



DRAVID OPEN SECONDARY AND HIGHER SECONDARY EDUCATION COUNCIL

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SYLLABUS MASS-COMMUNICATIONS

CLASS 12 MASS COMMUNICATIONS SYLLABUS

1. Introduction to Mass Media and Communications
 - What is mass media and mass communication
 - Characteristics of mass media
 - Difference between interpersonal and mass communication
2. Evolution and Growth of Mass Media
 - Print media
 - Radio in India
 - Television
 - Digital media and the internet
3. Role of Mass Media in Society
 - Informing and educating public
 - Social awareness and development
 - Influence on culture and values
4. Mass Media in Colonial and Post-Independence India
 - Press during colonial times
 - Growth after independence
 - Role of media in development programmes
5. Media and Globalisation
 - Changes in media with globalisation
 - New technological influences (internet, mobile media)
6. Impact of Mass Media on Society
 - Positive impacts (education, awareness, social change)
 - Challenges and negative effects (e.g., misinformation, digital divide)