

PANJAB UNIVERSITY CHANDIGARH

FACULTY OF ARTS

SYLLABI

FOR

**JOURNALISM AND MANAGEMENT
(ADD-ON COURSE)
CERTIFICATE, DIPLOMA
AND
ADVANCED DIPLOMA
EXAMINATIONS 2019**

DIPLOMA COURSE

PAPER A: THEORY

Total Marks	100
Theory Exam	90
Internal Assessment	10

(A) Course Objectives:

The course will train students to structure news and features. It will also appraise the importance of effective beginning. Students will also be sensitized to the importance of press freedom and professional integrity.

(B) Pedagogy of the Course Work:

Lectures

Unit tests, snap tests, assignments, attendance and classroom participation

Instructions for paper-setters and candidates:

- There shall be questions in a two-hour paper.
- The first question is compulsory carrying short answer type questions spread over the whole syllabus. The candidates are required to answer 5 questions in about 50 words each. Each question shall be of 5 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 10 marks.

Unit – I

- Structuring the news report and feature story inverted pyramid nutgraph and five box approach
- Importance of the right beginning definition and types of leads in reports and features

Unit – II

- Professional responsibility and accountability of journalists
- Code of ethics Press Council of India
- Freedom of speech and expression Article 19A and 19B

Unit – III

- Introduction to Indian Media and Entertainment IME sector comprising of Entertainment Television Music and Print Online media
- Management as a process

Unit – IV

- Advantages and disadvantages of media ownership
- Cross Media Ownership
- Vertical Horizontal Integration

PAPER B: PRACTICAL

Marks: 100

- Prepare a file of reports and features that showcase different structural styles and lead types 5
- Prepare a file of news copyings that illustrates both adherence and violation of ethical codes 5
- Prepare a file of edited owners' copy and distribution at least 5
- Prepare a file of cross-edited owners' copy of vertical or horizontal integration 5

ESSENTIAL READINGS:

- Aardor A. "The Feature Writing" New Jersey: Lawrence Erlbaum Assoc.
- Bundick, A. E. "The Art and Craft of Feature Writing" Plume Inc.
- Garrison, Bruce. "Professional Feature Writing" Lawrence Erlbaum Assoc.
- Bruce D. Iltis, Douglas A. Anderson. "News Writing and Reporting for Today's Media" McGraw-Hill.

ADVANCED DIPLOMA

PAPER A: THEORY

Total Marks	100
Theory Exam	90
Internal Assessment	10

(A) Course Objectives:

The purpose of the course is to introduce the students to specialised forms of journalism. They will also gain an understanding of the importance of reporting and presenting news content. The students will also be sensitized to the development of content for documentaries and television programmes as the management aspect of media function and production.

(B) Pedagogy of the Course Work:

Lectures

Unit tests, snap tests, assignments, attendance and class room participation

Instructions for paper-setters and candidates:

- There shall be questions in a two-hourly format.
- The first question is compulsory comprising short answer type questions spread over the whole syllabus. The candidates are required to answer 5 questions in about 50 words each. Each question shall be of 5 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 10 marks.

Unit – I

- Introduction to Investigative, Interpretative and Developmental Journalism
- Qualities and Importance of a Journalist
- Principles of Editing and Design

Unit – II

- Introduction to Press Laws, Official Secrets Act, Right to Information Act, Law of Defamation, Contempt of Court, Contempt of Legislature, Law of Obscenity, Copyright Act

Unit – III

- Approaches to Management: Classical, Human Relations
- Financial Management: Budgeting, Monitoring Financial Performance

Unit – IV

- Newspaper as an industrial product
- Significant aspects of newspaper industry in India
- Role of publisher in a newspaper organization

PAPER B: PRACTICAL

Marks: 100

Prepare a file of investment and development issues carried out by eda 5

Prepare a file of legal cases involving eda 5

Choose a lead article in your area write a note on its owners, type and structure, giving its strengths and weaknesses 5

Choose a daily Newspaper advertisement on the Internet. Prepare a note 5