

**GOVERNMENT OF INDIA
HUMAN RESOURCE DEVELOPMENT
LOK SABHA**

UNSTARRED QUESTION NO:1878
ANSWERED ON:05.12.2006
INCLUSION OF MASS MEDIA SUBJECT IN NCERT BOOKS
Chauri Shri Bapu Hari

Will the Minister of HUMAN RESOURCE DEVELOPMENT be pleased to state:

(a) whether the Government proposes to include a new chapter titled 'Mass Media and Communication' in the book of social science and political life of NCERT books particularly for class Seventh; and

(b) if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF HUMAN RESOURCE DEVELOPMENT (SHRI M.A.A. FATMI)

(a) and (b) National Council of Educational Research and Training (NCERT) proposes to include two chapters titled 'Understanding Media' and 'Understanding Advertising' in the Political Science textbook for Class VII to be introduced from the academic session 2007-08.