

## Syllabus for Media Studies/Mass Communication & Journalism (COPH12)

### Note:

- i. **There will be one Question Paper which will have 100 questions.**
- ii. **All questions will be compulsory.**
- iii. **The Question Paper will have two Parts i.e. Part A and Part B**
- iv. **Part A will have 50 questions based on Research Methodology**
- v. **Part B will have 50 questions based on Subject-Specific Knowledge.**

- ❖ Media Studies includes: Histories of media, Political economy of Media, Media and issues of language, Media democracy and dimensions of rights and justice, violence and media, Media technologies and cultural industries, Media and the nature of connectivities, visual culture, theories and methods in media studies.
- ❖ The syllabus for the Entrance Examination therefore is carefully prepared to harmonies the broader perspective on Media Studies and the pedagogic and professional needs in Media studies. It covers the evolution and contemporary nature of media in its myriad forms, i.e., print, visual, electronic and digital, etc. The candidates are expected to have comprehensive understanding of media studies:- history, growth and development of print and electronic media; production content, models and theories of Media effect; Communication for development and social change; language and nature of reporting and principles and practices of editing; role of news rooms; the nature of persuasion and advertising; Corporate communication; Media laws and ethics; Constitution of India: its historical evolution and its importance. It also will have components of visual media covering television and film studies and will include the fundamental dimensions of language, aesthetics and movements in world as well as Indian Cinema. Knowledge of the modern day media management and production, ICT and media is also expected. The candidates are expected to be aware of media research methods in social sciences which includes, apart from qualitative and quantitative methods and various research techniques, critical discussions on language and ethics in media studies.

