



GURU NANAK PUBLIC SCHOOL RAJOURI GARDEN

Syllabus:2026-27

CLASS -XI

SUBJECT :- MASS MEDIA STUDIES

Objectives:-

1. Introduction to the evolution of Mass Media
2. To understand how the content and presentation of mass media shapes our thoughts, vision, ethics and action
3. To develop understanding of mass media and communication process
4. To enhance critical thinking and media analysis skills
5. To create awareness about different forms of media (TV, radio, print, internet)
6. To develop effective communication and presentation skills
7. To encourage creativity through storytelling and media activities
8. To build media literacy and identify bias or fake news
9. To develop basic technical and ICT skills
10. To promote teamwork, confidence, and self-management

UNIT-1 (15 April 2026 – 16 May 2026)

UNIT 1 -Introduction to Mass Communication

- Chapter 1: Definition and Functions of Mass Media and Mass Communication
- Chapter 2: Aspects of Mass Communication
- Chapter 3: Barriers to Communication

Activities: Communication game (message passing), Poster on functions of media , Role play on communication process

UNIT-2A (1 July 2026 – 21 July 2026)

UNIT 2 -Evolution of the Media

- Chapter 2: Understanding Cinema
- Chapter 3: Understanding TV

Activities: Timeline chart

UNIT-2B (22 July 2026 – 12 August 2026)

UNIT -2 Evolution of the Media

- Chapter 4: Print Media
- Chapter 5: Radio

- Chapter 6: Internet

Activities: • Newspaper analysis • Short radio programme activity

UNIT-2 (12 August 2026 – 5 September 2026)

PART A-Employability Skills

- Chapter 1: Communication Skills
- Chapter 2: Self-management Skills

Term I Revision: 7th September – 11th September

UNIT-3A (1 October 2026 – 3 November 2026)

UNIT 3-Understanding Media

- Chapter 1: Media Literacy
- Chapter 2: Analysis of Films
- Chapter 3: Analysis of TV Programmes

UNIT-3B (4 November 2026 – 5 December 2026)

UNIT 3-Understanding Media

- Chapter 4: Content Analysis of Newspapers and Periodicals
- Chapter 5: Content Analysis of Radio Programmes
- Chapter 6: Features of Internet

Activities: Advertisement analysis • TV show review • Fake news identification

UNIT-4 (7 December 2026 – 14 January 2027)

UNIT 4-Pre-Production Skills

- Chapter 1: Story as a Self-Contained World
- Chapter 2: Story as a Subjective Experience
- Chapter 3: Content of a Story
- Chapter 4: Techniques of Storytelling
- Chapter 5: Genres of Stories

Activities: Story writing, Short skit performance

UNIT-5 (16 January 2027 – 12 February 2027)

UNIT 5-Employability Skills

- Unit 3: ICT Skills – III
- Unit 4: Entrepreneurial Skills – IV
- Unit 5: Green Skills – V

Activities: -PPT presentation, Business idea activity, Environment poster