

CLASS – VII
LESSON PLAN CIVICS
Ch.6 UNDERSTANDING MEDIA
SESSION: 2019-20

Unit	Civics Ch-6 UNDERSTANDING MEDIA
Class Transaction	Total: 5 periods (approx. 40 min each)
Pre-requisite for the course	This lesson requires • basic knowledge of media • .basic knowledge about advertisement • Basic knowledge about what is business(small and large)
Assessment of qualifying knowledge	1. Written test 2. Group Discussion 3. HW notebook 4. FA Activites
Objective	• Students would be able to recognize the role of big business in the media coverage of events. • Students would be able to comprehend the strong links between media and technology and media and big business. • Students would be able to identify how the media sets the agenda through influencing our perception of issues.
Learning Outcomes	KNOWLEDGE: <i>The Students will be able to understand :</i> • Media is the plural form of the word “medium”and it describes the various ways through which we communicate in society. • Television has enabled us to think of ourselves as member of a larger global world. • The different technologies that mass media uses are expensive. • In a democracy the media plays a very important role in providing news and discussing events taking place in the country and the world • An independent media means that no oneshould control and influence its coverage of news . SKILLS: <i>The Students will be able to :</i> • Students will be able work collaboratively on howreporters (media) provides public with only one sided news. • Students will be able to critically analyse a newspaper report or TV story through scrutinizing the information provided as well as understanding the logic behind the exclusion of certain perspectives .
Transaction Methodology	Transaction would proceed in the following manner- Student-teacher interaction, Wipro-GOs (web chart, flow chart, cause and effect chart(fish diagram))silent reading, Collaborative learning.

(The teacher can use the mentioned techniques, wherever applicable, and can use any other too.)	DOL 1,2,3 Active Learning • Topic- Forms of media Students will be taught about forms of media and will be able to tell different forms of media. Group Learning • Topic- Role of media • (Competencies: Collaborative Learning) Students will understand and discuss in role of media in different secorts. Differentiation • Topic- Media and money (Competencies: Citizenship, communication) Students will get aware about the relation between money and media and will be able to put their views on the same. • Topic -Revision of chapter Students <i>would be able to enhance their creativity</i> by creating mind map for entire chapter using topics and subtopics for each. Questioning- (Competencies: Critical thinking) • Suppose you have a great business, you want to do advertisement which type of media you will prefer and why? Multiple questions as per NCERT to cater the needs of various students. Techniques to be used: Think pair share Discussion Group work Mind Map
Resources	Text Book: NCERT text book for Social Science
Self Study, Home Work, Assignments	Independent Practice: Students would do the questions in their H.W notebooks as mentioned in the monthly planner. HW notebooks to be marked as per the given plan: <i>Assessment Parameters:</i> The total marks for the activity is 5 marks On time submission.....1 mark Presentation/ Neatness.....1 mark Content.....3 marks It is also advised that the students come to the class with proper background knowledge of the topic under discussion. They can refer to the resources stated above.
Assessments	4 UNIT TESTS(25 MARKS EACH)=100

	HALF YEARLY EXAMINATION 80 MARKS+20(internal)=100 ANNUAL EXAMINATION 80 MARKS+20(internal)=100 INTERNAL ASSESSMENT 20 MARKS in each term • Subject Enrichment Activity 10 Marks • With the help of subject enrichment we assess communication, collaboration, character building and citizenship. • The students in group of five will demonstrate the activity. Note book submission 10 Marks
Addressing Classroom Diversity	Due to various social backgrounds and multiple intelligences, the classroom might be a diverse arena. The following techniques can be used for various groups: <i>For gifted students:</i> • Encouragement for referring other resources <i>For weak students:</i> • Buddy help to be provided • Provide grade-up classes <i>For differently abled students:</i> • Ignore spelling mistakes and formulae, if not written • Call parents at regular intervals • Provide grade-up classes
Marks	The weightage would be given by CBSE.
Assessment Questions	1. Give two examples of digital media? 2. What is censorship? 3. What do you mean by an independent media? Why is it important? 4. How do you think the media creates public opinion? 5. 'Changing technology helps the media to reach more people.' Discuss

CLASS – VII
DAY WISE CONSOLIDATED LESSON PLAN
Ch.2 HOW THE STATE GOVERNMENT WORKS
SESSION: 2019-20

DAY	ONE
Objective	Students will be able to understand what is media, what is print media, electronic media and will be able to compare all media.
Assessment of qualifying knowledge	Questions will be asked from the whole class group. • Define communication. • Try and think out any five ways in which you communicate with other people and others communicate with you • What is meant by Media? • Give any two examples of Print and electronic media.
Learning Outcomes	<u>KNOWLEDGE</u>- <i>Students will be able to</i> • Understand that the Media is the plural form of the word ‘medium’ and it describes the various ways through which we communicate in society. • Understand because media refers to all means of communication, everything ranging from a phone call to the evening news on TV can be called media. • Understand The technology that mass media uses keeps changing. <u>SKILLS and COMPETENCIES</u><i>Students would be able to</i> • Students will discuss collaboratively how certain technology and changing technology, or machines are making technology more modern, helps media to reach more people.
Transaction Methodology (The teacher can use the mentioned techniques, wherever applicable, and can use any other too.)	Transaction would proceed in the following manner- Anticipatory Set: 10 min Facilitator will ask few questions to introduce the topic • What is meant by Media? • Define communication. • What is technology? Will work through Collaborative Learning: 15 min • Students will discuss collaboratively how certain technology and changing technology, or machines are making technology more modern, helps media to reach more people. Independent Practice: Students will go through NCERT text book. Closure: 5 min A short oral test would be taken to check proper assimilation of the topic discussed.

Resources	Text Book: NCERT text book for Political Science
Self- Study, Home Work, Assignments	Independent Practice: Students would do the given questions in their H.W. notebooks as mentioned in the monthly planner.
Assessments	Oral Test (5 minutes)

DAY	TWO
Objective	Students will be able to understand how mass media is constantly thinking of ways to make money. The mass media earns money by advertising different things like cars, chocolate, clothes, mobile phones etc. .
Assessment of qualifying knowledge	Questions from previous class about media and technology.
Learning Outcomes	<u>KNOWLEDGE</u>- <i>Students will be able to</i> understand that the technologies that mass media uses keep changing and so a lot of money is spent on getting the latest technology. Due to these costs the mass media needs a great deal of money to do its work. <u>SKILLS and COMPETENCIES</u> Students will work collaboratively -Take a newspaper and count the number of advertisements in it. Some people say that newspapers have too many advertisements. Do you think it is true and why? Will present the views in front of class which will enhance their communication skills.
Transaction Methodology (The teacher can use the mentioned techniques, wherever applicable, and can use any other too.)	Transaction would proceed in the following manner- Anticipatory Set: 10 min Facilitator will ask few questions to introduce the topic - What is advertising? - Role of media in advertising? - How can one make money from media? (Competencies: collaborative and communication) Students will work collaboratively -Take a newspaper and count the number of advertisements in it. Some people say that newspapers have too many advertisements. Do you think it is true and why? Will present the views in front of class which will enhance their communication skills. Independent Practice: Students will go through NCERT text book. Closure: 5 min A short oral test would be taken to check proper assimilation of the topic discussed.
Resources	Text Book: NCERT text book for Social Science
Self -Study, Home Work, Assignments	Independent Practice: Students would do the given questions in their H.W. notebooks as mentioned in the monthly planner.
Assessments	Oral Test (5 minutes)

DAY	THREE
Objective	Students will be able to understand how media plays a very important role in providing news and discussing events taking place in the country and the world.
Assessment of qualifying knowledge	Questions from previous class about how media makes money.
Learning Outcomes	<u>KNOWLEDGE</u>- <i>Students will know</i> - how media plays a very important role in providing news and discussing events taking place in the country and the world <u>SKILLS and COMPETENCIES</u><i>Students would be able to</i> collaboratively elicit all the research work done regarding the role that the media plays in providing information. They would also present their views on how important is for media to provide balanced report
Transaction Methodology (The teacher can use the mentioned techniques, wherever applicable, and can use any other too.)	Transaction would proceed in the following manner- Anticipatory Set: 10 min Facilitator will ask few questions to introduce the topic - What is democracy? - What do you understand by balanced report? (Competencies: Collaborative) collaboratively elicit all the research work done regarding the role that the media plays in providing information. They would also present their views on how important is for media to provide balanced report Independent Practice: Students will go through NCERT text book. Closure: 5 min A short oral test would be taken to check proper assimilation of the topic discussed.
Resources	Text Book: NCERT text book for Social Science
Self -Study, Home Work, Assignments	Independent Practice: Students would do the given questions in their H.W. notebooks as mentioned in the monthly planner.
Assessments	Oral Test (5 minutes)

DAY	FOUR
Objective	Students will be able to understand how the media influences our thoughts, feelings and actions and brings those issues to our attention. due the significant influence it plays in our lives and in shaping our thoughts, it is commonly said that the ' media sets the agenda'.
Assessment of qualifying knowledge	Questions from previous class about link between media and democracy.

Learning Outcomes	<u>KNOWLEDGE</u>- <i>Students will know</i> • how the media influences our thoughts, feelings and actions and brings those issues to our attention. • How media sets agenda and how it place significant role in shaping our thoughts. <u>SKILLS and COMPETENCIES</u> Students will collaboratively find out several instances when the media fails to focus on issues that are significant in our lives .As citizens of a democracy ,the media has a very important role to play in our lives.The media decides what to focus on and in this way it sets an agenda.
Transaction Methodology (The teacher can use the mentioned techniques, wherever applicable, and can use any other too.)	Transaction would proceed in the following manner- Anticipatory Set: 10 min Facilitator will ask few questions to introduce the topic • What do you understand by agenda? • How can one be influenced by media? (Competencies: collaborative and communication) Students will collaboratively find out several instances when the media fails to focus on issues that are significant in our lives .As citizens of a democracy ,the media has a very important role to play in our lives. The media decides what to focus on and in this way it sets an agenda. Will present their views on same. Independent Practice: Students will go through NCERT text book. Closure: 5 min A short oral test would be taken to check proper assimilation of the topic discussed.
Resources	Text Book: NCERT text book for Social Science
Self -Study, Home Work, Assignments	Independent Practice: Students would do the given questions in their H.W. notebooks as mentioned in the monthly planner.
Assessments	Oral Test (5 minutes)

DAY	FIVE
Objective	Students will be able to understand how media in a democracy is accountable to the government and the people-i.e. there are laws that govern media .The government has laid down codes of conduct ,like the newspaper and broadcasting code of 1962 to regulate the Media.
Assessment of qualifying knowledge	Questions from previous class about the agenda of media.
Learning Outcomes	<u>KNOWLEDGE</u>- <i>Students will know</i> • That the media in a democracy is accountable to the government and the people-i.e. there are laws that govern media. • That the government has laid down codes of conduct ,like the newspaper and broadcasting code of 1962 to regulate the Media. <u>SKILLS and COMPETENCIES</u> Students will be able to discuss collaboratively how media in a democracy is accountable

	to the government and the people-i.e. there are laws that govern media
Transaction Methodology (The teacher can use the mentioned techniques, wherever applicable, and can use any other too.)	Transaction would proceed in the following manner- Anticipatory Set: <u>10 min</u> Facilitator will ask few questions to introduce the topic • What can be the role of media in democratic country? • What can be the role of media in our lives? (Competencies: Collaborative) Students will be able to discuss <i>collaboratively</i> how media in a democracy is accountable to the government and the people-i.e. there are laws that govern media Independent Practice: Students will go through NCERT text book. Closure: <u>5 min</u> A short oral test would be taken to check proper assimilation of the topic discussed.
Resources	Text Book: NCERT text book for Social Science
Self -Study, Home Work, Assignments	Independent Practice: Students would do the given questions in their H.W. notebooks as mentioned in the monthly planner.
Assessments	Oral Test (5 minutes)