

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) Definition of journalism

- (ii) Understanding News

Definition of news; Hard News Vs Soft News.

- (iii) Components of News

Definition of each of the following with suitable examples: Accuracy, attribution, fairness, clarity and brevity.

- (iv) 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.

- (v) Photo Journalism (with reference to print media)

Definition; importance of photographs in a news story;

Photo essays: an understanding of photo essay as a visual depiction of an event/issue.

Writing Captions for photographs.

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.