

**PANJAB UNIVERSITY, CHANDIGARH**

**Outlines of tests, syllabi and courses of reading for Certificate Course in Mass Communication and Video Production (Add-on Course) for the examination 2010-11.**

**Paper – I: Mass Communication**

**Total Periods 130**

Theory  
Practicals

**Total Marks 100**

Theory Marks  
Practical Marks

**Instructions for paper setters and candidates:**

- The maximum marks for the theory paper will be 100. Time allowed will be 3 hours.
- There shall be 10 questions in all out of which 5 have to be attempted.

The first question is compulsory comprising 5 short answer type questions spread over the whole syllabus to be answered in about 100 words each. The candidates are required to attempt 5 questions. Each question shall be of 20 marks. X 20 marks

Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 20 marks. X 20 marks

**Question paper will be set in English but the medium of examination will be English, Punjabi and Hindi.**

**Unit I:**

Communication Meaning definition for definition





## Essential Reading

- Machin David Niblock Sarah • News production Theory and Practice Routledge New York
- Kaushik Sharda : Script to Screen An Introduction to T Journalis Mac illan New Delhi
- Cohen Akilia A : The Television News Interview SAGE New Delhi
- Zettl Herbert : Television Production Handbook adsworth CA
- Shrivastava K M : Broadcast Journalis in the st century New Dawn Press Group New Delhi
- Fulding Ken : Introduction to Television Production Long an New York
- Cohen Akiba N : The Television News Interview SAGE Beverly Hills

## FURTHER READING

- Ken Fielding