



## D.A.V. PUBLIC SCHOOL, NEW PANVEL

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

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### SYLLABUS PLAN 2018-19

**SUBJECT: MASS MEDIA STUDIES**

**STD – XII**

Month	No. of Working days	Units	No. of periods	Weightage
MARCH	8	<ul style="list-style-type: none"> <li>• <b>ORIENTATION</b></li> <li>• <b>Understanding the language of the medium</b></li> </ul> 1. Media Literacy	1 7	4
APRIL	23	Media Literacy (contd)	8	4
		2. Aspects of Film Language 3. Content analysis of T.V programmes	8 7	4
JUNE	20	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"> <li>• <b>Production skills</b></li> </ul> 1. Project-Non-fiction	3	10
		<ul style="list-style-type: none"> <li>• Revision for I Unit Test</li> </ul>	5	
JULY	23	Revision & I Unit test	6	
		<ul style="list-style-type: none"> <li>• <b>Evolution of media</b></li> </ul> 1. The Evolution of International Cinema	8	4
		2. The Evolution of International T.V	9	4
AUGUST	23	1. The Evolution of Print Medium	4	3
		2. The Evolution of Radio	4	3
		3. Evolution of Internet	4	
		<ul style="list-style-type: none"> <li>• Portfolio</li> </ul>	5	
		<ul style="list-style-type: none"> <li>• <b>Convergence of Media</b></li> </ul> 1. Independence and Inter-Convertibility of the Media	6	9
September	19	2. Independence and Inter-Convertibility of the Media	5	9
		Revision and I Term Examination	14	

Month	No. of working days	Units		Weightage
OCTOBER	24	3. Independence and Inter-Convertibility of the Media -Literature	11	9
		4. Convergence and the New possibilities of Communication	3	4
		<ul style="list-style-type: none"> <li>• <b>Selling/Marketing /Exhibiting a product through advertising</b></li> </ul> 1. Profile of a product	10	
NOVEMBER	15	2. The task of advertising	2	4
		3. The available media	2	4
		4. Forms of advertising	2	5
		<ul style="list-style-type: none"> <li>• <b>Graphic design</b></li> </ul> Multimedia application	2	10
		<ul style="list-style-type: none"> <li>• Portfolio</li> </ul>	4	
		Revision & Preparatory Examination	3	
DECEMBER	19	Preparatory Examination (contd..)	19	
JANUARY	23	Revision & Preliminary Examination	12	
		& Revision for Annual Examination	11	
FEBRUARY	12	Revision for Annual Examination	12	
TOTAL	209		209	80



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### SYLLABUS PLAN PRACTICAL 2018-19

**SUBJECT: MASS MEDIA STUDIES**

**STD – XII**

Month	No. of Periods For Practical	Experiment/Topic
APRIL	8	<ul style="list-style-type: none"><li>• Production Skills and graphic design and multimedia</li><li>• Analysis of Newspaper</li><li>• Peepli live</li></ul>
JUNE	8	<ul style="list-style-type: none"><li>• Malgudi Days. (Swami and Friends).</li><li>• Analysis of radio programme.</li></ul>
JULY	8	<ul style="list-style-type: none"><li>• Analysis of T.V programme.</li><li>• Newsletter</li><li>• Documentary- Kamera</li></ul>
AUGUST	8	<ul style="list-style-type: none"><li>• Editing and final submission of the documentary.</li><li>• Harishchandrachi Factory (Movie Review)</li></ul>
SEPTEMBER	2	<ul style="list-style-type: none"><li>• Revision for First Term Examination</li></ul>
OCTOBER	4	<ul style="list-style-type: none"><li>• Humlog (Serial Review)</li><li>• Bicycle Thief. (Movie Review)</li><li>Advertisement</li></ul>
NOVEMBER	4	<ul style="list-style-type: none"><li>• Newsletter</li></ul>
DECEMBER	4	Revision
TOTAL	44	20 Marks