Time Allowed: 3 hrs  Max Marks: 20

Note: Given below are the distribution of marks, list of practicals and a sample question paper for practical examination.

Distribution of Marks
I. Two practicals from Core modules (Modules 1-6): 8 Marks (4x2)
II. One practical from Optional module (7A or 7B): 4 Marks (4x1)
III. Viva - Voce: 4 Marks
IV. Practical notebook: 4 Marks

List of Practicals

**CORE MODULES**

1) Construction of a simple and clear message.
2) Observations of nonverbal communication in the print media.
3) Cultivating the habit of newspaper reading and analyzing a newspaper.
4) Preparation to conduct an interview.
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
7) Differentiation between television and print as two different mediums of mass communication.
8) Categorisation of television channels.
9) Identification of different forms of advertisements in the print media
10) Observation of activities involved in product public relations
11) Accessing facilities on the internet.
12) Opening e-mail account

**OPTIONAL MODULES**

Traditional Media
1) Communicating effectively through traditional media
2) Identifying a traditional media form and its function in society
Photojournalism
1) Making a photograph
2) Preparing a Photo feature

Sample Question Paper for Mass Communication Practicals

(1)
I. Select a few newspapers and magazines
II. Identify six photographs which depict various non-verbal communication situations
III. Cut them out and paste them on plain paper.
IV. Mention clearly what it means clearly below each photograph (4 Marks)

(2)
I. Tune into a medium wave station of Al India Radio (AIR) from 5:00 p.m. to 10:00 p.m.
II. Listen to all the programmes
III. Note down the different types of formats of programmes (4 Marks)

(3)
I. Identify a traditional media form which is practiced in your neighborhood.
II. Watch a couple of performances.
III. Interact with the artists. You can prepare a list of questions to ask them.
IV. Interview a few members of the audience with a list of prepared questions.
V. List your observations in a table, mentioning the name of the traditional media form, description of its history, general theme of the performances, language, time or season of the performance and use of any instruments

OR

I. Collect a few newspapers and magazines
II. Identify pictures belonging to topics such as politics, conflict (War, riot etc.), sport, entertainment etc.
III. Choose five pictures which relate best to your chosen topic
IV. Prepare a photo album by pasting these five photos on a separate card board (4 Marks)