



D.A.V. PUBLIC SCHOOL, NEW PANVEL

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

Navi Mumbai-410206 (Maharashtra).

Phone 022-27468211, 27482276

E-mail – davnewpanvel@gmail.com, www.davnewpanvel.com

SYLLABUS PLAN 2017-18

SUBJECT: MASS MEDIA STUDIES

STD – XII

Month	No. of Working days	Units	No. of periods	Weightage
MARCH	7	<ul style="list-style-type: none"> • ORIENTATION • Understanding the language of the medium 1. Media Literacy 	1 6	4
APRIL	22	Media Literacy (contd)	8	4
		2. Aspects of Film Language	8	
		3. Content analysis of T.V programmes	6	
JUNE	24	4. Content analysis of Newspapers and periodicals	4	2
		5. Content analysis of Radio programmes	4	2
		6. Features of the Internet	4	2
		<ul style="list-style-type: none"> • Production skills 1. Project-Non-fiction • Revision for I Unit Test 	12	10
		Revision & I Unit test	6	
		JULY	25	<ul style="list-style-type: none"> • Evolution of media 1. The Evolution of International Cinema 2. The Evolution of International T.V
1. The Evolution of Print Medium 2. The Evolution of Radio 3. Evolution of Internet • Portfolio	4 4 4 5			3 3 3
AUGUST	17			
September	22	<ul style="list-style-type: none"> • Convergence of Media 1. Independence and Inter-Convertibility of the Media Revision and I Term Examination	7 15	9
Month	No. of working days	Units		Weightage

OCTOBER	12	<ul style="list-style-type: none"> • Convergence of Media (contd...) 	4	9
		<ol style="list-style-type: none"> 2. Independence and Inter-Convertibility of the Media -Literature 		
		<ol style="list-style-type: none"> 3. Convergence and the New possibilities of Communication 	5	9
		<ul style="list-style-type: none"> • Selling/Marketing /Exhibiting a product through advertising 	3	4
		<ol style="list-style-type: none"> 1. Profile of a product 		
NOVEMBER	24	<ol style="list-style-type: none"> 2. The task of advertising 	2	4
		<ol style="list-style-type: none"> 3. The available media 	2	4
		<ol style="list-style-type: none"> 4. Forms of advertising 	2	5
		<ul style="list-style-type: none"> • Graphic design Multimedia application 	3	10
		<ul style="list-style-type: none"> • Portfolio 	2	10
		Revision & Preparatory Examination	13	
DECEMBER	23	Preparatory Examination (contd..)	23	
JANUARY	24	Revision & Preliminary Examination	12	
		& Revision for Annual Examination	12	
FEBRUARY	12	Revision for Annual Examination	12	
TOTAL	212		212	80+20=100



D.A.V. PUBLIC SCHOOL, NEW PANVEL

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

Navi Mumbai-410206 (Maharashtra).

Phone 022-27468211, 27482276

E-mail – davnewpanvel@gmail.com, www.davnewpanvel.com

SYLLABUS PLAN PRACTICAL 2017-18

SUBJECT: MASS MEDIA STUDIES

STD – XII

Month	No. of Periods For Practical	Experiment/Topic
MARCH	02	<ul style="list-style-type: none">• Production Skills and graphic design and multimedia application with composed sound track. Production Skills (Pre-Production) of the Documentary.
APRIL	08	<ul style="list-style-type: none">• Analysis of Newspaper
JUNE	08	<ul style="list-style-type: none">• Malgudi Days. (Swami and Friends).• Analysis of radio programme.
JULY	08	<ul style="list-style-type: none">• Analysis of T.V programme.• Newsletter
AUGUST	06	<ul style="list-style-type: none">• Editing and final submission of the documentary.• Harishchandrachi Factory (Movie Review)
SEPTEMBER	06	Revision for First Term Examination
OCTOBER	04	Humlog (Serial Review)
NOVEMBER	08	<ul style="list-style-type: none">• Bicycle Thief. (Movie Review) Advertisement
DECEMBER	08	Revision
JANUARY	08	Revision
Total	66	20 Marks

D.A.V. PUBLIC SCHOOL, NEW PANVEL

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

Navi Mumbai-410206 (Maharashtra).

Phone 022-27468211, 27482276

E-mail – davnewpanvel@gmail.com, www.davnewpanvel.com

SYLLABUS PLAN PRACTICAL 2017-18

SUBJECT: MASS MEDIA STUDIES

STD – XII

Month	Activities for MMS
APRIL	<ul style="list-style-type: none">• A Radio Script- For social awareness -Girl Child.• Watch 'No one killed Jessica' Collect information about Jessica murder case and add it to your portfolio.• Prepare a story board of your documentary.
JUNE	<ul style="list-style-type: none">• Watch the climax of Zindagi na milegi dobara and analyse the scene in writing and add it to your portfolio.• Watch any serial of your choice and analyse it under the following a) Genre, audience, time slot, content,/ theme, time set, main plot and sub plot. Also write about the impact the serial had on you. Symposium on 'Change in India over the bygone decade.'
JULY	<ul style="list-style-type: none">• Listen to the radio play, War of World and analyse it.• Newspaper analysis under the following – broadsheet, tabloid.• Events in Egypt – Collecting information about the people's revolution against the President.• Watch Hollywood films on various genres like comedy, tragedy, action and art. Write an article and paste related pictures in your portfolio.
AUGUST	<ul style="list-style-type: none">• Prepare a presentation on 'Celebration of Independence Day'.• Television Coverage on any event that has made an impact on people. Eg. Gulf war, IPL 2012, Assassination of Indira Gandhi, Vietnam war of 1960.
SEPTEMBER	<ul style="list-style-type: none">• Advertisement in newspaper and advertisement on NET – analyse.
OCTOBER	<ul style="list-style-type: none">• News letter
NOVEMBER	<ul style="list-style-type: none">• Compare and contrast paintings of different periods• Compare print work and other media work –T.V, Film
DECEMBER	<ul style="list-style-type: none">• Completion of the Documentary
JANUARY	<ul style="list-style-type: none">• Final Practical
FEBRUARY	<ul style="list-style-type: none">• Revision

: