**ITEM NO. 16**

**MEDIA AND TECHNOLOGY**

**UNIT 1 - TECHNOLOGY IN PEDAGOGY- A BLESSING IN DISGUISE OR A FATAL ATTRACTION?**

Read the following passage and answer the questions that follow.

In this technologically driven era When we find six months old babies grooving to nursery rhymes on iPads and school and college students using educational apps to study should not be surprising. These apps which have videos of teachers giving lectures and twenty four seven internet connectivity have become very popular among the youth these days.However parents are simultaneously worried about the screen time spent by the kids.The point is we need to accept and welcome the change but to what an extent?

In this age where being a ,’You Tuber’ is actually a full-fledged career we need to understand the technology and the perks it brings along.Internet has provided a common platform for teachersResearchers ,education planners and learners to connect and improvise upon their respective fields.

However technology is impacting our learners in the other way also.Children have become too dependent on internet now.self-analysis ,introspection and retrospection have become less effective now. Infact they have become too dependent on internet even for their personal problems.

Point is do we need to count upon ‘Minecraft’ ‘BOLO’ and similar apps or reflect upon the new born ldis orders like ‘NOMOPHOBIA’ and ‘FOMO’ etc.Which both register abnormal behaviour

In the absence of phone .We need to revisit our thought process and determine the extent of phone usage in our life.Wecan’t ignore phones ........nor can we let them cripple us totally.Dear Artificial Intelligence.........you cannot supersede Natural intelligence.Then why not go together?

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| Young Children's Use of Mobile Tech Has Tripled, Survey Finds |

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| **Apps in Education: Mobile Technology Use Determines Higher-Ed Success** |

5.1 Which of the following features are applicable to Nomophobia?

1) life style disorder

2) Cell phone addiction

3) Anxiety disorder

4) Contagious disease

5) Deficiency disorder.

a) (1) and (2) b) (3) and(4) c) (3) (4) and (5) d) (1) (2) and (3)

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| **Domain:** Reading literacy | **Theme:** MEDIA AND TECHNOLOGY | Class[es]: IX -X  Expected time: 1 min~~s~~.  Total Credit: 2 |
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| **Description of item:**   |  |  | | --- | --- | |  | Text | |  | Image | |  | Table | |  | Graph | |  | Map | |  | Poem | | **Learning Outcome:[As per NCERT]**  **Reflects and locates** | |
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| FRAMEWORK | CHARACTERISTICS |
| SCENARIO | EDUCATIONAL |
| TEXT FORMAT | CONTINUOUS |
| TEXT TYPE | ARGUMENT |
| PROCESS | UNDERSTAND AND APPLY |
| ITEM FORMAT | COMPLEX MCQ |
| PROFICIENCY LEVEL | 1 a |

CREDIT PATTERN

FULL CREDIT-2

PARTIAL CREDIT : 0

NO CREDIT:0

DESCRIPTION OF ANSWER AND CREDITS

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| **Explain expected answer and the respective credits**  FULL CREDIT :2  OPTION D  PARTIAL CREDIT: 0  NILCREDIT: 0  ANY OTHER RESPONSE OR MISSING |

Q2.What do you think is the purpose of writing this article?

a)To provoke the readers to ban the use of mobile in the field of academics.

b) To encourage the readers to involve more and more technology in academics.

c) To acquaint them with pros and cons of phone usage and enable them plan a judicious use of phones.

d)To advertise apps like ‘BOLO’ and ‘MINECRAFT’ among readers for personal social media credit.

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| **Domain:** Reading literacy | **Theme:** MEDIA AND TECHNOLOGY | Class[es]: IX -X  Expected time: 2 mins.  Total Credit: 2 |
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| **Description of item:**   |  |  | | --- | --- | |  | Text | |  | Image | |  | Table | |  | Graph | |  | Map | |  | Poem | | **Learning Outcome:[As per NCERT]**  **Evaluate and reflect** | |
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| FRAMEWORK | CHARACTERISTICS |
| SCENARIO | EDUCATIONAL |
| TEXT FORMAT | CONTINUOUS |
| TEXT TYPE | ARGUMENTATIVE |
| PROCESS | EVALUATE AND REFLECT |
| ITEM FORMAT | COMPLEX MCQ |
| PROFICIENCY LEVEL | 1 a |

CREDIT PATTERN

FULL CREDIT-2

NO CREDIT

DESCRIPTION OF ANSWER AND CREDITS

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| **Explain expected answer and the respective credits**  FULL CREDIT-2  OPTION C  PARTIAL CREDIT: 0  NILCREDIT: 0  ANY OTHER RESPONSE OR MISSING |

Q3.Look at the news clip and picture shown below.Do you find it normal or sense something wrong?

Write your views about this news clip in the space provided.

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| Young Children's Use of Mobile Tech Has Tripled, Survey Finds |



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| **Domain:** Reading literacy | **Theme:** MEDIA AND TECHNOLOGY | Class[es]: IX-X  Expected time: 4mins.  Total Credit: 2 |
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| **Description of item:**   |  |  | | --- | --- | |  | Text | |  | Image | |  | Table | |  | Graph | |  | Map | |  | Poem | | **Reflect and evaluate** | |
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| FRAMEWORK | CHARACTERISTICS |
| SCENARIO | EDUCATIONAL |
| TEXT FORMAT | CONTINUOUS |
| TEXT TYPE | ARGUMENT |
| PROCESS | REFLECT AND EVALUATE |
| ITEM FORMAT | OPEN CONSTRUCTED RESPONSE |
| PROFICIENCY LEVEL |  |

CREDIT PATTERN

FULL CREDIT :2

PARTIAL CREDIT :1

NO CREDIT:0

DESCRIPTION OF ANSWER AND CREDITS

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| **Explain expected answer and the respective credits**  FULL CREDIT : 2  Yes it is a burning issue and a cause of great concern. it cripples independent thinking; widening generation gap; exposure to ‘blue whale’ and similar suicidal and aggressive games; objectionable and age inappropriate sites; no physical activity other relevant answer  No; it is time saving easy to access ;lively and interesting breaks the monotony of class room teaching ;connectivity with larger group ;learners are well updated; Online games; Multitasking is available.  PARTIAL CREDIT : 1  Any one of the above(any two points for or against the topic to be considered for partial credit).  NILCREDIT:0  Beneficial…lot of games…..Useless ..waste of time… any other vague or incomplete answer or missing.(for no credit) |

Q4.How does internet help people of different job profiles?

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| **Domain:** Reading literacy | **Theme:** MEDIA AND TECHNOLOGY | Class[es]: IX -X  Expected time: 4 mins.  Total Credit: 2 |
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| **Description of item:**   |  |  | | --- | --- | |  | Text | |  | Image | |  | Table | |  | Graph | |  | Map | |  | Poem | | **Learning Outcome:[As per NCERT]**  **Locates the information** | |
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| FRAMEWORK | CHARACTERISTICS |
| SCENARIO | EDUCATIONAL |
| TEXT FORMAT | CONTINUOUS |
| TEXT TYPE | ARGUMENT |
| PROCESS | LOCATE INFORMATION |
| ITEM FORMAT | SHORT RESPONSE TYPE |
| PROFICIENCY LEVEL | 2 |

CREDIT PATTERN

FULL CREDIT-2

PARTIAL CREDIT-1

NIL CREDIT: 0

DESCRIPTION OF ANSWER AND CREDITS

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| **Explain expected answer and the respective credits**  FULL CREDIT-2  Internet has provided a common platform for teachers, Researchers , education planners and learners to connect andimprovise upon their respective fields. youtuber is the newly emerged profession.  PARTIAL CREDIT -1  Any one of the above points(Partial credit)  NILCREDIT:0  Incomplete, vague answer or missing.(no credit) |

Q5.Artificial intelligence can be defined as

a) The intelligence we get from educational apps.

b) The intelligence which is short lived and lapses with time.

c) The intelligence available in creatures other than human beings.

d) The ability of computer software or an application to solve human problems.

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| **Domain:** Reading literacy | **Theme:** MEDIA AND TECHNOLOGY | Class[es]: IX -X  Expected time: 1mins.  Total Credit: 2 |
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| **Description of item:**   |  |  | | --- | --- | |  | Text | |  | Image | |  | Table | |  | Graph | |  | Map | |  | Poem | | **Learning Outcome: [As per NCERT]**  **Reflects and evaluates** | |
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| FRAMEWORK | CHARACTERISTICS |
| SCENARIO | EDUCATIONAL |
| TEXT FORMAT | CONTINUOUS |
| TEXT TYPE | ARGUMENT |
| PROCESS | REFLECT AND EVALUATE |
| ITEM FORMAT | COMPLEX MCQ |
| PROFICIENCY LEVEL | 1 a |

CREDIT PATTERN

FULL CREDIT-2

PARTIAL CREDIT :0

NILCREDIT:0

DESCRIPTION OF ANSWER AND CREDITS

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| **Explain expected answer and the respective credits**  FULL CREDIT-2  OPTION D  PARTIAL CREDIT :0  NILCREDIT:0  ANY OTHER RESPONSE OR MISSING |

**SOURCE OF THE TEXT – NEWS PAPER ARTICLE**

**NAME OF THE TEACHER –JAYA SHARMA**

**DESIGNATION TGT ENGLISH**

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**PHONE NO-8588008066**

**NAME OF THE VIDYALAYA-KV-1 AFS CHAKERI KANPUR**

**REGION-LUCKNOW REGION**

**UNIT 2 - ADVERTISEMENT**



**2.1** What are the names of the food centers as depicted in the advertisements?

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**Template**

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| **Domain:** Reading literacy | **Theme:** FOOD | **Class[es]:**VII-VIII  **Expected time**: 1 min~~s~~.  **Total Credit**:2 |
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| **Description of item:**   |  |  | | --- | --- | |  | Text | |  | Image | |  | Table | |  | Graph | |  | Map | |  | Poem | | **Learning Outcome:**[As per NCERT]  Infers and interprets | |

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| **FRAMEWORK** | **CHARACTERISTICS** |
| Scenario | Public |
| Text format | Non continuous |
| Text type | Exposition |
| Process | Locate and retrieve information |
| Item format | Short Response |
| Proficiency level | 1a |

**Credit Pattern**:

Full Credit: 2

Partial Credit: 1

No Credit: 0

Description of answer key and credits:

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| **Explain expected answer and the respective credits**  **Full Credit:**2  1. Jilly’s Café and Steakhouse2. The Pasta House  **Partial Credi**t: 1  any one of the two  **No Credit**: 0  Any other answer or missing |

**2.2**

Dad, you promised to take us out today.

A new Café has been opened in the city.



Where to go?

HURRAH!!!!!!!!

As the Café has been opened recently, it has many offers and attractions. Mention any two attractions out of them.

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| **Domain:** Reading literacy | **Theme:** FOOD | **Class[es]:**VII-VIII  **Expected time**: 1mins.  **Total Credit**:2 |
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| **Description of item:**   |  |  | | --- | --- | |  | Text | |  | Image | |  | Table | |  | Graph | |  | Map | |  | Poem | | **Learning Outcome:** [As per NCERT].  Infers and retrieves | |

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| **FRAMEWORK** | **CHARACTERISTICS** |
| Scenario | Public |
| Text format | Non continuous |
| Text type | Exposition |
| Process | Locate and retrieve information |
| Item format | Close constructed Response |
| Proficiency level | 1b |

**Credit Pattern**:

Full Credit: 2

Partial Credit: 1

No Credit: NIL

Description of answer key and credits:

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| **Explain expected answer and the respective credits**  **Full Credit**: 2  Catering & Gift Certificates, Private Party Room, Live Music every Friday Night (any two)  **Partial Credit**: 1  Any one of the three  **No Credit**: 0  Any other or missing |

**2.3** “The salad plus an Appetizer to share are included with your Pasta”. What is meant by Appetizer?

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| C  C:\Users\AQIB\Desktop\pics downloaded\bailley-mineral-water-bottle-500ml-pack-of-20.jpg | D  C:\Users\AQIB\Desktop\pics downloaded\download (1).jpg |

**Template**

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| **Domain:** Reading literacy | **Theme:** FOOD | **Class[es]:**VII-VIII  **Expected time**: 1 min~~s.~~  **Total Credit**:2 |
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| **Description of item:**   |  |  | | --- | --- | |  | Text | |  | Image | |  | Table | |  | Graph | |  | Map | |  | Poem | | **Learning Outcome:**[As per NCERT]  Understands and Interprets | |

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| **FRAMEWORK** | **CHARACTERISTICS** |
| Scenario | Public |
| Text format | Non continuous |
| Text type | Exposition |
| Process | Understand and Reflect |
| Item format | Complex MCQ |
| Proficiency level | 1b |

**Credit Pattern**:

Full Credit: 2

Partial Credit: 0

No Credit: 0

Description of answer key and credits:

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| --- |
| **Explain expected answer and the respective credits**  **Full Credit:** OPTION A  Partial Credit: 0  **No Credit**: 0  any other or missing |

**2.4** According to you, what might be the reasons for the Italian Restaurant for giving high discounts?

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| **Domain:** Reading literacy | **Theme:** FOOD | **Class[es]:**VII-VIII  **Expected time**: 3 mins.  **Total Credit**:2 |
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| **Description of item:**   |  |  | | --- | --- | |  | Text | |  | Image | |  | Table | |  | Graph | |  | Map | |  | Poem | | Learning Outcome:[As per NCERT]  Interprets and infers | |

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| **FRAMEWORK** | **CHARACTERISTICS** |
| Scenario | Public |
| Text format | Non continuous |
| Text type | Exposition |
| Process | Interprets and Infers |
| Item format | Open constructed Response |
| Proficiency level | ~~3~~2 |

**Credit Pattern**:

Full Credit: 2

Partial Credit: 1

No Credit: 0

Description of answer key and credits:

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| **Explain expected answer and the respective credits**  **Full Credit**: 2   * Newly opened * Festival Season * Attract more customers * Competition in market * More sale less profit * Promote his business * To gain popularity or any other relevant point (any two or any relevant point)   **Partial Credit**: 1   * Show off * To show his wealth * Not worried about the profit * No business guts * To show sympathy (any one of the above)   **No Credit**: 0   * A new businessman * Not a good businessman * No business acumen or   Or Missing |

**2.5** The Cafe is offering special offer on Easter Sunday. Is the “Easter Sunday” a festival of mourning or rejoice? Support your answer with appropriate words.

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**Template**

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| **Domain:** Reading literacy | **Theme:** FOOD | **Class[es]:**VII-VIII  **Expected time**: 5 mins.  **Total Credit**:2 |
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| **Description of item:**   |  |  | | --- | --- | |  | Text | |  | Image | |  | Table | |  | Graph | |  | Map | |  | Poem | | **Learning Outcome:**[As per NCERT]  Interprets and applies | |

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| **FRAMEWORK** | **CHARACTERISTICS** |
| Scenario | Public |
| Text format | Non continuous |
| Text type | Exposition |
| Process | Infer, access and reflect |
| Item format | Open constructedResponse |
| Proficiency level | 3 |

**Credit Pattern**:

Full Credit: 2

Partial Credit: 1

NoCredit: 0

Description of answer key and credits:

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| **Explain expected answer and the respective credits**  **Full Credit**: 2   * Festival of rejoice * Commemorating the resurrection or re birth of Jesus * Church Services offered * Family meals * Easter Egg Decoration * Charity to the poor   **Partial Credit**:1   * Festival of rejoice or happiness * Jesus is born * Visiting friends and relatives * Prayer in church * Decoration of house * Embrace the poor   **No Credit : 0**   * + Festival of mourning   + Death or crucifixion of Jesus   + Decorating Christmas Tree   + Confined to their houses   + Mourn and not going to Church |

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| **PHONE NO.** | 9336188257 |
| **NAME OF THE VIDYALAYA:** | KV Kanpur Cantt Kanpur, Shift II |
| **KVS REGION:** | Lucknow |
| **SOURCE** | ADVERTISEMENTS from INTERNET |