

35. MASS MEDIA STUDIES

(Code No. 072)

Rationale

In the last two decades changes of phenomenal proportion have occurred in the field of Mass Media Studies. Mass Media has 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 has become an indispensable part of life at the national and local level. It has become an important factor in shaping young minds.

Objectives

- Introduction to the comprehensive understanding of the five principles of Mass Media viz, Film, TV, Print, Radio and New Media
- Introduction to the evolution of Mass Media
- To understand how the content and presentation 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 newsprint, radio, television production, filmmaking and the internet
- Introduction to the organization of media and entertainment industries - the financial and commercial aspects.
- 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, democracy 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 - ACADEMIC ELECTIVE (Code No. 072) 2017-18

S. No.	Units	Periods	Marks
1	Introduction of Mass Communication	30	35
2	Understanding Fiction and Non-fiction	40	
3	Evolution of the Media in India	30	25
4	Role of Advertising in Mass Communication	20	
5	Introduction to the Production Process (Idea to Product - The Process)	40	20
6	Production Skills (Project)	40	10
7	Portfolio Assessment (Project)	40	10
		240	80+20=100

UNIT-1: INTRODUCTION TO MASS COMMUNICATION**30 Periods**

- Definition and functions of Mass Media and Mass Communication
- Aspects of Mass Communication
- Impact of Mass Communication on psyche and society
- Barriers to Communication
- A brief history of Mass Media

UNIT-2: UNDERSTANDING FICTION AND NON-FICTION**40 Periods****Understanding Fiction**

- Story as a self content world
- Story as a subjective experience
- Content of a story
 - Theme/subject
 - Plot, time and space
 - Characters
- Techniques of story telling
 - Description
 - Dialogue
 - View point
- Genre of a story
 - Fable, Myth, Legend, Short story

Understanding Non-fiction**Print**

- News and reporting - the approaches and formats - news story, feature, article, interview

Film and TV

- Defining Non- fiction

The approaches to reality

- Recording of an event/occurrence/personality/issue
- Making a reportage of an event/occurrence/personality/issue
- Documenting of an event/occurrence/personality/issue involving research and bringing out different views

Reporting and documenting skills for Radio 103**UNIT-3: EVOLUTION OF THE MEDIA IN INDIA****30 Periods****Cinema in India****a) Hindi Cinema**

- DG Phalke and silent era
- Coming of sound, Studio era, Post-Independence era

b) Satyajit Ray and non-mainstream cinema

Television in India

- Doordarshan in the first phase of local stations and black and white transmission

Site Experiment

- Colour television, AASUAD 1982-Satellite Transmission (INSAT)
- Beginning of private producers working for Doordarshan - the age news programmes like The World This Week and soap operas like Hum Log
- 1992 the entry of private channels
- The spread of channels today
- Development of print journalism in India
- Pre and post-independence development of radio in India
- Pre and post-independence evolution of the internet in India

UNIT-4: ROLE OF ADVERTISING IN MASS COMMUNICATION

20 Periods

- The need for advertising and advertising as an engine of growth
- Types of advertising (product services, classified, public services, industrial, corporate)
- Principles of advertising and code of advertising standards

UNIT-5: INTRODUCTION TO THE PRODUCTION PROCESS (IDEA TO PRODUCT - THE PROCESS)

40 Periods

1. Print

- Planning
- Writing
- Editing
- Designing

2. Radio

- Planning and recording
- Editing and transmission

3. TV

- Pre-shooting stage
- Shooting stage
- Post shooting stage

4. Film

- Pre-shooting stage
- Shooting stage
- Post shooting stage

5. Internet

- Planning, creating and delivering

UNIT-6: PRODUCTION SKILLS (PROJECT)**40 Periods****Fiction**

- Developing an idea into a story through synopsis, treatment and screenplay
- Shooting/Recording
- Post-production

Non-Fiction

- Developing an idea into a script for a documentary through research
- Shooting/Recording
- Post-production

UNIT-7: PORTFOLIO ASSESSMENT**40 Periods**

QUESTION PAPER DESIGN

Mass Media Studies

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CLASS-XI (2017-18)

Time: 3 Hours

Max. Marks: 80

S. No.	Typology of Questions	Learning outcomes & testing skills	Very Short Answer (VSA) (1 Mark)	Short Answer -I (SA-I) (3 Marks)	Short Answer -II (SA-II) (4 Marks)	Long Answer (LA) (5 Marks)	Essay Type (6 Marks)	Total Marks	% Weigh tage
1	Remembering- (Knowledge based Simple recall questions, to know specific facts, terms, concepts, principles, or theories; Identify, define, or recite, information)	Reasoning Analytical skills Critical skills	2	1	1	1	-	14	17%
2	Understanding- (Comprehension -to be familiar with meaning and to understand conceptually, interpret, compare, contrast, explain, paraphrase, or interpret information)		2	2	1	-	1	18	23%
3	Application (Use abstract information in concrete situation, to apply knowledge to new situations; Use given content to interpret a situation, provide an example, or solve a problem)		2	1	1	1	1	20	25%
4	High Order Thinking Skills (Analysis & Synthesis- Classify, compare, contrast, or differentiate between different pieces of information, Organize and/or integrate unique pieces of information from a variety of sources)		2	1	2	-	1	19	24%
5	Evaluation- (Appraise, judge, and/or justify the value or worth of a decision or outcome, or to predict outcomes based on values)		-	-	1	1	-	09	11%
	TOTAL- 2 projects (10 marks each) 20 marks		8×1 =8	5×3 = 15	6×4 =24	3×5 =15	3×6 =18	80(25) (project) (20)	100%
	Estimated Time (in inutes)		10 min	20 min	50 min	35 min	50 min	165 min + 15 min. for revision	