

PANJAB UNIVERSITY CHANDIGARH

Unit – IV

- Ownership and its types, Brief introduction to Govt. Corporate trust
- Organizational structure of newspapers and its evolution

PAPER B: PRACTICAL

Marks: 100

Introduction of news values in news stories

Introduction of various types of features

Choose a newspaper and our article that is not on its own report type and structure. It is more than a news

4. Choose a newspaper and its content. Compare and contrast the organizational structure and its function. Part of the functions and functions.

ESSENTIAL READINGS:

John R. Johnson, 1988 *The Professional Journalist* Holt Rinehart and Winston

Andrew A. Auer, 1999 *Just for News* The American Company of Indiana

Thomas A. 1999 *Writing for the Media* Thomson Books

4. Robert B. 1998 *Writing life stories*, Cengage Learning

Journalist Robert 1999 *Magazine Article: How to Think it, Plan it, Write it* Indiana University Press

Journalist Anita 1999 *The Indian Media Business* A

Ganarathn 1999 *Handbook of the media* A

8. Frank 1994 *Newspaper Business management* In New York

ADDITIONAL READINGS:

Hanna 1999 *The Essential Feature: Writing for Newspapers and Magazines* Columbia University Press

Robert G. 1994 *Magazine Feature Writing* Bor Books

Robert 1999 *Creative Interviewing: The Writer's Guide to Gathering Information by Asking Questions* A and B on In

4. James 1994 *Market-Driven Journalism: Let the Citizen Beware* Iowa State Press

Andrew Dou 1999 *When MBA's Rule the Newsroom: How the Marketers and Managers are Reshaping Today's Media* Columbia University Press

Journalist A. 1989 *Confessions of an S.O.B.*, Doubtless

- Karla B. 99 *From the Press to the Internet: In an Age of Information and Digital Communications* D
- ▼ James J. 99 *Market-Driven Journalism: Let the Citizen Beware* Iowa State University
- 8 Andrew D. 99 *When MBA's Rule the Newsroom: How the Marketers and Managers are Reshaping Today's Media* Columbia University
- 9 Stuart A. 99 *Confessions of an S.O.B.*, Douglas A. 99 *The Business of Journalism* Australia University of Western Australia

ADVANCED DIPLOMA

PAPER A: THEORY

Marks: 100

(A) Course Objectives:

The purpose of this course is to introduce the students to special forms of journalism. It will also be an understanding of the important aspects and presentation news content.

Unit – II

- Introduction to research, classification of research, Introduction to Information Act, Law of Data Protection, Control of Court Control of Statutory Law, Sentencing Act

Unit – III

- Approaches to analyzing human actions
- Financial analysis, Budgeting, Financial reporting

Unit – IV

- Comparison of Australian product
- Important aspects of the Australian Inland
- Role of public relations in the Australian

PAPER B: PRACTICAL

Marks: 100

1. Compare the environmental and development issues arising out of the

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