

Mass Communication

Code No. 335

Introduction

The course of Mass Communication at the Senior Secondary level has been designed in such a way that the learners will know the basics of communication and understand the creative activities of media. In 2009, the course was introduced in NIOS to help the specific needs of learners. The curriculum is concerned with various aspects explaining the role of mass media and its linkage with the society. Mass communication plays an influential role in modern society and motivates individuals towards creative thinking to make effective communication. Mass Communication is practical oriented course also empowers the learners to develop abilities of creative writing for print, electronic and new media.

Rationale

The recommendations of National Curriculum Framework (NCF) 2005 for School education were incorporated in the curriculum of Mass Communication. Today the various fields of Mass Communication has emerged as a good career choice. It also promotes understanding of the latest development in the field of mass communication and revolution brought in by the internet, social media, mobile phones and use of computers in communication; in business and interpersonal communications. One of the basic aims of learning Mass Communication at senior secondary level is to develop creative thinking, awareness, problem solving skills, use of media and experiences to write and produce for the various media.

Objectives

After completing this course, the learner will be able to:

- describe basic concepts, principles, forms and terms of Mass Communication;
- explain the role of media in understanding the relationship between mass media and society;
- develop creative writing skills for various media;
- explain the process of media production for radio and television;
- relate mass communication knowledge to solve problems and develop positive attitude;
- demonstrate communication skills and their application in real life; and
- explore exciting career and creative opportunities in media industry;

Scope and job opportunity

This field has a large number of opportunities for employment, some of these are:

- Reporter/Journalist
- Copy Editor

- Layout Designer
- Public Relation Assistant
- Anchor/announcer
- Production Executive
- Camera Operator
- Sound Recorder
- Video Editor
- Photographer
- Web Page content developer

Eligibility conditions

Age: 15 Years

Qualification: 10th pass

Medium of instruction: Hindi, English

Duration of the course: 1 year

Weightage

Theory: 80 Marks

Practical: 20 Marks

Tutor Marked Assignment (TMA): 20% Marks of theory

Scheme of studies: Theory (245 hours), practical (30 hours), TMA (self paced)

Scheme of evaluation: Theory paper 80 marks (3 hours), practical 20 marks (3 hours), internal assessment (TMA) (20% of theory marks)

Pass criteria: 33% in each component

Course content

S. No.	Modules/Topics	Duration (in hours)	Module Approach/ Description	Description of practicals	Weightage (marks)
1.	Module-I	20	This module acquaints the	1. Construction of a simple and clear	7

	Introduction to Mass Communication 1. Introduction to Communication 2. Mass Communication 3. Role and impact of Mass Media 4. Development Communication		learner to communication, mass communication, role and impact of mass media and Development communication	message. 2. Observation of nonverbal communication in the print media.	
2.	Module-II Print media 5. Introduction to print media 6. What is news? 7. Reporting and Editing 8. Language press in India	35	This module describes the print media, news, reporting, writing for media and Editing. Language press in India also describes under this module.	3. Cultivating the habit of newspaper reading and analyzing a newspaper. 4. Preparation to conduct an interview.	12
3.	Module-III Radio 9. Characteristics of Radio 10. The Radio Station 11. Formats of Radio Programmes 12. Radio Programme Production	35	This module is designed to highlight the characteristics of radio and introduce the learners with the radio station, various formats of radio programmes and the process of radio programme production.	5. Differentiation between the spoken word used in radio and the written word used in print media. 6. Identification of different formats of radio programmes.	12
4.	Module-IV: Television 13. Television in	35	This module deals with historical emergence of	7. Differentiation between television and print as two	12

	<p>India</p> <p>14. Role of television as a mass medium</p> <p>15. Television channels</p> <p>16. Television programme production</p>		<p>television in India, role of television as a mass medium, television channels and process of television programme production.</p>	<p>different mediums of mass communication.</p> <p>8. Categorisation of television channels.</p>	
5.	<p>Module-V Advertising and Public Relations</p> <p>17. Advertising-an introduction</p> <p>18. Advertising-an industry</p> <p>19. Public relations - an introduction</p> <p>20. Public relations-tools</p>	35	<p>This module describes advertising, advertising industry, public relations and various tools used in effective public relations.</p>	<p>9. Identification of different forms of advertisements in the print media.</p> <p>10. Observation of activities involved in product public relations.</p>	12
6.	<p>Module-VI New Media</p> <p>21. Characteristics of New Media</p> <p>22. New Media - The industry</p> <p>23. New media - target audience</p> <p>24. New Media - employment opportunities</p>	30	<p>This module describes the characteristics of New Media, New Media industry, target audience of New Media and employment opportunities through New media.</p>	<p>11. Accessing facilities on the internet.</p> <p>12. Opening an e-mail account.</p>	10
7.	<p>Module-VIIA* Traditional Media</p> <p>25. Introduction to Traditional Media</p>	45	<p>The optional modules are designed to introduce with the Traditional Media,</p>	<p>13. Communicating effectively through traditional media.</p> <p>14. Identifying a traditional media</p>	15

	<p>26. Types of traditional media</p> <p>27. Comparison of Traditional Media with Electronic Media</p> <p>28. Communicating through Traditional Media</p>		<p>types of traditional media and its comparison with Electronic Media. Various ways of communication through Traditional Media are also elaborated in this module.</p>	<p>form and its function in society.</p>	
	<p>Module-VII B*</p> <p>Photojournalism</p> <p>25. Introduction to Photography</p> <p>26. The Camera</p> <p>27. Photojournalism</p> <p>28. Role of a photojournalist</p>		<p>Introduction to photography, camera, types of camera, parts of camera, photojournalism and role of a photojournalist is described in this module.</p>	<p>15. Making a photograph</p> <p>16. Preparing a photo feature</p>	

***Note: Learner has to choose one Module from VII A or VII B**