

Communication and Media Studies MA admission exam requirements 2023A central admission procedure

Name(s) of graduate program(s)	Communication and Media Studies MA
Type of the exam	Written
Name of the exam	Competency profile
Duration of the exam	60 minutes
Method of the exam	online written
Short description of the exam	Competency measurement: we measure logical and critical thinking and numerical reasoning and information processing.
Materials that can be used during the exam	-
Recommended reading materials	-
Topics	-
Sample questions	Which number is the solution of the task? 5; 7; 11; 17; 25; ?
	The Monday relates to the Thursday so than, the Friday relation the? A: Tuesday B : Saturday C : Sunday D: Monday E: Wednesday
	The 400 seats in a parliament are divided amongst five political parties. No two parties have the same number of seats, and each has at least 20 seats. What is the largest number of seats that the third largest party can have? A: 22 B:118 C :119 D: 120 E:121

Name(s) of postgraduate program(s)	Communication and Media Studies MA
Type of the exam	Oral
Name of the exam	Entrance exam
Duration of the exam	15 minutes
Method of the exam	online
Short description of the exam	The oral exam is a first meeting and an opportunity for mutual self-introduction. The applicant might conceive the exam as a professional – but at the same time friendly – conversation; an exchange of ideas between the applicant and the committee about the applicant's motivations and the questions listed below.
Materials that can be used during the exam	n.a.
Recommended reading materials	Berger, C. R., Roloff, M. E. & Roskos-Ewoldsen, D. R. (Eds.). (2010). The Handbook of Communication Science (2nd ed.). Los Angeles: SAGE; Chapter 12: Persuasion, pp. 203–218; Chapter 15: Mass Media Effects, pp. 255–271; Chapter 19: Establishing and Maintaining Relationships, pp. 327–344

Communication and Media Studies MA admission exam requirements 2023A central admission procedure

Topics	<p>Persuasion</p> <ol style="list-style-type: none"> 1) What do functional theories view as the key to successful persuasion? Illustrate with some examples. 2) Why are comparison processes regarded as the essence of persuasion in discrepancy models? Compare and contrast two approaches that belong to this category. 3) How do cognitive models of persuasion describe the role of thinking, attention, motivation and resistance in attitude change? 4) How do mood and emotional states influence the processing of persuasive messages? Describe some claims made by “hot process” theories of persuasion and their underlying rationale. <p>Mass media effects</p> <ol style="list-style-type: none"> 5) How do mass media messages affect viewers’ or readers’ behaviour according to Bandura’s Social Cognitive Theory? 6) What does Gerbner’s Cultivation Theory propose about the social reality beliefs of light vs heavy media content consumers? Has the theory received empirical support? 7) What does the Uses & Gratifications paradigm hold about the role of individual choices in media consumption? 8) How might consumers’ view of reality be affected by information accessibility? Describe the critical claims of Framing Theory and Agenda Setting. <p>Establishing and maintaining relationships</p> <ol style="list-style-type: none"> 9) How do some influential theories of relational communication describe the nature of initial interactions and the process of establishing a relationship? What are the fundamental propositions of Social Penetration Theory, Uncertainty Reduction Theory, and Predicted Outcome Value Theory? 10) What has research revealed about the role of interpersonal communication in relationship development? Describe stage models of relationship development as well as theories of culturally shared expectations, turning points, and relational turbulence. 11) What are the essential claims in Equity Theory and the Investment Model regarding the role of costs and rewards in relationship maintenance? 12) How do conflicting desires and tension affect interpersonal communication in relationships? Describe Relational Dialectics Theory and the relevant research on Information Management.
Sample questions	see topics