

तार सनबोसेक दिल्ली.92
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केन्द्रीय माध्यमिक शिक्षा बोर्ड

(मानव संसाधन विकास मंत्रालय, भारत सरकार, के अधीन एक स्वायत्त संगठन)

शिक्षा सदन, 17, इन्सटिट्यूशनल क्षेत्र, राउज एवेन्यु, दिल्ली-110002.

CENTRAL BOARD OF SECONDARY EDUCATION

(An Autonomous Organization under the Union Ministry of Human Resource Development, Govt. of India)

“Shiksha Sadan”, 17, Institutional Area, Rouse Avenue, Delhi-110002.

CBSE/ACAD/MMS/2012

February 29, 2012

Cir No.16

To all the
Senior Secondary Schools affiliated to CBSE

Subject: Introduction of the academic elective “Mass Media Studies” at Senior Secondary level.

Dear Principal,

In view of the Media as one of the most powerful agents of affecting and constructing the perception about the social reality and recognizing that it is an ever growing industry with promising vocational opportunities for students, the Central Board of Secondary Education (CBSE) has introduced Mass Media Studies an academic elective at senior secondary level from academic year 2010-11 on pilot basis in some selected schools. After the success of pilot, the CBSE has decided to open this elective to all the affiliated schools interested to offer this elective from the session 2012-13.

The Mass Media Studies, an academic elective (Code No 072) nurtures the interest of students, exposes them to the nuances of skills and approaches required in the promising. The elective can be offered by students as one of the four elective subjects and also as an additional elective subject at senior secondary stage in combination with any of the subjects that are already available in the Scheme of Studies of the Board. **Similar to other electives at the senior secondary level, this elective will also have external practical examination in which external examiner would visit the school to verify the evidence of assessment and assess the portfolio and the project developed by the students.**

The details regarding the scope the elective, infrastructure requirements in schools, qualification of faculty required ,teacher training and industry-interface programme are given the **Annexure ‘A’** enclosed with this circular.

The Senior Secondary Schools desirous to introduce this new elective from the academic session 2011-12 in classes XI-XII (Subject Code 072) from April 2012 may apply immediately for **online subject affiliation** and deposit **affiliation fee in the form of Bank Draft as per the details given in the e-affiliation section of our website www.cbse.nic.in** .

The confirmation of submission of online application along with the fee in the form of Bank Draft drawn in favor of **The Secretary, CBSE** may be sent to: **Joint Secretary, (Affiliation), Shiksha Kendra, 2, Community Centre, Preet Vihar, Delhi-110092** with a copy to **Mr. A H Ahmed, Assistant Education Officer, Shiksha Sadan, 17, Institutional Area, Rouse Avenue, Delhi 110002**. E Mail: aeoasedof@gmail.com. This will facilitate the necessary approval/ sanction for Senior Secondary Certificate Examination under All India Scheme to be held in the March 2014.

For further enquiries you may revert to the undersigned at sadhanap.cbse@nic.in or call on telephone no. 011-23234324, 23237780 or Assistant Education Officer at aeoasedof@gmail.com or call on 011-23237780

Yours sincerely,



(Vineet Joshi)
Chairman

Copy to:

1. The Director of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi-110054.
2. The Commissioner, Kendriya Vidyalaya Sangathan, 18, Institutional Area, Shaheed Jeet Singh Marg, New Delhi-110016.
3. The Commissioner, Navodaya Vidyalaya Samiti, A-28, Kailash Colony, New Delhi-110048.
4. The Director, Central Tibetan School Administration, ESS Plaza, Sector-3, Rohini, Delhi-85
5. The Additional Director General Director General of Army Education, A-Wing, Sena Bhawan, DHQ-PO, New Delhi.
6. The Secretary & Director Education, Govt. of Sikkim, Gangtok(Sikkim)-737101.
7. The Director of Education, Andaman and Nicobar Islands, Port Blair-744101.
8. The Director of School Education, Govt. of Aurnachal Pradesh, Civil Sectt. Ita nagar-70111, Arunachal Pradesh.
9. The Director of Public Instruction, Chandigarh Administration, Sector-9, Chandigarh-160017.
10. All the HODs of CBSE, Delhi.
11. E.O. to Chairman, CBSE, DELHI
12. All the Regional Officers of the CBSE,
13. All the Education Officers of the CBSE, DELHI.
14. Joint Secretary (IT), CBSE with a request to put the circular on the Website.



Chairman

Salient features and scope of the elective

- Introduction to the comprehensive understanding of the five principal mass media viz. Film, TV, Print, Radio and Internet and their evolution
- To understand how the content of mass media shapes our thoughts, vision, ethics and action and analysis of the ways the content is created in media
- To understand creative and technical processes involved in filmmaking, television production, newsprint, radio and the internet.
- Introduction to the organization of media and entertainment industries- the financial and commercial part
- To delineate the roles and responsibilities of creative, technical and administrative people in media
- To familiarize with the career options in media and entertainment industry.

Infrastructure required in the schools

- Computers - an ideal ratio of 1 computer for every 5 students, with the following specifications:
 - PCs or iMacs (latest those purchased in 2009) with a minimum of 1GB RAM and 100 GB HDD with dual / quad core processors OR MacIntel processors (in the case of iMacs)
 - Appropriate editing / sound softwares. These will be freely available softwares, which WWI will select & recommend to the schools. These should be available at no cost or a minimal cost, if at all.
- The computers, ideally, should be on a UPS or a backup power so as to not damage them in case of power failures
- Handycams / Hand-held video cameras (Sony HC 96 or equivalent) with an ideal ratio of 1:10 (1 camera for every 10 students)
- A screening room equipped with a television set or projector and speakers for playback of video OR screening images through a computer.

Qualification of Faculty

- An M. A. in mass communication preferably with B.Ed.

Industry Interface Program

As the course focuses on the development of fundamental skills required in the media industry, students who take this course may go for an optional one week Industry Interface program.

Teacher Training

As the Mass Media Studies is a newly emerging academic area at the school level and there is paucity of specialized teachers available at the inception to teach the course, therefore the teachers who may be coming from heterogeneous backgrounds need to be oriented to this field .A mandatory training programme in collaboration with a suitable industry player would be conducted for teachers to equip them with the skills and to expose them to the content developed. The CBSE will inform the schools regarding this programme.