

# University of Mysore

## Department of Communication and Journalism

### Syllabus for the entrance test for admission to MA in communication and Journalism

#### Unit 1: Journalism

Definition- nature- scope and functions: Journalism as a profession: Professional ethics: Attributes of a journalist: Branches of journalism like community journalism, business journalism, development journalism etc.,

#### Unit2: History of Indian Journalism

Indian press before and after independence; Makers of Indian Journalism; Leading English and vernacular news papers; Press commissions and Press Council

#### Unit 3: Media Law

Indian Constitution and Press freedom in Indian Constitution; IPC and CRPC sections pertaining to media; Defamation, Contempt of Court, Copy Right Act, Right to Information and Cyber laws

#### Unit 4: Reporting

Concept of reporting; Qualifications of a reporter; Techniques of news gathering; Types of reporting like crime, sports, speech, and reporting legislature

#### Unit 5: Editing

Organization of a news paper; Concept and techniques of editing; Headline writing; Types of headlines; Photo journalism; Editorial; Designing a newspaper page

#### Unit 6: communication Skills

Communication- definition, nature, scope and functions; Levels of communication; Verbal and Nonverbal communication; Theories of communication; Models of communication; communication and culture; Communication Skills for better relationships

#### Unit 7: Electronic Media

Origin and growth of radio, television, cinema and new media; Characteristics of electronic media; Multimedia; Media convergence; Citizen Journalism; Electronic media industry today

#### Unit 8: Advertising

Origin and growth of advertising industry; Advertising agency system; Techniques of advertising; Types of advertising; Leading advertising agencies in India and abroad

## Unit9: Public Relations

Origin and growth of the concept; Nature, scope, significance of PR; Attributes of a PRO; Types of PR; Techniques of PR; Status of PR in India; Corporate Communication

## Unit 10: Current Issues

Leading international, national and regional issues of public interest; 2014 General Elections; Issues relating to media; Globalization and aftermath

Eligibility criteria for getting admitted to Master's Course in Communication and Journalism

- 1) All graduates are eligible to take the entrance exam
- 2) The performance in the entrance exam and the marks secured in the cognate subjects in degree exam will be given equal importance by taking 50% in both.
- 3) The students should have secured minimum of 50% in the degree examinations( 45% for SC/ST students) to get admitted to the course
- 4) All other rules and regulations governing the PG admissions of University of Mysore for the year 2014-15 will be applicable to Communication and Journalism course also.

Prof Niranjana

Chairman

BOS in Communication and Journalism