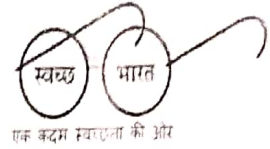




चौधरी रणवीर सिंह विश्वविद्यालय, जींद
Chaudhary Ranbir Singh University, Jind
(Established by the State Legislature Act 28 of 2014)
DEPARTMENT OF MASS COMMUNICATION



Mass Communication Entrance Examination Syllabus- 2026

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. A. TV

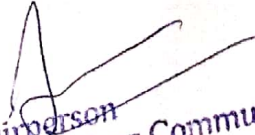
- News
- Advertising
- Advertising concepts & process,
- Functions of Advertising,
- Types of Advertising (Cross promotions, Merchandise, Convert Advertising),
- Forms of Advertising

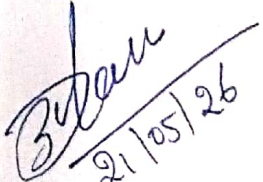
B. Film.

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


Chairperson
Dept. of Mass Communication


21/05/26



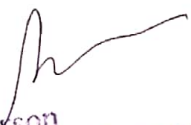
5. Social Media.

- Definition of social media.
- Types of social media platforms. Self-explanatory.
- Role of social media in democracy. Role of social media in creating collective identities with reference to sharing of information; cyber activism (with suitable examples)
- Cyber Crime. A understanding of online bullying; stalking; trolling; online frauds.

6. New Media

- Internet as the meeting point of all the mass media.
- Mass communication model of a few transmitting to a vast number of receivers
- The changed paradigm due to the internet.
- Empowering an individual to post data on the Internet.
- Information, message in one medium triggering off activity in the others.
- Many sources of the same information.
- Rapidity of opinion generation (on a local, national and global scale.
- The Strengthening of democracy.
- Emerging trends in Mass Communication

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