

DETAILS FOR ENTRANCE TEST

Name of the Faculty: ... MASS COMMUNICATION

Centre: ...AJK MASS COMMUNICATION RESEARCH CENTRE

Name of the Program: ...M A MASS COMMUNICATION

About Program's Prospects: The intensive two-years/four-semester course in MA Mass Communication offers a systematic progression of hands-on production work and theoretical papers that allow students to experience the full range of technical expertise, conceptual skills and artistic expression required to become accomplished media practitioners in a social and technological environment where media, art and communication converge, engaging a diverse landscape of screens, platforms and audiences.

Summary of Entrance Test

S.No	Test-Component (Strike off, if not applicable)	Test Duration in minutes	Max. Marks	Passing Marks	Negative Marking (Yes/No)
	Part-A (Objective/Multiple Choice Questions)	2 hrs	100		Yes
	Part-B (Subjective/Descriptive/ Theory)	3 hrs	100	40%	
	Interview		45		
	Group Discussion				
	Portfolio		55		

Detailed Syllabus for the Entrance Test

M.A Mass Communication Entrance Exam Details

Paper I: Multiple Choice Questions (100 Marks)

Paper II: Descriptive (100 Marks)

Interview: 45 Marks

Portfolio: 55 Marks

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Objective: The aim of the written test and interview is to test the knowledge and aptitude of the candidate and to ascertain the fact that the applicant is suitable for the course in which s/he seeking admission.

Paper I Multiple Choice Questions

Duration: 2 Hours

100 Multiple choice questions will be asked in this paper and an OMR sheet will be used for answering the questions. The questions will be asked on the following

1. National and international political issues/personalities.
2. General knowledge.
3. Film, television and other media
4. Art, literature and culture

Paper II Descriptive:

Duration: 3 Hours

This paper comprises of essay type long answers which reflect the candidates' critical understanding of contemporary issues and the media. This paper also evaluates candidates' skill in visualization, story-telling and their creative aptitude.

Interview

Duration : 10-20 minutes or may be more according to the situation.

Each candidate is evaluated on the following parameters broadly:

1. Knowledge of the contemporary political, social , cultural and economic issues
2. Knowledge of contemporary media
3. Knowledge of film — fiction and non-fiction
4. General knowledge and the subjects studied at the graduation level
5. Visualization skills and creative aptitude
6. Overall Performance (articulation, reasoning, confidence etc)

Portfolio:

Candidates selected for the interview are expected to carry a portfolio that provides documentary proof/evidence of their media related work and extra-curricular activities. Candidates should note that this evidence/documentary proof should be of work/activities engaged with at college and university level or any media related work experience post school.

The portfolio is evaluated on the following parameters broadly:

1. Proof of production work (audio/visual media based)
2. Proof of participation in social activities(involvement with NGOs or social organizations)
3. Published work (Articles and stories etc. published in reputed journals and magazines)
4. Proof of internship/work experience with a media house of some repute
5. Proof of participation in extra-curricular activities (debating, painting, music, theatre etc.
6. Proof of online work