Contents

Previous Year's Solved Paper

_	_	_		-
•	T		4.	1
	m	11	г	
•	, .			

Communication and Journalism	3-61		
Terms and Terminology	33		
Multiple Choice Questions	50		
Unit-2			
Role of Media in Society	62–124		
Multiple Choice Questions	111		
Unit-3			
Journalism as a Profession	125–194		
Multiple Choice Questions	180		
Unit-4			
History of Print and Broadcast Media			
Multiple Choice Questions	287		
Unit-5			
Communication and Theories of Social Change			
Multiple Choice Questions	362		
Unit-6			
Research Methods and Process	379-427		
Multiple Choice Questions	412		
Unit-7			
Colonial Structure of Communication	428_487		
Multiple Choice Questions	472		
Unit-8	7/2		
Radio and TV as Media of Communication	188 557		
Multiple Choice Questions	548		
Unit-9	340		
	550 (1 5		
Advertising			
Multiple Choice Questions	600		
Unit-10			
Techniques			
Multiple Choice Questions	656		
Unit-11			
Glossary	672–680		
• Journalism Terms	672		
Glossary of Important Terms in Advertising	675		