



D.A.V. PUBLIC SCHOOL, NEW PANVEL

Plot No. 267, 268, Sector-10, New Panvel,

Navi Mumbai-410206 (Maharashtra).

Phone 022-27468211, 27482276

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SYLLABUS PLAN FOR 2019-20

SUBJECT: MASS MEDIA STUDIES

CLASS – XII

Month	No. of Working days	Units	No. of periods	Weightage
MARCH	08	UNIT I:- Selling/ Marketing /Exhibiting a Product through Advertisement	10	20
APRIL	22	UNIT I:- Selling/ Marketing /Exhibiting a Product through Advertisement	24	20
JUNE	18	UNIT II:- <u>Introduction to the Production Process</u> <u>Revision</u>	16 4	20
JULY	26	UNIT III:- <u>New Media</u> <u>I unit test</u>	20 6	10
AUGUST	21	UNIT IV:- <u>Creative Contributions of the Key People</u>	10 13	10
SEPTEMBER	17	Revision and Term Examination	17	
OCTOBER	18	UNIT IV:- Production Skills	20	15
NOVEMBER	23	Portfolio Assessment & ITC Preparatory Exam Revision	10 13	15 10
DECEMBER	18	Preparatory Examination (contd..) Revision & Preliminary Examination	18	
JANUARY	24	Preliminary Examination(Cont) and Revision	24	
FEBRUARY	12	Revision Annual Examination	12	
TOTAL	207		218	70+ 30=100



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SYLLABUS PLANNING (2019-2020)

PRACTICAL

SUB:MASS Media Studies

Std: XII

Month	No. of Periods For Practical	Experiment/Topic
MARCH	3	Revision Tour Portfolio
APRIL	10	Advertisement design
JUNE	10	Production of documentary
JULY	10	Radio, T.V, Internet Analysis
AUGUST	8	Contribution of key people in Media
SEPTEMBER	4	Documentary
OCTOBER	10	Documentary
NOVEMBER	6	Portfolio
DECEMBER	8	
JANUARY	6	
Total	80	