

(Etted. under the Panjab University Act VII of 1947-enacted by the Govt. of India)

PAPER B: PRACTICAL**Marks: 100**

- | | | |
|----|---|----|
| 1. | Interview of a media professional with regard to journalism as a profession | 25 |
| 2. | Field visit and report of a media organisation | 25 |
| 3. | Prepare a file of 10 news stories identifying different types of sources | 25 |
| 4. | Multimedia presentation on typology of media content | 25 |

Essential Readings

1. Albarran Alan B(2002),*Media and the Internet of Electronic Media*, (2nd ed)., Wadsworth,
2. De Bono, E. (2007) *How to Have Creative Ideas* Random House
3. Downie Jr Leonard, Kaiser Robert G, (2003), *The News About the News. A Critical Journalist's Handbook*, Vintage
4. Ganaratne Shelton ,(2000) *Handbook of the Media*, Sage
5. Kohli Vanita, (2003), *The Indian Media Business*, Sage.
6. Kramer, M. & Call, W. (2007) *Telling True Stories: A Non-fiction Writers Guide*. NY: Plume-Penguin
7. Ludwig, Mark D., (2005), *Modern News Editing* Willy Blackwell, New York
8. McChesney Robert W. (2004) *The Robber of the Media*, Monthly Review Press
9. Meera, R. (2009) *Feature Writing* New Delhi: PHI Learning Pvt. Ltd.
10. Sims, N. (2008) *True Stories. A Century of Literary Journalism*. Northwestern University Press
11. Taparia Jay(2004) *Understanding Financial Institutions. A Journalist's Guide*, Marion St. Press

Additional Readings

1. Adarsh Kumar Varma (2003), *Media and the Internet Mantras of Journalism*, Kanishka Publishers, New Delhi
2. Borjesson Kristine(2002),*Into the Buzzsaw. Leading Journalists Expose the Myth of a Free Press*, ed. by Prometheus Books
3. Boynton, R.S. (2005) Introduction to *The New New Journalism*. *Conversations with America's Best Nonfiction Writers on their Craft*. Vintage Books.
4. Croteau David and Hoynes, William(2001) *The Business of Media*, Pine Forge Press
5. Kundra, S (2005), *Media and the Internet*, Saujanya books Pvt Ltd, New Delhi
6. McCord, Richard(2001), *The Clinton Game. One Newspaper versus the Gannett Empire*, 2nd ed., University of Missouri Press
7. Om Gupta, (2006), *Encyclopedia of Journalism and Mass Communication*, Gyan Books Pvt. Ltd. ND
8. Prof. Ramesh Chandra, (2004), *Analysis of Media and Communication Trends*, Gyan Books Pvt. Ltd. ND
9. Rajnish, (2007), *Review Report and Journalism*, Indiana, New Delhi.
10. Shamsi N Afeque, (2006) *Media Organisation and Media and the Internet*, Anmol Publications Pvt Ltd, New Delhi

DIPLOMA COURSE**PAPER A: THEORY**

Total Marks	100
Theory Exam	90
Internal Assessment	10

(A) Course Objectives:

The purpose of the course is to acquaint the students with report writing and feature writing in detail. Emphasis will also be placed on the Ethics of Journalism. At the end of the course the student would also have knowledge of editing and newspaper design.

(B) Pedagogy of the Course Work:

90% Lectures

10% Unit tests, snap tests, assignments, attendance and class room participation.

ADVANCED DIPLOMA**PAPER A: THEORY**

Total Marks	100
Theory Exam	90

Essential Readings

1. Albarran Alan B(2002),*Management of Electronic Media*, (2nd ed), Wadsworth,
2. De Bono, E. (2007) *How to Have Creative Ideas* Random House
3. Downie Jr Leonard, Kaiser Robert G, (2003), *The News About the News. A Critical Journalist's Inquiry*, Vintage
4. Ganaratne Shelton ,(2000) *Handbook of the Media*, Sage
5. Kohli Vanita, (2003), *The Indian Media Business*, Sage.
6. Kramer, M. & Call, W. (2007) *Telling True Stories: A Non-fiction Writers Guide*. NY: Plume-Penguin
7. Ludwig, Mark D., (2005), *Modern News Editing* Willy Blackwell, New York
8. McChesney Robert W. (2004) *The Robber of the Media*, Monthly Review Press
9. Meera, R. (2009) *Feature Writing* New Delhi: PHI Learning Pvt. Ltd.
10. Sims, N. (2008) *True Stories. A Century of Literary Journalism* . Northwestern University Press
11. Taparia Jay(2004) *Understanding Financial Statements. A Journalist's Guide*, Marion St. Press

Additional Readings

1. Adarsh Kumar Varma (2003), *Management Mantras of Journalism* , Kanishka Publishers, New Delhi
2. Borjesson Kristine(2002),*Into the Buzzsaw. Leading Journalists Expose the Myth of a Free Press*, ed. by Prometheus Books
3. Boynton, R.S. (2005) Introduction to *The New New Journalism* . *Conversations with America's Best Nonfiction Writers on their Craft*. Vintage Books.
4. Croteau David and Hoynes, William(2001) *The Business of Media* ,Pine Forge Press
5. Kundra, S (2005), *Media Management*, Saujanya books Pvt Ltd, New Delhi
6. McCord, Richard(2001), *The Clinton Game . One Newspaper versus the Gannett Empire*, 2nd ed., University of Missouri Press
7. Om Gupta, (2006), *Encyclopedia of Journalism and Mass Communication*, Gyan Books Pvt. Ltd. ND
8. Prof. Ramesh Chandra, (2004), *Analyses of Media and Communication Trends*, Gyan Books Pvt. Ltd. ND
9. Rajnish, (2007), *Review Report and Journalism* , Indiana, New Delhi.
10. Shamsi N Afeque, (2006 *Media Organization and Management*, Anmol Publications Pvt Ltd, New Delhi

.....