

AJK MASS COMMUNICATION RESEARCH CENTRE**P.G. DIPLOMA IN STILL PHOTOGRAPHY & VISUAL COMMUNICATION**

Detailed Syllabus for the Entrance Test:

Part-A Multiple Choice Questions

20 Multiple choice questions will be asked in this paper. The questions will be asked on the following subjects/topics:

1. National and international political issues/personalities.
2. Social and cultural issues.
3. Language and literature.
4. Fine arts.
5. Media industry.
6. National and international history.
7. General knowledge.
8. Reasoning.

Part-B: Descriptive

The paper will divide into two parts. In the first part, questions about the knowledge of current affairs, history, literature, general media scenario, visual landscape, understanding & interpretation of images, contemporary photo trends in distribution/consumption of images & photos, Indian and international photographer's contributions to the discipline; familiarity with their body of work & photo appreciation will mainly be asked.

This paper will consist of sections on analytical writing, basic news writing, compulsory English quotation development and a section on English grammar. Apart from evaluating the candidate's general awareness, the paper aims to test his/her writing skills and knowledge of functional English.

In the second part, you will be asked to analyze visuals. It would also include basic image interpretation skills, question which evaluate the candidates descriptive ability, powers of observation.

The following topics are also part of the syllabus for the entrance test

1. National and international political issues/personalities.
2. Social and cultural issues.
3. Language and literature.
4. Photography & Fine arts.
5. Media industry.
6. National and international history.
7. General knowledge.
8. General Awareness and reasoning ability
9. Understanding & Interpretation of Images

Summary of Entrance Test:

S.No.	Test Components	Marks
Written Test		
01.	Objective /Multiple choice questions	20
02.	Subjective/Descriptive/Theory	180
03.	Interview	45
04.	Portfolio **	55

**** Candidates shortlisted for the interview will be required to send E-Portfolios. The details of which will be communicated subsequently.**