

PANJAB UNIVERSITY, CHANDIGARH

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Outlines of tests, syllabi and courses of reading for Postgraduate Diploma in Mass Communication (Semester System) for the examination 2015-16.

SEMESTER I

NOTE: There will be four theory papers each carrying 100 marks in each semester. One practical assignment of 50 marks is compulsory in each semester.

PGDMC	101	Introduction of Mass Communication
PGDMC	102	Print Media
PGDMC	103	Electronic Media
PGDMC	104	Advertising and Public Relations
PGDMC	105	Practical Assignments

SEMESTER II

PGDMC	106	Introduction of Mass Communication
PGDMC	107	Print Media
PGDMC	108	Electronic Media
PGDMC	109	Advertising and Public Relations
PGDMC	110	Practical Assignments

NOTE: The assignments are required to be submitted in the portfolio twenty days before the commencement of the theory exams as mentioned in the Academic Calendar. No assignment will be accepted thereafter and the candidates' defaulter in this regard will not be issue the roll numbers for the theory papers.

FIRST SEMESTER

PGDMC 101: INTRODUCTION TO MASS COMMUNICATION

Marks = 100

OBJECTIVE: The course objective is to sensitize the students to the field of communication by exposing them to its different forms; to understand the basic concepts and terminology specific to communication and media; to sensitize them to the practical importance of Intrapersonal, interpersonal, group and mass communication; to enable them to analyze and assess communication in the media and everyday life.

Instructions for paper setters and candidates:

1. The maximum marks for the paper will be 100 and the time allowed will be 3 hours.
2. There shall be 9 questions in all and the candidates will be required to attempt 5 questions.

The first question is compulsory comprising 10 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 4 marks. (5X4 = 20 marks)

3. 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. (4X20 = 80 marks)

Unit – I

- Communication: Meaning & Definition of communication; Functions of communication;

Unit -II

- Process & elements of communication; Forms of communication – Intrapersonal, Interpersonal, Group (public, crowd, small & large group); mass communication.

Unit – III

- Theories & Models of Mass Communication: Meaning & Definition; Models: SMCR,
- Shannon & Weaver, Laswell Model, Osgood & Schramm.

Unit – IV

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7. Rogers, Evertt M. (ed), (1982), *Communication & Development*. SAGE, Beverly Hills.
8. Sage, (1981 onwards), *Mass Communication Year Books*. SAGE, Beverly Hills.
9. Schramm, Wilbur, (1975), *Men, Messages & Media*. Harper & Row, New York.
10. Schramm, Wilbur (ed.), (1963), *Mass Communication*. University of Illinois Press, Illinois.
11. Schramm, Wilbur (ed.), (1955), *The Process and Effects of Mass Communication* University of Illinois Press, Urban.
12. Schramm, Wilbur, (1957), *Responsibility in Mass Communication*. Harper & Row, New York.
13. Wood, Ronald N., (1983), *Mass Media & the Individual*, West Publishing Co., Minnesota.

ADDITIONAL READINGS:

1. Michael Norton and Purba Dutt, (2003), *Getting started in Communication*, Sage Publications

Unit –II

Principles of Reporting : Structure, Role and Responsibilities of Reporting staff,
Concept of Beats.

Unit – III

Interviews : Types, purposes, techniques, preparation.

Writing

PGDMC 103: ELECTRONIC MEDIA**Marks = 100**

OBJECTIVE: The course is designed to introduce the students, the basic concepts and terminology specific to the media of radio and television; to understand the organizational structure of both AIR & DD; Sensitize students to the concepts of writing and scripting of Radio as well as TV programmes;

Instructions for paper setters and candidates:

1. The maximum marks for the paper will be 100 and the time allowed will be 3 hours.

2. There shall be 9 questions in all and the candidates will be required to attempt 5 questions.

The first question is compulsory comprising 10 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 4 marks. (5X4 = 20 marks)

3. 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. (4X20 = 80 marks)

Unit – I**RADIO**

Radio as Mass Medium : Role, reach and future.

All India Radio : Organizational structure.

Unit – II

Different types of Radio Programmes : Interviews, talks, discussion, radio-features, Special audience programmes.

Principles of

3. Govt. of India, (1985), *An Indian Personality for Television: (Report of The Working Group On Software for Doordarshan)* Min I & B.
4. Govt. of India, (1968), *Radio and Television (Report of The Committee on Broadcasting and Information)*, Publications Division, Min. of I & B.
5. Barnouw, Erik, (1978),

PGDMC-105: Practical Assignments**Total Marks**

S. NO.	ASSIGNMENTS	NOS.	MARKS
1.	News Stories – Covering major events in your areas	4	8
2.	Interviews of prominent persons	2	8
3.			

SECOND SEMESTER

PGDMC 106: INTRODUCTION TO MASS COMMUNICATION

Marks = 100

OBJECTIVE: The course objective is to sensitize the students to the field of communication by exposing them to its different forms; to understand the basic concepts and terminology specific to communication and media; to sensitize them to the practical importance of Intrapersonal, interpersonal, group and mass communication; to enable them to analyze and assess communication in the media and everyday life.

Instructions for paper setters and candidates:

1. The maximum marks for the paper will be 100 and the time allowed will be 3 hours.
2. There shall be 9 questions in all and the candidates will be required to attempt 5 questions.

The first question is compulsory comprising 10 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 4 marks. (5X4 = 20 marks)

3. 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. (4X20 = 80 marks)

Theories of Mass Communication

Unit-I

- Agenda –setting; Uses & gratification.

Unit-II

- Characteristics of various media of mass communication: Print, Electronic, Traditional.

Unit-III

- Media Systems: Authoritarian theory; Libertarian theory; Social – Responsibility Theory

Unit -IV

- Totalitarian theory; development Media Hypothesis, Democratic – Participant Media Hypothesis.

PGDMC 107: PRINT MEDIA**Marks = 100**

OBJECTIVE: The paper is designed to introduce students to both the field and the desk aspects of print journalism – reporting, writing, editing and design; To sensitize the students to the importance of press

PGDMC 108: ELECTRONIC MEDIA**Marks = 100**

OBJECTIVE: The course is designed to introduce the students the basic concepts and terminology specific to the media of radio and television; to understand

PGDMC 109: ADVERTISING AND PUBLIC RELATIONS**Marks = 100**

OBJECTIVE: The course will sensitize students to the basic concepts of advertising and public relations. The Paper will impart knowledge to help them analyze advertisements and advertising campaigns in various media; train the students to write advertising copy; introduce with ethics in advertising field. The 2nd part of the paper will impart skills for producing PR material, train the students to device PR campaign, to understand socially relevant and public service related institutional advertising.

Instructions for paper setters and candidates:

1. The maximum marks for the paper will be 100 and the time allowed will be 3 hours.
2. There shall be 9 questions in all and the candidates will be required to attempt 5 questions.

The first question is compulsory comprising 10 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 4 marks. (5X4 = 20 marks) lsl0.8696(=)-16262()4.6094(s)-2oel03=rN076141.30

PGDMC-110: Practical Assignments**Total Marks**

S. NO.	ASSIGNMENTS	NOS.	MARKS
1.	Photo caption Writing	1	4
2.	Feature Writing	1	6
3.	Script writing for radio news of five minutes	1	8
4.	Script writing for TV news of five minutes	1	8
5.	Write a story board of a half minute TV commercial	1	4
6.			