

**CBSE | DEPARTMENT OF SKILL EDUCATION
CURRICULUM FOR SESSION 2020-2021**

MASS MEDIA STUDIES (SUB.CODE-835)

JOB ROLE: COUNTER SALES EXECUTIVE

**RATIONALIZED CURRICULUM FOR CLASS XII
SESSION 2020-2021**

Total Marks: 100 (Theory-70 + Practical-30)

	UNITS	NO. OF HOURS for Theory and Practical		MAX. MARKS for Theory and Practical
		Theory	Practical	Marks
Part A	Employability Skills			
	Unit 1: Communication Skills- IV	10		10
	Unit 2: Self-Management Skills- IV	10		
	Unit 3: ICT Skills- IV	10		
	Unit 4: Entrepreneurial Skills- IV	15		
	Unit 5: Green Skills- IV	05		
Total		50		10
Part B	Subject Specific Skills			
	Unit 1: Selling / Marketing/ /Exhibiting A Product through Advertising	30	20	20
	Unit 2: Introduction to the Production Process	30	40	20
	Unit 3: New Media	20	40	10
	Unit 4: Creative Contributions of the Key People	20	10	10
	Total	100	110	
Part C	Practical Work			
	Practical Examination			15
	Viva Voce			05
	Total			20
Part D	Project Work/ Field Visit			
	Practical File/ Student Portfolio			10
	Total			10
GRAND TOTAL			260	100

DETAILED CURRICULUM/ TOPICS FOR CLASS XII:

Part-A: EMPLOYABILITY SKILLS

S. No.	Units	Duration(in Hours)
1.	Unit 1: Communication Skills- IV	10
2.	Unit 2: Self-management Skills- IV	10
3.	Unit 3: Information and Communication Technology Skills- IV	10
4.	Unit 4: Entrepreneurial Skills- IV	15
5.	Unit 5: Green Skills- IV	05
	TOTAL DURATION	50

NOTE: For Detailed Curriculum/ Topics to be covered under Part A: Employability Skills can be downloaded from CBSE website.

Part-B – SUBJECT SPECIFIC SKILLS

UNIT-I: SELLING/MARKETING/EXHIBITING A PRODUCT THROUGH ADVERTISING

Chapter 1: Advertising concept & process

1. Product
2. specifications
3. Targeting
4. Buyers

Chapter 2: Functions of Advertising

1. Promotion of product
2. Drive sales
3. Build a brand identity
4. Increase the buzz

Chapter 3: Types of advertising

1. Print-newspapers, magazines, brochures, fliers, posters
2. OH-billboards, kiosks, trade shows events
3. Broadcast advertising - Radio, TV, digital Internet +mobile
4. In film'promos
5. Celebrity endorsements
6. Cross promotions
7. Merchandise
8. Games (Mobile and computer) **To be assessed in practicals only. No question to be asked in theory examination from this portion.**
9. Covert advertising

Chapter 4: Forms of Advertising

1. Product Advertising
2. Institutional Advertising(Corporate)
3. Social Service – PSA Advocacy Advertising
4. Comparative Advertising Cooperative Advertising DirectMail.
5. A Point-of-Purchase Advertising
6. Informational Advertising.

UNIT II: INTRODUCTION TO THE PRODUCTION PROCESS

Chapter 1: Film

1. Pre- shooting stage.
2. Shooting Stage.
3. Post-shooting Stage.

Chapter 2: TV

1. Pre- shooting stage.
2. Shooting Stage.
3. Post-shooting Stage.

Chapter 3: Print

1. Planning, writing, editing, designing.

Chapter 4. Radio

1. Planning, recording, editing, designing. **To be assessed in practicals only. No question to be asked in theory examination from this portion.**

Chapter 5. Internet

1. Planning, Creating and delivering. **To be assessed in practicals only. No question to be asked in theory examination from this portion**

UNIT III: NEW MEDIA

Chapter–1: Convergence and the New Possibilities of Communication

Earlier models of communication

1. Internet as the meeting point of all the mass media.
2. Broadcasting
3. Mass communication model of a few transmitting to a vast number of receivers.
4. Gigantic organization.
5. Huge technical infra-structure
6. Large scale revenue.

The changed paradigm due to the Internet.

7. Empowering an individual to post data on the Internet.
8. Information, message in one medium triggering off activity in the others.

9. Many sources of the same information.
10. Distribution of the information between individuals on an unprecedented global scale.
11. Rapidity of opinion generation on a local, national and global scale.
12. The socio-political implications of the new information order.
13. The strengthening of democracy.
14. Emerging trends in Mass Communication

UNIT IV: CREATIVE CONTRIBUTIONS OF THE KEY PEOPLE

Chapter 1: Film:

1. Contributions made by Writer, Director, Producer, Actor, Cinematographer, Audiographer, Editor, Art Director, Music composer.

Chapter 2: TV:

1. Contributions made by Writer, Director, Producer, Actor, Cinematographer, Audiographer, Editor, Art Director, Music composer.

Chapter 3: Print:

1. Contributions made by Reporter, Sub-editor, Editor.

Chapter 4: Radio:

1. Contributions made by artist, speaker, interviewer, recordist, programme producer, station director.

Recording for Radio - To be assessed in practicals only. No question to be asked in theory examination from this portion

Chapter 5: Internet:

1. Contributions made by writer, conceptualizer, editor, designer.

Role of an editor in Internet - To be assessed in practicals only. No question to be asked in theory examination from this portion