

Mass Media Syllabus for Class 12 (2018 - 2019)**Term 1:****UNIT-1: UNDERSTANDING THE LANGUAGE OF THE MEDIUM**

Chapter I: Media Literacy

Chapter II: Aspects of Film Language

Chapter III: Content Analysis of TV Programmes

Chapter IV: Content Analysis of Radio Programmes

Chapter V: Content Analysis of Newspapers and Periodicals

Chapter VI: Features of the Internet

UNIT-2: EVOLUTION OF THE MEDIA (GLOBAL)

Chapter I: The Evolution of International Cinema

Chapter II: The Evolution - International Television

Chapter III: The Evolution of Print Media

Chapter IV: The Evolution of Radio

Chapter V: Evolution of the Internet

Term 2:**UNIT-3: CONVERGENCE OF THE MEDIA**

Chapter I: Independence and Inter-convertibility of Media

Chapter II: Convergence and the New Possibilities of Communication

UNIT-4: SELLING/MARKETING/EXHIBITING A PRODUCT THROUGH ADVERTISING (The Case Study Approach)

Chapter I: Profile of a Product

Chapter II: The task of Advertising

Chapter III: The Available Media

Chapter IV: Forms of Advertising

Practical's for Term 1 and Term 2:**UNIT-5: GRAPHIC DESIGN AND MULTIMEDIA APPLICATIONS**

Chapter I: Introduction to multimedia

Chapter II: Text

Chapter III: Still in Age

Chapter IV: Video Application

Chapter V: Sound

UNIT-6: PRODUCTION SKILLS

Project - Non-Fiction: Students will conceive, write, direct and edit a non-fiction film project of 3-5 mins duration.

UNIT-7: PORTFOLIO ASSESSMENT

Portfolio Assessment and Apprenticeship

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