



DEPARTMENT OF MASS COMMUNICATION
Chaudhary Ranbir Singh University, Jind
(Established by the State Legislature Act 28 of 2014 and
recognized U/S 2(f) & 12-B by UGC Act 1956)



Mass Communication entrance Examination syllabus- 2023

1 - Communication

- Culture and Communication What is culture? Relationship between culture and mass media; communication in the cultural context; media as vehicle of cultural transmission; representation and stereotyping in Mass Media.
- Communication and Social Change Social change: meaning; media as a catalyst for social change (with examples of various social movements).

2. Journalism

- Qualities of a good Journalist. An understanding of the following: nose for News, inquisitiveness, language skills, trustworthy and empathy.
- 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.

3. TV

(A)

- Advertising
- Advertising concepts & process,
- Functions of Advertising,
- Types of Advertising (Cross promotions, Merchandise, Convert Advertising),
- Forms of Advertising

B. Film

- Pre-Shooting stage.
- Shooting Stage.
- Post-Shooting Stage.

4. Radio

- Writing for Radio Characteristics of a Radio Script: conversational language, active voice, simple sentences, avoidance of technical