

Training Programme on Media Studies

Aug 25-27, 2010

Sept 7-9, 2010

October 20-22, 2010

November 9-11, 2010

Information Brochure

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NCERT

Central Institute of Educational technology

National Council of Educational Research and Training

Sri Aurobindo Marg, New Delhi 110016

Training Organizing Team

Prof. Vasudha Kamat, Joint Director, CIET

(vasudhak2000@gmail.com)

Dr. Anubhuti Yadav

(ayadav2003@yahoo.co.in)

Dr. Amarendra Behra, Head, Training Division, CIET

(amar_b2000@yahoo.co.in)

Media Studies in schools

The media are the most widespread and influential system of communication in today's world. They construct and circulate information and organize perception through sound, screen and print form, which help to shape our sense of self and our Relationship with the society. Over the past few years, media in India have grown significantly. They, in fact, have become part of all areas of life. They are generating profit and employment, providing information on political process and events, motivating public debate, providing place for cultural expression and most importantly entertaining the public.

Through the course on Media Studies students at the higher secondary level will be given an opportunity to get introduced to all these aspects of the media by developing a good understanding of the theoretical and practical facets of media. At this level the course will enable students to develop a conceptual understanding of the media that will involve both critical reception of and active production through the media. It will also enable students to express their own voice through media, as well as the ability to see through what mass media offers. The basic idea is to provide students with an opportunity to develop life skills which will enable them to analyze these potent forms of modern communication and to help students to become wise consumers of media and also professional communicators who can contribute to the media industry by being part of it.

Objectives:

- To develop in students an understanding of media and enable them to appreciate potential and limitation of various media forms.
- To encourage students to participate in contemporary society as active citizens, through their awareness of the political, social, economic, historical and technological implications of the media.
- To develop skills to encourage the production of creative media messages.
- To introduce students to various career opportunities in mass media.

The course is divided into two parts Media Studies I for class XI students and Media Studies II for class XII students.

Class XI**Media Studies -1****Course Rationale**

Communication is universal to all human beings and is central to our lives. In fact it regulates and shapes all human behaviour. Therefore it is important to have clear understanding of the concept of communication first and then gradually students will be introduced to the concepts of mass communication and mass media .This course looks at the basic nature and characteristics of communication, types of communication, process of communication, and introduction to the various forms of media. The course will also deal with the various roles mass media play in the society.

Learning Objectives

- 1.** To develop in students an understanding of the concept and process of communication and to enable them to appreciate the potential and limitations of various communication processes.
- 2.** To familiarize students with various forms of communication in today's Information Society, including nonverbal, interpersonal and mass forms.
- 3.** To develop in students understanding of the mass communication process.
- 4.** To introduce students to different areas of mass communication.
- 5.** To develop an informed and critical understanding of the nature of mass media.
- 6.** To acquaint students about historical growth, development and trends of different media.
- 7.** Develop an understanding of the effects of mass communication upon society and how the media influence our understanding of reality.

The topics covered in class XI are Communication and its importance, Introduction to Mass Communication, Understanding Media, Print Media and Journalism, Media development and Society and Advertising.

Class XII

Media Studies II

Course Rationale

I hear and I forget. I see and I believe. I do and I understand." The objective of the course Media Studies II is to make students understand media by getting involved in production process especially

with electronic media-Radio and TV and new Media. Producing media messages is a key to understand media. It not only helps students to understand media but also foster creativity among them and also provide them an opportunity to express their feelings and knowledge. This course will sharpen students' critical thinking, analytical skills, group work skills, and ability to communicate ideas. During this course students will be given opportunity to conceive, plan, execute, and present media messages. During this course students will be introduced to the essential tools used in the collection, processing, construction, and presentation of material in aural and visual media. The main idea is to make students understand that all media messages are constructed and its only by stepping into the shoes of a writer, photographer, film or video-maker, students will be *empowered* to express opinions, explore issues, and gain insight into how media messages are produced..

Learning Objectives

- 1.** To develop creative skills through encouraging the production of media messages.
- 2.** To encourage students to express their feelings and thoughts through media messages they produce.
- 3.** To develop skills to deconstruct media messages by making them understand the constructed nature of media.
- 4.** To enable students to identify various job possibilities in media.

The topics covered in class XII are visual communication, Radio, TV, New media and Cinema.

Media Studies Training Programme

In addition to developing syllabus and textbook for class XII (which is under print) CIET, NCERT has taken many initiatives in popularizing the concept of media literacy. A detailed report on media literacy initiative across the world, a video series titled Media Matters which talks about the importance of media in students' life and workshops on audio and video production for schools students are some of the initiatives.

These activities were organized at CIET, NCERT keeping in view the new challenges students are facing in growing up in mediated society. They are surrounded by the media messages all the time. These messages not only entertain them but they learn a lot through this constant flow of messages in their life. Teachers who acknowledge this reality have the opportunity to connect with their students in new and meaningful ways, and to enliven their own understanding of subject areas while they learn new information and skills.

Many government and non government schools have taken initiatives to make media as part of school curriculum. If media is to become part of school curriculum enabling transformation both in curriculum and teaching, then teachers needs to be oriented in this new subject. Hence four training programmes of 3-days each are organized at CIET, NCERT from August – November to impart training to teachers on media studies. The tentative dates for the training programmes are as follows:

25-27, August

7-9, September

20-22, October

9-11, November

Each programme will have 25 participants.

OBJECTIVE OF THE TRAINING PROGRAMME

- After the training programme, teachers will not only be able to teach media as a subject but will also be sensitized in integrating media with other subjects.
- Teachers will be introduced to the media studies textbook developed by NCERT.
- The workshop will also motivate them to start media clubs in their school.
- Teachers will be motivated to be a part media advocacy group. The members of the group will monitor the content of media both print and electronic critically and initiate debate on the issues concerning children and media.

STRATEGY

- Workshop will be conducted four times with 25 teachers as participants.
- Schools can choose from the options as per their convenience and commitments and depute teachers accordingly.
- Around 300 letters were sent through post along with email and a provision of online registration was also provided for wider publicity and participation for teachers.
- Admission will be given on the first come first serve basis.
- Once the subject is launched at national level all these teachers will act as Master trainers and will support us in taking this initiative forward with great zeal and fervor.
- Teacher will keep sharing experience through the Google group created for this when they are back in schools.

- **Group name: Media Studies in School**
 - * **Group home page:**
<http://groups.google.co.in/group/mediainschools>
 - * **Group email address**
mediainschools@googlegroups.com
- They can also get involved in discussion and debate through mediainschool.blogspot.com.

List of Resource Persons

- Mr Pankaj Pachauri, NDTV
- Ms Akhila Sivadas, Director, Centre for Advocacy and Research
- Prof Jai Chandiram, Media Consultant
- Prof Keval Kumar, Advisor Media studies textbook
- Dr. Jitendra Nagpal, Pchiatrist, Vimhans
- Dr. Vartika Nanda, Head, Dept of Journalism, LSR
- Dr. Anand Pradhan, IIMC
- Mr. Vedavyas Kundu, Programme Officer, Gandhi Smriti
- Prof Jaishri Jethwaney, Head, ADPR, IIMC
- Mr Pranjoy Guha Thakurta, Senior Journalist