

Institute of Communication Studies

M.Phil & Ph.D Admission 2020

Test Pattern and Syllabus

PH.D

Objective: 100%

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

M.PHIL RESEARCH TRACK

GRE Based Objective: 30%

1. English
2. Math
3. Analytical

Objective related to Subject: 70%

4. Theories of Mass Communication
5. Research Methods
6. Intro. to Mass Communication
7. Media Ethics & Law
8. Print Media
9. Electronic Media
10. Social Media

M.PHIL PROFESSIONAL TRACK

GRE Based: 30%

1. English
2. Math
3. Analytical

Objective related to Subject: 70%

4. Intro. to Mass Communication
5. PR & Advertising
6. Electronic Media & Film Studies
7. Print Media
8. Media Ethics & Law
9. Development Journalism (DJ) and Development Support Communication (DSC)
10. Social Media