

**DEPARTMENT OF MEDIA STUDIES**  
**CHRIST (Deemed to be University), Bangalore - 560029**

**2024 MAMCS Admission Process**

The applicant will be assessed on the basis of the following:

**1. Written Test**

a. This will comprise two components:

i. **Objective Test (30 marks):** applicant will be tested on

1. General Knowledge & Current Affairs
2. Grammar
3. Basics of Mass Communication
4. Specialisation-based questions (Advertising and Corporate Communications | Multimedia Journalism)

ii. **A short response to a given case (20 marks):**

1. This will be specialisation-specific (either Multimedia Journalism-based or Advertising and Corporate Communications-based)
2. Candidates will be evaluated based on the following parameters.:

Article is coherent (Max. Mark: 05)	Student's comprehension is clear and evident (Max. Mark: 05)	Students are capable of critical engagement (Max. Mark: 05)	Language used is without grammatical errors (Max. Mark - 05)	TOTAL - Max. Mark: 20
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## **2. Evidence (Portfolio) (20 marks):**

- a. The applicant should prepare samples of their published writing, photographs, and designs, or any relevant materials that showcase their skills. If applicable, links to short films, documentaries, or other video productions can be provided to the interviewer upon request.
- b. This is to help the interviewers get a fair sense of the applicant's passion and competence in the field.

## **3. Statement of Purpose (10 marks):**

The applicant needs to submit a Statement of Purpose (SOP) elaborating on

- i. Why she/he/they is/are eligible and
- ii. How she/he/they can contribute to the learning of the peers and growth of the Department.

## **4. Personal Interview (20 marks):**

- a. The applicant will be interviewed by a panel of two for a span of five to ten minutes.
- b. Based on the submitted evidence (portfolio), statement of purpose (SOP) and questions related to the applicant's academic calibre, social outlook, professional attitude, and match with the programme's objectives and orientation, assessments will be carried out.

**NB: Please bring both your Portfolio and Statement of Purpose when attending the interview.**