

CLUSTER UNIVERSITY SRINAGAR

Entrance Exam for B. A. (Honors) in Journalism & Mass Communication (BJMC)

➤ ABOUT THE COURSE

B. A. (Honors) in Journalism & Mass Communication (BJMC) is one of the flagship programmes of Cluster University Srinagar.

Journalism is usually referred to the collection, preparation, and distribution of news and related commentary, and feature materials. Journalism as a profession commands great respect in the society and offers exciting job opportunities. Mass Communication is the study of how people exchange information through mass media to large segments of the population at the same time. The study of mass communication is chiefly concerned with how the content prepared by people working for a media organization affects the behavior, attitude or opinion of people.

Over the years, the media industry has witnessed exponential growth. Besides, technological advancements have made multiple media platforms available to people, supplementing the text with pictures, audio and video. Concomitantly, Journalism & Mass Communication has emerged as a promising career. The profession offers creative avenues in a wide variety of fields, such as Journalism, Advertising, Photography and Public Relations.

➤ JOURNALISM COURSE AT CLUSTER UNIVERSITY

Journalism & Mass Communication is a practical subject and securing admission in a good institution is therefore a must to understand and learn the nuances of the field. Cluster University Srinagar offers undergraduate honors course in Journalism & Mass Communication at the prestigious Government College for Women, M. A. Road. Cluster University Srinagar conducts entrance test in order to offer admissions to aspirants in B. A. (Honors) in Journalism & Mass Communication (BJMC) course.

ENTRANCE EXAM PATTERN

It will consist of two papers:

- **PAPER I (COMMON APPTITUDE TEST) 50 MARKS**
- **PAPER II 50 MARKS**

Paper II will comprise of:

- **Basic media knowledge**
- **CURRENT AFFAIRS:** The purpose is to test how thoroughly aspirants have followed news and retained the information so the paper will be based on questions related to current affairs. Aspirants should be up-to-date with the happenings in the country and abroad.

Like most universities and colleges, Cluster University Srinagar does not prescribe detailed syllabus for Journalism & Mass Communication entrance test. However, questions in the exam are asked mainly from the below-mentioned subjects and topics:

MEDIA KNOWLEDGE	Basic media concepts & terminology
	Evolution of media: Historic developments/ watershed moments
	Trends in Journalism
	Common ethical issues in Journalism
	Who's who of Journalism: Prominent media personalities
CURRENT AFFAIRS	

▪ **SUGGESTED BOOKS**

- Manorama Yearbook, 2018
- Success Master: Journalism & Mass Communication Entrance Examinations (Arihant Publications)
- Competition Success Review