



PRACTICAL 1

OBJECTIVE:

To understand the concept of a message in communication and to learn how to construct/ write a clear message.

INTRODUCTION:

You have learnt to define communication in lesson no. 1. You may recall the example of an SMS where you learnt the importance of clarity of a message so that a receiver understands what exactly the message means. In this exercise, you will send a message or an SMS from your mobile phone to your friend's mobile phone for taking a specific action of receiving you at the railway station.

PROCEDURE :

1. Prepare a short and concise message giving the following details :
 - (a) Give the train name and number, the day and time of arrival in the station where your friend should receive you.
 - (b) Give the name of the railway station as there can be more than one railway station in a city.
2. Send the message to your friend's mobile number.

CONCLUSION:

1. On the basis of this exercise, can you now give a simple definition of communication?
2. What are the two conditions for communication to take place ?



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PRACTICAL 2

OBJECTIVE :

To understand how non verbal communication is used in different situations using gestures and facial expressions.

INTRODUCTION :

You have learnt in lesson 1 about the importance of non verbal communication and that almost 80% of all communication is non verbal. In this exercise you will go through newspapers and magazines and identify photographs which show different non verbal communication situations without captions.

PROCEDURE:

1. Select a few newspapers and magazines.
2. Identify 6 photographs which depict various non verbal communication situations.
3. Cut them out and paste them on plain paper
4. Mention clearly what it means clearly below each photograph.

CONCLUSION:

When you look at the six photographs what can you make out? You would have understood how people communicate non verbally.

1. Identify the photographs where hand movements are used.
2. Identify those where facial expressions are used.
3. Identify the photographs where gestures are used.



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PRACTICAL 3

OBJECTIVE

This practical will help you to cultivate the habit of newspaper reading seriously. This will enable you to have a better understanding of how to approach and analyse a newspaper. This also gives you an insight into the selection of news from various angles in a newspaper.

INTRODUCTION

You have learnt about print media and news in Lesson 5 and Lesson 6. A newspaper contains stories and pictures from various fields like political, social, economic, financial, sports, culture, entertainment etc. Only when you try to study them, you will get an idea of how stories and pictures are selected and published in a newspaper.

PROCEDURE

Take a copy of any daily newspaper. It may be an English newspaper or a newspaper in any regional language. Read it carefully and mark the news items according to the following categories. You should count the number of news items which have appeared under a particular category.

1. Politics
2. Economics
3. Human Interest
4. Sports
5. Arts and Culture
6. Entertainment
7. Fashion and New Trends
8. Finance
9. Employment
10. Education



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11. Science
12. Development
13. Stock Market
14. Information Technology
15. Foreign Affairs

Do the same exercise continuously for one week and note the details in the table given below

Table 3.1 : Observation Table

Name of the newspaper:

S.No.	Category of News item	Number of News items
1.	Sunday	
2.	Monday	

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3.	Tuesday	
4.	Wednesday	
5.	Thursday	



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6.	Friday	
7.	Saturday	

Conclusion

By doing the above practical activity, you must have observed that a newspaper publishes stories of different nature on all days. Based on your observation, answer the following questions :

1. In your newspaper which one of the 15 categories take more space? On each day what was the lead story in the paper and from which category?
2. Did you find any of these categories not reported in the paper? Do you have news from any other category to suggest to be included in the paper?

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3. How did you find the language of the paper ? Was it simple and easy to understand or difficult?
4. Which are your areas of interest? Mention any five of them.
5. Will you recommend to your friend the same paper which you are reading? Justify your answer.
6. Give five suggestions to improve the paper.

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PRACTICAL 4

OBJECTIVE

This practical will give you a general idea of how to interview people, the preparations required for an interview and how to interact with people who have made a mark in different fields of activities.

INTRODUCTION

You have learnt about what is news and how to collect news in Lesson 7. Among the various ways of collecting news, one important method is to interview people. If you are a journalist you have to interview people from different fields in your career.

You may have read interviews with celebrities in a newspaper or watched an interview on television in which a journalist interviews different people. Although an interview is basically a question answer session, a lot of thinking and hard work is done before interviewing a person.

Procedure

Let us assume that Mrs. Y from India has won the second prize in a world beauty contest which was held in a foreign country. She is being invited to your city by an association. They are felicitating her. As a news reporter of the local daily, you are given 15 minutes time to interview her. Formulate five questions to ask her so that you can utilise the opportunity well.

- a) Q1
Q2
Q3
Q4
Q5
- b) Let us assume that one of the most celebrated film stars is visiting your colony to inaugurate a big shop. As a news reporter of the area, you are given a chance to interview the person. Due to the busy schedule of the star, you are

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given only 20 minutes time. Prepare eight questions for the star. You can even imagine the film star to be your favourite one and mention the name of the star in this exercise.

Q1

Q2

Q3

Q4

Q5

Q5

Q6

Q7

Q8

- c) You all know that India has successfully launched its satellite to the moon under the Chandrayan project. The Director of the project who is also the chief scientist and the primary architect of the mission is visiting a nearby college in your city. You may assume that you are interviewing the Director of the project as a news reporter and formulate five questions to him.

Q1

Q2

Q3

Q4

Q5

- d) Let us assume that the India and Pakistan cricket teams are playing after a gap of three years. The matches are in five different cities in India. India wins 3-2. Imagine you are a television reporter. As the last match is being played in your city, you are deputed to cover it. After the match you get a chance to ask five questions to the Captain of the Indian team. Formulate your questions.

Q1

Q2

Q3

Q4

Q5

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**Notes****Conclusion**

As you must have observed while doing this practical activity, it is always better to prepare questions before an interview. From your observations, answer the following questions.

1. How does preparation help in interviewing people?
2. How do you collect background materials of a person before interview?
3. If you are a journalist which will be your area of specialization. Mention five people whom you would like to interview in that field.
4. Do you find an interview published in a newspaper better than one seen on television. Justify your answer.
5. If you are interviewing the President of a foreign country, what are the preparations you will take before meeting that person.



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PRACTICAL 5

OBJECTIVE:

To understand the characteristics of the spoken word and how it is different from the printed word in a newspaper.

INTRODUCTION :

You have learnt in Lesson 12 that the spoken word used in radio has distinct characteristics and that the medium of radio is different from the print media. Through this exercise, you will listen to a news item in a radio news bulletin and compare it with the same news item in a newspaper.

PROCEDURE :

1. Listen to a news bulletin in any language on radio .
2. Select one major item from the headlines which you hear in the beginning of the bulletin.
3. Start recording the time when that item starts and find out how many seconds were used for this item.
4. Pick up the next day's newspaper which is available in your place and carries the same news item which you heard on radio.
5. Record your observations in the following table:

Table 5.1 : Observation Table

Medium of Communication	Description of the news item	No. of seconds used for the news item	No. of words used for the news item
RADIO			
NEWSPAPER			



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CONCLUSION :

By carrying out this practical activity, you would have noticed how the spoken word is different from the written or the printed word.

Normally a newsreader speaks 130 words in 60 seconds.

1. What is the duration of the item you selected on radio ?
2. Depending upon the number of seconds used for the item, calculate the number of words in that item on the basis of 130 words per minute.
3. Now count the words used for the same news item in the newspaper.
4. Mention how the two are different. Did you come across any difficult unfamiliar words in either of the media i.e. radio and print.
5. What are the main differences between the two media? List at least three of them.



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PRACTICAL 6

OBJECTIVE :

To identify and understand different radio formats.

INTRODUCTION:

You have already read about different formats of radio programmes in lesson no. 11. By doing this exercise, you will learn how to identify different formats of radio.

PROCEDURE:

1. Tune into a medium wave station of AIR from 5.00 p.m to 10.00 p.m.
2. Listen to all the programmes.
3. Note down the different types or formats of programmes.

CONCLUSION

While doing this activity, you would have come across different types of formats which you learnt in lesson 11.

1. Mention at least 5 different radio formats.
2. Which is the format that you enjoyed most and why?
3. What were the different types of music programmes that you came across?



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PRACTICAL 7

OBJECTIVE:

To understand the difference between television and print as mediums of communication.

INTRODUCTION:

You have learnt about the different features of television in Lesson 14. You have also seen how television differs from other mediums of mass communication like print, radio and new media. Now, let us do a practical activity to experience the differences between television and newspaper first hand.

PROCEDURE

1. Identify the following
 - (a) A newspaper. If you subscribe to a newspaper at home, choose that.
 - (b) A news show on Doordarshan
 - (c) Three different news items which are reported in both the newspaper and the news show. Choose one news item each from national news, local news and sports news. Select items which are currently in news.
2. Read the newspaper for a week. Pay special attention to the news items of your choice.
3. Watch the news programme during the same week with special attention to the news items of your choice.
4. Record your observations in the following table.

TABLE 7.1 : Observation Table

(a) News item 1 (national news)

	Newspaper	Television News show
Amount of time/space devoted to the news item ?		

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Which medium has more visual content?		
Note the number of times 'live' tag appears in the news show. Note whether the news comes 'live' any time in the newspaper.		
How many people watched the news show along with you? Did any one read the newspaper with you at the same time?		
Did you have to watch the news show at the same time every day? Did you face any such problem with the newspaper?		
Note any two differences you found between television and print reports		



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(b) News item 2 (local news)

	Newspaper	Television News show
Amount of time/space devoted to the news item		
Which medium has more visual content?		
Note the number of times 'live' tag appears in the news show. Note whether the news comes 'live' any time in the newspaper.		
How many people watched the news show along with you? Did any one read the newspaper with you at the same time?		



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Did you have to watch the news show at the same time every day? Did you face any such problem with the newspaper?		
Note any two differences you found between television and print reports		

(c) News item 3 (sports news)

	Newspaper	Television News show
Amount of time/space devoted to the news item		
Which medium has more visual content?		
Note the number of times the 'live' tag appears in the news show. Note whether the news comes 'live' any time in the newspaper.		
How many people watched the news show along with you? Did any one read the newspaper with you at the same time?		
Did you have to watch the news show at the same time every day? Did you face any such problem with the newspaper?		

CONCLUSION

1. Name the news item which was allotted maximum space/ time?
2. Name the news item with maximum visual content ? In which medium was this found?
3. Did you find 'live' news items in both the mediums?
4. During this exercise, did you find any proof for the statement that television is a 'transitory' medium when compared with print?
5. List three differences between the television and print reports.



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PRACTICAL 8

OBJECTIVE:

To differentiate between different types of television channels and their categories.

INTRODUCTION:

In Lesson 15, you have studied that television channels can be classified into various categories. In this practical, you will learn to differentiate between different kinds of channels and the variety of programmes aired by them.

PROCEDURE

Identify the following:

1. A cable network. If there is cable connection at your home, use that.
2. The number of channels offered by the cable network.
3. Classify the channels into different categories.
4. Watch any five channels of different categories for two weeks.
5. Record your observations about them using the table given below.

TABLE 8.1 : Observation Table

(a) News Channels

Name the news channels	Type of programmes in these channels	Name any particular group (like children or youngsters) in your family or neighbourhood who prefer these channels	Any interesting observation about these channels.



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(b) Sports Channels

Name the sports channels	Type of programmes in these channels	Name any particular group (like children or youngsters) in your family or neighbourhood who prefer these channels	Any interesting observation about these channels.

(c) Cartoon Channels

Name the cartoon channels	Type of programmes in these channels	Name any particular group (like children or youngsters) in your family or neighbourhood who prefer these channels	Any interesting observation about these channels.

(d) Entertainment and Lifestyle Channels

Name the entertainment and lifestyle channels	Type of programmes in these channels	Name any particular group (like children or youngsters) in your family or neighbourhood who prefer these channels	Any interesting observation about these channels.



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(e) Science and discovery related channels

Name the science and discovery related channels	Type of programmes in these channels	Name any particular group (like children or youngsters) in your family or neighbourhood who prefer these channels	Any interesting observation about these channels.



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(f) Movie Channels

Name the movie channels	Type of programmes in these channels	Name any particular group (like children or youngsters) in your family or neighbourhood who prefer these channels	Any interesting observation about these channels.

CONCLUSION

1. Name the category of channels which gave importance to informative programmes
2. Which channels had fiction based programmes?
3. Which of these channels had more live shows?
4. Which type of channels was preferred by children in your neighbourhood?



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PRACTICAL 9

OBJECTIVE:

To explore different forms of advertising and collect various kinds of print advertisements to be pasted in a scrap book.

INTRODUCTION:

You have read about the origin of advertising in Lesson number 17. You have also learnt about the history of advertising in India and its various classifications. Let us now, use that knowledge and create a scrap book of advertisements from various print forms around us.

PROCEDURE:

- i) Collect 2 samples of the following:
 - a) A handbill
 - b) A poster
 - c) A leaflet
 - d) An advertisement from a newspaper
 - e) An advertisement from a magazine
 - f) A pamphlet
- ii) Paste them neatly in a scrap book or file.
- iii) Label them according to the category of advertising you learnt in lesson 17.



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iv) Record your observation in the following table.

Table 9.1 : Observation Table

S. No.	Sample	Description	What has been advertised?	Category of advertisement
Example	Handbill	A yellow 6 x 4 inch thin sheet of paper, with words written in black ink	A ladies beauty parlour and mehndi learning centre	A service

CONCLUSION

Answer the following questions based on your observations from the practical.

1. What are the most common products advertised? Give 5 examples.
2. How is a handbill different from a magazine ad? List 2 differences.
3. What are the most common services advertised? Give 3 examples.



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PRACTICAL 10

OBJECTIVE :

To understand the concept of product public relations

INTRODUCTION :

You may recall having studied that public relations is a multifaceted activity involving different organizations and publics in Lesson 19. You have also learnt how public relations activities are launched to sell a product. This practical will help you to understand the concept of product public relations.

PROCEDURE :

1. Identify from your neighbourhood the following :
 - a) a fairly large supermarket **and/or**
 - b) an exhibition
2. Visit the supermarket/ exhibition atleast a few times to be able to make your observations very carefully for this practical activity.
3. Record your observations in the table given below.

Table 10.1: Observation Table

Number of visits	Product/s seen	Method/s used to sell the products
Visit 1	1.	a)
		b)
		c)
	2.	a)
		b)
		c)
	3.	a)
		b)
		c)



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Visit 2	4.	a)
		b)
		c)
	5.	a)
		b)
		c)
	6.	a)
		b)
		c)
Visit 3	7.	a)
		b)
		c)
	8.	a)
		b)
		c)
	9.	a)
		b)
		c)

CONCLUSION

On the basis of your observations, you can answer the following questions:

1. Was the same product being sold using different methods? What were the methods?
2. Did any of the methods used to sell a product appeal to you ? Which one?
3. Were you given samples of the product/s ?
4. Did you buy any of the product/s immediately ? Yes/No. Justify your answer.
5. Or did you go back later to buy any of the products? Why?
6. Did you talk about the product /s which interested you to others? Why?



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PRACTICAL 11

OBJECTIVE :

To familiarize yourself with the process of accessing various facilities offered by an organisation through its website, without visiting their office in person.

INTRODUCTION :

You may recall having learnt about the internet and the way it connects various computers and enables you to access any information from anywhere in the world. You have also studied about the new media product called the website. This practical will help you understand how a website offers access to information to its users and the way you can enquire and avail different travel facilities online.

PROCEDURE :

This year, as you have scored quite well in your examination and have also excelled in sports, your parents have decided to take you for a holiday. But as your father is preoccupied with some work and cannot go to the railway enquiry office, he has entrusted you with this task of noting down all the details about your forth coming trip to your dream destination.

1. Select a place of your choice where you would like to spend your holidays with your family.
2. Visit the website of Indian Railways and make a list of facilities being offered to the passengers.
3. Identify the trains that go from the place you stay at, to your dream destination.
4. Note down the number of days/time it will take you to reach the place of your choice.
5. Also note the cost of each ticket and then calculate the total cost for travelling to your destination by Indian Railways.
6. Record your observations in the table given below.

Table 11.1 Dream destination

Preference 1 :

Preference 2 :

Preference 3 :



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Table 11.2

Facilities being offered by Indian Railways to its passengers

- a)
- b)
- c)
- d)
- e)

Table 11.3

FROM	TO	TRAIN'S NAME	TIME OF DEPARTURE	TIME OF ARRIVAL	TRAVEL DURATION
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Table 11.4

Cost of Ticket	No. of Tickets Required	Total Cost
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CONCLUSION

- (1) How did you select a place to visit for a holiday? Is choice the only criteria or did you also take into account the easiest route to reach your destinations? Did the cost factor also play a crucial role in deciding this ?
- (2) While doing this practical activity, you would have listed the trains that go to a particular place and worked out the duration of reaching a particular location as well as the cost of buying the tickets. Did you find it easier to do all these online through a website or would you prefer visiting the railway reservation counter in person.
- (3) What is the name given to the online railway booking facility in India?
- (4) Do you have any suggestions to make the online railway booking facility more efficient?



Notes

PRACTICAL 12

OBJECTIVE :

To understand the process of opening an email account, sending emails from one account to other and accessing the emails received by you.

INTRODUCTION :

You may recall having learnt about the easy and fastest mode of sending and receiving information through the internet. You have also studied about the interactive nature of new media. The practical exercise will help you get familiarized with the process of opening an email account and the way you can use it to send and receive emails.

PROCEDURE:

1. Go to a nearby cyber café where you can access the internet. You can also use it at your own home if you have this facility.
2. Log on to any of the websites that offer email services like yahoo, rediffmail, hotmail, gmail or any other.
3. Click on the 'sign up' option on the website and fill in the details asked there to open up an email account.
4. Repeat this process to open up another email account.
5. From one email account, send an email mentioning about the trip your family has planned in the vacations to the other email account.
6. Log out from the account from which you have sent the email and then log in to the other account to check if you have received any email.
7. Go to the inbox, check the new mail you have received and send a reply to that email account thanking for the mail sent to you.
8. Log out from the account.



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CONCLUSION :

On the basis of the practical exercise that you did, you can answer the following questions:

1. Which is the easier way to send a letter - posting it through a post office or sending an email? Which one will you choose and why?
2. How much time did an email take to reach one email account from another.
 - a) less than 2 minutes
 - b) Half an hour
 - c) One day
3. Explain the process of sending and receiving emails by using internet to a friend.



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PRACTICAL 13

OBJECTIVE:

This activity will help you to understand how to communicate effectively through traditional media.

INTRODUCTION:

In your lessons on traditional media, you have seen that traditional media can be used to communicate socially relevant messages. Let us now do a practical activity to learn more about this.

PROCEDURE:

1. Identify a social problem in your neighbourhood.
2. Formulate a message which will have a positive impact on the issue.
3. Identify a traditional media form which can be used to effectively convey the message.
4. Form a team of performers.
5. Do a performance before an audience. Give a questionnaire to the audience before the performance. This questionnaire should be able to identify the attitude of the audience towards the social issue before the performance.
6. After the performance, give another questionnaire to the audience with questions about their attitude to the same social issue after the performance.
7. Using the table given below try to find out if there is any difference in attitudes before and after the performance.

Name	Attitude to the social issue before the performance	Attitude to the social issue after the performance
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AUDIENCE NO. 1

AUDIENCE NO. 2



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AUDIENCE NO. 3

AUDIENCE NO. 4

AUDIENCE NO. 5

AUDIENCE NO. 6

AUDIENCE NO. 7

AUDIENCE NO. 8

AUDIENCE NO. 9

AUDIENCE NO. 10

AUDIENCE NO. 11

AUDIENCE NO. 12

CONCLUSION

1. Did the performance bring about any change in the attitude of the people on the social issue that was selected ?
2. Based on your experience can you suggest how traditional performances can be used to convey social messages?



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PRACTICAL 14

OBJECTIVE:

This activity will help you to understand the nature of a traditional media form and its function in society.

INTRODUCTION:

In our lessons on traditional media, we have studied about a wide variety of traditional media forms. Let us now identify one such media form and try to understand its different aspects.

PROCEDURE:

1. Identify a traditional media form which is practised in your neighbourhood.
2. Watch a couple of performances.
3. Interact with the artists. You can prepare a list of questions to ask them.
4. Interview a few members of the audience with a list of prepared questions.
5. List your observations in the table given below.

Table 14.1: Observation Table

1	Name of the traditional media form	
2	Give a brief description of its history	
3	What are the general themes in the performances?	
4	Language of the performance	
5	Is there a particular time or season for the performances to happen? If so, list them	
6	Do the artists use any instruments? List the instruments.	



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7	How many people were present for the performances? Is it popular?	
8	Where do the performances generally happen? Is there any particular location?	
9	Who are the performers? Do they make a living out of the performance?	
10	What does the audience think of the performance? Does it influence them in any way?	
11	Can the performances be useful to society? If so, how?	

CONCLUSION

1. List three important characteristics of the traditional media form, you have identified.
2. What function does the performance serve in society?



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PRACTICAL 15

OBJECTIVE:

To understand the stages involved in making a photograph as well as to observe the various equipments used in a studio.

INTRODUCTION:

You may recall having studied about the use of cameras, computers and other such items in the process of making a photograph. This practical shall make you understand the use of various photography equipment in a studio and shall give you an idea of the stages from clicking a picture to printing it. (Carefully make observations during your visit to carry out this activity).

PROCEDURE:

1. Visit a photo studio and observe and identify the role of the following:
 - a) Camera
 - b) Lights
 - c) Computer (If the photo is taken through a digital camera).
 - d) Printing machine.
2. Mention the name and manufacturer of the following which you saw in the photo studio:

	<i>Name</i>	<i>Manufacturer</i>
a) Camera		
b) Lights		
c) Computer (If photo is taken through a digital camera)		
d) Printing Machine		



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CONCLUSION:

Conclude by answering the following questions:

1. Name the photo studio you visited to get yourself photographed.
2. What is the use of a computer in the process of making the photograph?
3. What other products relating to photography did you see in the photo studio?
4. Was the camera used to take your photograph a digital camera or a film camera?
5. Write a short description of your visit to the photo studio.



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PRACTICAL 16

OBJECTIVE

To understand the process of classifying photographs in various categories of photojournalism as well as trying to tell a story through a series of photographs.

INTRODUCTION

You may recall having read about various categories of photojournalism. This practical will help you understand that classification better. You will also be exposed to photographs that are well composed and framed because they are taken by experts. This will help you relate to the topic on framing in the lessons.

PROCEDURE

1. Collect a few newspapers and magazines.
2. Look for pictures from any one of the topics mentioned below:
 - a) Political Leaders
 - b) Conflict (War, riot etc.)
 - c) Entertainment
 - d) Sports.
3. Choose five best pictures which relate best to your chosen topic.
4. Prepare a photo album by pasting these five photos on separate card board.
5. Note down your observations in the table given below.

Table 16.1: Observation Table

Photograph	Short description of the photograph
1)	
2)	
3)	



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4)

5)

CONCLUSION

- a) How many pictures in the photo feature are black and white and how many are coloured ?
- b) Which is your favourite photo and why?
- c) Which category of photojournalism will you put your photo feature in?
- d) What do you understand by good composition? Explain by citing examples from your photographs ?
- e) Which magazine or newspaper according to you carries out the best pictures pertaining to photojournalism ?