

Mass Media Syllabus for Class 11 (2018 - 2019)**Term 1:****UNIT-1: INTRODUCTION TO MASS COMMUNICATION**

- . 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

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

Term 2:**UNIT-3: EVOLUTION OF THE MEDIA IN INDIA**

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

. 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)**

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

Practicals for term 1 and term 2:**UNIT-6: PRODUCTION SKILLS (PROJECT)**

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

- . Portfolio Assessment and Apprenticeship

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