


N.C. JINDAL PUBLIC SCHOOL					
PUNJABI BAGH, NEW DELHI					
ANNUAL CURRICULUM (2026-2027)					
	Class: XI	Subject: - MASS MEDIA STUDIES COD E-835	Subject Teacher (Prepared By): Mrs. Dipika Choudhary Sansanwal		Designation: T G T
Academic Book	Chapter Name	Chapter Topic / Sub Topic	Start Date	End Date	No. of Periods
Mass Media Resource Book	Unit1 Introduction to Mass Communication	Definition and functions of Mass Media and Mass Communication Aspects of Mass Communication Barriers to Communication	16.4.26	24.4.26	8
Employability skills Class xi	Unit 1	Communication Skills	27.4.26	30.4.26	4
Mass Media Resource Book	Unit II - Evolution of Media	Understanding Cinema-1 Understanding Cinema-II	2.5.26	6.5.26	4
	Project	Create an imaginary character and make a story around it remembering the main features of story telling	7.5.26	8.5.26	2

Mass Media Resource Book	Unit II - Evolution of Media	Evolution of TV Door darshan in the first phase of local stations and black and white transmission Color television, AASUAD 1982-Satellite Transmission (INSAT) Evolution of Print media Development of print journalism in India	11.5.26	15.5.26	5
Mass Media Resource Book	Unit II - Evolution of Media	Evolution of Radio Pre- and post-independence development of radio in India	1.7.26	4.7.26	4
	Project	Podcast/Interview	6.7.26		1
Mass Media Resource Book	Unit II - Evolution of Media	Internet Evolution of the internet in India	7.7.26	10.7.26	3
Employability skills classxi	Unit2	Self-Management Skills	13.6.26	15.7.26	3

Mass Media Resource Book	Unit3- Understanding Media	Media Literacy Introduction of Media Literacy Introduction to Mass Media Audience Theories Media Ownership Media Representation Media and Violence	16.7.26	22.7.26	6
Mass Media Resource Book	Unit3- Understanding Media	Analysis of Films The concept of mise en scene Film Analysis	23.7.26	28.7.26	4
	Project work	. A very short Documentary Use of Internet in documentary	29.7.26	31.7.26	3
Mass Media Resource Book	Unit3- Understanding Media	Analysis of TV Programmes The concept of a soap opera - Daily soap, Weekly soap Genres of Soap Opera, primary audience of each genre The segmented nature of the audiences Gaze of the audience, concept of a flow, continuous interruption Culture of film based programmes Culture of music based programmes Educational TV, non-fiction on TV	1.8.26	7.8.26	6

Mass Media Resource Book	Unit3- Understanding Media	Content Analysis of Radio Programmes News - the format, the language, frequency Talks, magazine programmes-unidirectional nature, feedback with a time phase difference Dramas - the unique nature of radio plays Interactive programmes - phone in, live interaction, music, experiences, memories as content of these programmes	10.8.26	25.8.26	10
	Project	Evolution of TV Verses Radio	27.8.26	31.8.26	2
	REVISION		1.9.26	10.9.26	8
Employability skills classxi	Unit 3	ICT Skills	28.9.26	3.10.26	5
	Project	Podcast on a radio	5.10.26	9.10.26	5
Mass Media Resource Book	Unit3- Understanding Media	Content Analysis of Newspapers and Periodicals Newspaper The Macro composition of a daily-various sections like the front page, edit page, sports page, business page. The Micro composition of a daily-proportion of visual and text, language, highlighting.	27.10.26	13.11.26	10
	Project	<i>Make the front page of a newspaper</i>	16.11.26	18.11.26	3
Mass Media Resource Book	Unit3- Understanding	Periodicals	19.11.26	1.12.26	9

	Media	The Macro composition of a periodical - various sections like the cover page, cover story, features, columns, business page. The Micro composition of a periodical - proportion of visual and text, language <i>Newspaper front page</i>			
Employability skills classxi	Unit 4	Entrepreneurial skills	2.12.26	8.12.26	5
Mass Media Resource Book	UNIT-IV: Pre-Production Skills	Understanding Fiction Story as a self-content world Story as a subjective experience Content of a story Theme/subject Plot, time and space Characters	9.12.26	16.12.26	6
Mass Media Resource Book	UNIT-IV: Pre-Production Skills	Techniques of story telling Description Dialogue View point	17.12.26	24.12.26	7
	Project	Dialogue/story	28.12.26	31.12.26	4
Employability skills classxi	Unit5	Green skills	15.1.27	22.1.27	7
Mass Media Resource Book	UNIT-V: Pre-Production Skills (Project)	Fiction Researcher Script Storyboard Nonfiction	25.1.26	6.2.27	10
REVISION			8.2.27	20.2.27	11
Prepared by Name – Mrs. Dipika Choudhary Sansanwal					



N.C. JINDAL PUBLIC SCHOOL

PUNJABI BAGH, NEW DELHI

Periodic Test/Half Yearly/Annual Marking Scheme: 2026-27

Subject: MASS MEDIA STUDIES CODE_835			
S.No.	PT/Half Yearly/Yearly	Chapter / Topic	Max. Marks
1	Periodic test -1	Unit2: Evolution of Media Unit 3: Understanding media	10 10
			20 marks
3	Periodic test -2	Unit4: Pre production skills	20 marks

Half Yearly Exam

UNIT-I: INTRODUCTION TO MASS COMMUNICATION

11. Definition and functions of Mass Media and Mass Communication
12. Aspects of Mass Communication
13. Barriers to Communication

UNIT-II: EVOLUTION OF THE MEDIA

Evolution of Cinema

1. Hindi Cinema
 - DG Phalke and silent era
 - Coming of sound, Studio era, Post-Independence era
2. Satyajit Ray and non-mainstream cinema

Evolution of Television

1. Door darshan in the first phase of local stations and black and white transmission
Site Experiment
 - Color television, AASUAD 1982-Satellite Transmission (INSAT)
 - Evolution of Print media
 - Development of print journalism in India

Evolution of radio

1. Pre- and post-independence development of radio in India

Evolution of new media

1. Evolution of the internet in India

UNIT-III: UNDERSTANDING MEDIA

Chapter 1: Media Literacy

1. Introduction of Media Literacy
2. Introduction to Mass Media
3. Audience Theories
4. Media Ownership

Media Representation

Chapter 2: Analysis of Films

1. The concept of mise en scene
 2. Film Analysis
 1. Short film-fiction (5) Short film-nonfiction (5)
- OR
2. Feature film

Chapter 3: Analysis of TV Programmes

1. The concept of a soap opera - Daily soap, Weekly soap
2. Genres of Soap Opera, primary audience of each genre
3. The Segmented nature of the audience
4. Gaze of the audience, concept of a flow, continuous interruption
5. Culture of Film based programmes
6. Culture of Music based programmes
7. Educational TV, non-fiction on TV

Chapter4: Content Analysis of Radio Programmes

News - the format, the language, frequency Talks, magazine programmes-unidirectional nature, feedback with a time phase difference Dramas - the unique nature of radio plays Interactive programmes - phone in, live interaction, music, experiences, memories as content of these programmes

EMPLOYBILITY SKILLS

UNIT1 Communication Skills

UNIT2 Self-Management Skills

UNIT 3 ICT Skills

ANNUAL EXAMS

UNIT-I: INTRODUCTION TO MASS COMMUNICATION

14. Definition and functions of Mass Media and Mass Communication
15. Aspects of Mass Communication
16. Barriers to Communication

UNIT-II: EVOLUTION OF THE MEDIA

Evolution of Cinema

3. Hindi Cinema
 - DG Phalke and silent era
 - Coming of sound, Studio era, Post-Independence era
4. Satyajit Ray and non-mainstream cinema

Evolution of Television

2. Door darshan in the first phase of local stations and black and white transmission

Site Experiment

- Color television, AASUAD 1982-Satellite Transmission (INSAT)
- Evolution of Print media
- Development of print journalism in India

Evolution of radio

2. Pre- and post-independence development of radio in India

Evolution of new media

2. Evolution of the internet in India

UNIT-III: UNDERSTANDING MEDIA

Chapter 1: Media Literacy

1. Introduction of Media Literacy
2. Introduction to Mass Media
3. Audience Theories
4. Media Ownership

Media Representation

Chapter 2: Analysis of Films

3. The concept of mise en scene
4. Film Analysis
 1. Short film-fiction (5) Short film-nonfiction (5)
OR
 2. Feature film

Chapter 3: Analysis of TV Programmes

8. The concept of a soap opera - Daily soap, Weekly soap
9. Genres of Soap Opera, primary audience of each genre
10. The Segmented nature of the audience
11. Gaze of the audience, concept of a flow, continuous interruption
12. Culture of Film based programmes
13. Culture of Music based programmes
14. Educational TV, non-fiction on TV

Chapter 4: Content Analysis of Radio Programmes

News - the format, the language, frequency Talks, magazine programmes-unidirectional nature, feedback with a time phase difference Dramas - the unique nature of radio plays Interactive programmes - phone in, live interaction, music, experiences, memories as content of these programmes

Chapter 5: Content Analysis of Newspapers and Periodicals

Newspapers –

1. The Macro composition of a daily-various sections like the front page, edit page, sports page, business page.
2. The Micro composition of a daily-proportion of visual and text, language, highlighting.

Periodicals –

1. The Macro composition of a periodical - various sections like the cover page, cover story, features, columns, business page.
2. The Micro composition of a periodical - proportion of visual and text, language, highlighting.

UNIT-IV: Pre-Production Skills

Understanding Fiction

1. Story as a self-content world
2. Story as a subjective experience
3. Content of a story
Theme/subject Plot, time and space Characters
4. Techniques of storytelling
Description
Dialogue View point

UNIT-V: Pre-Production Skills (Project)

1. Fiction
2. Researcher
3. Script
4. Storyboard
5. Nonfiction

EMPLOYBILITY SKILLS

- UNIT 1 Communication Skills
- UNIT 2 Self-Management Skills
- UNIT 3 ICT Skills
- UNIT 4 Entrepreneurial Skills
- UNIT 5 Green Skills

CBSE | DEPARTMENT OF SKILL EDUCATION

CURRICULUM FOR SESSION 2026-2027

MASS MEDIA STUDIES (SUB. CODE 835)

JOB ROLE: MEDIA ASSISTANT

CLASS – XI

Introduction

This course aims at grooming the natural talent of students and exposing them to ever-changing skills needed in the media and entertainment industry with hands-on experience. The course is designed to provide fundamental information on analysis of film, TV (including News), print articles, understanding of the pipeline multiple products of the media & Entertainment industry (TV show/segment, film, article, ad – film, etc.), concept of assembly line, animation, roles people play, skills & specializations, the creative process, aesthetics, design, framing, composition, writing, ideation and finally technology usage in the media & entertainment industry.

In the last two decades changes of phenomenal proportion have occurred in the field of Mass Media Studies. Mass Media has taken a quantum leap forward in terms of scale content and convergence. The media experience is an important part of globalization and civil society. The media has become an indispensable part of life at the national and local level. It has become an important factor in shaping young minds.

Course Objectives

1. Introduction to the comprehensive understanding of the five principles of Mass Media viz, Film, TV, Print, Radio and New Media
2. Introduction to the evolution of Mass Media
3. To understand how the content and presentation of mass media shapes our thoughts, vision, ethics and action
4. Analysis of the ways in which content is created in media
5. To understand creative and technical processes involved in newsprint, radio, television production, filmmaking and the internet
6. Introduction to the organization of media and entertainment industries - the financial and commercial aspects.
7. To delineate the roles and responsibilities of creative, technical and administrative people in media
8. To familiarize with the career options in media and entertainment industry
9. To analyze the vital importance of mass media in the functioning of a secular, liberal, democracy like India
10. To understand the convergence of mass media as the futuristic trend opening up more and more exciting career and creative opportunities

Curriculum

This course is a planned sequence of instructions consisting of Units meant for developing employability and Skills competencies of students of Class XI & XII opting for Skills subject along with general education subjects.

CLASS	THEORY	PRACTICAL	TOTAL
Class XI	60 marks	40 marks	100 marks

MASS MEDIA STUDIES (SUB. CODE 835)

CLASS – XI (SESSION 2025-2026)

Total Marks: 100 (Theory-60 + Practical-40)

	UNITS	NO. OF HOURS for Theory and Practical		MAX. MARKS for Theory and Practical
Part A	Employability Skills			
	Unit 1: Communication Skills-III	10		2
	Unit 2: Self-management Skills-III	10		2
	Unit 3: ICT Skills-III	10		2
	Unit 4: Entrepreneurial Skills-III	15		2
	Unit 5: Green Skills-III	05		2
	Total	50		10
Part B	Subject Specific Skills	Theory	Practical	
	Unit 1: Introduction of Mass Communication	10	15	07
	Unit 2: Evolution of the Media	25	20	09
	Unit 3: Understanding Media	30	45	17
	Unit 4: Preproduction Skills	25	40	17
	Total	90	120	50
Part C	Practical Work			
	Practical Examination / Written Test			15
	Viva Voce			05
	Total			20
Part D	Project Work/Field Visit/ Practical File/ Student Portfolio			15
	Viva Voce			05
	Total			20
		260		100

DETAILED CURRICULUM/TOPICS FOR CLASS XI

Part-A: EMPLOYABILITY SKILLS

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

Part B: SUBJECT SPECIFIC SKILLS

UNIT-I: INTRODUCTION TO MASS COMMUNICATION

Definition and functions of Mass Media and Mass Communication
Aspects of Mass Communication
Barriers to Communication

UNIT-II: EVOLUTION OF THE MEDIA

Evolution of Cinema

Hindi Cinema

- DG Phalke and silent era
Coming of sound, Studio era, Post-Independence era
- 5. Satyajit Ray and non-mainstream cinema

Evolution of Television

Door darshan in the first phase of local stations and black and white transmission

Site Experiment

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Evolution of radio

Pre- and post-independence development of radio in India

Evolution of new media

Evolution of the internet in India

UNIT-III: UNDERSTANDING MEDIA

Chapter 1: Media Literacy

Introduction of Media Literacy
Introduction to Mass Media
Audience Theories
Media Ownership
Media Representation
Media and violence

Chapter 2: Analysis of Films

The concept of mise en scene
Film Analysis
Short film-fiction (5) Short film-nonfiction (5)
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Feature film

Chapter 3: Analysis of TV Programmes

The concept of a soap opera - Daily soap, Weekly soap
Genres of Soap Opera, primary audience
of each genre
The Segmented nature of the audience
Gaze of the audience, concept of a flow, continuous
interruption
Culture of Film and film
based programmes
Culture of Music based
programmes
Educational TV, non-fiction on TV

Chapter 4: Content Analysis of Radio Programmes

News - the format, the language, frequency Talks, magazine programmes-unidirectional
nature, feedback with a time phase difference Dramas - the unique nature of radio plays
Interactive programmes - phone in, live interaction, music, experiences, memories as
content of these programmes

Chapter 5: Content Analysis of Newspapers and Periodicals

Newspapers –

3. The Macro composition of a daily-various sections like the front page, edit page, sports page, business page.
4. The Micro composition of a daily-proportion of visual and text, language, highlighting.

Periodicals –

3. The Macro composition of a periodical - various sections like the cover page, cover story, features, columns, business page.
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UNIT–IV: Pre-Production Skills

Understanding Fiction

5. Story as a self-content world
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7. Content of a story
Theme/subject Plot, time and space Characters
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Description
Dialogue View point

UNIT–V: Pre-Production Skills (Project)

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7. Researcher
8. Script
9. Storyboard
10. Nonfiction