

For The Year 2026

Mass Media/ Mass Communication - 318 Syllabus for CUET(UG)

1. Communication

(i) Understanding Communication

Levels of communication, models of communication

(ii) Culture and Communication

What is culture? Relationship between culture and mass media; communication in the cultural context; media as a vehicle of cultural transmission; representation and stereotyping in Mass Media.

(iii) Communication and Social Change

Social change: meaning; media as a catalyst for social change (with examples of various social movements).

(iv) Evolution of the Media

History of Newspapers, Radio & Television in India and New Media

2. Journalism

(i) Understanding news

Definition, news values, components of news

(ii) Qualities of a good Journalist.

An understanding of the following: a nose for news, inquisitiveness, language skills, trustworthiness and empathy,

(iv) Reporting and Editing techniques

Inverted Pyramid, 5W's & 1 H, Headlines, Copy editing

(v) Photo Journalism

Importance of photos, captions, visual depiction, photo essays

(vi) Media Laws & Ethical Issues in Journalism

A brief understanding of each of the following with examples: sensationalism, fake news, paid news, plagiarism, advertorials, partisan reporting, and sting operations, defamation, freedom of speech and expression, law and the media

3. Advertising and Public Relations

A. Advertising

(i) *Advertising concepts & process,*

(ii) *Functions of Advertising,*

(iii) *Types of Advertising (Cross promotions, Merchandise, Convert Advertising),*

(iv) *Forms of Advertising*

(v) *Advertising campaigns*

B. Public Relations

(i) *Understanding PR and media management*

(ii) *Building Brand Image a*

(iii) *Tools and Steps in PR; PR campaigns*

(iv) *Crisis Management*

(v) *Responsibility of a PRO*

4. TV Production Process and Programmes

- (i) *Pre-production, Production, Post-production Stage.*
- (ii) *Programs, Formats, Audiences*

5. Radio

(i) Writing for Radio

Characteristics of a Radio Script: conversational language, active voice, simple sentences, avoidance of technical jargons, and capability of creating imageries

(ii) Radio Recording

Brief understanding of the radio studio and transmission equipment: types of microphones; amplifier, sound mixer, speakers; audio recording.

6. Cinema

(i) History of Cinema

A brief understanding of the early experiments done by the following: Lumiere Brothers, John Grierson, Robert Flaharty and Dada Saheb Phalke.

(ii) Production process and Cinema Genres

Production process and stages in films and documentary making.

Defining genre theory; an understanding of the various types of genres (with suitable examples): action, westerns, comedy, crime, drama, fantasy/sci-fi, historical, animation, romance and musical.

(iii) Cinema and Social Change

Parallel Cinema movement in India: Issues depicted and low budget production process (with reference to examples such as Shyam Benegal's Manthan).

7. Social Media

a. Definition of social media.

b. Types of social media platforms---social networking, blogging, photo and video sharing

c. Role of social media in a democracy.

Role of social media in creating collective identities with reference to sharing of information; cyber activism (with suitable examples)

d. Cyber Crime.

An understanding of online bullying; stalking; trolling; online frauds.

e. Netiquettes.

Meaning and importance of netiquettes; an understanding of netiquettes such as: identification of oneself; respect for others' privacy, use of appropriate language and imagery; do not spam.

8. New Media

- a. Internet as the meeting point of all the mass media.
- b. Broadcasting
- c. Mass communication model of a few transmitting to a vast number of receivers.
- d. Gigantic organization.
- e. Huge technical infra-structure
- f. Large scale revenue
- g. The changed paradigm due to the Internet.
- h. Empowering an individual to post data on the Internet
- i. Information, message in one medium triggering off activity in the others
- j. Many sources of the same information.
- k. Distribution of the information between individuals on an unprecedented global scale.
- l. Rapidity of opinion generation on a local, national and global scale
- m. The socio-political implications of the new information order.
- n. The Strengthening of democracy.
- o. Emerging trends in Mass Communication
- p. Media convergence