

Annual & Weekly Syllabus Split-Up - 2026-27
Grade XII

Subject: MASS MEDIA STUDIES

S.No	Month	No. of Working Days	No. of Days	Topic	Sub Topic	Teaching Aids/Resources	Classroom teaching Video Link	Activities	Art Integrated project	Pedagogy Process/Teaching Strategy	Chapterwise Notes link	Assessment				
1	APRIL	25	Week 1	4	Advertising concept & process	Product, specifications	NCERT	Discussion	Create Your Own Advertising Campaign	Group discussion, Advertisement Analysis		Class Test				
			Week 2	6		Targeting, buyers	NCERT	Brainstorming		Group discussion, Advertisement Analysis						
			Week 3	5	Functions of Advertising	Promotion of product, Drive sales	NCERT	Case Study		Group discussion, Advertisement Analysis						
			Week 4	6		Build a brand identity, Increase the buzz	NCERT	Quiz		Discussion-Based Learning		Class Test				
			Week 5	4		Print-newspapers, magazines, brochures, fliers, posters, O OH-billboards, kiosks, tradeshow events	NCERT	Poster Making		Experiential Learning (students create ads)						
2	JUNE	20	Week 1	0	Types of advertising	Broadcast advertising - Radio, TV, digital Internet + mobile, In film' promos, Celebrity endorsements	NCERT	Ad Analysis		Ad Analysis						
			Week 2	6		Cross promotions, Merchandise, Games (Mobile and computer, Covert advertising)	NCERT	Debate		Debate						
			Week 3	6	Forms of Advertising	Product Advertising, Institutional Advertising (Corporate)	NCERT	Survey		Case Study Method						
			Week 4	6		Social Service – PSA Advocacy Advertising, Comparative Advertising Cooperative Advertising Direct Mail.	NCERT	Video Screening		Case Study Method						
			Week 5	2		A Point-of-Purchase Advertising, Informational Advertising	NCERT	Group Project		Flip teaching		Class Test				
3	JULY	27	Week 1	4	Film	Pre- shooting stage	NCERT	Storyboarding	Project-Based Learning (create short ad/video)	Mini Budget	https://drive.google.com/drive/folders/1kmmNaY19FcaAI5TAV0u5xMycnzqrhh2C7usp=drive_link	Class Test				
			Week 2	6		Shooting Stage	NCERT	Filming	Analysis							
			Week 3	6		Post-shooting Stage	NCERT	https://youtu.be/DFLpgOGf80?si=11Yy8L5CoqC0akgp	Editing							
			Week 4	6	TV	Pre- shooting stage	NCERT	Storyboarding	Mini Budget							
			Week 5	5		Shooting Stage	NCERT	Filming	Project-Based Learning (create short ad/video)							
4	AUGUST	24	Week 1	1	Print	Post-shooting Stage	NCERT	Editing	Analysis	Brainstorming, Drafting	https://drive.google.com/drive/folders/1kmmNaY19FcaAI5TAV0u5xMycnzqrhh2C7usp=drive_link	Class Test				
			Week 2	6		Planning, writing, editing, designing	NCERT	https://timesofindia.indiatimes.com/	Brainstorming, Drafting							
			Week 3	5			NCERT	Proofreading, Layout	Proofreading, Layout	Class Test						
			Week 4	6	Radio	Planning, recording, editing, transmission	NCERT	Mentioned in NCERT	Mentioned in NCERT							
			Week 5	5+1			NCERT	Mentioned in NCERT	Mentioned in NCERT	Class Test						
5	SEPTEMBER	23	Week 1	5	Internet	Planning, Creating and delivering.	NCERT	Mentioned in NCERT	Just in time			Class Test				
			Week 2	6	Convergence and the New Possibilities of Communication	Earlier communication was controlled by large broadcasting organizations where a few transmitted information to many, but with the rise of the Internet, individuals are now empowered to share information globally, accelerating opinion formation and reshaping democracy and mass communication.	NCERT	Debate/Discussion	Debate/Discussion		Class Test					
			Week 3	5	Film	Contributions made by Writer, Director, Producer, Actor, Cinematographer, Audiographer, Editor, Art Director, Music composer.	NCERT	Role Play/Mock Shoot	Flip teaching		Class Test					
			Week 4	5	TV	Contributions made by Writer, Director, Producer, Actor, Cinematographer, Audiographer, Editor, Art Director, Music composer	NCERT	Storyboard Exercise	Storyboard Exercise		Class Test					
			Week 5	3	Print	Contributions made by Reporter, Sub-editor, Editor.	NCERT	Newspaper-mockup	Newspaper-mockup							
6	OCTOBER	25	Week 1	2	Radio	Contributions made by Reporter, Sub-editor, Editor.	NCERT	Newspaper-mockup	Mini Media Production (Film/Radio Show)	Flip teaching	https://drive.google.com/drive/folders/1kmmNaY19FcaAI5TAV0u5xMycnzqrhh2C7usp=drive_link	Class Test				
			Week 2	6		Contributions made by artist, speaker, interviewer, recordist, programme producer, station director.	NCERT	Record a short radio segment		Record a short radio segment			Class Test			
			Week 3	6		Internet	Contributions made by writer, conceptualizer, editor, designer	NCERT		Blogging		Blogging				
			Week 4	5	Revision for Pre Board - I											
			Week 5	5	Revision for Pre Board - I											
7	NOVEMBER	12	Week 1	0	PB 1											
			Week 2	0												
			Week 3	0												
			Week 4	6												
			Week 5	5+1		REVISION										
8	DECEMBER	21	Week 1	5	PB 2											
			Week 2	6												
			Week 3	6												
			Week 4	4		Practice Test										
			Week 5	3												
9	JANUARY	22	Week 1	0	PB 3											
			Week 2	6												
			Week 3	5												
			Week 4	6												
			Week 5	5												
			Week 1	6												

