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UGC NET Paper 2

Mass Communication and Journalism (063)
Complete revision notes — all 10 units

10 units | Tables & formulas | Key revision points

01 Communication Concepts and Models
02 Media Theories and Effects
03 History of Media in India
04 Media Laws and Ethics
05 Reporting and Editing
06 Advertising
07 Public Relations and Corporate Communication
08 Broadcasting and Film
09 Development Communication
10 Media Research and New Media

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How to use these notes

- Read one unit at a time, then test yourself with its key revision points.
- Make your own short notes on topics you find difficult.
- Units follow the main areas of the official syllabus — the exact unit list can change between sessions.
- Always check the latest syllabus and notices on the official UGC NET portal: **ugcnet.nta.ac.in**.

UNIT 01

Communication Concepts and Models

Nature and process of communication, models and early theories.

Model / theory	Author
Who says what in which channel to whom with what effect	Lasswell (1948)
Mathematical model (noise)	Shannon and Weaver (1949)
SMCR	Berlo (1960)
Circular model	Osgood and Schramm
Gatekeeping	Kurt Lewin; David Manning White (1950)
Two-step flow (opinion leaders)	Lazarsfeld and Katz

★ Key revision points

- Gatekeeping study: White (1950).
- Two-step flow = Lazarsfeld and Katz.
- Noise = Shannon and Weaver.
- SMCR = Berlo.

UNIT 02

Media Theories and Effects

Effects theories and normative theories of the press.

- Hypodermic needle → limited effects → agenda-setting (McCombs and Shaw, 1972) → framing.
- Uses and gratifications (Katz, Blumler); cultivation (Gerbner); spiral of silence (Noelle-Neumann); knowledge gap (Tichenor).
- **Four Theories of the Press** (Siebert, Peterson, Schramm, 1956): authoritarian, libertarian, social responsibility, Soviet-communist. McQuail added development and democratic-participant.
- McLuhan: 'medium is the message'; global village; hot and cool media.

★ Key revision points

- Agenda-setting: McCombs and Shaw (1972).
- Spiral of silence = Noelle-Neumann.
- Four Theories of the Press: 1956.
- Hot and cool media = McLuhan.

UNIT 03

History of Media in India

Origins of the press, radio, television and the role of media in the freedom struggle.

Milestone	Year
Hicky's Bengal Gazette — first Indian newspaper (James Augustus Hicky)	1780
Udant Martand — first Hindi newspaper	1826
Radio broadcasting begins (Radio Club of Bombay)	1923
Named All India Radio	1936
Television begins in Delhi	1959
SITE experiment	1975–76
Doordarshan separated from AIR	1976
Prasar Bharati formed	1997

★ Key revision points

- First newspaper: Hicky's Bengal Gazette, 1780.
- First Hindi paper: Udant Martand, 1826.
- AIR named 1936; TV 1959.
- Prasar Bharati: 1997.

UNIT 04

Media Laws and Ethics

Constitutional freedom, media laws, regulators and ethics.

- Freedom of speech: Article 19(1)(a), reasonable restrictions in 19(2); press freedom implied (*Romesh Thappar*, 1950).
- Laws: Press and Registration of Periodicals Act 2023 (replaced PRB Act 1867), Cinematograph Act 1952 (CBFC), Cable TV Networks (Regulation) Act 1995, contempt of court, defamation.
- Press Council of India (Press Council Act, 1978).
- Ethics: accuracy, fairness, privacy, no paid news.

★ Key revision points

- Article 19(1)(a) covers press freedom.
- Press Council Act: 1978.
- CBFC under Cinematograph Act 1952.
- PRP Act 2023 replaced the 1867 Act.

UNIT 05

Reporting and Editing

News values, writing styles, reporting beats and editing.

- News values: timeliness, proximity, prominence, impact, conflict, human interest.
- **Inverted pyramid** — most important facts first; **5 Ws and 1 H**.
- Types of leads: summary, anecdotal, question, quote.
- Editing: copy editing, headlines, sub-editing; style books.
- Investigative and data journalism; fact-checking.

★ Key revision points

- Inverted pyramid = most important first.
- 5 Ws and 1 H.
- Lead = opening paragraph.
- Fact-checking verifies claims.

UNIT 06

Advertising

Advertising concepts, models, agencies and regulation.

- **AIDA** model (Attention, Interest, Desire, Action) — E. St. Elmo Lewis.
- DAGMAR (Russell Colley, 1961) — advertising goals for measured results.
- USP — Rosser Reeves; brand image — David Ogilvy.
- Self-regulation: ASCI (1985).

★ **Key revision points**

- AIDA = Lewis.
- DAGMAR = Colley (1961).
- USP = Rosser Reeves.
- ASCI: 1985.

UNIT 07

Public Relations and Corporate Communication

PR concepts, models and practice.

- Ivy Lee — Declaration of Principles (1906); Edward Bernays — 'father of public relations'.
- **Grunig and Hunt's four models**: press agentry, public information, two-way asymmetric, two-way symmetric.
- RACE formula: Research, Action, Communication, Evaluation.
- Crisis communication, CSR communication.

★ Key revision points

- Father of PR = Bernays.
- Four PR models = Grunig and Hunt.
- RACE: Research, Action, Communication, Evaluation.
- Ivy Lee: Declaration of Principles (1906).

UNIT 08

Broadcasting and Film

Radio and television production, community radio and Indian cinema.

- Community radio policy (2006); first campus community radio — Anna FM (2004).
- TV formats: news, docudrama, reality, talk shows; production stages — pre-production, production, post-production.
- Indian cinema: *Raja Harishchandra* (1913, Dadasaheb Phalke); first talkie *Alam Ara* (1931).

★ Key revision points

- First Indian feature film: Raja Harishchandra (1913).
- First talkie: Alam Ara (1931).
- Anna FM: first campus community radio.
- Three stages of production.

UNIT 09

Development Communication

Development communication paradigms and Indian experiments.

- Dominant paradigm (Lerner, Schramm) → participatory paradigm (Paulo Freire).
- **Diffusion of innovations** — Everett Rogers: innovators, early adopters, early majority, late majority, laggards.
- Indian experiments: SITE (1975–76), Kheda Communication Project, Krishi Darshan (1967).

★ Key revision points

- Diffusion of innovations = Rogers.
- Participatory communication = Freire.
- SITE: 1975–76.
- Krishi Darshan: 1967.

UNIT 10

Media Research and New Media

Research methods, audience measurement and digital media.

- Methods: content analysis, surveys, focus groups, ethnography.
- Audience measurement: TRP / BARC (TV), IRS (readership), ABC (circulation).
- New media: convergence, social media, citizen journalism, OTT platforms, misinformation.
- Digital media rules: IT (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021.

★ Key revision points

- BARC measures TV audiences.
- ABC certifies circulation.
- Content analysis studies media messages.
- IT Rules 2021 cover digital media.

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