

VII	Hindi	The entrance examination paper will consist of 100 questions of one mark each, based on the syllabus of M.A. (Previous) and M.A.(Final)	
		History of Hindi literature	60
		Kavya Shastra	20
		Language	20
VIII	History	<b>M.A.(Previous)</b>	
		a) Ancient Societies	10
		b) Medieval Societies	10
		c) Modern world	10
		d) State in India	10
		e) History of Haryana	10
		<b>M.A. (Final)</b>	
		a) Historiography; concepts, methods and tools	10
		b) Indian Archaeology	10
		c) Ancient Indian History	10
		d) Medieval Indian History	10
		e) Modern Indian History	10
IX	Journalism and Mass Communication	Basic Concepts in Communication	10
		Mass Media and Society	10
		Essential of Journalism	10
		Evolution of Media in India	10
		Development Communication	10
		Communication Research	10
		Inter-national Communication	10
		Radio, T.V. & New Media Production	10
		Advertising and Public Relations	10
		Media Writing	10
X	Mathematics	Advanced Abstract Algebra; Real Analysis; Topology; Complex Analysis; Differential Equations; Integration Theory and Functional Analysis; Partial Differential Equations; Mechanics	100
X1	Physical Education	Sports Psychology	08
		History & principles of Physical Education & Sports	08
		Kinesiology	08
		Anatomy, Physiology, Physiology	
		Exercise and Sports Medicine	10
		Sports Sociology	05
		Bio-mechanics in Physical Education	08
		Officiating and Coaching	08
		(rules, dimensions, regulations of major athletic & sports (games event)	
		Health Education	05
		Yoga	05
		Research Methodology	08
		Test Measurement and Evaluation in Physical Education	08

100 marks

## **PAPER-II & PAPER-III (Part A & B)**

### **Unit—I**

Communication and Journalism—Basic terms, Concepts and definition, Nature and process

Types of Communication

Mass communication—Nature of media and content

Mass communication in India—Reach, access and nature of audience

### **Unit—II**

Role of media in society

Characteristics of Indian society—Demographic and sociological impact of media in general

Impact of media on specific audiences—Women, children, etc.

Mass media effects studies and their limitations

Mass campaigns for specific issues—Social concerns, environment, human rights, gender equality

The press, radio, television, cinema and traditional form of communication

### **Unit—III**

Journalism as a profession  
Journalists—Their role and responsibilities  
Indian Constitution and freedom of press  
Research restrictions  
Ethics and journalism  
Careers in Journalism and mass media  
Training—Problems, perception and response by the industry  
Media management—Principles and practices  
Professional organisations in Media  
Media Laws in India

### **Unit—IV**

History of Print and Broadcast media in general with particular reference to India.  
Post-independent developments in print  
Newspapers—English and Indian language press—major landmarks  
Magazines—Their role, bookphase and contemporary situation  
Small newspapers—Problems and prospects  
Press Commission, Press Councils—Their recommendations and status  
Development of Radio after independence—Extension role, radio rural forums and local broadcasting—General and specific audience programmes  
Development of television—Perception, initial development and experimental approach; SITE phase and evaluation; Expansion of television—Post-Asiad phase, issues concerns and debates over a period of time  
Committees in broadcasting—Background, recommendations and implementation  
Cinema—Historical overview and contemporary analysis—Commercial, parallel and documentary genres—Problems and prospects for the film industry

### **Unit—V**

Communication and theories of social change  
Role of media in social change—Dominant paradigms  
Critique of the Dominant paradigm and alternative conception  
Development initiatives—State, market and the third force (NGO sector)  
Participatory approaches and community media—Ownership and management perspectives

**-VI**

- Introduction of research methods and process
- Mass communication research—Historical overview
- Administrative and critical traditions
- Effects research—Strengths and limitations
- Communication research in India—Landmark studies related to SITE
- Content analysis—Quantitative and qualitative approaches
- Market research and its relationship to communication particularly advertising
- Sampling techniques—Strengths and limitations
- Statistical methods of analysis basics

**Unit—VII**

- Colonial structures of communication
- Decolonisation and aspirations of nations
- Conflicts related to media coverage and representation
- International news agencies—Critique
- MacBride Commission—Recommendations and policy options
- Contemporary issues related to transnational broadcasting and its impact on culture, various perspectives and cultural impact
- Convergence of media—Problems and options
- Media Policies in an International Context
- India's position and approach to international communication issues

**Unit—VIII**

- Radio & TV and Video as Media of Communication
- Grammar of TV & Radio and Video
- The production team
- Role of Producer
- Different types of programmes
- Writing for Radio
- Writing for TV—Researching for Scripts

The Visual Language

Camera Movements

Basic Theories of Composition—Cues and Commands

Formats for Radio-Television—News, Sitcoms, Features, Commercials, Operas, Documentaries, Cinema, Theatre, Drama

Editing Theory and Practice

Sound Design, Microphones, Sets and Lighting

Satellite, Cable television, Computers, Microchips

**Unit—IX**

Advertising

Marketing

Ad copy and Layout

Public Relations

Public Opinion

Propaganda

**Unit—X**

The Techniques

Different forms of writing

Printing Technology and Production methods

News agencies

Syndicates and Freelancing

Specialised areas of Journalism

## SAMPLE QUESTIONS

### PAPER-II

1. The first Chairman of Prasar Bharati was  
(A) Nikhil Chakraborty  
(B) Hiranmay Karlekar  
(C) S. S. Gill  
(D) Baren Sengupta
2. The daily newspaper 'Le Monde' is published from  
(A) Bonn  
(B) Paris  
(C) London  
(D) Hydelberg
3. Which of the following is mismatch?  
(A) Hindustan Times—New Delhi  
(B) Hindu—Chennai  
(C) Ananda Bazar Patrika—Patna  
(D) The Times of India—Mumbai

### PAPER-III (A)

1. Can Press Council of India monitor the role of newspapers during election?

Or

Discuss the role of mass media in National Development with special reference to India.

2. Discuss the new media techniques in relation to media management.

Or

Enumerate the various techniques and tools of P. R. in India.

PAPER-III (B)

11. What is Mass Communication? How can mass communication be effective? Using the reference of the Indian Election 1998, discuss the latest techniques which were used in analysing and popularising the election process?

Or

Which shot among the basic shots, is most frequently used in Television, especially in TV News and Current Affairs? Discuss.

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