

**SYLLABUS & DETAILS OF ENTRANCE TEST**

**Name of the Course Coordinator: Prof. G.R. Syed**

**Name of the Program: MA. in Development Communication**

About Program's Prospects: M.A. in Development Communication attempts to create development communication strategist who can make effective and strategic interventions in various development processes. To this end the course attempts to train students to understand the use and potential of traditional and contemporary media such as print, radio, video, television and street theatre while educating them about the specific social issues in order to make effective behavior change communication.

During the course the students will learn to formulate media strategies by designing and producing appropriate media content for dissemination. On completion of their course, the students are expected to find employment with developmental agencies, media set ups, research & training centers and governmental and non-governmental organizations as development communication strategist and media practitioners.

**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) |
|-------|--|----------------------------|------------|---------------|---------------------------|
| 1     | Written Entrance Test (Marks 200)<br>Part-A<br>(Objective/Multiple Choice Questions) | 180                        | 20         | 40%           | No                        |
|       | Part-B<br>(Subjective/Descriptive/ Theory)   |                            | 180        |               |                           |
| 2     | Interview  | 10-20                      | 45         |               | No                        |
| 3     | Group Discussion   | N/A                        |            |               |                           |
| 4     | Portfolio  |                            | 55         |               | No                        |

**Important Instructions for Test (Pl. add/modify as required)**

Permissible Material/equipment for Entrance Test (as required):

- Black/Blue Ball Pen
- Pencil & Eraser

**Detailed syllabus for the Entrance Test**

**Part-A : Multiple Choice Questions**

Each Question carries one mark. The questions will be asked on the following subjects:

1. General Knowledge.
2. Social and Political issues.
3. Communication and Development.
4. Media for Development.
5. Development Programmes.
6. Research Aptitude.
7. Reasoning

  
 Director  
 AJK MASS COMMUNICATION RESEARCH CENTRE: JMI

## Part- B Descriptive

This paper will be divided in to three sections. The first section will consist of short notes. In the second section, long answer questions will be asked and the third section with include case analysis/studies. This paper evaluates the candidate's analytical skills in understanding development issues and role of media.

### Interview:

Questions on the following subjects will be asked during the interview, if called for:

1. General knowledge and the subjects studied at the graduation level
2. Knowledge of political, cultural and economic issues
3. Knowledge of contemporary development issues
4. Knowledge of media for development

### Portfolio:

Candidates shortlisted for the interview are expected to carry a portfolio that provides evidence of their media related work and extra curricular activities. Candidates should note that this evidence 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. Published articles/Research paper
2. Production work (audio and visual media )
3. Participation in social activities
4. Internship/work experience (social organizations ,media companies)
5. Participation in extra —curricular activities (theatre, debating, music, dance etc)

  
(Prof. Iftekhar Ahmed)  
Director  
AJK MCRC JMI  
