MASS MEDIA & COMMUNICATION (879)

CLASS XI

There will be two papers in the subject:

Paper I: Theory: 3 hours ------ 70 marks
Paper II: Project Work: ------- 30 marks

PAPER I (THEORY) – 70 Marks

Part I (20 marks) will consist of compulsory short answer questions testing knowledge, application and skills relating to elementary / fundamental aspects of the entire syllabus.

Part II (50 marks) will consist of eight questions out of which the candidates will be required to answer five questions, each carrying 10 marks.

1. Communication
   (i) Understanding Communication
       Definition and nature of communication: it is both a science and an art.
   (ii) Levels of Communication transactions.
       Intrapersonal Communication: definition, understanding Self as a concept; Self disclosure and Self-esteem: meaning only.
       Interpersonal Communication: definition, types and functions.
       Group Communication: definition and types (small and large group communication).
       Mass Communication: definition and functions.

2. Basics of Journalism
   (i) Understanding News
       Definition of news; Hard News Vs Soft News.
   (ii) Components of News
       Definition of each of the following with suitable examples: Accuracy, attribution, fairness, clarity and brevity.
   (iii) Reporting and Editing Techniques:
       (a) Inverted Pyramid
           Introduction/Lead (the most important information) Nutgraph, Body and End;
           The 5 Ws and H in the Lead (To be done with examples);
           An understanding of the following with reference to reporting a news story:
           What - What does it mean? What should I know?
           Why - Why now? Why is it important?
           Where - Where is this decision coming from? Where/what locations will it affect? Where can I get more information?
           When - When is this happening/happened?
           Who – Whose story is it? Who made the decision? Who’s in charge? Who does it impact?
           How - How was the decision made? How will it be implemented? How will communications flow internally and externally?
       (b) Headlines
           Characteristics and impact of headlines with suitable examples.
           Writing a headline - Factors to be kept in mind: should be catchy, concise, not misleading, to be written in active voice, articles to be avoided.

3. Radio Programs
   Types of radio programmes
   An understanding of each with reference to how these are scripted: news bulletins, talk shows,
interviews, announcements: commercial and public service, documentaries, dramas, features, commentary, radio jingles, commercial, public service and music based.

4. Programs for Television

Types of Television Programmes: Fiction and Non-Fiction

Difference between fiction and non-fiction. Non-fiction: news bulletins, interviews, documentaries; Fiction: soap operas, lifestyle shows, reality shows, animation.

5. Public Relations

Understanding Public Relations.

Definition; Role of Public Relations: to generate goodwill; build a brand image; aid in advertising and sales promotion; crisis management; media management; Responsibility of a Public Relations Officer.

6. New Media

Definition of new media, types (websites, apps, podcasts, smartphones) and their characteristics; advantages and disadvantages of new media.

Self-explanatory.

PAPER II: PROJECT WORK - 30 MARKS

Candidates will be required to have completed two projects from any topic covered in Theory.

The written outcome of the project should be structured as given below:

For written projects:

(i) Abstract: it must contain the following information:
   (a) Reason for choosing the topic.
   (b) Methods and material used.
   (a) The main essay must follow the structure given below:
   (b) Background and context – to be discussed very briefly.
   (c) Explanation of the theme and the issue.
   (d) Analysis and critical evaluation.
   (e) Conclusion.

(ii) References/ bibliography: a list of all material referred to for the project (including print, electronic, oral & audio-visual material).

(iii) Appendix: optional, only if it is crucial for a better understanding of the project essay.

For audiovisual projects:

(i) Abstract: it must contain the following information:
   (a) Reason for choosing the topic
   (b) Methods and material used

(ii) Communication strategy: theme, title, primary audience, message (if any), language.

(iii) References/bibliography: a list of all materials referred to for the project (including print, electronic, oral & audio-visual material).

(iv) Appendix – optional, only if it is crucial for the better understanding of the project essay.

List of suggested assignments for Project Work:

(i) Select any two mainstream newspapers. Do an analysis of all the news stories on the front pages of these newspapers with reference to inverted pyramid, headlines, and photographs used.

(ii) Create a photo essay on a theme of your choice, with suitable captions.

(iii) Analyse advertisements in print and electronic media. Discuss stereotyping in advertisements vis a vis gender.

Write a radio script for any one of the following:

   (a) Prime time News bulletin.
   (b) Radio drama based on a short story.
   (c) Radio feature on an event in your school.

(iv) Develop a Public Relations strategy to handle a forthcoming crisis in your school, neighbourhood or peer group. Identify various steps in management of the crisis. This can be based on an issue or an event. Prepare a detailed strategy on a chart for class presentation.