



ENTRANCE SYLLABUS FOR

M.A Mass Communication and Journalism, Session 2018

In case of M.A Mass Communication & Journalism, a candidate shall have to appear in the Entrance Test based on two papers on a single day, with Paper I in the forenoon and Paper II in the afternoon session. Question paper I shall comprise 60 multiple-choice questions having only one correct or most appropriate answer [in a similar manner as in other subjects] carrying 60 marks as per the syllabus prescribed below for the purpose. Question Paper II shall comprise 5 questions, carrying 60 marks, on the topics given below and the candidates shall be required to attempt all the questions in 2 ½ hours. On the basis of their merit in Paper I, Answer books of Paper II of candidates numbering four times the intake capacity (both under open merit and reserved categories) shall be evaluated. Final selection for admission to this programme shall be based on the combined merit obtained by the candidates in Paper I and Paper II. The marks or GPA obtained by a candidate at the qualifying examination shall be considered only in case of a tie.

Syllabus

The Question Paper I (Objective Type) for the Entrance Test shall be based on the following nine broad topics, each carrying marks shown against it separately. Paper setters are required to set the required number of multiple choice type questions (each question carries one mark) with only one correct or most appropriate answer separately for each topic, giving uniform representation to the whole syllabus contained therein.

| Unit | Syllabus Description | No. of Questions | Marks Allotted |
|------|---|------------------|----------------|
| 01 | Books and Authors-(Prominent books published during the last two years at local, national and international level) | 4 | 4 |
| 02 | All time great books (English) | 4 | 4 |
| 03 | Abbreviations – Media related | 4 | 4 |
| 04 | Slogans – Media Organizations | 4 | 4 |
| 05 | Slogans – Popular ad Campaigns/Renowned corporate Houses | 4 | 4 |
| 06 | Movies – Award winning during the last two year (national/international – Producers/Directors) | 4 | 4 |

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| 07 | Who's who in print media (local and national): (Editors/Columnists/Prominent Writers in News organizations: Newspapers, News Magazines | 4 | 4 |
| 08 | Who's who in Electronic media(local and national): Radio Kashmir/Doordarshan Srinagar/ Kashir Channel/ DD National and popular TV channel | 4 | 4 |
| 09 | Media Terminology – Generally used terms in Print Media | 4 | 4 |
| 10 | Media Terminology – Generally used terms in Electronic Media | 4 | 4 |
| 11 | Persons in News – local/ national/international | 4 | 4 |
| 12 | Current Affairs – (local/ national/ international) | 4 | 4 |
| 13 | Language Usage: Vocabulary & Grammar - (Do as directed) | 4 | 4 |
| 14 | Social Media(Terminology) | 4 | 4 |
| 15 | Sports: Sports Stars(last year) Local/ National/ International | 4 | 4 |

The Question Paper II (descriptive type) shall comprise 5 questions for 60 Marks and the candidates shall be required to attempt all the questions in 2 ½ hours. Here the candidates are expected to write on:

| | Syllabus Description | No. of Questions | Marks Allotted |
|---|---|------------------|----------------|
| 1 | Topical Essays (Local/National) | 1 | 15 |
| 2 | Personality profile (local/national/international) | 1 | 10 |
| 3 | Comment/s on local Print and/or Electronic Media | 1 | 10 |
| 4 | Comment/s on national Print and/or Electronic Media | 1 | 10 |
| 5 | A 300-Word creative piece on a given theme | 1 | 15 |

Sd/-
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