MASS MEDIA

Skill Manual
Class 6

The Palace School, Jaipur

Mass Media Grade VI

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FOREWORD

As we are all aware, the *National Education Policy 2020* has clearly stated that there should be "no hard separation" between curricular, co-curricular and extra-curricular or academic and vocational skills, physical education, art, etc. It is felt that mainstreaming all forms of learning and skill development will incorporate not only the hands-on skilling component but also the theoretical component and the theoretical knowledge, attitudes, mindsets, and soft skills that are required for particular occupations through a broad-based education that is necessary for students to be able to take on and thrive in a fast-changing world.

To keep pace with the objective of "no hard separation," C.B.S.E. has decided to offer students the option of selecting a short-term module on *Mass Media*, at a stage in their early academic career (either at Class VI, VII or VIII). In this way, they will be able to spend relevant time pursuing this choice as per convenience of the school. This would give them the necessary orientation early on, so that they will be able to make a choice at a later stage about pursuing skill courses at the secondary and senior secondary levels or choosing a higher vocational degree. In today's world, the children who are constantly bombarded with a variety of media interfaces are striving to understand the nuances of the various forms of media, and the ever-changing landscape of mass communication. They need to be both wise consumers and responsible creators of media messages. It is important that they develop media and literacy competencies that will enable them to "read," "understand," and "create" the various types of information through different forms of media.

Through the various chapters of this book, children will be introduced to the concept of media literacy, learn why it is important in today's time, and will understand how media and society influence each other. Important aspects like team work and writing skills are also covered, which would help them become responsible content creators and content consumers. Since this is the time when students start thinking about their career path, efforts have been made to introduce them to the various career options in media. This book is the need of the hour, as well as an attempt to implement what is mentioned in *National Education Policy 2020*, i.e. emphasis on the development of the creative potential of each student.

C.B.S.E. has been consistently expanding its horizons for imparting value-based education. Equivalently, the *Princess Diya Kumari Foundation* has also been instrumental in developing social entrepreneurship by training hundreds of women in various income generation skills, forming self-help groups and connecting them to various government schemes. We would like to express our heartfelt congratulations to the *President - Princess Diya Kumari Foundation,* Princess Diya Kumari Ji for working tirelessly with a holistic vision for the future & Principal, Ms Urvashi Warman along with her team for conceptualising and creating this manual. The success of this project lies in the implementation of the same, and we are optimistic that no stone will be left unturned in its execution.

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Chapter 1 : Essential part of our life-Communication

1.1 What is communication?

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1.4 Understanding human communication

1.5 Types of communication

Sr. No.	Learning Objectives	Learning Outcomes
1.	To enable students to understand the importance of communication	Students will be able to present their ideas creatively and analytically using different types of communication.
2.	To enable students to understand the different types of communication.	
3.	To enable students to effectively communicate	

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1.1 What is communication?

Communication is the act of exchanging information, thoughts, and ideas between individuals or groups through a common system of symbols, signs, or behaviour. Communication can take place through various channels, such as spoken or written language, nonverbal cues such as body language, and technology such as email or social media. It is a fundamental aspect of human life that enables us to share information, express our thoughts and feelings, build relationships, and achieve our goals. Effective communication requires both the sender and the receiver to understand and interpret the message in a similar manner.

Activity:

- Let's play Dumb Charades.

1.2 Why do we communicate?

People communicate for many reasons -

1. **To share information:** Communication is a way to share information, news, and ideas with others. It helps us stay informed and up-to-date with what's happening in the world.

2. **To express feelings and emotions:** Communication allows us to express our feelings, emotions, and opinions. This can help us feel heard and understood, and can improve our relationships with others.

3. **To build and maintain relationships:** By talking to others and sharing our thoughts and feelings, we can form strong bonds and develop deep connections with others.

4. **To solve problems:** Communication is a valuable tool for problem-solving. By talking through a problem, we can find solutions and make decisions together.

5. **To negotiate and make decisions:** Communication is also used for negotiating and making decisions. When we communicate, we can express our needs and interests, and work together to find a mutually beneficial solution.

Overall, communication is a fundamental aspect of human life. It allows us to connect with others, express ourselves, and make the world a better place

1.3 How do we communicate?

People communicate in many different ways, including:

1. **Verbal communication:** This involves using spoken language to share information and ideas. This can include face-to-face conversations, phone calls, or presentations.

2. **Nonverbal communication:** This involves using gestures, body language, facial expressions, and eye contact to convey emotions and messages.

3. **Written communication:** This involves using written language to share information, such as through emails, letters, or text messages.

4. **Visual communication:** This involves using images, charts, or videos to convey information.

5. **Sign language:** This involves using hand gestures and facial expressions to communicate.

6. **Technology-based communication**: This involves using technology such as social media, instant messaging, video conferencing, or virtual reality to communicate with others.

Each form of communication has its own strengths and weaknesses, and the best approach to communication depends on the context and the message being conveyed. Effective communication often involves using a combination of these different forms to ensure that the message is effectively conveyed and

1.4 Understanding human communication

Human communication is when we talk to each other and share our thoughts, feelings, and ideas. It can be expressed by talking with our voice, writing, or using our body language, like facial expressions and hand gestures. When we communicate, it's important that the person listening understands what we're trying to say.

Good communication helps us make friends, solve problems, and get along better with others. When we talk to someone, we want them to understand what we mean. Sometimes, if we don't explain things clearly or if the other person doesn't understand, communication can break down and we might have misunderstandings or arguments. To avoid this, we need to listen carefully, ask questions, and make sure we both understand each other.

1.5 Types of communication

1. **Interpersonal Communication**: This involves communication between two individuals, usually face-to-face. It is used to build and maintain relationships and can be formal or informal.

2. **Intrapersonal Communication**: This involves communication within oneself, such as self-talk, thoughts, and emotions.

3. **Public Communication:** This involves communication to a large audience, such as through a public speech, television broadcast, or advertisement.

4. **Group Communication:** This involves communication between three or more individuals, usually in a group setting. It can involve group discussions, meetings, or presentations.

5. **Digital Communication:** This involves communication through digital devices, such as computers, smartphones, and tablets. It can include email, instant messaging, or social media.

6. **Mass Communication:** This involves communication through mass media, such as television, radio, or newspapers, to reach a large and diverse audience.

The 7 C's of Communication are a set of principles that can help ensure effective communication:

1. **Clarity:** The message should be clear and easy to understand, using simple language and avoiding jargon.

2. **Conciseness:** The message should be brief and to the point, avoiding unnecessary details and information.

3. **Completeness:** The message should contain all the relevant information required to fully understand the situation or issue.

4. **Consideration:** The message should be tailored to the audience, taking into account their needs, background, and level of understanding.

5. **Concreteness:** The message should be specific and tangible, using concrete examples and details to illustrate the points being made.

6. **Correctness:** The message should be accurate and free from errors, and should not include any false or misleading information.

7. **Courteousness:** The message should be respectful and considerate, avoiding any language or tone that might be perceived as rude or offensive.

By following the 7 C's of Communication, individuals and organizations can ensure that their messages are clear, concise, and effective, and received in the manner intended.

Activities:

- **Group Discussion -**

I. How to overcome the problem of discipline in your class?

II. There are elections for the discipline monitor of the class, discuss on the various strategies to be followed for campaigning.One group will discuss and other group will observe on the basis of 7C's of communication.

- Use tone of voice and body language to communicate more effectively in a face-to-face conversation.

- Use nonverbal cues to make a positive impression during a job interview or important meeting?

- Can you think of a time when you had to apologize to someone? How did you communicate your apology effectively?

- Can you think of a time when you were feeling overwhelmed or stressed? How did you communicate with yourself to overcome this feeling?

- Can you think of a time when you had to give a speech in front of an audience? What techniques did you use to overcome nervousness?

- Organize a debate/ elocution in the class. Discuss about group and public communication.

- Create a digital image/poster or a digital video on the topic 'Save Environment' usingany software for video editing.

Intext Questions

Q1. Human beings exchange their ideas to others in various ways. In your opinion how early human beings expressed their feelings?

Q2. Nowadays there are many sources available for getting information. Which of these do you consider the most important source and why?

Q3. In your opinion which is the suitable medium for communication to interact with the large number of people and why?

Q4. What would have happened if there was no communication?

Q5. Which type of communication will you use during a conversation with your friend?

Q6. Write down the advantage of written communication over oral communication.

Q7. You must have seen any rally. Which type of communication is used during the rallies? Differentiate between Group and Public Communication.

Chapter 2: Mass Communication

2.1 What is Mass Communication?
2.2 Elements of Mass Communication
2.3 Functions /Characteristics of mass Communication
2.4 Media for Mass Communication
2.5 Communication v/s Mass Communication

Sr. No.	Learning Objectives	Learning Outcomes
1.	To enable students to explain mass communication, its elements and functions.	Students will be able to analyse and then choose the suitable medium for communication.
2.	To enable students to classify media into print, electronic and new media.	Students will be able to use mass media as a tool to bring a change in society.
3.		Students will be able to utilize the authentic sources to get information.

Picture Credit: https://0ducks.wordpress.com/2014/11/28/mass-communication-the-art-the-science-and-the-truth/

2.1 What is Mass Communication?

Mass communication refers to the way in which information, ideas, and messages are shared with a large group of people through various forms of media.

For example, think about when you watch the news on TV. The news reporter is sharing information with a lot of people all at once, which is an example of mass communication. Another example is when you read a story in a magazine or a newspaper. The information in the story is being shared with many people who are reading the magazine or newspaper.

So mass communication can take many forms, including television, radio, newspapers, magazines, and the internet, and is used to reach and inform a large audience.

2.2 Elements of Mass Communication

The elements of mass communication include:

1. **Source:** A person or organization decides to send a message to a large audience. This could be a news organization reporting on a story, a company advertising a product, or a government sharing important information.

2. **Message:** The source creates the message, which could be a news report, an advertisement, or a public service announcement.

3. **Channel:** The source selects the most appropriate way to transmit the message to the audience, such as through television, radio, newspapers, magazines, or the internet.

4. **Audience:** The message is received by the audience, which is millions of people watching television, reading a newspaper, or browsing the internet.

5. **Feedback:** The audience responds to the message, either through verbal or non-verbal communication. This response provides valuable information to the source, such as whether the message was effective or not.

6. **Context:** The social, cultural, and historical factors that shape the meaning of the message and influence how it is received by the audience.

These elements interact with each other to form the process of mass communication, and they are essential to understanding how messages are transmitted and received in mass media. By understanding this process, we can gain a deeper understanding of how messages can influence our beliefs, attitudes, and behaviours.

Activity:
- List out certain films and programmes which have left an impact on you.

2.3 Functions /Characteristics of mass Communication

Mass communication refers to the process of disseminating information and messages to a large audience through various media channels. Some of the key functions and characteristics of mass communication include:

1. **Information dissemination:** Mass communication helps spread information and messages to a larger and more diverse audience.

2. **Socialization:** Mass communication helps shape attitudes, beliefs, and values by providing a common frame of reference and cultural experience.

3. **Persuasion:** Mass communication is often used to influence the opinions and behaviours of the audience through advertising, public relations, and propaganda.

4. **Entertainment:** Mass communication provides entertainment and leisure through various media such as movies, TV shows, music, and video games.

5. **One-way communication:** Mass communication is typically a one-way process, with the sender transmitting messages to the audience without immediate feedback.

6. **Use of technology:** Mass communication heavily relies on technology such as radio, television, internet, and mobile devices for transmitting messages.

7. **Reach:** Mass communication has the ability to reach a large and diverse audience, making it an effective tool for mass communication.

8. **Standardization:** Mass communication often standardizes messages and content to make it easier for the audience to understand and comprehend.

2.4 Media for Mass Communication

The types of media can be broadly classified into three categories: print, electronic, and new media.

1. **Print Media:** This includes traditional printed materials such as newspapers, magazines, books, and brochures.

2. **Electronic Media:** This refers to media that uses electronic technology, such as television, radio, and film. It also includes digital versions of traditional media, such as online newspapers and magazines.

3. **New Media:** This refers to forms of media that have emerged with the rise of digital technology, such as the internet, social media, websites, blogs, video sharing platforms, and mobile apps. New media is characterised by its interactivity and ability to reach a global audience.

Each type of media has its own unique characteristics and strengths, and can be used to reach different audiences and achieve different communication goals. It is important to understand the differences between these types of media and how they can be used effectively in order to reach a target audience.

Media for mass communication refers to the various channels and platforms used to disseminate information, entertainment, and other content to a large audience. Some of the most common forms of mass communication media include:

1. **Television:** Television is a visual medium that allows the dissemination of live and recorded programming, including news, sports, dramas, and entertainment shows.

2. **Radio:** Radio is an audio medium that has been used for many decades to deliver music, news, and other programming to listeners.

3. **Print Media:** This includes newspapers, magazines, and books, which provide written content and are often used to communicate news and information.

4. **Digital Media:** Digital media includes the Internet, social media, mobile apps, and other online platforms that allow the creation, distribution, and consumption of content.

5. **Film:** Film is a visual medium that has been used over centuries to create and disseminate movies, documentaries, and other forms of video content.

All the forms of media play a crucial role in mass communication and serve different purposes for different audiences. The use of mass communication media continues to evolve as technology advances and new forms of media emerge.

2.5 Communication v/s Mass Communication

Communication is the exchange of information, ideas, or messages between two or more individuals or groups. It can be verbal or non-verbal, and can occur face-to-face, through writing, or through other means.

Mass communication, on the other hand, is a type of communication that is directed at a large, anonymous, and heterogeneous audience through mass media technologies such as television, radio, newspapers, magazines, and the internet. The goal of mass communication is to reach a large number of people with a single message and influence their beliefs, attitudes, and behaviours.

To sum up, communication refers to any exchange of information between individuals, while mass communication specifically refers to the use of mass media technologies to reach a large audience.

Q1. Mention the functions of mass communication. Which medium will you adopt to educate farmers?

Q2. In your opinion, which is the most suitable medium of communication to interact with a large number of people and why?

Q3. How can the media help to bring about change and make things better? Describe how you would use mass media as a tool to make change in society.

Q4. Nowadays, there are various sources available for getting information. Which of these do you consider the most important source, and why?

Q5. The media has brought people from all over the world closer together. Describe the role of mass media in making the world smaller.
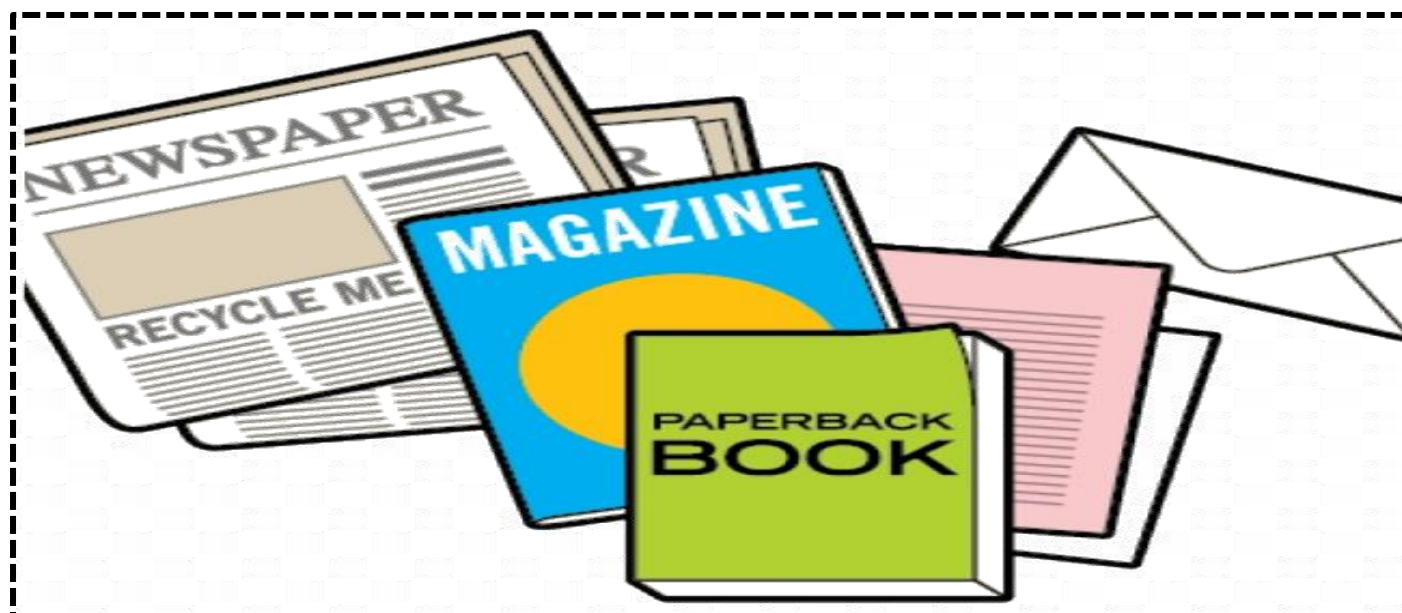
Chapter 3: Introduction to Print Media

3.1   Newspapers and Magazines

3.2   Why people read newspapers and magazines.

3.3   Role of newspapers and magazines in mass communication

Sr. No.	Learning Objectives	Learning Outcomes
1.	To enable students to explore the significance of newspapers and magazines.	Students will be able to research on different types of newspaper and analyze the impact of their presentation in forming public opinions.
2.	To enable students to compare and contrast between different newspapers based on their focus, style and the readers.	

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3.1 Introduction to Print Media:

Print media refers to traditional media that is printed on paper, such as newspapers, magazines, books, brochures, and other printed materials. It is one of the oldest forms of mass communication and has played a significant role in spreading information, knowledge, and entertainment to a larger audience. Despite the rise of digital media, print media continues to play an important role in society and is still widely consumed by people around the world. Newspapers and magazines are two of the most common forms of print media.

NEWSPAPERS:

Newspapers are daily or weekly publications that contain news articles, editorials, opinion pieces, and other types of content. They are designed to be read quickly and provide timely information about events happening locally, nationally, and around the world.

MAGAZINES:

Magazines are periodic publications that focus on a particular topic or interest. They often contain articles, photographs, and other types of content that are more in-depth than those found in newspapers. Magazines are designed to be read leisurely and may include features on lifestyle, fashion, food, entertainment, and many other topics.

There are many daily newspapers published in India, some of the most popular and widely-read ones are:

1. **The Times of India:** This is the largest selling English-language daily newspaper in the world, with a daily circulation of over 4 million copies. It covers a wide range of topics including politics, business, sports, entertainment, and more.

2. **Hindustan Times:** This is one of the largest selling English-language daily newspapers in India, known for its comprehensive coverage of national and international news.

3. The Hindu: This is a leading English-language daily newspaper, known for its balanced and in-depth coverage of political, social, and cultural issues in India.

4. **Dainik Jagran:** This is the largest selling Hindi-language daily newspaper in India, with a daily circulation of over 16 million copies. It covers a wide range of topics including politics, business, sports, and entertainment.

5. **Amar Ujala:** This is a leading Hindi-language daily newspaper, known for its coverage of local news and events in India.

6. **Malayala Manorama:** This is a leading Malayalam-language daily newspaper, based in Kerala and widely read in the state.

These are just a few examples of the many daily newspapers that are published in India. Each newspaper has its own unique style and focus, catering to different segments of the population.

Activity:

- Make a PowerPoint presentation/collage on National dailies of India.

In addition to daily newspapers, there are also several types of print media that are published on a regular basis:

1. **Weekly Newspapers:** These are newspapers that are published once a week and typically focus on local news, community events, and special features. Examples of weekly newspapers include "The Hindu", "North East Mail" and "The New Yorker."

2. **Monthly Magazines:** These are magazines that are published once a month and cover a wide range of topics including fashion, food, travel, health, and more. Examples of monthly magazines include "India Today" and "Pratiyogita Darpan ".

3. **Quarterly Magazines:** These are magazines that are published four times a year and typically focus on in-depth coverage of a specific topic or industry. Examples of quarterly magazines include "Harvard," which focuses on food and agriculture, and "Wired," which covers technology and innovation.

4. **Evening Newspapers:** These are newspapers that are published in the evening and focus on local news, sports, and weather. Examples of evening newspapers include "The Evening Standard" in London and "The Press-Enterprise" in Riverside, California.

5. **Annuals:** These are publications that are published once a year and typically include a review of the past year's events, statistics, and forecasts for the coming year. Examples of annuals include "The World Almanac and Book of Facts" and "The Guinness Book of World Records."

Each type of print media serves a different purpose and is designed to reach a specific audience. It's important to understand the strengths and limitations of each type of media in order to effectively communicate a message to a target audience.

3.2 Why people read newspapers and magazines.

People read newspapers and magazines for a variety of reasons, including:

1. **To stay informed:** Newspapers and magazines are a primary source of information for many people, providing in-depth coverage of current events, politics, business, sports, and more.

2. **To be entertained:** Both newspapers and magazines often include features such as puzzles, comics, and celebrity news that are designed to entertain and engage readers.

3. **To gain insight and perspective:** Through editorials, opinion pieces, and investigative reporting, newspapers and magazines offer readers a deeper understanding of complex issues and provide context for current events.

4. **To keep up with trends and cultural events:** Magazines often cover trends in fashion, food, travel, and more, helping readers stay up-to-date and informed about new developments in these areas.

5. **To connect with others:** By reading newspapers and magazines, people can learn about the interests and concerns of others and connect with like-minded individuals.

To sum up, people read newspapers and magazines to stay informed, be entertained, and gain insight into the world around them. Whether it's for breaking news, in-depth reporting, or simply to pass the time, newspapers and magazines serve an important role in the lives of millions of people.

Activity:

- Research the evolution of any one newspaper of your choice and present your research on A4 size sheet.
- Search the names of five early newspapers in your state with year of starting.

3.3 Role of newspapers and magazines in mass communication

Some specific roles that newspapers and magazines play in mass communication include:

1. **Providing news and information:** Newspapers and magazines are primary sources of news and information for many people, covering a wide range of topics including politics, business, sports, and entertainment.

2. **Shaping public opinion:** Through editorials, opinion pieces, and investigative reporting, newspapers and magazines can help shape public opinion and influence how people think and feel about important issues.

3. **Connecting communities:** By providing local news and information, newspapers and magazines help connect people within communities and foster a sense of community identity.

4. **Representing diverse perspectives:** Newspapers and magazines can provide a platform for voices and perspectives that may not be represented elsewhere in the media, offering a diversity of opinions and viewpoints.

5. **Providing advertising:** Both newspapers and magazines provide a platform for businesses and organizations to advertise their products and services to large

audiences, helping to support the media industry and connect businesses with customers.

Overall, newspapers and magazines play a vital role in mass communication by providing a platform for information to be disseminated, shaping public opinion, connecting communities, representing diverse perspectives, and providing advertising.

Intext Questions:

Q1. 'The world of communication revolutionized after the advent of printing'. Do you agree with this statement? Explain.

Q2. Internet has its own impact on disseminating information and internet e-papers are available worldwide. Describe the role of newspapers and magazine editions in forming the public opinion.

Q3. Print media has its own glory and reach. Write a short note on various forms of print media with examples.

Chapter 4: Introduction to Electronic Media

4.1 Radio

4.2 Television

4.3 Cinema

Sr. No.	Learning Objectives	Learning Outcomes
1.	To enable students to understand the concept, characteristics, objectives and limitations of T.V.	Students will be able to critically analyse any electronic media program and write the impact of it on the society.
2.	To enable students to understand characteristics, objectives and limitations of Radio/FM	Students will be able to analyse the role of electronic media in providing emergency information and updates during crisis.
3.	To enable students to explore and identify influential films in cinema industry.	Students will be able to do survey on different types of programmes in electronic media.

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4.1 RADIO

Radio is a form of wireless communication that uses radio waves to transmit and receive audio signals. A radio system consists of a transmitter that sends the audio signal, a receiver that receives the signal, and an antenna that facilitates the transmission and reception of the signal.

Radio is used for a variety of purposes, including broadcasting music, news, and other forms of entertainment, as well as for two-way communication purposes, such as in aviation and emergency services. Radio can be received on a standalone radio receiver, a radio integrated into a larger device such as a car stereo or smartphone, or through internet-based radio services.

Radio has been a major source of information and entertainment for over a century, and continues to play a significant role in the media landscape, providing a cost-effective and widely accessible means of delivering content to audiences.

Activity:

- List the programmes you listen to on your favourite FM channel. Which genre or format do they belong to?

Characteristics of radio

1. **Audio-based:** Radio primarily delivers content in the form of audio, including music, speech, and sound effects.
2. **Wireless:** Radio uses radio waves to transmit and receive signals, allowing for broadcast over a wide area without the need for physical connections.
3. **Portable:** Radio receivers come in a range of sizes and forms, making radio a highly portable medium that can be accessed on the go.
4. **Mass medium:** Radio can reach a large audience, making it an effective tool for mass communication and advertising.
5. **Scheduled programming:** Radio content is typically delivered on a set schedule, with new shows or segments airing at specific times.
6. **Interactive:** Some radio stations allow listeners to call in or interact with hosts through social media, making radio a partially interactive medium.
7. **Linear format:** Radio content is typically delivered in a linear format, meaning that listeners must tune in at a specific time to hear a particular program.
8. **Controlled content:** Radio content is typically regulated and controlled by a limited number of broadcasting organizations or companies.

Activity:

- Write a five minute radio talk on a subject you are interested in. Record your talk and play it back to evaluate your performance.

- Tune into your FM radio. Listen to the programmes over a period of two or three days. Make a list of them and find out if they were a source of information, entertainment or education.

- You must have heard music on the radio while travelling in the car. Consider yourself a radio jockey and write two announcements for an educational program.

4.2 TELEVISION

TV (television) refers to a telecommunication medium that is used for transmitting moving images and sound to a remote receiver, typically a TV set. TV has become a common form of entertainment and a source of information for people all over the world. TV works by capturing images and sounds, converting them into electrical signals, transmitting them over a network, and then decoding and displaying the signals on a TV screen. TV has evolved over the years and now includes various technologies such as analog, digital, and smart TVs, allowing for a wide range of viewing options and experiences.

The key characteristics of television include:

1. **Visual:** TV primarily delivers content in the form of moving images and videos.
2. **Auditory:** TV also includes sound as a key component of its content, which can be in the form of speech, music, or sound effects.
3. **Interactive:** With the advent of smart TVs and streaming devices, TV has become more interactive, allowing viewers to interact with the content through various means such as voice commands, gestures, or apps.
4. **Mass medium:** TV reaches a large audience, making it an effective tool for mass communication and advertising.
5. **Scheduled programming:** TV content is typically delivered on a set schedule, with new shows or episodes airing at specific times.
6. **Linear format:** Traditional TV content is delivered in a linear format, meaning that viewers must watch content in a predetermined order and at the specified time.
7. **Controlled content:** TV content is typically regulated and controlled by a limited number of broadcasting organizations or companies.

Activity:

- Visit a news station, in order to understand the complexities of running a news station.
- Critically analyse the positive and negative views of your family members about watching television at home and watching a movie in a movie theatre.

Benefit of Television for Children

1. **Education:** Television can be used as an educational tool, providing children with access to information and knowledge on a wide range of subjects.
2. **Language development:** Children can learn new words and improve their language skills by listening to and watching television programs.
3. **Cultural awareness:** Television can introduce children to different cultures, lifestyles, and perspectives, helping to broaden their understanding of the world around them.
4. **Imagination and creativity:** Children's imagination and creativity can be sparked by watching television programs that encourage creative thinking and problem-solving.
5. **Emotional development:** Children can learn about emotions and develop their emotional intelligence through watching television programs that addresses emotions and relationships.
6. **Relaxation:** Television can be used as a form of entertainment and relaxation for children, providing a break from more active or stimulating activities.

It is important to note that while television can have many benefits for children, it is crucial to monitor and regulate the amount of time children spend watching TV, as well as the content they are exposed to. Overconsumption of television and exposure to inappropriate or violent content can have negative effects on children's development.

Activity

- Conduct a survey on: the types of television programmes liked by people of various age groups in your family/neighbourhood.

4.3 CINEMA

Cinema refers to the art and technology of creating and exhibiting motion pictures, also known as films. It involves the use of recorded images and sound to tell stories, convey messages, and entertain audiences. Cinema has a long and rich history, dating back to the late 19th century, and has since grown into a major form of popular entertainment and art around the world.

Cinema is created through the collaboration of various artists and technicians, including writers, directors, actors, cinematographers, editors, and sound designers, who work together to bring a film to life. Filmmaking involves the use of various technologies, including cameras, lighting equipment, sound recording and mixing, and visual effects, to capture and create the images and sounds that make up a film.

Cinema is typically experienced in a theatre setting, where audiences watch the film on a large screen with sound played through a surround sound system. The rise of digital technology has also led to the development of alternative platforms for experiencing cinema, including streaming services and home theatres.

Activity:

- Create a television news segment, reporting on a current event or issue.
- Conduct a survey to analyse the most-watched TV shows in your community.
- Analyse the role of radio in providing emergency information and updates during times of crisis.
- List some influential films and discuss their impact on the audience.

Intext Question:

Q1 - List one benefit and one disadvantage of watching television.

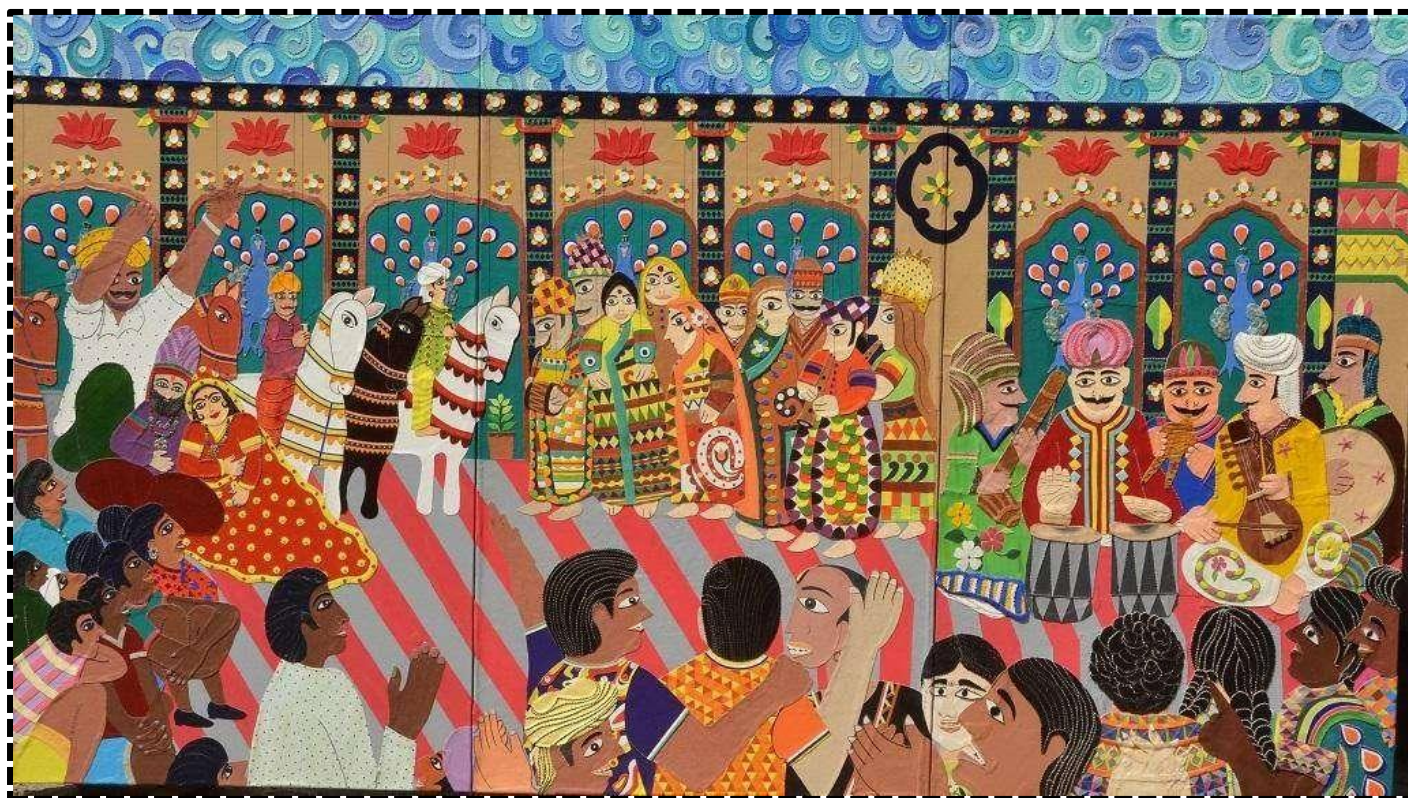Q2 - Which electronic media do you enjoy the most? Give one reason.

Chapter 5: Traditional Media

5.1 Introduction

5.2 Forms of Traditional Media

5.3 Difference between Electronic Media and Traditional Media

Sr. No.	Learning Objectives	Learning Outcomes
1.	To enable students to compare and contrast between different types of traditional media.	Students will be able to research on different traditional media and use them as a means of communication for the success of any national campaign.
2.	To enable students to differentiate electronic media and traditional media	
3.	To enable students to explore the significance of traditional media in shaping cultural identity and communication.	

Picture Credit: https://www.mojarto.com/artworks/unknowncat/sailesh-sanghvi-/puppet-theatre-stories-celebrated-/MA236111

5.1 Introduction

Traditional media refers to the forms of media that have been in existence for many years, such as print, radio, television, and cinema. These forms of media have played a significant role in shaping the way information is distributed, opinions are formed, and entertainment is experienced.

Traditional print media include newspapers, magazines, and books. Print media has a long history and has been used to deliver news, share ideas, and tell stories for centuries. These forms of traditional media continue to play an important role in shaping the way people experience and consume media, and have been adapted and transformed by the rise of digital technology.

- Traditional media comes in different forms and is known by different names in different regions of the country. Find at least six such examples.

5.2 Forms of Traditional Media

1. **Puppetry:** Puppetry is a form of theatrical performance in which puppets or marionettes are used to tell stories or present characters. Puppets can be made from a variety of materials, including cloth, wood, or paper mache, and are controlled by strings, rods, or other mechanical means. Puppetry has been used for centuries as a way to entertain audiences both young and old, and to convey messages or stories in a visually engaging medium.

2. **Street Theater:** Street theatre is a form of performance that takes place in public spaces, such as parks, squares, or sidewalks. Street theatre can include a wide range of performances, including plays, music, dance, and puppet shows, and is often used as a way to reach a wider audience and bring attention to social or political issues. Street theatre is often performed by travelling performers or troupes and can be an important source of cultural expression and community building.

3. **Painting:** Painting is a form of visual art that involves the application of pigments to a surface, such as canvas, paper, or a wall. Painters use various techniques, such as brush strokes, layering, and blending, to create images that represent objects, scenes, or emotions. Painting has been used for centuries as a way to tell stories, convey emotions, and represent the world around us, and continues to play an important role in cultural expression and communication.

4. **Dance:** Dance is a form of performance art that involves the movement of the body, often accompanied by music. Dance can be performed solo, in pairs, or in groups, and can take many forms, including ballet, contemporary, hip-hop, and traditional folk dance. Dance has been used for centuries as a way to tell stories, express emotions, and celebrate cultural traditions, and continues to play an important role in cultural expression and communication.

5. **Music:** Music is an art form that involves organised sound and rhythm. Music can be performed with a wide range of instruments, including voice, strings, wind, and percussion, and can take many forms, including classical, popular, and folk music. Music has been used for centuries as a way to tell stories, express emotions, and convey cultural traditions, and continues to play an important role in cultural expression and communication.

6. **Sculpture:** Sculpture is a form of three-dimensional art that involves the creation of objects, typically out of materials such as stone, metal, or wood. Sculptors use various techniques, such as carving, modeling, and casting, to create works that represent objects, scenes, or emotions. Sculpture has been used for centuries as a way to tell stories, convey emotions, and represent the world around us, and continues to play an important role in cultural expression and communication.

7. **Motif and Symbol:** A motif is a recurring theme, image, or idea that is used in art, literature, or storytelling to convey a particular meaning or message. A symbol is a visual or cultural element that has specific meanings or connotations, and is often used to represent a larger idea or concept. Motifs and symbols are often used in traditional media, such as painting, storytelling, and drama, to help convey complex ideas and themes in a simple, easily recognizable way.

8. **Storytelling:** Storytelling is a form of oral tradition that involves the sharing of stories and legends, often passed down through generations. Storytelling has various forms including myths, folktales, and personal narratives, and is often used as a way to convey cultural values, traditions, and beliefs.

In many traditional cultures, these forms have a strong communal aspect, with everyone participating in some way, whether as performer, audience member, or storyteller. This communal aspect can create a sense of connection and belonging and help to foster a shared understanding of cultural values and beliefs.

Activity:

- Narrate a short story using puppets.

- Read any folk tale and present it in class.

5.3 Differences between Electronic Media and Traditional Media

Electronic media and traditional media are different in several ways:

1. **Delivery method:** Electronic media refers to media that is delivered through electronic means, such as the Internet, television, and radio. Traditional media refers to media that is delivered through non-electronic means, such as print, cinema, and direct mail.

2. **Interactivity:** Electronic media is generally more interactive than traditional media, allowing for two-way communication between the audience and the source. Traditional media is generally one-way, with the audience receiving information but not being able to actively engage with the source.

3. **Reach:** Electronic media has the ability to reach a larger audience than traditional media, as it can be delivered to millions of people simultaneously through various platforms and devices. Traditional media is limited by its physical distribution methods.

4. **Cost:** Electronic media can be relatively inexpensive to produce and distribute compared to traditional media, as it does not require printing or physical delivery.

5. **Timeliness:** Electronic media is able to deliver information in real-time, while traditional media is limited by the time required to produce and distribute it.

6. **Flexibility:** Electronic media allows for more flexible content creation and delivery, as it can be easily updated and modified. Traditional media is generally more static and permanent, with updates requiring a new print run or distribution effort.

In conclusion, electronic media and traditional media serve different purposes and have different strengths and weaknesses. In today's media landscape, they are often used together to reach a broad audience and maximize their impact.

Intext Questions:

Q1. Share your experience about a time in your life when traditional modes of communication came in handy.

Q2. At Indian railway stations, you will see and hear information in both traditional and electronic modes of communication. Make a list of the five pieces of information you obtained from each medium.

Q3. The "Swachh Bharat Mission" campaign can be made more relevant with the help of traditional media forms. Share your suggestions.

Q4. List five traditional mediums of communication. People used to fulfil their communication needs. (Keep in mind that there is no presence of electricity, literacy, or basic modern infrastructure in these mediums.)

Q5. Traditional means of communication are important even today. Explain.

Q6. Please identify one way to disseminate the information at the village level and select the appropriate tools of communication.

Q7. Explain the difference between traditional media and electronic media.

Chapter 6: Advertising

6.1 What is advertising?

6.2 Advertising with the help of various media of Communication

6.3 Slogans in advertising

Sr. No.	Learning Objectives	Learning Outcomes
1.	To enable students to understand and define advertising.	Students will be able to do comparative study of different forms of advertisement.
2.	To enable students to classify different kinds of advertisements based on the medium.	
3.	To enable students to explore advertising slogans.	Students will be able to plan an advertisement campaign for their self-made product and will develop the skills to implement it.
4.	To enable students to understand the scope and significance of advertisement in the social and economic growth of any nation.	

Picture Credit: https://www.colourbox.com/vector/advertising-word-cloud-collage-vector-38015979
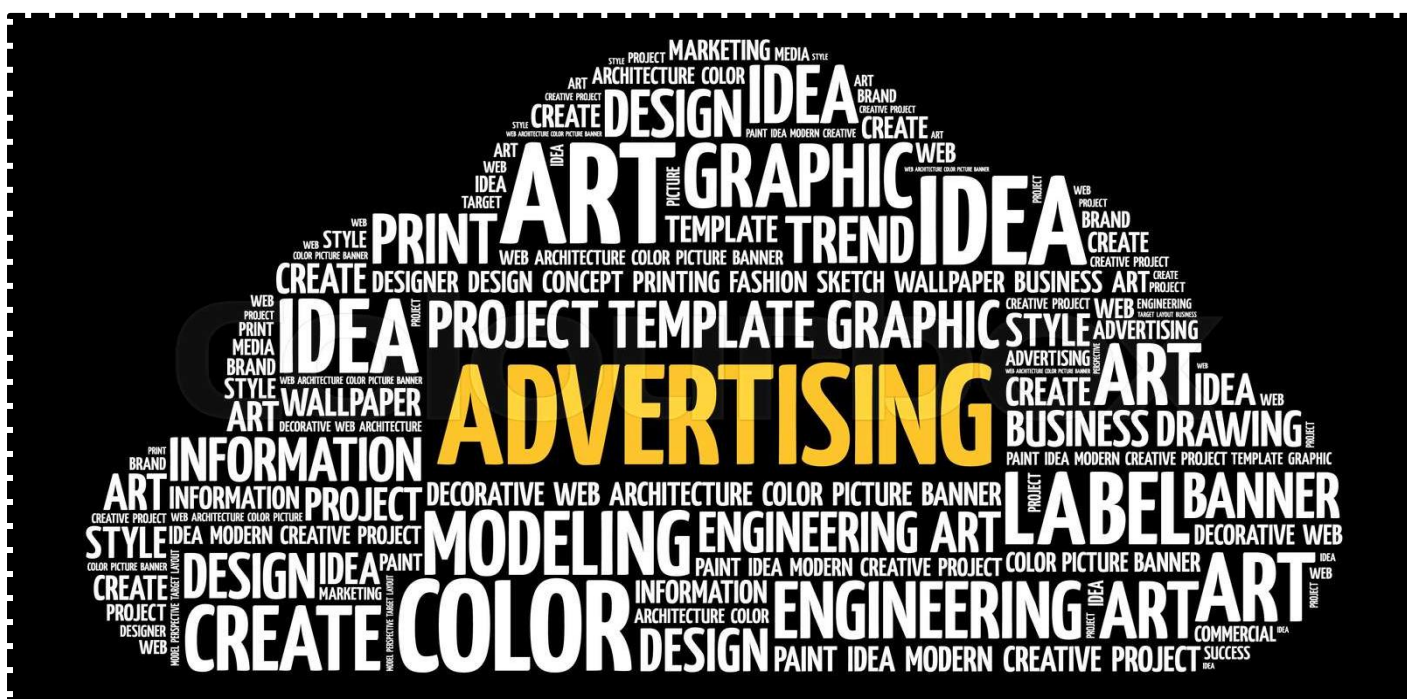
6.1 What is advertising?

Advertising is a form of communication that aims to promote or sell a product, service, or an idea. It is used by businesses and organizations to reach a target audience and create awareness, interest, and ultimately drive sales or action. Advertising can be done through various forms, including print ads in newspapers and magazines, television commercials, online ads, billboards, and more. The goal of Advertising is to create a positive image of the product or service being advertised, and to communicate its benefits and value to the target audience in an effort to persuade them to take a desired action, such as making a purchase.

6.2 Advertising with the help of various media of communication

Advertising can be delivered through various media of communication, including traditional media and new media.

1. **Traditional media:** This includes print advertising in newspapers and magazines, television commercials, billboards, and direct mail.

2. **New media:** This includes online advertising, such as display ads, search engine advertising, and social media advertising.

3. **Outdoor advertising:** This includes billboards, transit advertising, and street advertising.

4. **Radio advertising:** Radio commercials are a popular form of advertising that reach listeners in their homes, cars, and workplaces.

5. **Event advertising:** This involves promoting a product or service at an event, such as a trade show, concert, or sports event.

6. **Sponsorship:** This involves a company or organization sponsoring an event, program, or individual to promote its brand and reach its target audience.

Each type of advertising medium has its own strengths and weaknesses, and the choice of medium will depend on the target audience and the type of product or service being advertised. An effective advertising campaign will often use a combination of several media to reach the target audience in different ways and increase its impact.

6.3 Slogans in Advertising

The slogan used in advertising aims to create a memorable brand image and communicate the benefits of the product to the target audience, ultimately leading to increased sales and brand loyalty.

Activity:

List any 5 popular advertising slogans of your choice.

Intext Questions

Q1. What do you understand by advertising? In this regard, watch any five TV commercials used in daily life and give an answer based on your experience.

Q2. Identify and mark all the new advertising platforms used in present times.

Q3. Watch your favourite TV commercial. Do a comparative study of advertisements in print, electronic and new media for the same product?

Q4. You are the manufacturer of toothpaste 'X'. To advertise the product, which traditional and current medium will you choose? Give your answer rationally.

Chapter 7: New Media

7.1 Introduction & Characteristics of New Media

7.2 Digital Promotions on social media

7.3 OTT platforms

7.4 New Media and Computers

| Sr. No.	Learning Objectives	Learning Outcomes
1.	To enable students to explain the characteristics of new media.	Students will be able to critically analyze the role of various technologies in the development of a strong society and thus a strong nation.
2.	To enable students to understand the significance of computers as a means of new media.	
3.	To enable students to understand the use social media as a part of building a strong nation.	

7.1 Introduction - New Media

Introduction to new media: New media refers to the forms of digital media that have emerged in recent years, including the Internet, mobile devices, and digital technologies. New media is characterized by its interactivity, multimedia capabilities, and the ability to engage audiences in real-time, anywhere and anytime.

New Media Characteristics:

1. **Interactivity:** New media allows two-way communication and interaction between users, making it a more immersive experience than traditional media.
2. **Digitization:** New media is based on digital technologies, which make it possible to convert information into binary code and transmit it quickly and easily.
3. **Connectivity:** New media enables users to connect with others online and form virtual communities.
4. **Global reach:** New media has a global reach, making it possible to communicate with people from all over the world in real-time.
5. **User-generated content:** New media allows users to create, share, and consume their own content, giving rise to a new form of participatory culture.
6. **Instantaneity:** New media offers instant access to information and content, making it possible to get up-to-date information at any time.
7. **Multimedia:** New media makes it possible to combine various forms of media, such as text, images, audio, and video, into a single digital experience.

Overall, new media has greatly expanded the reach and impact of communication, making it possible to share information and ideas on a scale never before imagined.

7.2 Digital promotions on social media

Picture Credit: https://rangval.md/the-role-of-social-media-in-digital-marketing/
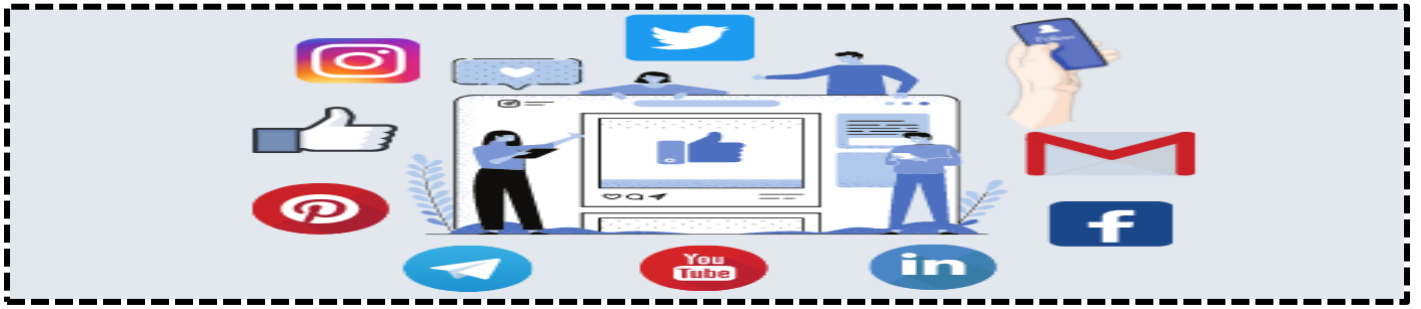
Social media is a type of new media that allows people to connect and share information with each other online. Some popular social media platforms include Facebook, Instagram, Twitter, and LinkedIn.

Companies can use social media to promote their products and services to a large audience. This is called digital promotion. There are many different ways companies can use social media to promote their products, such as:

1. **Paid advertising:** Companies can place ads on social media platforms to reach a specific target audience. These ads can be seen by people who are scrolling through their newsfeeds or using the platform.

2. **Content marketing:** Companies can create and share videos, photos, and articles about their products to educate and engage their target audience.

3. **Influencer marketing:** Companies can work with popular social media users, called 'influencers', to promote their products to their followers.

4. **Customer engagement:** Companies can use social media to communicate with their customers and answer their questions. They can also host contests and promotions to keep their customers engaged and interested in their products.

Overall, digital promotions on social media are a fun and effective way for companies to reach and connect with their target audience. By using social media, companies can build a strong brand and increase their sales.

7.3 OTT platforms

OTT platforms: OTT, or over-the-top, platforms are streaming services that allow users to access and watch movies, TV shows, and other video content over the Internet, without the need for a cable or satellite subscription. Examples of OTT platforms include Netflix, Amazon Prime Video, Hulu, and Disney+. These platforms have become increasingly popular as a way for consumers to access a vast library of video content, and they have had a major impact on the traditional media landscape.

7.4 New Media and Computers

New media is a type of media that is created and distributed using digital technology, such as computers and the Internet. New media is different from traditional media, like books, newspapers, and TV, because it allows people to interact with the content in new and different ways.

Computers play a big role in new media. They allow us to store, process, and share large amounts of information and media, like videos, photos, and music. With computers, we can also connect to the Internet, which is a network of computers all over the world that allows us to share information and communicate with each other.

One of the cool things about new media is that we can access it from many different devices, like smart phones, tablets, and laptops. This means that we can stay connected and keep up with our friends and family, no matter where we are!

Overall, new media and computers are changing the way we share information and connect with each other. They are making the world a smaller place, and helping us stay connected with people and ideas from all over the world.

Intext Questions:

Q1. Discuss the role of new media in facilitating global communication.

Q2. How is digital media ensuring cultural promotion? Give one example of the impact of social media in your daily life.

Q3. Why do students use the internet nowadays?

Q4. Are reading habits going down because of the advent of computers? Support your views.

Q5. Analyze the role of various technologies in the development of the age of information.

Q6. Describe the functioning of the virtual classroom and discuss the role of the internet in disseminating education, especially in pandemic.

Chapter 8: Introduction to photography

8.1 Introduction - Photography

8.2 History of Photography

8.3 Inventors of Photography

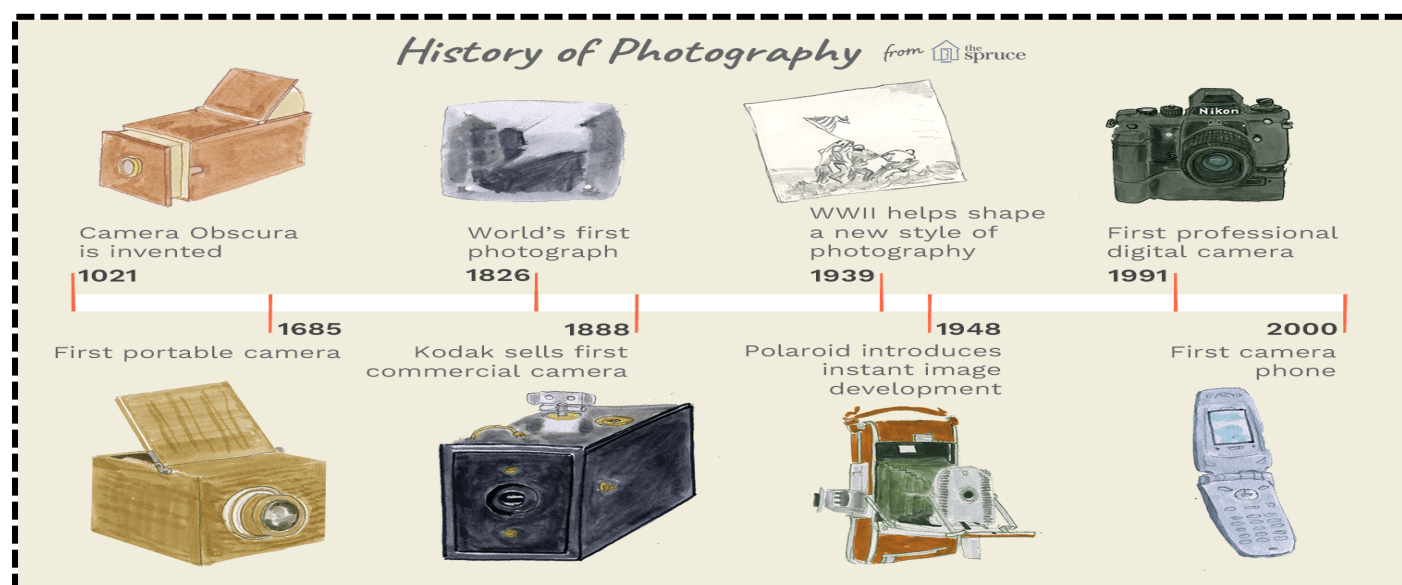| Sr. No.	Learning Objectives	Learning Outcomes
1.	To enable students to understand the basic concept of photography.	Students will be able to execute a photo-shoot using different techniques.
2.	To enable students to explore the history of photography.	
3.	To enable students to understand the evolution of photography.	Students will be able to aesthetically create a photo story by sequencing of images.

8.1 Introduction - Photography

Photography is the art, practice, and science of creating still images using light-sensitive materials, such as film or digital sensors. Photography has its roots in the early 19th century, when the first permanent images were created using the daguerreotype process.

Photography has since evolved and now encompasses a wide range of styles, techniques, and applications, including portrait photography, landscape photography, documentary photography, and more. Photographers use a variety of tools and equipment, such as cameras, lenses, lights, and editing software, to capture and produce images.

Photography is a powerful form of visual communication and expression, allowing photographers to tell stories, capture moments, and preserve memories. Photography is also widely used in fields such as journalism, advertising, and science, and has had a profound impact on the way we see and understand the world around us.

8.2 History of Photography

History of Photography from the spruce

Camera Obscura is invented 1021
First portable camera 1685
World's first photograph 1826
Kodak sells first commercial camera 1888
WWII helps shape a new style of photography 1939
Polaroid introduces instant image development 1948
First professional digital camera 1991
First camera phone 2000

Picture Credit: https://www.thesprucecrafts.com/brief-history-of-photography-2688527

The history of photography can be traced back to the early 19th century, when the first permanent photographs were created using a process known as the daguerreotype. This process was invented by Louis Daguerre and involved exposing a light-sensitive plate to light and then developing the image.

In the 1850s, a new process called the wet-plate collodion process was developed, which allowed for faster and easier photography. This process was used for many years and was eventually replaced by dry plates, which made photography even more accessible.

In the late 19th and early 20th centuries, the first cameras that used film were developed. Film cameras allowed for more flexibility and creativity in photography, as people could take multiple shots and choose the best one.

In the 1960s and 1970s, digital photography was introduced, which completely changed the way photography was done. Digital cameras store images electronically and do not use film, which makes them faster, more convenient, and easier to use.

Today, photography is a widely accessible and popular form of art and communication and is used in many different fields, including journalism, advertising, and science. The history of photography has been marked by constant advancements and improvements in technology, making it possible for people to capture and preserve images in new and exciting ways.

8.3 Inventors of Photography

The invention of photography is often credited to French artists and inventors Louis Daguerre and Joseph Nicéphore Niépce.

However, Niépce was the first to experiment with capturing images using light-sensitive materials. He created the first permanent photograph, known as a "heliograph," in 1826, several years before Daguerre's invention.

The daguerreotype process, which involves exposing a light-sensitive plate to light and then developing the picture, was introduced by Louis Daguerre in 1839.

While Daguerre and Niépce are often credited with the invention of photography, it was the result of many years of experimentation and advancements in technology by multiple individuals. The invention of photography was a collaborative effort that drew upon the knowledge and skills of many artists, inventors, and scientists.

Here are some activity-based questions related to photography:

- Create a photography project that explores a specific theme or subject, such as nature, urban life, or people.
- Plan and execute a photoshoot, including choosing a location, models or subjects, and props.
- Create a photo story by selecting and sequencing a series of related images.
- Work in a group to create a collaborative photography project, such as a photo exhibit or photo book.

Intext Questions:

Q1. If you are going on picnic with your friends or family, what type of camera would you use and why?

1. Exchanging: Sharing information.

2. Symbol: Representation of meaning.

3. Nonverbal: Communication without words.

4. Convey: Transmit message.

5. Fundamental: Essential.

6. Effective: Producing desired result.

7. Sender: Person sending message.

8. Receiver: Person receiving message.

9. Context: Surrounding circumstances.

10. Gestures: Body movements as communication.

11. Reinforce: Strengthen message.

12. Complement: Add to message.

13. Concise: Short and to the point.

14. Relevant: Pertinent to the situation.

15. Tailored: Customized.

16. Concreteness: Clear and specific.

17. Correctness: Accurate.

18. Courteousness: Polite behavior.

19. Misunderstandings: Incorrect interpretation of message.

1. Disseminating - to spread information, ideas, or culture widely to many people or places.

2. Heterogeneous - made up of dissimilar or diverse elements or components.

3. Anonymous - having an unknown or unacknowledged name or identity.

4. Standardization - the process of establishing and maintaining uniformity, especially in the performance of a task or the application of a procedure.

5. Interactivity - the capacity for mutual or reciprocal action or influence between

two or more entities.

6. Traditional - of or relating to tradition; based on established customs, practices, or beliefs.

7. Comprehend - to understand the meaning of (something).

8. Disseminate - to spread widely, as information or a message.

9. Diverse - different in some way from one another; showing a great deal of variety.

10. Standardizes - to make uniform or bring to a common standard.

11. Technology - the application of scientific knowledge for practical purposes, especially in industry.

Unit 3

1. Circulation: the number of copies of a publication (such as a newspaper or magazine) that are distributed or sold

2. Relevant: having significant and demonstrated value or application

3. Mass communication: a method of disseminating information, ideas, or opinions to a large audience through various forms of media

4. Comprehensive: inclusive and thorough in scope

5. In-depth: complete and thorough

6. Catering: providing food, entertainment, or other services for a particular event or audience

7. Informed: having knowledge or information about something

8. Insight: an understanding or perception of a situation or issue

9. Perspective: a particular attitude toward or way of regarding something; a point of view.

Unit 4

1. Telecommunication: the process of sending and receiving information over a distance using technology such as phones, computers, or other electronic devices.

2. Remote: situated far away from a center or main part; not physically close.

3. Decoded: translated from a code or cipher into plain text.

4. Evolved: developed or changed gradually over time.

5. Interactive: involving two-way communication or exchange of information.

6. Scheduled programming: pre-arranged or planned programming of a television or radio station.

7. Linear format: a format in which media content is presented in a sequential

manner, such as a linear TV broadcast or a book.

8. Controlled content: information or media that is subject to restrictions or censorship.

9. Wireless communication: communication that is transmitted without the use of wires or cables.

10. Broadcasting: the distribution of audio or video content to a large audience using electronic media.

11. Cost-effective: producing the desired outcome with minimal expenses or costs.

12. Audience: a group of people who watch, listen to, or read a particular form of media.

13. Partially interactive: having some, but not complete, interaction or exchange of information.

14. Regulated: controlled by rules or laws.

15. Performance: the way in which a person, machine, or system operates or functions.

16. Source of information: a place or means by which information is obtained.

Unit 5

1. Marionettes - puppets controlled by strings, rods, or other mechanical means

2. Troupe - a group of performers who travel and perform together

3. Pigments - colored substances used to create paintings

4. Percussion - musical instruments that are struck or shaken to produce sound

5. Carving - the act of cutting and shaping a material, such as wood or stone, into a desired form

6. Connotations - the emotions or ideas associated with a word or symbol

7. Oral tradition - the sharing of stories and information through speaking, rather than writing

Unit 6

1. Communication: The exchange of information, thoughts, or ideas between individuals or groups.

2. Awareness: Understanding or knowledge of a particular situation, issue, or fact.

3. Persuade: To convince someone to believe or do something through reasoning or argument.

4. Effective: Producing the intended or expected result; successful.

5. Campaign: A coordinated and organized effort to achieve a specific goal.

6. Impact: The effect or influence of a particular action or event.

7. Slogans: A brief and memorable phrase used in advertising or political campaigns to capture the essence of a brand or message.

8. Memorable: Capable of being remembered; unforgettable.

9. Brand image: The perception or impression of a brand in the mind of the consumer.

10. Loyalty: A strong feeling of commitment and support for someone or something, often demonstrated by continuing support or allegiance.

1. Interactivity: Refers to the ability of new media to allow for two-way communication and interaction between users, enabling a more immersive experience compared to traditional media.

2. Digitization: The process of converting information into digital form, making it possible to store, process, and transmit data efficiently.

3. Connectivity: The ability of new media to enable users to connect with others online and form virtual communities.

4. Global reach: The ability of new media to communicate with people from all over the world in real-time, regardless of geographic location.

5. User-generated content: The ability of new media to allow users to create, share, and consume their own content, resulting in a new form of participatory culture.

6. Instantaneity: The ability of new media to offer instant access to information and content, making it possible to get up-to-date information at any time.

7. Multimedia: The ability of new media to combine various forms of media, such as text, images, audio, and video, into a single digital experience.

8. Participatory culture: A culture in which members believe their contributions are valued and important, and feel motivated to actively participate. This term is often used to describe the effect of user-generated content in new media.

9. Over-the-top (OTT) platforms: Streaming services that allow users to access and watch movies, TV shows, and other video content over the Internet, without the need for a cable or satellite subscription. Examples include Netflix and Amazon Prime Video.

Unit 8

1. Light-sensitive materials: Refers to materials that are sensitive to light and can change their properties when exposed to light. Examples include film used in analog photography and photoresists used in photolithography.

2. Digital sensors: A device used to capture and record images electronically, typically in digital form. They are used in digital cameras and smartphones.

3. Heliograph: An apparatus used for communicating over long distances by means of flashes of sunlight reflected by a mirror. It was widely used in the 19th and early 20th centuries for military and remote communication purposes.

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