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# **JMI M A Development Communication**

## **Entrance Test Syllabus and Selection Guide**

A J K Mass Communication Research Centre  
Academic Session 2027-28

**Written Test 100 Marks | Interview 20 Marks | Portfolio 30 Marks**

**Jamia Nagar New Delhi | [www.meersir.com](http://www.meersir.com)**

### **Programme Overview**

The intensive two-year, four-semester M.A. Development Communication programme develops research-driven intervention, human-centred design and inclusive media-production skills. Its courses include Participatory Communication, Development Journalism, Radio for Social Impact, New Media Advocacy and Video Storytelling. The programme combines theory and practice so that students can co-create media with communities and design culturally grounded communication strategies.

Students study social-issue mapping, Design Thinking and Corporate Social Responsibility and work across community, institutional and international-development settings. The final semester includes a Media Campaign and Dissertation, preparing graduates for communication roles in NGOs, CSR initiatives and development agencies.

**Entrance objective:** The entrance examination assesses the candidate's knowledge, social sensitivity and aptitude for this multidisciplinary and practice-oriented programme.

### **Selection at a Glance**

| Component                  | Duration    | Maximum marks | Passing requirement | Negative marking                             |
|----------------------------|-------------|---------------|---------------------|----------------------------------------------|
| Written test with multiple | 120 minutes | 100           | 40 percent          | 0.25 mark deducted for each incorrect Part A |

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| sections              |                           |     |                                            | answer |
|-----------------------|---------------------------|-----|--------------------------------------------|--------|
| Interview             | 10 to 15 minutes          | 20  | After qualifying the written test          | No     |
| Portfolio             | Assessed during selection | 30  | Evidence of media and development interest | No     |
| Total selection score | —                         | 150 | —                                          | —      |

## Written Examination Pattern

The written examination lasts 120 minutes and carries 100 marks. It contains one objective part and three subjective sections.

| Part               | Format                          | Focus                                                | Marks | Negative marking               |
|--------------------|---------------------------------|------------------------------------------------------|-------|--------------------------------|
| Part A             | 25 multiple-choice questions    | General Knowledge and Current Affairs                | 25    | 0.25 for each incorrect answer |
| Part B Section I   | Short notes                     | Development and media themes                         | 25    | No                             |
| Part B Section II  | Descriptive answers with choice | Media and the development sector                     | 25    | No                             |
| Part B Section III | Long application-based answer   | Strategic communication plan or image-based analysis | 25    | No                             |

## Part A Objective Questions

Part A contains 25 objective questions of one mark each. Candidates should prepare:

- National and international current affairs
- General knowledge and general awareness
- Major social, economic, political, environmental and cultural developments



- Important institutions, personalities, awards, reports and public events
- Current developments in media, communication and the development sector

**Scoring rule:** One mark is awarded for each correct response and 0.25 mark is deducted for every incorrect response.

### **Part B Section I Short Notes**

This 25-mark section requires short notes on key themes connected with development and media. It evaluates foundational understanding, clarity and social awareness.

- Meaning and approaches to development
- Social issues and inequalities
- Community-based and participatory media
- Role of communication in social change
- Media and public engagement
- Development journalism
- Communication for health, education, environment and livelihoods

### **Part B Section II Descriptive Answers**

This 25-mark section offers descriptive questions with internal choice. Candidates must develop informed opinions on the relationship between media and the development sector.

- Media representation of development issues
- Communication strategies for communities
- Role of radio, video, photography and new media
- NGOs, CSR and social communication
- Media advocacy and behaviour change
- Ethics, inclusion and cultural sensitivity
- Use of media for public awareness and mobilisation

### **Part B Section III Application Question**

This 25-mark section requires one long, application-based answer. The question may ask the candidate to develop a strategic communication plan or analyse an image and propose how media can address a development problem.

- Define the development problem and target community
- Identify communication objectives and intended outcomes
- Select suitable media platforms and messages
- Explain participation, inclusion and cultural context
- Propose implementation stages, partnerships and resources
- Suggest feedback, monitoring and evaluation methods

### **Detailed Preparation Syllabus**



1. **Development Communication:** Meaning, nature and scope; development paradigms; communication as a tool for social transformation; diffusion, participation and empowerment.
2. **Participatory Communication:** Community participation; dialogue; local knowledge; co-creation; community media; stakeholder mapping and inclusive decision-making.
3. **Development Journalism:** Reporting poverty, health, education, gender, environment, agriculture and livelihoods; solutions journalism; representation of marginalised groups.
4. **Media for Social Impact:** Radio, video, film, photography, graphics, music and storytelling for awareness, mobilisation, advocacy and behaviour change.
5. **New Media Advocacy:** Digital campaigns; social media; mobile communication; online communities; misinformation; verification; platform ethics and digital inclusion.
6. **Human Centred Design:** Empathy, problem definition, ideation, prototyping and testing; Design Thinking for communication interventions.
7. **Strategic Communication:** Situation analysis; audience segmentation; objectives; message design; channel selection; implementation; monitoring and evaluation.
8. **Social Issues and Public Policy:** Poverty, inequality, gender, caste, disability, health, education, climate change, migration, rural and urban development, governance and rights.
9. **CSR NGOs and International Development:** Corporate Social Responsibility; civil-society organisations; development agencies; partnerships; campaigns and accountability.
10. **Research and Media Analysis:** Basic research methods; observation; interviews; surveys; visual analysis; understanding evidence; ethical and culturally sensitive fieldwork.

## Interview

Candidates who qualify in the written examination are called for an interview carrying 20 marks. The interview normally lasts 10 to 15 minutes.

- Media awareness and aptitude
- National and international current affairs
- Candidate's curricular and academic background
- Understanding of development communication
- Social sensitivity and awareness of development issues
- Motivation for choosing the programme
- Ability to explain ideas, experiences and portfolio work clearly

## Portfolio

The portfolio carries 30 marks and should demonstrate genuine interest in media and development-related activities. Candidates should bring clearly organised proof of relevant work and experience.

11. **Audio-visual portfolio:** Radio, video, photography, film, graphics or music recordings.
12. **Published exhibited or broadcast work:** Articles, essays, research papers and other work published, exhibited or broadcast through a recognised platform.
13. **Professional and extracurricular evidence:** Certificates or proof of workshops, conferences, internships, professional experience, music, debates, dance, theatre, sports, events or festivals.



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14. **Social-work participation:** Proof of involvement with NGOs, community groups or social organisations.
15. **Candidate contribution:** For group or collaborative work, clearly explain your individual role and contribution.

## Suggested Preparation Strategy

16. **Current affairs:** Follow national and international news daily, with special attention to development, public policy, society, environment and media.
17. **Objective preparation:** Practise general-knowledge and current-affairs MCQs carefully because incorrect Part A responses attract negative marking.
18. **Short notes:** Practise concise responses that define the issue, explain its media or development relevance and conclude with a practical insight.
19. **Descriptive answers:** Use balanced arguments, real examples and clear links between communication, communities and development outcomes.
20. **Application questions:** Practise campaign plans using problem, audience, objective, message, media channel, implementation and evaluation headings.
21. **Portfolio and interview:** Organise evidence in advance and rehearse explanations of social interests, media work, academic background and career goals.