

**Media Education Research Centre,
University of Kashmir**

**Syllabus for the Entrance Examination Test of the 5-Year Integrated Master's
Programme in Mass Communication & Journalism, Session 2026**

No. of Units - 15

Max. Marks - 60

Unit I- Books and Authors

Marks - 4

- Prominent books published during the last two years at local, national and international level.
- All-time great books (English)

Unit II - Basic Media Glossary

Marks - 4

- Print Media
- Electronic Media

Unit III-Slogans

Marks - 4

- National Media Organizations
- Popular Advertising Campaigns

Unit IV-Cinema

Marks - 4

- Hollywood and Bollywood
- Award winning films during the last two years (national and international)

Unit V - Who's who in Media

Marks - 4

- National
- Editors/Columnists/Prominent Writers in news organizations

Unit VI - Media in J&K

Marks - 4

- Local newspapers and news agencies
- AIR and Doordarshan

Unit VII- Persons in News

Marks - 4

- Local/National
- International

Unit VIII - Social Media and Podcasting

Marks - 4

- Social Media Terminology
- Podcasting

Unit IX - Sports Marks - 4

- Sports Stars (last year) Local/ National/ International
- Awards and events

Unit X - English Language Usage Marks - 4

- Vocabulary
- Articles/Tenses/ Clauses/Pronouns/Idioms /phrases

Unit XI - Computers Marks - 4

- Computer terminology
- Hardware and Software

Unit XII -Artificial Intelligence Marks - 4

- Fundamentals of AI
- Prompts and Platforms

Unit XIII-Numerical and Reasoning Ability Marks - 4

- Basic Arithmetic
- Reasoning ability

Unit XIV - Current Affairs Marks - 4

- World Affairs
- Local and national affairs

Unit XV - General Knowledge with Special Reference to J&K Marks - 4

- Prominent personalities
- Famous Tourist Destinations

Sd/-
Head of the Department