

MASS MEDIA STUDIES (CODE NO. 835)
CLASS XII (SESSION 2019-2020)

MASS MEDIA STUDIES (Code no. 835) Class XII (Session 2019-2020)	
Theory	70 marks
Practical	30 marks
Total Marks	100 marks

❖ **PART A: EMPLOYABILITY SKILLS**

- Unit 1: Communication Skills
- Unit 2: Self-Management Skills
- Unit 3: Understanding Media
- Unit 4: Entrepreneurial Skills
- Unit 5: Green Skills

❖ **PART B:**

- Unit 1: Selling / Marketing/ /Exhibiting A Product through Advertising
- Unit 2: Introduction to the Production Process
- Unit 3: New Media
- Unit 4: Creative Contributions of the Key People

❖ **PART C: PRACTICAL WORK**

- Practical Examination
- Written Test
- Viva Voce

❖ **PART D: PROJECT WORK / FIELD VISIT**

- Practical File / Student Portfolio