Pds

SITE experiment

- Colour television, AASIAD 1982-SATELLITE TRANSMISSION[INSAT] 1 Marks and 03 Periods
- Beginning of private producers working for Doordarshan-the age news programmes like The world This week and soap operas like Hum Log 1 Marks and 03 Pds
- 1992The entry of private channels-1 Marks and 03 Pds
- The spread of channels today 1 Marks and 03 Pds
- Development of print journalism in India-2 Marks and 06 Pds
- Pre and post-independence Development of radio in India-2 Marks and 06Pds
- Pre and post-independence Evolution of the internet in India-1 Marks and 03Pds

Role Of Advertising In Mass Communication-Marks 6 and 18 Pds

- The need for advertising and Advertising as an engine of growth 1 Marks and 03 Pds
- Types of advertising 3 Marks and 09 Pds [product services, classified, public services, industrial, corporate]
- Principles of advertising and Code of Advertising standards 2 Marks and 06Pds

Unit 5 Introduction To The Production Process [Idea To Product-The Process]

Film-10 Marks and 30 Pds

1. Pre-shooting stage 1 Marks and 03 Pds
2. Shooting Stage 1 Marks and 03 Pds
3. Post-shooting Stage 1 Marks and 03 Pds
4. TV
 - Pre-shooting stage 1 Marks and 03 Pds
 - Shooting Stage 1 Marks and 03 Pds
 - Post-shooting Stage 1 Marks and 03 Pds
5. Print-2 Marks
6. Planning-02 Pds
7. Writing-02 Pds
8. Editing-01 Pds
9. Designing-01 Pds
10. Radio-1 Marks
11. Planning and Recording-02 Pds
12. Editing and transmission-01 Pds
13. Internet
14. Planning, creating and delivering 1 Mark and 03 Pds

Unit 6 Production Skills-Marks 20 and 60 Pds

Fiction-Marks 10 Marks and 30 Pds

1. Developing an idea into a story through synopsis, treatment and screenplay 4 Marks and 12 Pds

2. Shooting/Recording 3 Marks and 09 Pds

3. Post-production 3 Marks and 09 Pds

4. Non-Fiction 10 Marks and 30 Pds

- Developing an idea into a script for a documentary through research-4 Marks and 12 Periods
- Shooting/Recording 3 Marks and 09 Pds
- Post-production 3 Marks and 09 Pds

5. Portfolio 20 Marks

Mass Media Studies XII

UNITS	Marks	Periods
Understanding The Language of The Medium	N/A	N/A
Evolution of the Media [Global]	N/A	N/A
Convergence of the Media	N/A	N/A
Selling/Marketing/Exhibiting a Product through Advertising	N/A	N/A
Graphic Design and Multimedia Applications	N/A	N/A
Production Skills (Project)	10 Marks	N/A
Portfolio Assessment	10 Marks	N/A
Total	100 Marks	240 Periods

Unit 1-Understanding the Language of the Medium 15 Marks and 45 Pds

Chapter I Media Literacy-4 Marks and 12 Pds

1. Introduction to Media Literacy-2 Pds
2. Introduction to Mass Media-3 Pds
3. Audience Theories-3 Pds

4. Media Ownership-1 Pds

5. Media Representation-2 Pds

6. Media & Violence-1 Pds

Chapter II Aspects of Film Language 4 Marks and 12 Pds

1. The concept of mise en scene-4 Pds

2. FilmAnalysis-Short film-fiction- (5) Short film-non-fiction- (5) (4 + 4) OR Feature film-8 Pds

Chapter III Content Analysis of TV programmes 4 Marks and 12 Pds The concept of a soap opera-Daily soap, Weekly soap, Genres of Soap Opera, Primary audience of each genre, The segmented nature of the audience-5 Pds Gaze of the audience, concept of a flow, continuous interruption-1 Pds, Culture of Film based programmes-2 Pds, Culture of Music based programmes-2 Pds

Educational TV, Non-fiction on TV-2 Pds Chapter IV Content Analysis of Radio programmes 1 Marks and 3 Pds News-the format, the language, frequency 1 Pds Talks, magazine programmes-unidirectional nature, feedback with a time phase difference Dramas-the unique nature of radio plays1 Pds Interactive programmes-phone in, live interaction, music, experiences, memories as content of these programmes1 Pds Chapter V Content Analysis of Newspapers and Periodicals 1 Marks and 3 Pds

Newspapers-a-The macro composition of a daily-various sections like the front page, edit page, sports page, business page b-the micro composition of a daily-proportion of visual and text, language, highlighting 2 Pds Periodicals-a-The macro composition of a periodical-various sections like the cover page, cover story, features, columns, business page b-the micro composition of a periodical-proportion of visual and text, language, highlighting 1 Pds Chapter VI Features of the Internet 1 Marks and 3 Pds E mails-Personal, business communication between individuals and organizations, changing characteristics of the same. Websites-Educational sites, Entertainment sites, Information sites, Social networking sites, Business sites

Blogs WebAdvertising The changing nature of communication and perception of interpersonal and social communication due to the various developing possibilities of the Internet Unit-2 Evolution Of The Media[Global]-12 Marks and 36 Pds

Chapter 1 The Evolution of International Cinema 4 Marks and 12 Pds The Silent Era[1895 to 1927]

- Primitives and Pioneers in UK, France and USA
- Establishment of Hollywood, D. W Griffith and Slapstick comedy
- Expressionism in Germany

- Socialist Realism in USSR

The Sound Era [1927 to the present day, transition from black and white to colour]

- The British, American and European documentary movement
- Genres in Hollywood
- National and trans-national networks
- Live and recorded transmission
- Video and Cable Networks
- Satellite communication
- Evolution of Fiction and Nonfiction programmes
- Television as a part of the Internet

Chapter 3 The Evolution of Print Medium 2 Marks and 6 Pds

- Journalism as a 17th and 18th century phenomenon
- Role of Industrial Revolution in the spread of print media
- Local newspapers, Chain of newspapers
- Some features of Journalism in Europe and America
- On line editions

Chapter 4 The Evolution of Radio-2 Marks and 6 Pds

- Technically a combination of wireless and telegraph technology
- Bell, Marconi, Jagdish Chandra Bose, Tesla created the possibilities of transmission
- From Military use to the Civil one in the 1920s
- Establishment of BBC in 1922, also federal Commission in USA
- News and commercial messages
- By 1940 a universal and round the clock companion
- 1955 onwards the invention of the transistor making radio portable
- National/Regional Network: AM, FM, Stereo Broadcasts
- Radio as a part of web communication

Chapter 5 Evolution of the Internet-1 Marks and 3 Pds.

- The internet becomes a reality in the 1970s
- Till 1991, internet is limited to the military and industrial circles and is closed to others
- Development of WWW in 1991 opens up internet
- The phenomenal growth after that ...

Unit 3 Graphic Design-Multimedia Application-20 Marks and 60 Pds

Chapter 1-Introduction to multimedia-3 Marks and 9 Pds

Chapter 2-Text 3 9 Chapter 3-Still image 2 Marks and 6 Pds

Chapter 4-Video Applications 3 9 Chapter 5-Sound 3 Marks and 9 Pds Chapter 6-Creating a Multimedia project-6 Marks and 18 Pds

Unit 4-Convergence Of The Media 11 Marks and 33 Pds Chapter 1 Independence and inter-convertibility of the media 6 Marks and 18 Pds Nature of audio-visual signals and messages-Optical/Electronic Live/Recorded Analogue/Digital

Nature of media-Print-text Film-optical image-Television-electronic image-Radio-wireless communication-Accommodation of text, sound, image into Film Accommodation of Film into Television Chapter 2 Convergence and the new possibilities of communication 5 Marks and 15 Pds

Earlier models of communication-

- Broadcasting-Mass communication model of a few transmitting to a vast number of receivers-Gigantic organization-Huge technical infra-structure-Large-scale revenue

The changed paradigm due to the Internet-

- Empowering an individual to post data on the Internet
- Information, message in one medium triggering off activity in the others
- Many sources of the same information
- Distribution of the information between individuals on an unprecedented global scale
- Rapidity of opinion generation on a local, national and global scale
- The socio-political implications of the new information order
- The strengthening of democracy

Unit 5-Production Skills 15 Marks and 45 Periods

CHAPTER 1 A TOUR TO-THE WHISTLING WOODS INTERNATIONAL CAMPUS OR A TRAINING INSTITUTE/PRODUCTION CENTRE OR WITHIN THE SCHOOL CAMPUS OR

CHAPTER 1 PROJECT-NON-FICTION Students will conceive, write, direct and edit a Non-fiction project of 3~5 minutes duration.

Guidelines-In this, they will follow the film making process of going through the pre-production, production and post-production process. The idea will be submitted to the teacher first. It shall be discussed and approved. It is only after that, the student can undertake to do further research and writing of the script. The script shall be submitted along with the shooting schedule: The same will be approved by teacher and only after the clearance from the teacher will the shooting take place. Students will complete the project on Video tape and submit it along as a video tape as well as in the DVD format with the docket containing all the paper work done by them.

- Subjects of the films should be suitable for the audience of their own age group.
- The subjects could be chosen from the following Domains-social issues like relating to development, gender issues, environmental issues, education, health, and livelihood can be chosen. Themes to illustrate facets of other arts could also be chosen. Issues relating to media could also be a domain. Portraits of personalities in respect of their contributions to Life may also be chosen.
- Basic Handycam video cameras and basic editing software like Adobe Premier or Windows Movie Maker should suffice. Technical quality is important, but technological sophistication by itself will not carry much weight, as the purpose is to judge the the overall programme making ability.
- The preparation is as important as the product and will carry half the percentage in the total assessment of the project.
- The time limit of 3~5 minutes is to be strictly observed. Anything drastically more or less in duration will negatively affect the assessment.
- These guidelines should be very clearly explained to the students and there should be no basic doubts about the approach in their minds.

Unit 6-Selling/Marketing/Exhibiting A Product Through Advertising 7 Marks and 21 Pds The Case Study Approach

Chapter 1 Profile Of A Product 1 Marks and 3 Pds Product specifications Targeted buyers
Chapter 2 The Of Advertising 2 Marks and 6 Pds Promotion of product Drive sales Build a brand identity Increase the buzz
Chapter 3 The Available Media-2 Marks and 6 Pds Print-newspapers magazines brochures fliers posters OOH-billboards kiosks tradeshows events Broadcast advertising-Radio TV Digital Internet + Mobile 'In film' promos Celebrity endorsements Cross promotions Merchandise Games (Mobile and computer) Covert advertising
Chapter 4 Forms Of Advertising-2 Marks and 6 Pds Product Advertising Institutional Advertising (Corporate) Social Service-PSA Advocacy Advertising

Comparative Advertising Cooperative Advertising

Direct Mail Point-of-Purchase Advertising Informational Advertising

Portfolio-20 Marks.

Portfolio Assessment and Apprenticeship Special features of Assessment: The Portfolio will consist of a compilation of all written submissions over the duration of the course. It is the sum total of the creative work executed by the student over the year. The Portfolio will consist of all written submissions over the duration of the course. The assignments would include written, project work and production output will be collected. The submission would include both the original and improved versions of assigned tasks reflective of gradual improvement.

Aims of the exercise of Portfolio are-

- To create a desire in the student to go beyond the text and class room learning
- To inculcate in the student the spirit of research
- To offer the scope for imaginative thinking
- To develop the power of interpretation
- To imbibe the notions of subjectivity and objectivity Objectives of the exercise of Portfolio are-The student begins to think independently and critically about the subject
- The student learns to develop his/her own themes
- The student learns to systematically gather facts and sift the data
- The student learns to use the data in a coherent and logical manner
- The student learns to follow one's imagination to create an original work
- The student learns the difference between analyzing someone else's work and creating one's own
- The student learns to develop distinct creative approaches to Fiction and Nonfiction
- The student learns to conceive and execute ideas that are medium-specific
- The student learns to identify upon his/her own strengths and weaknesses

Assessment of the Portfolio-The basic guideline for Assessment of the Portfolio is to judge the student's individual growth along the aims and objectives stated above. Both quality and quantity of the work done cumulatively should receive equal consideration. 10 marks have been allotted for the Portfolio.

Apprentice Program:

All students who take this course will have to mandatorily take one week intensive training at an institution which has been approved by CBSE. The week long intensive training will also have a component of project work which will be assessed by the examiners of the institution.

Guidelines for teacher training Preamble-The subject Mass Media Studies is new and a broad-spectrum one. Hence there are no specialized teachers available at the inception to teach the course. The teachers, who will have the initiative to undertake the responsibility of teaching, themselves would belong to various backgrounds. So the trainers are dealing with heterogeneous group as far as the educational backgrounds of the members of the group are concerned. These are the factors that have been taken into account while planning the content and teaching strategy. These are not to be considered as limiting factors, but important details
Content The READER of the Course would form the main reference around which the course would be structured. It will be more of participatory workshop than a lectures dominant programme. AIMS

- To explain the basic concept and key areas of the Curriculum
- To demonstrate the use of available resources and to create the new ones
- Demonstrate the various approaches such as case study, analysis, research, creation of a product from an abstract idea and more.
- To correlate the experience of various media as different dimensions of social life
- To bring awareness of the fact, that mass media offer scope to a variety of talents and skills

OBJECTIVES

After the successful completion of the course the teachers should be able to

- Understand the ideas behind each unit and their interrelationship.
- To locate the teaching resources within the familiar areas of information
- To guide the students to creatively execute their ideas
- To make the students realize the different realities of the media
- To develop a comprehensive perspective on mass media
- To induce the students to think positively about choosing a career in mass media

Infrastructure Requirements in Schools

1. Computers-an ideal ratio of 1 computer for every 5 students, with the following specifications:
 - PCs or iMacs (latest those purchased in 2009) with a minimum of 1GB RAM and 100 GB HDD with dual/quad core processors OR MacIntel processors (in the case of iMacs)

- Appropriate editing/sound softwares. These will be freely available softwares, which WWI will select & recommend to the schools. These should be available at no cost or a minimal cost, if at all.
2. The computers, ideally, should be on a UPS or a backup power so as to not damage them in case of power failures
 3. Handycams/Hand-held video cameras (Sony HC 96 or equivalent) with an ideal ratio of 1: 10 (1 camera for every 10 students)
 4. A screening room equipped with a television set or projector and speakers for playback of video OR screening images through a computer.

Qualification for Faculty

- An M. A. In mass communication preferably with B. Ed.

For Board's Publications

Orders for text books and other publications brought out by the Board can be placed with any of the following offices:

1. Head Assistant (Publication Stores) Central Board of Secondary Education, PS 1 – 2, Institutional Area, I. P. Extension, Patpar Ganj, Delhi-110092
2. Regional Officer, Central Board of Secondary Education, Rajgarh Road, Rajgarh Tinali, Guwahati-781003.
3. Regional Officer, Central Board of Secondary Education, Todarmal Marg, Ajmer (Raj.) -305001
4. Regional Officer, Central Board of Secondary Education, 35 – B, Civil Station, MG Marg, Civil Lines, Allahabad-211001
5. Regional Officer, Central Board of Secondary Education, Sector-5, Panchkula-13'9
6. Regional Officer, Central Board of Secondary Education, Plot No. 1630 A, 16th Main Road, Anna Nagar (West) Chennai-600040
7. Regional officer, 8th floor, BSFC Building Fraser Road, Patna-800001
8. Regional officer, 6th floor, Alok Bharati Complex, Shaheed Nagar, Bhubaneswar-751007

Mode of Payment

1. Payments are accepted either through Bank Draft/Money Order drawn in favour of Secretary Central Board of Secondary Education, or in cash which may be sent to the CBSE officers, alongwith the order.

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