



D.A.V. PUBLIC SCHOOL, NEW PANVEL

Plot No. 267, 268, Sector-10, New Panvel,

Navi Mumbai-410206 (Maharashtra).

Phone 022-27468211, 27451793

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SYLLABUS PLANNING (2017-2018)

SUBJECT- MASS MEDIA STUDIES

STD: XI

Month	No.of Teaching Days	Topics	No.of periods	Weightage
APRIL	7	Orientation	1	
		Introduction to mass communication		3
		1. Introduction to media	2	1
		2. Aspects of mass communication	2	1
		3. Impact	2	
JUNE	24	Understanding fiction and non fiction		
		1. Barriers	3	3
		2. Story of Mass Media	4	1
		3. Story as a self content world	4	1
		4. Story as a subjective experience	4	3
		5. Content of a story	4	2
		6. Techniques of story telling	5	3
			4	10
JULY	25	Evolution of media in India		
		1. Genre of a story Non-fiction	5	5
		2. Indian cinema the beginning	6	5
		3. Television in India	6	4
		Revision & I unit test	5	4
			9	
AUGUST	17	Evolution of media in India		
		1. Development of Press	5	1
		2. History and development of radio	6	4
		3. Evolution of internet in India	6	3
			6	3

Month	No.of Teaching Days	Topics	No.of periods	Weightage
SEPTEMBER	22	Role of advertising in mass communication 1. Need of advertising 2. Types of advertising Revision and I Term exam	4 3 15	
OCTOBER	12	1.Principles of advertising Introduction to production process 2.Film 3.Television	3 4 5	3 3 2
NOVEMBER	24	Production skills 1.Print 2.Radio 3.Internet 4.Fiction Revision for II unit test	3 3 5 3 10	1 1 10
DECEMBER	23	Production skills 1. Completion of Portfolio Revision and II unit test	7 16	
JANUARY	24	Revision & Preliminary Examination Revision & Annual Examination	24	
FEBRUARY	18	Revision & Annual Examination	18	
Total	196		196	80



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SYLLABUS PLAN (2017-2018)

PRACTICAL

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Month	No. Of periods for practical	Experiment/topic
April	6	Power point presentation on communication skills with composed sound track. Production skills (pre production)of the documentary.(pre shooting).
June	6	Message development on face book to spread social awareness. Find out different types of educational sites on internet. Discussion about it in a symposium production skills (post production)of the documentary
July	4	Malgudi days (mithaiwala)
August	6	Malgudi days((swami and friends). Peepli live (movie)
September	4	Term Examination
October	6	Three idiots. (movie)
November	4	Documentary Making
December	4	Documentary Making
January	6	Documentary Making



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SYLLABUS PLAN (2017-2018)

ACTIVITIES

SUB: MASS MEDIA STUDIES.

STD: XI

Month	Activities
April	Script writing of the short story- giving a different end to the story. Article writing-impact of television. Collecting information on aliens and make a note and stick pictures in the portfolio.
June	Recall any real life incident or a film to show as a language barrier in communication. Write an article.
July	Find information regarding birth of newspapers in India. Make a list of a genre of both - fictions and non- fiction. Write a letter to one of the most appealing character according to you from the stories you have come across in your text.
August	Choose any film maker and write a biography on him / her with pictures to be pasted in your portfolio. Compare news telecasted on Doordarshan and other news channels on the same day and write the same news in your own words.
September	Designing a greetings card for Teacher's Day Write a radio script and present a radio show of five minutes. Write a checklist along with a list of properties required for shooting.
October	Guest Lecture (Radio)
November	Completion of Documentary
December	Completion of Portfolio