

PANJAB UNIVERSITY, CHANDIGARH

OUTLINES OF TESTS, SYLLABI AND COURSES OF READING FOR MASS COMMUNICATION & VIDEO PRODUCTION (ADD-ON COURSE) FOR THE EXAMINATION OF 2018-19.

CERTIFICATE COURSE

Paper – I: Mass Communication

Total Periods 130



Total Marks 100



5

A

Course Objective



Unit IV:

h =

Practicals:

Total Marks: 40

h .

Courses of Reading

ESSENTIAL READINGS:

h = *Mass Communication*

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

Unit I:

▶ H

Unit II:

▶ A

Unit III:

▶

Unit IV:

▶

Practicals:

Marks: 40

▶

ESSENTIAL READINGS:

▶ Broadcast n n Ind a A " h
▶ H Ind an Broadcast n
▶ = | A s on or ura D v op nt h " h
▶ = ad o and Journa s " h

ADDITIONAL READINGS:

▶ Introd uct on to A s on roduct on A
▶ Co un t cat on An Introd uct on to E t r o i t c M d a
▶ H | H H H

Unit IV:

Practicals:

Total Marks: 40

Courses of Reading

ESSENTIAL READINGS:

- A. H. H. | *Introduction to Co-operative Theory and Practice*
- A. H. H. | *A History of Co-operative Study*
- A. H. H. | *Co-operative Movement*

Marks=15
Marks=10

Courses of Reading

ESSENTIAL READINGS:

1. *Journalism: An Introduction to Journalism* by *John H. Johnson*
2. *Journalism: A History* by *John H. Johnson*
3. *Broadcast Journalism in the 21st Century* by *John H. Johnson*
4. *Journalism: A History* by *John H. Johnson*

FURTHER READINGS:

h h

h

h

h

h

h

h

h

h

v

h

h

Co-urriculum Activities
Cybrosocio-ty

Paper – II: Video Production

Total Periods 130



Total Marks 100

5

A

Instructions for paper-setters and candidates:

1. Candidates should write their name and register number in the space provided for the purpose in the margin of the question paper.
2. Candidates should not write their names on the question paper.
3. Candidates should read the instructions carefully before attempting the questions.
4. Candidates should not discuss the questions with anyone until they are permitted to do so by the examiners.
5. Candidates should not use any material which is not provided in the question paper.
6. Candidates should not use any electronic devices for any purpose.
7. Candidates should not discuss the questions with anyone until they are permitted to do so by the examiners.
8. Candidates should not write on the question paper.

4

5