

# **MASS MEDIA AND COMMUNICATION-318**

## **MASS MEDIA AND COMMUNICATION SYLLABUS FOR CLASS 12**

# MASS MEDIA AND COMMUNICATION-318

Note:

There will be one Question Paper which will have 50 questions out of which 40 questions need to be attempted.

(ii) Recording Radio Programmes

## 1. Communication

(i) Culture and Communication

*What is culture? Relationship between culture and mass media; communication in the cultural context; media as a vehicle of cultural transmission; representation and stereotyping in Mass Media.*

(ii) Communication and Social Change

*Social change: meaning; media as a catalyst for social change (with examples of various social movements).*

## 2. Journalism

(i) Qualities of a good Journalist.

*An understanding of the following: a nose for News, inquisitiveness, language skills, trustworthiness, and empathy.*

(ii) Ethical Issues in Journalism.

*A brief understanding of each of the following with examples: sensationalism, fake news, paid news, plagiarism, advertorials, partisan reporting, and sting operations.*

## 3. TV

### A. Advertising

- (i) Advertising concepts & process,
- (ii) Functions of Advertising,
- (iii) Types of Advertising (Cross promotions, Merchandise, Convert Advertising),
- (iv) Forms of Advertising

### B. Film

- (i) Pre-Shooting stage.
- (ii) Shooting Stage.
- (iii) Post-Shooting Stage.

## 4. Radio

(i) Writing for Radio

*Characteristics of a Radio Script: conversational language, active voice, simple sentences, avoidance of technical jargons, and capability of creating imageries.*

*Brief understanding of the radio studio and transmission equipment: types of microphones; amplifier, sound mixer, speakers; audio recording.*

(iii) Radio Jockeying

*Role of a radio jockey; skills required: command on language (spoken and written), connectedness with the audience; knowledge about the recording equipment.*

## 5. Cinema

(i) History of Cinema

*A brief understanding of the early experiments done by the following: Lumiere Brothers, John Grierson, Robert Flaharty and Dada Saheb Phalke.*

(ii) Cinema Genres.

*Defining genre theory; an understanding of the various types of genres (with suitable examples): action, westerns, comedy, crime, drama, fantasy/sci-fi, historical, animation, romance and musical.*

(iii) Cinema and Social Change.

*Parallel Cinema movement in India: Issues depicted and low budget production process (with reference to examples such as Shyam Benegal's Manthan).*

## 6. Social Media

(i) Definition of social media.

(ii) Types of social media platforms.

*Self-explanatory.*

(iii) Role of social media in democracy.

*Role of social media in creating collective identities with reference to sharing of information; cyber activism (with suitable examples)*

(iv) Cyber Crime.

*An understanding of online bullying; stalking; trolling; online frauds.*

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(v) Netiquettes.

*Meaning and importance of netiquettes; an understanding of netiquettes such as: identification of oneself; respect for others' privacy, use of appropriate language and imagery; do not spam.*

## 7. New Media

- (i) Internet as the meeting point of all the mass media.
- (ii) Broadcasting
- (iii) Mass communication model of a few transmitting to a vast number of receivers.
- (iv) Gigantic organization.
- (v) Huge technical infra-structure
- (vi) Large scale revenue.
- (vii) The changed paradigm due to the Internet.
- (viii) Empowering an individual to post data on the Internet.
- (ix) Information, message in one medium triggering off activity in the others.
- (x) Many sources of the same information.
- (xi) Distribution of the information between individuals on an unprecedented global scale.
- (xii) Rapidity of opinion generation on a local, national and global scale.
- (xiii) The socio-political implications of the new information order.
- (xiv) The Strengthening of democracy.
- (xv) Emerging trends in Mass Communication