

PANJAB UNIVERSITY, CHANDIGARH

Outlines of tests, syllabi and courses of reading for Journalism & Management (Add-on course) for the examination of 2020.

CERTIFICATE COURSE

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 the profession of Journalism and its management. The students will be introduced to organizational structures of media organizations process of management, overview of media industry in India.

(B) Pedagogy of the Course Work:

90% Lectures

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

Instructions for paper-setters and candidates:

- There shall be 9 questions in all. Time allowed will be 3 hours.
- The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus. The candidates are required to answer 5 questions in about 75-100 words each. Each question shall be of 2 marks. (5X2 = 10 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 20 marks. (4X20 = 80 marks)

Unit – I

- Introduction to Journalism as a profession
- Definition and Classifications of newspaper and magazines
- Introduction to R

Unit – IV

- Organisational structure of newspapers and news agencies, Radio
- Organisation structure of radio station: Public & Private Sector
- Organisational structure of TV stations: Public & Private Sector

PAPER B: PRACTICAL

Marks: 100

1.

DIPLOMA COURSE

PAPER B: PRACTICAL

Marks: 100

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| 1. | Journalistic writing exercises | 25 |
| 2. | Editing exercises | 25 |
| 3. | Multimedia presentation on Cross Media Ownership | 25 |
| 4. | Field visit to any one Media Organisation. Write a report describing Management Process | 25 |

Essential Readings

1. Albarran Alan B(2002),*Management of Electronic Media*,. (2nd ed)., Wadsworth,

ADVANCED DIPLOMA

PAPER B: PRACTICAL

Marks: 100

1. Design a newspaper mock-up/magazine cover/Radio/TV news package. 25
2. Exercises in news writing using CAR 25
3. Prepare a news module as a citizen reporter 25
4. Case study of IEC campaign/ Pressure Groups 25

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 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), *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 and Society*, Saujanya books Pvt Ltd, New Delhi
6. McCord, Richard(2001), *The Gannett Case. 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 Organization and Management*, Anmol Publications Pvt Ltd, New Delhi

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