Class XII

Media Studies II

Course Rationale

I hear and I forget. I see and I believe. I do and I understand." The objective of the course Media Studies II is to make students understand media by getting involved in production process especially with electronic media-Radio and TV and new Media. Producing media messages is a key to understand media. It not only helps students to understand media but also foster creativity among them and also provide them an opportunity to express their feelings and knowledge. This course will sharpen students' critical thinking, analytical skills, group work skills, and ability to communicate ideas. During this course students will be given opportunity to conceive, plan, execute, and present media messages. During this course students will be introduced to the essential tools used in the collection, processing, construction, and presentation of material in aural and visual media. The main idea is to make students understand that all media messages are constructed and its only by stepping into the shoes of a writer, photographer, film or video-maker, students will be *empowered* to express opinions, explore issues, and gain insight into how media messages are produced..

Learning Objectives

1. To develop creative skills through encouraging the production of media messages.
2. To encourage students to express their feelings and thoughts through media messages they produce.
3. To develop skills to deconstruct media messages by making them understand the constructed nature of media.
4. To enable students to identify various job possibilities in media.

Course Content

THEORY **Total Periods 175**

Unit I Photojournalism **Periods : 30**

- Introduction to Photojournalism
- Photojournalism in India
- Types of photojournalism
- Working of a Camera
- Equipments in Photography
- Photo Feature
- Role and Responsibility of Photojournalist

Unit II Radio **Periods : 35**

- Development of Radio Broadcasting in India
- Characteristics of Radio
- Emergence of FM
- Internet Radio and Community Radio in India
- Popular Radio Genres: News bulletin, Documentary, Radio feature, Drama, Talks, Music programmes
- Radio Programme Production
- Ownership and Control
- The Radio Station
- The Radio Team- duties and responsibilities of team members

Unit III Television Period: 40

- Brief History of Television in India.
- Trends in Indian Television: From SITE to Opening of Skies.
- Formats of Television Programmes
- TV Programme Production
- Ownership and Control
- Key Professional Involved in the TV Production

Unit IV Cinema Periods: 35

- Evolution of Indian Cinema
- Various genre of Indian Cinema
- Cinema and society (case studies: classic & contemporary)
- How films are made(How a noted Filmmaker Satyajit Ray, Shyam Benegal directed their films).
- Film appreciation/criticism

Unit V New Media Periods: 35

- New Media :Future of journalism
- Characteristics of New Media
- Traditional vs new media
- New Media and Convergence
- Blogging and twittering
- Citizen journalism

Practical for class XII

- Visit a photo studio and see how it functions.
- Write a photo feature.
- Arrange a visit to the local radio station to find out about its set up.
- Which radio station do you listen to and why? Mention five things which you liked in that radio station and also mention five things which you did not like that much.
- Listen to one particular radio station for a day and document the various genres of programme you heard and discuss in the class.
- Listen to a radio station for a day. After listening to the programmes aired on that radio station try to figure out who are its primary target audience .Also mention the reasons what made you think so.
- Visit to a T.V. station or talk to someone working in Television to find out how it is organised and how it produces programme.
- Group work: What is your take on showing violence on the news channels? Follow one such event, compare at least three news channels, and present your findings on the following parameters: Showing of dead bodies Blood/gore/ wailing relations Use of camera to enhance the effect Use of animation to build the chain of event show many times the footage repeated in a day.
- You are the education correspondent for a mainstream news channels, prepare three questions on the examination system that you would ask the education minister.
- Read 5-6 reviews in Newspaper. Write a review of recently released film. Discuss in the class.
- See two movies by the same director what difference in theme and treatment do you notice.
- Watch a film and find out how many products are advertised through product placement.
- Watch three movies on Mahatma Gandhi. Discuss in class on the following parameters: content, presentation and storyline.

- *Divide the class in four groups. Make a documentary on some social issues eg Polio eradication, female foeticide, child marriage, water conservation etc.*
- *Write a review of programme that you saw on following channels*
  History
  Discovery
  National Geographic

Evaluation (Class XI&XII)

THEORY: 40 marks

CLASS ASSIGNMENTS: 30 marks

PORTFOLIO: 30 Marks

Submission of portfolio of selected work produced during the year. The portfolio should reflect work from all the five units .Portfolio will be adjudged on the basis of accuracy, creativity, content and presentation. For all group activities students have to mention particular role played by them in the teamwork.

Suggestions & Recommendations:

- Each school that offers Media Studies subject should have well-furnished Studio/ Media lab equipped with cameras, editing machine etc. where students can do their production work.
- Training program for teachers on media studies so that they can deliver the subject to students.
- Professional from the industries and from media education field should be invited to interact with teachers as well as students.
- Students should be exposed to work situations and latest trends and development in media.

- It is suggested 60 percent of time allocated to the course should be spent in production/simulation or in creating with media.