

FUTURE TOPPER
Empowering CUET Aspirants

CUET 2027

Syllabus

Mass Media / Mass Communication

Subject Code: 318

Based on the Latest Official CUET (UG) 2026 Syllabus released by NTA

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1. Communication

- Understanding Communication: Levels of communication; models of communication.
- Culture and Communication: Relationship between culture and mass media; media as a vehicle of cultural transmission; representation and stereotyping in Mass Media.
- Communication and Social Change: Media as a catalyst for social change (with examples).
- Evolution of the Media: History of Newspapers, Radio & Television in India; New Media.

2. Journalism

- Understanding News: Definition, news values, components of news.
- Qualities of a Good Journalist: Nose for news, inquisitiveness, language skills, trustworthiness and empathy.
- Reporting and Editing Techniques: Inverted Pyramid, 5W's & 1H, Headlines, Copy editing.
- Photo Journalism: Importance of photos, captions, visual depiction, photo essays.
- Media Laws & Ethical Issues: Sensationalism, fake news, paid news, plagiarism, advertorials, partisan reporting, sting operations, defamation, freedom of speech and expression.

3. Advertising and Public Relations

- Advertising: Concepts & process; functions; types (Cross promotions, Merchandise, Covert Advertising); forms; advertising campaigns.
- Public Relations: Understanding PR and media management; building brand image; tools and steps in PR; PR campaigns; crisis management; responsibility of a PRO.

4. TV Production Process and Programmes

- Pre-production, Production, Post-production Stages.
- Programmes, Formats, Audiences.

5. Radio

- Writing for Radio: Characteristics of a radio script – conversational language, active voice, simple sentences, avoidance of technical jargon, capability of creating imagery.
- Radio Recording: Radio studio and transmission equipment; types of microphones; amplifier, sound mixer, speakers; audio recording.

6. Cinema

- History of Cinema: Early experiments by Lumiere Brothers, John Grierson, Robert Flaherty and Dada Saheb Phalke.
- Production Process and Cinema Genres: Stages in films and documentary making; genre theory; types: action, westerns, comedy, crime, drama, fantasy/sci-fi, historical, animation, romance and musical.
- Cinema and Social Change: Parallel Cinema movement in India (e.g., Shyam Benegal's Manthan).

7. Social Media

- Definition of social media.
- Types of social media platforms: social networking, blogging, photo and video sharing.
- Role of social media in a democracy; cyber activism.
- Cyber Crime: Online bullying, stalking, trolling, online frauds.
- Netiquettes: Meaning, importance, and examples.

8. New Media

- Internet as the meeting point of all mass media.

- Broadcasting; mass communication model; gigantic organisations; huge technical infrastructure.
- Changed paradigm due to the Internet.
- Empowering individuals to post data on the Internet.
- Distribution of information between individuals on an unprecedented global scale.
- Rapidity of opinion generation; socio-political implications of the new information order.
- Strengthening of democracy.
- Emerging trends in Mass Communication; Media convergence.

Important Notes

- This syllabus is based on the official CUET (UG) 2026 syllabus released by NTA.
- No official CUET 2027 syllabus has been released at the time of this publication.
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