

MASS MEDIA & MEDIA PRODUCTION

CLASS–XII ELECTIVE

UNDERSTANDING THE EVOLUTION AND FORMS OF MASS MEDIA-II (738)

THEORY + PRACTICAL

Time: 3 Hours + 2 Hours

*Theory: 60 Marks
Practical: 40 Marks*

Unit–1: Understanding the Language of the Medium

24+16

Chapter–1: Media Literacy

- Introduction to Media Literacy.
- Introduction to MassMedia.
- Audience Theories.
- Media Ownership.
- Media Representation.
- Media & Violence.

Chapter–2: Aspects of Film Language

- The concept of missing scene.
- Film Analysis:
 1. Short film – fiction.
 2. Short film – non-fiction.
 3. Feature film.

Chapter–3: Content Analysis of TV Programmes

- The concept of a soap opera –Daily soap, Weekly soap, Genres of Soap Opera.
- Primary audience of each genre, the segmented nature of the audience.
- Gaze of the audience, concept of a flow, continuous interruption.
- Culture of Film based programmes.
- Culture of Music based programmes.
- Educational TV, Non-fiction on TV.

Chapter–4: Content Analysis of Radio programmes

- News- the format, the language, frequency talks, magazine programmes – unidirectional nature.
- Feedback with a time phase difference.
- Dramas - the unique nature of radio plays.
- Interactive programmes-phone in, live interaction, music, experiences, memories as content of these programmes.

Chapter–5: Content Analysis of Newspapers and Periodicals

Newspapers:

- The macro composition of a daily – various sections like the front page, edit page, sports page, business page.
- The micro composition of a daily – proportion of visual and text, language, highlighting.

Periodicals:

- The macro composition of a periodical-various sections like the cover page, cover story, features, columns, business page.
- The micro composition of a periodical–proportion of visual and text, language, highlighting.

Chapter–6: Features of the Internet

- **Emails:** Personal, business communication between individuals and organizations, changing characteristics of the same.
- **Websites:** Educational sites, Entertainment sites, Information sites, Social networking sites, Business sites.
- **Blogs.**
- **Web Advertising.**
- The changing nature of communication and perception of interpersonal and social communication due to the various developing possibilities of the Internet.

Unit–2: Evolution of the Media [Global]

24+16

Chapter–1: The Evolution of International Cinema

The Silent Era [1895to 1927].

- Primitives and Pioneers in UK, France and USA.
- Establishment of Hollywood, D.W Griffith and Slap stick comedy.
- Expressionism in Germany.
- Socialist Realism in USSR.

The Sound Era [1927 to the present day, transition from black and white to colour].

- The British, American and European documentary movement.
- Genres in Hollywood.
- Neorealism in Italy.
- The decade of Classical Cinema 1950-1960.
- European Cinema.
- Asian Cinema.

- African Cinema.
- Latin American Cinema.
- Post- Globalization– Hollywood and other cinemas.

Chapter–2: The Evolution of International Television

- Early beginnings from 1926.
- Post World War II.
- Commercial transmission- Local networks.
- National and trans-national networks.
- Live and recorded transmission.
- Video and Cable Networks.
- Satellite communication.
- Evolution of Fiction and Nonfiction programmes.
- Television as a part of the Internet.

Chapter–3: The Evolution of Print Medium

- Journalism as a 17th and 18th century phenomenon.
- Role of Industrial Revolution in the spread of print media.
- Local newspapers, Chain of newspapers.
- Some features of Journalism in Europe and America.
- On line editions.

Chapter–4: The Evolution of Radio

- Technically a combination of wireless and telegraph technology.
- Bell, Marconi, Jagdish Chandra Bose, Tesla created the possibilities of transmission.
- From Military use to the Civilian in the 1920s.
- Establishment of BBC in 1922, also Federal Commission in USA.
- News and commercial messages.
- By 1940 a universal and round the clock companion.
- 1955 onwards the invention of the transistor making radio portable.
- National/Regional Network: AM, FM, Stereo Broadcasts.
- Radio as a part of web communication.

Chapter–5: Evolution of the Internet

- The internet becomes a reality in the 1970s.
- Till 1991, internet is limited to the military and industrial circles and is closed to others.
- Development of WWW in 1991 opens up internet.
- The phenomenal growth after that.

Chapter-1: Independence and Inter-Convertibility of the Media

- Nature of audio-visual signals and messages-Optical/Electronic.
- Live/Recorded.
- Analogue/Digital.
- Nature of media- Print-Text.
- Film: Optical Image.
- Television: Electronic Image: Radio- wireless communication.
- Accommodation of text, sound, image into Film.
- Accommodation of Film into Television.
- Internet as the meeting point of all the mass media.

Chapter-2: Convergence and the New Possibilities of Communication

Earlier models of communication.

- Broadcasting.
- Mass communication model of a few transmitting to a vast number of receivers.
- Gigantic organization.
- Huge technical infra-structure.
- Large scale revenue.
- The changed paradigm due to the Internet.
- Empowering an individual to post data on the Internet.
- Information, message in one medium triggering off activity in the others.
- Many sources of the same information.
- Distribution of the information between individuals on an unprecedented global scale.
- Rapidity of opinion generation on a local, national and global scale.
- The socio-political implications of the new information order.
- The strengthening of democracy.

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THE CREATIVE AND COMMERCIAL PROCESS IN MASS MEDIA
(739)
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Unit–1: Graphic Design-Multimedia Applications

Theory: 30

Chapter–1:

- Introduction to multimedia.

Chapter–2:

- Text.

Chapter–3:

- Still image.

Chapter–4:

- Video Applications.

Chapter–5:

- Sound.

Chapter–6:

- Creating a Multimedia project.

Unit–2: Production Skills

Practical: 40

Chapter–1:

- Project Tour of the campus of a training institute with some practical experience/ observation.

Chapter–2:

- Project – Non-Fiction.

Unit–3: Selling/Marketing/Exhibiting A Product Through Advertising: The Case Study Approach

Theory: 30

Chapter–1: Profile of a Product

- Product specifications.
- Targeted.
- Buyers.

Chapter–2: The Task of Advertising

- Promotion of product.
- Drive sales.
- Build a brand identity.
- Increase the buzz.

Chapter–3: The Available Media

- Print-newspapers, magazines, brochures, fliers, posters.
- OOH-bill boards kiosks trade shows events.
- Broadcast advertising – Radio TV Digital Internet + Mobile.
- 'Infilm'promos.
- Celebrity endorsements.
- Cross promotions.
- Merchandise.
- Games (Mobile and computer) Covert advertising.

Chapter–4: Forms of Advertising

- Product Advertising.
- Institutional Advertising (Corporate).
- Social Service - PSA Advocacy Advertising.
- Comparative Advertising Cooperative Advertising Direct Mail.
- A Point-of-Purchase Advertising.
- Informational Advertising.

