



University College  
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## MCJ SYLLABUS FOR KUPGCET

Time: 90 Minutes

Max. Marks 100

### PART -A

General Knowledge  
Current Affairs

=25Marks  
=25 Marks

### PART - B

Communication skills in English  
Principles of Writing Skills for Media

=20 Marks  
=30 Marks

### PART -A

Indian Politics – Indian Administration – Indian History – Heritage and Culture – Press laws – State and Central Policies – Indian Cinema – Photography – Books and Authors – State and Central Schemes – Indian Economy – Film Directors – Film Awards – Advertising - Television – Radio- News Papers, Magazines – Social Media - Blogging - E Journals – Marketing Features – Fashion – Travel – Science and Technology – Panel Discussion – Middles – Trends in Journalism – Columns and Cartoons – Supplements and District Editions – Online News Papers – News Analysis - Language – Specific Audience like – Youth Women and Children – News Sources- News Agencies – Writing Creative Middles – Press Releases - Panel Discussions – Debates.

### PART -B

#### Communication skills in English & Principles of Writing Skills for Media

Language, Noun, Pronoun ,Adjective , Verb, Adverb, Tenses, Accent Skills, Translation, Media & Grammar , Verbal Communication, Non verbal Communication ,Written Communication ,Audio-Visual Communication, Prominent Newspapers and Editors – Columnists – Television Channels – Eminent Personalities – Advertising Agencies – Readers Interests – Listeners Interests – Public Relations – Media Language – Headlines – Dateline – Speech Reporting – Corporate PR – Features – Photos and Caption Writing – Editing – Radio Listeners – News Agencies – Cartoonist – Citizen Journalism – News Values – Corporate Reporting – Qualities of Reporting – Features – News Features , Informative Features, Historical Features , Interview Based Features – Success Stories – Corporate Publications – House Journals – Cultural Importance – Writing for Radio News – Current Affairs – Visual Treatment Sound Bytes – Political News Reporting – Sports News – Budget for Radio and TV – Weather News Bulletins – Television Documentaries – Commercials - Rural Reporting – Directors and Films – Books and Authors – Contemporary Media Trends – Photo Features – News Features – Scientific Features –Syndicate Features – TV Programs – Radio Programs.

-PTO