

2.

**AJK MASS COMMUNICATION RESEARCH
CENTRE**

M.A. in Mass Communication
Entrance Examination 2007

Admission Test Paper -I 1

Total Marks: 200 Marks

Time: 3 Hours (2.30 P.M. - 5.30 P.M.)

**Please read the following instructions CARE FULL Y before you begin
answering the question paper.**

1. Write your Roll Number in the space marked for it on the front cover of the answer sheets.
2. Do not write your name or roll number on the answer sheets or anywhere
3. other than the space designated.
4. The question paper is divided into FOUR Sections (C,D,E &F). Please note that it is compulsory to attempt questions from all four sections.

The answer to each section must be written on the separate answer sheets that have been designated for each section. Answers written in the wrong sheet will not be evaluated.

Section C:

Choose any of the following sentences and write an audio- visual description not exceeding 300 words:

(40 marks)

1. The tranquility of the park is broken as a busload of young children arrives for a picnic
2. As water shortage hits the neighborhood, the local hand pump becomes the centre of all attention.
3. The atmosphere in the train compartment changes as a family of eight enters with many items of luggage.
4. People of many shapes, sizes and temperaments dance at the Shaimak Davar dancing school.
5. The crowd of diverse people outside the TV shop window is disappointed, as India is defeated in the World Cup.
6. A street' fight breaks out as the traffic signals shut down at the busy crossing.

Section D:

In not more than 500 words, critically comment on the following:

(60 marks)

1. The arrival of multiplexes have allowed for a diverse range of smaller budget films.
2. Piracy of films is bad for business but good for audiences.
3. The virtual absence of rural India on urban-centric Television channels.
4. Sting Operations raise ethical issues around the invasion of privacy.
5. The CBFC (Central Board of Film Certification) should become a ratings body, not a censoring body.
6. Excellence in acting skills is not necessarily essential to Stardom in the Bombay Film Industry.

3.

Section E :

Uss any of the following with reasons in about 500 words

(60 marks)

1. The implications of the Sachar Committee Report.
2. The OBC reservation debate in relation to the recent Supreme Court Ruling.
3. The media coverage of the Nithari/Noida killings.
4. The issues raised by the banning of the film Parzania in Gujarat.
5. The role of Race and Gender relations in the Big Brother controversy around Shilpa Shetty.
6. The controversy over Singur, Nandigram and the desirability of SEZ's in India

Section F:

The photographs attached in the next sheet are from Dayanita Singh's work titled *Go Away Closer*. Choose **anyone** of the two photographs and study it carefully before attempting to answer anyone of the following questions. Your answer should not exceed 300 words.

(40 marks)

- I. (a) Using your own responses to the photograph build a storyline using the photograph.
- (b) Creatively interpret the photograph using the visual elements present in the composition.

OR

- II. Write a critical appreciation of any of the two photographs with reference to the work of any other contemporary photographer.



