



ARUNACHAL PRADESH UNIVERSITY, PASIGHAT

Hill Top, Pasighat – 791103, East Siang District, Arunachal Pradesh

APUCET — ENTRANCE SYLLABUS

MA in Mass Communication
Department of Mass Communication

EXAM AT A GLANCE

Format	Total Questions	Total Marks	Duration
MCQ	50	50	1 Hour

Note: Questions are set at graduation (UG) level.

PAPER STRUCTURE

Section	Topic Area	Level
I	General Knowledge & Current Affairs	UG
II	Communication Theories & Media Studies	UG
III	Journalism & Print Media	UG
IV	Broadcast, Digital Media, Coding & Language	UG

SECTION I — General Knowledge & Current Affairs

Candidates should stay updated on national and international current events. Key areas include:

- Major national and international awards (Oscars, Booker Prize, etc.)
- Important sporting events: ICC tournaments, FIFA World Cup, Olympics
- Current affairs of Arunachal Pradesh: statehood, history, borders, governance
- National schemes and policies (Digital India, PMGDISHA, PM-JAY, MGNREGA)
- International organisations and their headquarters (UNESCO, UN, WEF)
- Media-related days: World Press Freedom Day (May 3), National Press Day (Nov 16)
- Science & technology: space, planet updates, AI developments
- Geography of Arunachal Pradesh: international borders (China, Bhutan, Myanmar)
- Vocabulary: synonyms, antonyms, and grammatical usage in English

SECTION II — Communication Theories & Media Studies (15 Marks)

Covers foundational and classical theories of communication. Key topics include:

- Communication models: Lasswell, Shannon–Weaver, Schramm (circular), Westley–MacLean, Newcomb’s ABX
- Major theories: Agenda-Setting (McCombs & Shaw), Cultivation Theory (Gerbner), Spiral of Silence (Noelle-Neumann), Two-Step Flow (Katz & Lazarsfeld), Uses & Gratifications, Hypodermic Needle / Bullet Theory
- Concepts: Framing, Gatekeeping, Priming, encoding/decoding (Stuart Hall), semiology (Saussure)
- McLuhan’s media theory: ‘The medium is the message,’ Global Village
- NWICO and the McBride Commission Report ‘Many Voices, One World’ (1980)
- Cultural imperialism (Herbert Schiller), narrowcasting vs. broadcasting
- Community radio in India: Policy Guidelines for Community Radio Stations (2006)
- Satellite Instructional Television Experiment (SITE) 1975–76
- Logical reasoning and coding–decoding exercises embedded in media contexts

SECTION III — Journalism & Print Media (10 Marks)

Covers the history, practice, law, and ethics of print journalism in India. Key topics include:

- History of Indian press: Bengal Gazette (Hicky, 1780), Kesari (Tilak), Mooknayak (Ambedkar), Young India & Navjivan (Gandhi), Udant Martand
- Fundamentals of news writing: inverted pyramid structure, bylines, captions/cutlines, headlines
- Newspaper formats: broadsheet, tabloid, Berliner/Midi
- Press laws and regulatory bodies: Press Council of India (est. 1966), Registrar of Newspapers for India (RNI), ABC (Audit Bureau of Circulation)
- Normative theories of the press: Authoritarian, Libertarian, Social Responsibility (Hutchins Commission, 1947), Soviet-Communist, Development Media theory
- Media ethics and legal concepts: libel, slander, sedition, defamation, yellow journalism, gutter press
- Major international news agencies: Reuters (London), AFP (Paris), Associated Press
- Printing technology: offset printing principle

SECTION IV — Broadcast, Digital Media, Coding & Language (10 Marks)

Covers Indian broadcasting history, digital media, production tools, and English language. Key topics include:

- History of Indian broadcast media: AIR, Vividh Bharati, Doordarshan milestones (first telecast 1959, colour broadcast 1982, separation from AIR 1976)
- Film history: Lumière Brothers and early cinema; Indian Films Division
- Public relations: Edward Bernays ('Father of PR')
- Digital media concepts: phishing, spoofing, cyberstalking, spamming, RSS (Real Simple Syndication)
- Media production software: Adobe Premiere Pro (video), Audacity (audio), Adobe Photoshop (images), Adobe After Effects (motion graphics)
- Video editing workflow: footage logging → rough cut → review → final cut
- Media organisations: Prasar Bharati (statutory body for AIR + DD), News on AIR app, Gyan Darshan (DD educational channel)
- Media concentration: conglomeration, convergence, monopoly
- Coding/numerical reasoning problems and grammar / sentence correction in English

PREPARATION TIPS FOR CANDIDATES

Recommended Resources	Study Strategy
Newspapers: The Hindu, The Telegraph, The Indian Express, Arunachal Times	Revise communication theories with key names, dates, and concepts
Standard textbooks: Wilbur Schramm, Marshall McLuhan, Denis McQuail's Media Theory	Practise coding–decoding and numerical reasoning MCQs
UGC NET Mass Communication study materials	Keep a note of key media laws, bodies, and their founding years
Government portals: AIR, Doordarshan, Press Council of India	Stay updated on current events for at least 6 months prior to the exam