

**Mapping of Level of Learning Outcomes and Content in
Final Semester-end Examination**

Programme: Master of Science COMMUNICATION MEDIA FOR CHILDREN

Course: Children and Media

Credits: 4

Marks: 50

Course Objectives: Learners will be able to

1. Study the vital aspects of media forms created for children and their understanding of those forms.
2. Gain an in-depth knowledge of what children watch and why.
3. Understand the role of media in the socialization pattern of children
4. Study the significant potential of media to capitalize on the children's ability to enhance development and learning.
5. Explore the dimensions of media in terms of its usage.
6. Learn to interpret the layers of meanings embedded in the media forms

Module 1: Children and Media-Issues and Concerns Credit 1

LOs: Learners will be able to

1. Study the vital aspects of media forms created for children and their understanding of those forms.
2. Gain an in-depth knowledge of what children watch and why.
3. Understand the role of media in the socialization pattern of children

Module 2: Media Influences & Impact Credit 1

LOs: Learners will be able to

1. Study the significant potential of media to capitalize on the children's ability to enhance development and learning.
2. Explore the dimensions of media in terms of its usage.
3. Learn to interpret the layers of meanings embedded in the media forms

Module 3: Children's Media Environment – Industries & Technologies Credit 1

LOs: Learners will be able to

1. Study the dynamics of media economics, analysing the areas of concerns while structuring media for children.
2. Strategically execute ideas necessary to create children media and its material.
3. Critically study the constructive role of media in building up the prospects for children.

Module 4: Media Education, Policy and Advocacy Credit 1

LO: Learners will be able to

1. Identify and assess the need for critical knowledge and the analytical tools required by the children in understanding the media.

2. Study the role of policies required to adhere by its media makers.
3. Explore and understand the importance of media in the rapid shift of technology.

Semester-End Examination Question paper

Day & Date	Semester	Subject Name	Time	Code	Max. Marks
	I				50

Q 1. A. Select the correct alternatives 10

Question Item	Module No.	LO and Level as per RBT	Marks
1. Who played the role of Shaktiman in the popular children's serial a. Vinod Khanna b. Mukesh Khanna c. Mukesh Kumar d. Vinod Kumar	1	1.2 Remember	1
2. Visual Attention to TV depends on the degree to which____ a. Viewing environment supports available alternative activities. b. viewer's ability and need to answer "questions" posed by his viewing schemata c. Both a and b d. None of the above	2	2.4 Analysis	1
3. What sections does Media Education typically involve? a. Entertainment and Math b. Science and Math c. Why, What, Where, How d. English, Science, Math and Entertainment.	3	3.4 Understand	1
4. State whether the statements are True or False Disney, Nickelodeon, Pogo are names of Children's fashion brands	4		11
Q. 2 Write short answers of any ONE of the following questions. ('A' or 'B') 10	3/4	3.1 Analysis	10

<p>1. A. Children’s media is undergoing a change globally. What are the similarities and Differences in children’s media in India vis a vis other foreign countries. (in about 300-350 words)</p> <p style="text-align: center;">OR</p> <p>B. Media is playing a constructive role in building an all rounded personality of children’. Analyze this statement</p> <p>2. A. Analyze the impact of rapidly changing technology on children’s media.</p> <p style="text-align: center;">OR</p> <p>B. ‘Role of policy makers has a strong impact on Children’s media’. Analyze this statement.</p>			
<p>2. Select any one situation from ‘A’ or ‘B’ and attempt all questions below. 10</p> <p style="padding-left: 40px;">A. You are part of the leadership group of a new television children’s channel. The task is to create an action plan for the launch next year.</p> <p style="text-align: center;">OR</p> <p style="padding-left: 40px;">B. You are invited to speak to a group of primary school parents about the role of media. They want to start a newspaper for children and would like guidance from you.</p> <p style="padding-left: 40px;">AS a preparation for the project, write detailed notes on the following</p>			
<p style="padding-left: 40px;">1. A note on the prospective target group (5)</p>			
<p style="padding-left: 40px;">2. Characteristic feature of media (5)</p>			
<p style="padding-left: 40px;">3. Content of channel/Newspaper</p>			
<p style="padding-left: 40px;">4. Impact you would like the media to have on the children.</p>			

Internal Assessment Plan

Assignment	Module No.	LO and Level as per RBT	Marks
Group Discussion on impact of media on children	1		7
Prepare a topic from the module and present it to the class (Peer teaching)	1 and 2	Apply	10
Study newspapers advertisements with children as a target audience.	2		8
What impact do the media have on children? What steps can be taken to reduce the adverse effects of media on children.	2, 3 and 4	Create	20
'Policy makers, teachers and parents need to collaborate to make media work best for children.' Do you agree with the statement? Justify your rationale.	4	Analyse	5