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MEER SIR ACADEMY

JMI MA Media Governance Entrance Test Syllabus

Academic Session 2027-28

Centre for Culture Media and Governance

Jamia Millia Islamia New Delhi

Complete topic wise preparation framework

Official syllabus at a glance

The entrance syllabus covers eleven interconnected areas in media studies, governance, culture, communication and contemporary public affairs. Preparation should combine conceptual understanding, historical knowledge, current examples and the ability to connect media with society, law, technology and public policy.

No .	Testing area	Central focus
1	Media History	Development of print, radio, cinema, television and digital media in India and the world.
2	Media and Democracy	Media freedom, public opinion, representation, elections, citizenship and democratic accountability.
3	Media and Culture	Media as a cultural institution; identity, ideology, popular culture and representation.
4	Media Technologies	Technological change from print and broadcasting to platforms, AI and data-driven communication.
5	Media Policy and Law	Constitutional provisions, regulation, media ethics, rights, restrictions and digital governance.
6	Research Methods	Research design, qualitative and quantitative methods, sampling, data and



		interpretation.
7	Current Affairs	Major national and international developments related to media, governance, society and culture.
8	IKS and Communication	Indian Knowledge Systems, indigenous communication traditions and knowledge dissemination.
9	Climate Change and Media	Environmental communication, climate reporting, risk, misinformation and public engagement.
10	Media and Gender	Gender representation, feminist media studies, intersectionality and digital safety.
11	Digital Media	Social media, platforms, algorithms, digital journalism, privacy and online cultures.

Media history democracy and culture

Area	Detailed preparation coverage
Media History	Origins and growth of the press; colonial and nationalist press in India; freedom movement and journalism; post-independence media; radio and public broadcasting; history of Indian cinema; television and satellite expansion; liberalisation; internet, mobile and platform media; important institutions, publications and personalities.
Media and Democracy	Freedom of expression; press freedom; media as the fourth estate; public sphere; media, citizenship and participation; elections and political communication; propaganda and persuasion; public opinion; media ownership and pluralism; misinformation; watchdog role; community and public-service media.
Media and Culture	Definitions of culture; mass and popular culture; representation and identity; ideology and hegemony; language, region, religion, caste and class in media; celebrity and consumer culture; cultural industries; audience and reception; globalisation, hybridity and cultural change.

Media technologies

- Technological evolution of printing, photography, film, radio, television, satellite and the internet.
- Digitisation, convergence, mobile communication, streaming and platformisation.
- Artificial intelligence, automation, algorithms, datafication and recommendation systems.
- Digital divide, accessibility, technological determinism and the social shaping of technology.
- Virtual and augmented reality, podcasts, citizen journalism and emerging communication formats.



4 Media policy and law

- Article 19(1)(a), reasonable restrictions under Article 19(2), right to information and privacy.
- Press regulation, broadcasting policy, public-service broadcasting and media ownership.
- Defamation, contempt of court, copyright, obscenity, hate speech and election-related regulation.
- Information technology and digital-media governance; intermediary responsibility and platform regulation.
- Journalistic ethics, self-regulation, paid news, privacy, surveillance, data protection and media trials.

Research methods

Theme	Coverage
Research foundations	Nature and purpose of research; research problem; objectives; questions; hypotheses; concepts, variables and operationalisation.
Research design	Exploratory, descriptive, explanatory, experimental, cross-sectional, longitudinal and case-study designs.
Qualitative methods	Interview, focus group discussion, observation, ethnography, textual analysis, discourse analysis and thematic analysis.
Quantitative methods	Survey, questionnaire, measurement, scales, descriptive statistics, correlation and interpretation of tables and graphs.
Sampling	Population, census, probability and non-probability sampling; sample size and sampling error.
Media research	Content analysis, audience research, digital methods, social-media analysis and basic mixed-method approaches.
Research quality and ethics	Reliability, validity, reflexivity, consent, confidentiality, plagiarism and responsible data use.

Current affairs and media awareness

- Major national and international political, economic, social, cultural and technological developments.
- Recent debates on media freedom, regulation, ownership, misinformation, elections and platform accountability.
- Important media organisations, commissions, reports, awards, journalists, films, campaigns and communication initiatives.
- India and world affairs with special attention to how events are framed, represented and debated across media.



IKS and communication

- Meaning and scope of Indian Knowledge Systems and their contemporary relevance.
- Oral traditions, storytelling, folk media, performance, manuscripts and community knowledge.
- Classical Indian ideas of communication, dialogue, aesthetics, rhetoric and knowledge transmission.
- Communication traditions including katha, pravachan, lok natya, puppetry, songs, festivals and indigenous networks.
- Decolonising knowledge, multilingual communication and ethical use of traditional knowledge.

Climate change media gender and digital media

Area	Detailed preparation coverage
Climate Change and Media	Basics of climate change; mitigation and adaptation; climate justice; environmental journalism; disaster and risk communication; science communication; framing of climate issues; misinformation and greenwashing; local and indigenous perspectives; role of media in public awareness and behavioural change.
Media and Gender	Gender as a social and analytical category; representation of women, men and LGBTQIA+ communities; stereotypes and objectification; feminist media theory; intersectionality; gender in advertising, news, cinema and digital media; online harassment; access, participation and media production.
Digital Media	Web and social-media ecosystems; digital journalism; user-generated content; influencers and creator economy; platforms and algorithms; virality and networked publics; privacy and surveillance; cyberculture; misinformation and fact-checking; digital labour, activism and citizenship.

Key concepts to revise

- Public sphere, agenda-setting, framing, gatekeeping, political economy, ideology, hegemony and representation.
- Media convergence, platformisation, datafication, algorithmic bias, filter bubbles and echo chambers.
- Media literacy, information disorder, fact-checking, digital rights and online safety.
- Audience, reception, participation, alternative media, community media and citizen journalism.

Suggested answer approach

- Define the central concept in clear language.
- Explain the relevant theory, history, law or policy.
- Use one Indian and, where useful, one international example.
- Connect the issue with democracy, culture, technology, gender or governance.
- Conclude with a balanced critical observation.



Six week preparation plan

Week	Main focus	Practice target
1	Media history, institutions and key personalities	Timeline, 150 objective questions and two short notes
2	Media, democracy, culture and core theories	Concept cards, case studies and one mock test
3	Media technologies, digital media and current debates	Platform glossary, examples and one mock test
4	Media policy, law and ethics	Provision-wise notes, cases and 150 questions
5	Research methods, IKS, gender and climate communication	Method matrix and four analytical answers
6	Current affairs and complete revision	Five mixed mock tests and error-log revision

Important note

The eleven areas listed in this document reproduce the syllabus supplied for the JMI academic session 2026-27. Candidates should verify the final examination pattern, duration, marking rules and admission instructions from the official Jamia Millia Islamia admission portal.

Prepared by Meer Sir Academy