

CUET

Mass Media and Mass Communication Syllabus

TV

A. Advertising

- (i) Advertising concepts & process,
- (ii) Functions of Advertising,
- (iii) Types of Advertising (Cross promotions, Merchandise, Convert Advertising),
- (iv) Forms of Advertising.

B. Film

- (i) Pre-Shooting stage.
- (ii) Shooting Stage.
- (iii) Post-Shooting Stage.