

# MASS MEDIA & COMMUNICATION (90)

## Aims:

1. To develop an understanding about the evolution of Mass Media and Communication.
2. To introduce the concepts, processes, terms and trends related to the field of Mass Media and Communication.
3. To provide exposure to various and diverse forms of Mass Media and Communication.
4. To create an awareness about the ethical practices to be followed while using Social Media.
5. To enhance the development of skills related to the use of various types of Media.

## CLASS IX

There will be **one** written paper of **two hours** duration carrying 100 marks and Internal Assessment of 100 marks.

### THEORY – 100 Marks

#### 1. Communication

- (i) Understanding Communication  
*General definition of Communication.*  
*Definition given by Keith Davis, John Adair and Louis Allen.*
- (ii) Evolution of Human Communication  
*A brief understanding of the following with examples: Petroglyphs, Pictograms, Ideograms, Writing, Audio-visual, Digital, Internet based communication systems.*
- (iii) Elements of Communication  
*A brief understanding of the following with examples: Sender, Message, Medium, Receiver, Feedback.*
- (iv) Process of Communication  
*A brief understanding of Encoding and Decoding.*
- (v) Functions of Communication  
*A brief understanding of how Communication helps to Inform, Educate, Entertain and Integrate.*
- (vi) Forms of Communication  
*A brief understanding of Verbal (Oral and Written) and Non – Verbal, Formal and Informal communication with examples.*

#### 2. Mass Media

- (i) Definition of Mass Media
- (ii) Timeline

*A brief understanding of the evolution of mass media from the invention of the Printing Press to Newspapers, Gramophones, Cinema, Radio, Camera (pin hole to digital), Television, Internet and New Media.*

#### (iii) Types of Mass Media

*A brief understanding of the features and functions of: print media, radio, television, cinema, internet*

#### 3. Print Media

- (i) A brief history  
*A brief history of print media: stone carving, Chinese wood blocks, Johannes Gutenberg and first newspaper.*
- (ii) Types of Print Media  
*A brief understanding of the features and functions of: Newspapers, Magazines, Books, Journals, Leaflets, Brochures, Flyers & Posters.*
- (iii) Types of Newspapers  
*Types of newspapers based on:*
  - (a) *Frequency: Dailies, Weeklies, Annuals, Divided – Annuals.*
  - (b) *Geographical Distribution: Local, Regional, National and International.*
  - (c) *Versions: Print, Online, e-paper.*
  - (d) *Size: Broadsheet, Berliner, Tabloid.**Meaning, differences and examples of each of the above.*

#### 4. Radio as a Medium

- (i) History of Radio  
*A brief understanding of the milestones in Radio Broadcasting: Discovery of radio*

waves, Heinrich Hertz, electromagnetic plates, Jagdish Chandra Bose, Marconi Company, Ferdinand Braun, during the World Wars.

*Radio Broadcasting in India – AIR.*

*Establishment, World War II, post-independence, private radio.*

(ii) Characteristics of Radio

*A brief understanding of the characteristics of radio such as: audio medium, wireless medium, inexpensive, simple to use, wide reach, mobility, and live medium.*

(iii) Radio Broadcasting

*Radio Equipment: Transmitter and receiver; Radio frequency: AM (Amplitude Modulation) & FM (Frequency Modulation); Satellite Radio: definition and impact.*

(iv) Types of Radio Broadcasting

*A brief understanding of Public, Private and Community radio broadcasting.*

(v) Online and Amateur Radio (HAM Radio).

*Definition and impact.*

## 5. Introduction to Advertising

(i) Definition

(ii) Functions of Advertising

*Building brand image; creating consumer awareness and demand; increase in sales; promotion of competition in the market; maximising of profits: a brief understanding of each.*

(iii) Models of Advertising

*A basic understanding of: AIDA (Attention Interest Desire and Action) and DAGMAR (Defining Advertising Goals for Measured Advertising Results).*

(iv) Principles of Advertising

*A brief understanding of creativity, research, consistency, Duration and Frequency of Campaign, Simplicity, Ethical, Unique Selling Point.*

## 6. Internet

(i) A brief history of the Internet.

*Timeline: Information theory, WAN, Packet switching, ARPANET, Merit Network, CYCLADES, TCP/IP, World Wide Web (brief understanding only).*

(ii) Internet, Intranet and world wide web (www).

*Meaning and distinction.*

(iii) Internet utilities

*A brief understanding, with examples, of the following: Web Browsing, Electronic Mail, Online Broadcasting, Social networking, Gaming, Blogging, File Transfer protocols (FTP), Online banking, E-commerce, Video conferencing and Digital marketing.*

### INTERNAL ASSESSMENT – 100 Marks

Candidates will be required to do a minimum of **four** assignments during the year, as assigned by the teacher.

#### Suggested list of Assignments:

- Write and enact a one act play including 6 to 8 actors. The theme of the play should revolve around current values or social trends. Props and costume must be used.
- Select a well-known personality of your choice, whom you would like to interview as a radio jockey. Prepare a set of 10-15 questions for the interview. The interview should last approximately 20 minutes.
- Design a poster for your school canteen (or a nearby restaurant, should the school not have a canteen).
- Group Work: Act as sales representatives and try to sell a product or service to the rest of the class/school. You can use coupons to act as a form of currency.
- Design the front page of a newspaper, taking into consideration eye movement along the page, weight distribution, importance of the news items and advertisements.
- Develop an eight-page magazine covering the various events that took place over the last school year.