Mass Media

Logical and mental ability
1. History of India – ministers past and present
2. History of Indian media and broadcast
3. Contemporary India
4. Media & religion
5. Media & Politics
6. Media & caste
7. History of International media – media ownership
8. Theories of mass media – agenda setting, media framing, moral panic
9. Journalism – news values
10. Qualitative research methods
11. Semiotics theory
12. Visual design
13. Visual literacy
14. Broadcast journalism
15. Mobile journalism
16. Digital media
17. Film criticism
18. Media & gender studies

Sample questions:

1. The study of signs and symbols is called:
   a. Semiotics
   b. Semantics
   c. Rhetorics
   d. Pragmatics

2. Stories covered by common people for news media outlets is known as:
   a. Activist journalism
   b. Citizen journalism
   c. Yellow journalism
   d. Media trial
3. What is the other name for New wave Indian cinema?
   a. Parallel cinema
   b. Non-commercial cinema
   c. Political cinema
   d. Realist cinema

**Communication Management**

- Basics of Marketing
- 4 P's of Marketing
- STP
- Services Marketing
- Brand Management
- BCG Matrix
- Digital Marketing
- CRM
- Advertising theory
- PR theory
- Two-way model of communication
- Branding strategies
- Digital branding
- Audience profiling

**Sample questions**

1. AIDA stands for
   a. Attention, interest, desire, action
   b. Attention, insight, desire, action
   c. Attention, interest, demand, arousal
   d. Action, insight, demand, attention

2. What are the two parameters of audience profiling in audience research?
   a. Demographic and psychographic
   b. Demographic and geographic
   c. Geographic and psychographic
   d. None of the above