Class XI

Media Studies -1

Course Rationale

Communication is universal to all human beings and is central to our lives. In fact it regulates and shapes all human behaviour. Therefore it is important to have clear understanding of the concept of communication first and then gradually students will be introduced to the concepts of mass communication and mass media .This course looks at the basic nature and characteristics of communication, types of communication, process of communication, and introduction to the various forms of media. The course will also deal with the various roles mass media play in the society.

Learning Objectives

1. To develop in students an understanding of the concept and process of communication and to enable them to appreciate the potential and limitations of various communication processes.
2. To familiarize students with various forms of communication in today's Information Society, including nonverbal, interpersonal and mass forms.
3. To develop in students understanding of the mass communication process.
4. To introduce students to different areas of mass communication.
5. To develop an informed and critical understanding of the nature of mass media.
6. To acquaint students about historical growth, development and trends of different media.
7. Develop an understanding of the effects of mass communication upon society and how the media influence our understanding of reality.

Course Content

THEORY **Total Periods 180**

Unit I Communication Periods : 30

- Communication and its Importance
- Effects of Communication
- Elements in the Process of Communication (Input, sender, channel, Noise, receiver, output)
- Forms and Method of Communication
- Types of Communication: Intrapersonal, Interpersonal, Group and Mass Communication
- Noise in Communication and the Importance of Perception
- Effective Communication

Unit II Understanding Media Periods : 35

- Role of Media in our Life
- Media Time Line
- Media & Mass Media
- What makes "Mass" Communication Unique?
- Functions of Mass Media (Surveillance, Interpretation, Linkage, Entertainment, purveyor of ideologies)
- Types of Mass Media
- Role of Media in a Democracy

Unit III: 3. Print Media: Periods : 40

- The World of Print Media
- Types and Characteristics of Print Media
- Different Types of Print Media
- Journey of Newspaper From Hickey's Gazette to Online Newspapers
- Role of Press in Social & Political Movements
- Freedom of Press- Role of Press Council of India
- Press Ownership and Control
- Making News
- Analyzing News
- Representation of Different Groups- Stereotyping and Labelling in Media
- Content of Newspaper: News Stories, Features, Articles, Editorial, Advertorial, Advertisements & Public Relations
- Alternatives to Mainstream Journalism

Unit IV Media, Development And Society Periods :40

- Understanding The Role of Media in Development
- Development Communication
- Development Communication Initiatives in India
- Writing on Development Issues
- Media as Public Sphere
- Media as Public Service
- Media and Civil Society
- Citizen Journalism

Unit V Advertising Periods: 35

- Role of Advertising in Marketing
- Evolution of Advertising
- Functions of Advertising
- Types of Advertisements
- Ethics in Advertising
- Current Issues in Advertising- *Product Placement, Surrogate Advertising, Celebrity Endorsements, and Representation of Women in Advertisements, Catch Them Young- Children in Advertising.*

Practical for class XI

- ***Whispering Gallery:*** Play the game " Whispering gallery". The game can be played with group of 10-15 students. A class can be divided into three or four such groups.The game begins with a group leader whispering a message to the first member of the group, who then whispers it to second and so on, till the message reaches the last group. The leader checks to see how much the message has been changed. All groups may discuss the reasons for the tranformation of messages while they were playing the game. Write down what the game tells you about communication process.

- ***Communication Breakdown:*** *What is the most embarrasing communication breakdown that has happened to you? Discuss in class.*

- ***My Communication Diary:*** *How much of your typical day is spent in Intrapersonal, Interpersonal, group and Mass communication.*

- ***You cannot not Communicate:*** Consider a situation, when you greet your friend and there is no response from his/her side. What message do you get from his/her silence? Discuss among your friends.

- ***Why do we communicate?*** Think about various communication activities you were involved in yesterday. Make a list of reasons that prompted you to communicate. Did you require direct or indirect participation of others to achieve your purpose of communication?

- ***Effects of Communication:*** From your daily experiences make a list of intentional and unintentional effects of communication. Discuss these experiences in your class.

- ***Communis:*** The word communication comes from the Latin word 'communis' meaning common. When we communicate we try to establish commonness with someole According to Denis McQuail, communication is a process which increases commonality- but also requires elements of commonality for it to occur at all. Do you agree or disagree with the above statement. Write an article of 200 words to prove your point.

- ***Be Aware of your Body language:*** Make a list of your body gestures which you feel reveals your emotions and thoughts. Ask your parents and friends to make similar list for you. Compare the three lists. Write in 200 words what new things have you learned about yourself.

- ***Johari Window*****:** Fill out a Johari window for yourself. Write a 200 word essay on what you have learned from the activity

- ***My Interpretation*****:** Bring a photograph. Display it in you class and interpret the photograph. Discuss your interpretation of the photograph in class.

- ***My Media Diary:*** Find out amount of time you spent with each medium during a week. Write down media messages you read, heard and watched, duration and motivation for receiving those messages.

- ***A Day without Media:*** Write a diary of your activities on the day you used no mass media at all. What problems did you face when no mass media were available to you? Write which media you used the most the next day to compensate for the day when you had no interaction with the media.

- ***Functions of Mass Media***: Find out current examples of media surveillance, Interpretation, Linkage, Entertainment, and transmission of values.

- ***Development stories:*** Analyze the content of a Newspaper for a week and try to find out how many development stories/ Stories based on social issues were covered in that newspaper. Do you think the justice was done to the story in terms of space allotted and positioning of the story in newspaper. Discuss it in the class.

- ***Your views:*** The true function of journalism is to educate the public mind, not to stock it with wanted and unwanted impressions; Gandhjii said this in 1903.What is your take on this keeping in view the present media scenario.

- ***My City Newspaper****: Find out how many newspapers are published from your city/town? Read at least three newspapers for a week to find issues concerning the teenagers. Analyze the issues and make a presentation to the class about the same with comparative analysis among three papers, if they took the same issues.*

- ***Why read newspaper when I can watch****: Teacher will identify one news story on T.V. Half the class will view that news on T.V. The other half will read newspaper article about the same story. In a face-off discussion, each side will take turn challenging each other for details and insight into full story. The objective of this exercise will be to list pros and cons of TV coverage versus newspaper coverage of that story.*

- ***Cinema- the mirror of society*** :Write about a film which made you feel as if it was close to the small struggles of your life or those of someone you know. Do you think that the film had more dramatic elements as compared to those in your life.

- ***Magazine***: Make a list of the magazines you read and write a paragraph on why you read them.

- ***How much time do you spend on the mobile/ internet***? Make a list of all your activities from researching the relevant material for the homework to e-mailing and chatting.

- ***Tune in to radio***: Listen to the morning programmes of AIR, a private FM station and a community radio in your city and list the strength and weaknesses of each of these programmes.

- ***Media & Democracy:*** Make a list of news stories whose publication or broadcast have strengthened democracy around you.

- **It's a mistake**: Do you recall a newspaper or TV channel apologizing to its audience for damaging the reputation of a person? Make a list of such unfair and incorrect representation of facts by various news media and send them to their editors.

- ***Ad impact:*** Cut two advertisements of similar product with different names. Which one do you think will make a greater impact and why?

- ***My school Newspaper***: Bring out an issue based school newspaper.
- ***Campaign Review:*** *At any given time, there are always a few campaigns on social issues like health, women/girl empowerment, and anti-smoking in the media. Follow*

a campaign on one such social issue in the mass media like radio, television and print. Speak to at least 10 youth to know the impact of the campaign on the following parameters:

- *Do they recall having seen/heard/watched it?*
- *Do they find it credible/no credible?*
- *Would they take the action called for?*
- *If yes, why?*
- *If no, why not?.*

Stereotypes in Media: Make a study of at least two soap operas for two weeks and write a report on stereotypes promote during the show.