



**PANJAB UNIVERSITY, CHANDIGARH**

Outlines of tests, syllabi and courses of reading for Mass Media and Videography (Add-On course) for the examination of 2020.

**CERTIFICATE COURSE**

**PAPER A: THEORY**

<b>Total Marks</b>	<b>100</b>
<b>Theory Exam</b>	<b>90</b>
<b>Internal Assessment</b>	<b>10</b>

**(A) Course Objectives:**

The purpose of the course is to introduce the students to concepts and types of communication, types of Mass Media and their functions. The course also introduce the students to TV as a Mass Medium and TV Production Process.

**(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:**

a)

**PAPER B: PRACTICAL**

**Marks: 100**

1. A 10-minute classroom presentation on a current topic related to mass communication. 25
2. Prepare a report on the functions being performed by any one mass medium of your choice. The report of about 500-750 words should be based on observation and analysis of mass media messages. 25
3. Identify the different parts and functions of video camera 25
4. Choose a TV program and identify its production team 25

**Essential Reading:**

1. Anderson Kenneth K., (1972), *Journal of Communication*, Cummings Pub. Co. Menlo Park, Cummings Pub. Co.
2. Brown Lucy and Duthie Lyndsay, (2016) *Journal of Communication*.
3. Jackman John, (2010) *Journal of Communication*, 3<sup>rd</sup> Edition, Taylor & Francis Ltd. Oxford, United Kingdom
4. Kohli Vanita, (2003),

## DIPLOMA COURSE

### **PAPER A: THEORY**

<b>Total Marks</b>	<b>100</b>
<b>Theory Exam</b>	<b>90</b>
<b>Internal Assessment</b>	<b>10</b>

#### **(A) Course Objectives:**

The course objective is to sensitize and acquaint students, to elements of Communication and writing styles for various media. TV production process is also explained.

#### **(B)**

**PAPER B: PRACTICAL****Marks: 100**

1. Listening to a recorded speech in class and analyzing the speech vis-a-vis 7C's of communication. 25
2. Choose a current event and write a short story for (a) newspaper (b) radio (c) television. 25
3. Watch a TV programme for two minutes and identify different camera shots, angles and movements. 25
4. Prepare a budget for a ten minute documentary based on above the line and below the line functions. 25

**Essential readings:**

1. Brown Lucy and Duthie Lyndsay, (2016) *Visual Communication* .
2. Jackman John, (2010) *Lighting and Digital video and Television*, 3<sup>rd</sup> Edition, ay lor & Francis Ltd. Oxford, United Kingdom
3. M.H. Syed, (2006), *Visual Communication* , Anmol Publication Pvt. Ltd.
4. Michael Norton and Purba Dutt, (2003), *Visual Communication* , Sage Publications.
5. Murch Walter, (2017) *In the Blink of an Eye*, Silman James Press 2017-05-01, Los Angeles, Calif.
6. Owens Jim, (2015) *Visual Communication* 16<sup>th</sup> Edition Focal Press.
7. S.K. Goel, (1999), *Visual Communication* , Common, Wealth publishers.
8. Singh Dev Vrat, (2012) *Visual Communication* . *Visual Communication* , Ananad Publication Pvt. Ltd. New Delhi.

**Additional Readings:**

1. Bhatt S.C., (2010), *Brochure Design* , Har Anand Publication Pvt. Ltd. New Delhi.
2. Blumler, Jay G & Katz, Elihu (ed.), ( 1974), *Visual Communication* , SAGE, Beverly Hills
3. David J, (2007), *Radio Brochure Design* , Cyber Tech. Publication Pvt. Ltd. New Delhi.
4. De Sola Pool, (1972), *Visual Communication* , Ithiel (ed), Rand McNally College Publishing Co., Chicago.
5. Shook Fred, Larson Fred J. And DeTarsio John, (2005), *Visual Communication* 4<sup>th</sup> Edition, Dorling Kinderlay India, New Delhi.
6. Shrivastava, K.M, (2005), *Brochure Design* , *Visual Communication* , New Delhi.
7. Zettl, Herbert (2006), *Visual Communication* 9<sup>th</sup> Edition Printed and bound in India by Akash Press, New Delhi.

## **ADVANCED DIPLOMA**

### **PAPER A: THEORY**

<b>Total Marks</b>	<b>100</b>
<b>Theory Exam</b>	<b>90</b>
<b>Internal Assessment</b>	<b>10</b>

#### **(A) Course Objectives:**

The course introduces the students to concept of editing and graphic. It also discusses light and sound editing.

#### **(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:**

- a) There shall be 9 questions in all. Time allowed will be 3 hours.
- b)

## PAPER B: PRACTICAL

Marks: 100

1. Prepare a hierarchal flowchart for organizational structure of a TV station 25
2. Make a 10 minute documentary on a subject of your choice. Marks will be given on the basis of 75
  - a) Pre Production 25
  - b) Production 25
  - c) Post Production 25

### Essential Readings:

1. Brown Lucy and Duthie Lyndsay, (2016) *Journalism: A Practical Approach*.
2. Ganaratne Shelton, (2000) *Journalism: A Practical Approach*, Sage.
3. Jackman John, (2010) *Journalism: A Practical Approach*, 3<sup>rd</sup> Edition, Taylor & Francis Ltd. Oxford, United Kingdom
4. Keval J. Kumar, Jaico, (1995), *Journalism: A Practical Approach*, Publishing House.
5. Kohli Vanita, (2003), *Journalism: A Practical Approach*, Sage.
6. M.H. Syed, (2006), *Journalism: A Practical Approach*, Anmol Publication Pvt. Ltd.
7. Marie Winn, (1985), *Journalism: A Practical Approach* Penguin Books.
8. Murch Walter, (2017)