

BAL BHARATI PUBLIC SCHOOL NAVI MUMBAI

SYLLABUS (2021-22)

CLASS: 12

SUBJECT: MASS MEDIA STUDIES

First Term: April 2021 to September 2021

Second Term: October 2021 to February 2022

Term	Month	Chapters/Topics
1 st Term	APRIL	Unit: 1 Selling/Marketing/Exhibiting a Product Through Advertising Chapter 1 -Advertising concept and process Chapter 2- Functions of Advertising Chapter 3 - Types of advertising Chapter 4 - Forms of Advertising
	MAY	-
	JUNE	Unit: II Introduction to the Production Process Chapt: 1 Film Chapt: 2 TV
	JULY	Unit: II Introduction to the Production Process Chapter 3: Print - Planning, writing, editing Chapter 4. Radio: 1. Planning, recording, transmission Chapter 5. Internet :1. Planning, Creating and delivering.
	AUGUST	UNIT III: NEW MEDIA Chapter-1: Convergence and the New Possibilities of Communication Employability Skills- Communication Skills
	SEPTEMBER	UNIT IV: Creative Contribution of Key People Chapt – 1 Film Chapt – 2 T.V

		Employability Skills- Self Management Skills
2 nd Term	OCTOBER	UNIT IV: Creative Contribution of Key People Chapt – 3 Print Chapt – 4 Radio Employability Skills- Information and Communication Technology Skills
	NOVEMBER	UNIT IV: Creative Contribution of Key People Chapt – 5 Internet Employability Skills- Entrepreneur Skills, Green Skill
	DECEMBER	Revision & Pre Board
	JANUARY	Pre Board
	FEBRUARY	Boards