

**Institute of Communication Studies**  
**MPHil & PhD Admission 2018**  
**Test Pattern and Syllabus**

**PhD**

Objective: 100%

1. Introduction to Mass Communication
2. International / Global Communication
3. Media and Society
4. Mass Media in Pakistan
5. Communication Theories
6. Media Research
7. Development Support Communication
8. Advertising and Public Relations
9. Media Ethic and Laws
10. Print, Electronic & Social Media

**MPHIL RESEARCH TRACK**

GRE Based Objective: 30%

1. English
2. Math
3. Analytical

Objective related to Subject: 70%

1. Research Methods
2. Theories of Mass Communication
3. Intro. to Mass Communication
4. Media Ethics & Law
5. Print Media
6. Electronic Media
7. Social Media

**MPHIL PROFESSIONAL TRACK**

GRE Based: 30%

1. English
2. Math
3. Analytical

Objective related to Subject: 70%

1. Electronic Media
2. PR & Advertising
3. Print Media
4. Development Journalism (DJ) and Development Support Communication (DSC)
5. Media Ethics & Law
6. Social Media
7. Film Studies