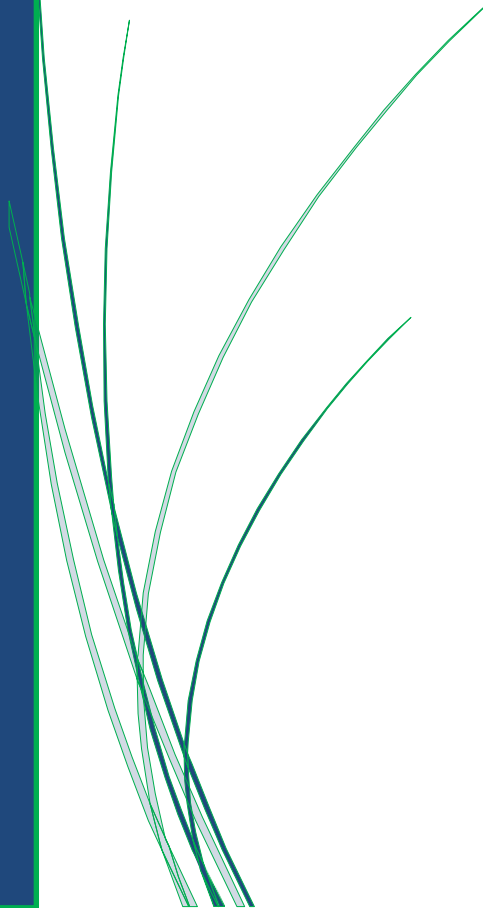


For The Year 2026

# **Mass Media/ Mass Communication - 318 Syllabus for NCET**



*Note:*

***There will be one Question Paper which will have 28 questions out of which 25 questions need to be attempted.***

## **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