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.,

Unit 2: 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
**Unit 9: 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