

25

Senior Secondary Level  
**Mass Communication**  
**Practical Examination**

SPECIMEN OF ATTENDANCE SHEET

N.A.

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 Practical**

**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 Photofeature

### 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 All 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)**