

**CLASS-XI
MEDIA STUDIES
SYLLABUS**

THEORY

(80 Marks)

Unit – I Introduction to Communication

1. **Communication:** Meaning, Definition and Types: Intrapersonal, Interpersonal, Group, Public and Mass Communication.
2. **Media of Communication:** Body language, Spoken word, Printed word, Symbols and Pictures.
3. **Language in Media Writing:** Basic difference between Media Writing and Literary Writing, Words & Terms generally used wrong in Punjabi & English.
4. **Types of Media:** Traditional, Newspaper, Radio, Television, Cinema and Cyber.

Unit – II News Media

5. **Understanding Newspapers:** News Stories, Editorial, Articles, Features, Letters to editor, Advertisements.
6. **Subject Matter of Newspapers:** News and its types, Views and its types, Advertisement and its types.
7. **Magazines:** Difference between books & magazines, Types of write ups in general and Punjabi Magazines in particular (Special emphasis on primary Sikheya, Pankhriyan, Akhar, Changi Kheti & Kahani Punjab).
8. **Introduction to Public Relation:** Definition and Tools of P.R.

Project/INA/Book Bank

(20 Marks)

1. **Clipping file:** Each student shall require to submit a clipping file consisting of 12 items, 2 each from following topics; Development News, Political Report, Photo Feature, Middle, News Analysis, Advertisement.
2. Teleboard display and news reading
3. **Viva:** The examiner shall ask the candidate questions on visit to any newspaper office and Current Affairs (national and regional) related to running academic session period.
4. **Book Bank:** The examinees shall submit their study Material for students to follow and this endure of theirs will be evaluated.