

PANJAB UNIVERSITY, CHANDIGARH
(Esttd. under the Panjab University Act VII of 1947-enacted by the Govt. of India)

FACULTY OF ARTS

SYLLABI

FOR

**POSTGRADUATE DIPLOMA
IN**

b

SEMESTER I

Paper – I: Communication: Theories and Models

Total Marks	100
Theory Exam	80
Internal Assessment	20

A. Course Objectives:

o b j e c t i v e s o f t h e c o u r s e a r e t o i n s t a l l i n g i n t h e m i n d o f t h e s t u d e n t s t h e c o n c e p t s a n d p r o c e d u r e s o f c o m m u n i c a t i o n t h e o r y a n d m o d e l s a n d t o e n a b l e t h e m t o a p p l y t h e s e i n t h e i r d a i l y l i f e a n d p r o f e s s i o n a l c a r e e r s .

Unit – IV

Concepts of Development of Advertising

- The process of development of advertising
- The role of advertising in development
- The impact of advertising on development

Essential Readings

1. The Development of Advertising
2. The Role of Advertising in Development
3. The Impact of Advertising on Development
4. The Development of Advertising in India
5. The Role of Advertising in the Indian Economy

Additional Reading

The Development of Advertising in India
The Role of Advertising in the Indian Economy
Do not forget to read the book

PAPER – II: GROWTH & DEVELOPMENT OF MEDIA INDUSTRY

Unit – I

- Con po n u n n
- C^v c^w c^o o n
- C c c o^r o C n
- C c c o^r w

UNIT – II

B r n o u c on o^r v o u on o^r n w p p n, A

- c on on p cu on on A op c
- o^r n pub c on o^r n w p p n u n,
- Co on n w p p A c n o u on o o p
- C v ou n n w ou n

UNIT – III

n o u c on o o o^r n n

- o umn c n Buc n
- c on
- o^r n on p n cu Ac n o c on
- A v o o^r p n po n p n n n

UNIT – IV

- n n w ou on o^r o
- n n w ou on o^r on
- n n w ou on o^r A v n ub c on
- n n w ou on o^r w

Essential Readings

App w on n o u c • A o c p p c v on A v n n
A c n n Go A n , n w n on on
B n n n

mn n n Au cou o or up B c
p n u n n o ou n
u C n Co unc on n p p nc • B n n n
u n C n c n
u v Co unc on n n co ub n ou

11)

Unit – II

- uc u n p p on o r o Bu n n con n n co p n n p n n
- n o n w p c
- o uc on C u o r oun n n co n u n c n n oun
- o p o uc on oun n n n o r

Unit – III

- o c n u u
- p o uc on conc p u on c c o r c p n
-

**Communication
Theory Practical**

PANJAB UNIVERSITY, CHANDIGARH

**Outlines of tests, syllabi and courses of reading for Post-graduate Diploma in Journalism & Mass
Communication (Semester System) for the examination 2019-20**

PAPER-I: Media Ethics and Laws

(A) Course Objectives:

o b c v o r cou o n u n o pon b u o r r o o r p c

UNIT-IV

PAPER – II: ADVERTISING

Total Marks	100
Theory Exam	80
Internal Assessment	20

A. Course Objectives:

pp of u n n n o uc on o r n of n n p p p o v n
 oppo un o un n un n of v n n cu n o uc on o v n
 cop w n n n n n v n p p o p u n o un n
 po nc of v n pp n v c

B Pedagogy of the Course Work:

cu
 n n p n n n nc n c oo p cp on

Instructions for papersetters and candidates:

b u on n o w w o n w p u on p o v c w o
 u on co pu o co p n u o n u on n bou
 u on b of X w o v c w o
 of p p con n ou un w o u on b p o c un n
 c n b n n n c o c w c n p on u on o c
 un c u on v c X

Unit – I:

- A n • D r n on n p c n n
- un c on of n
- C r c on v u po B
- C r c on b

Unit – II:

- Conc p n po nc of A v n
- C c c of n u
- A n C v c c • C n on c
- Conc p of mn n n

Unit – III:

- A v n cop • D r n on b c cop of A DA of u cop n
- p of v n n Do v n Don of n r c v cop of p n o n
- A v n v n conc p of n n ou n oc bu v
- D v n p nc p n of ou

Unit – IV:

- n o uc on o v n c p n
- D r n on conc p v n p of v n pp
- C n v c n • conc p o n v po nc
- A v n v c • p n n po n o

Essential Readings

B c G A n n o o on c D n nc
on G A n • Conc p n Cop o on Co
A n n o o on ou n ub n
o n c D n nc c A v n • ncp n c c
Gu mn C A n n c n A v n n n B n
o o on ou n ub n Co

Additional Readings

A A n C v • Cop n D n ub c on nc
B n n B A v n n v • Bu n o B n • v ou on Cop
o op
A v n n oc n ub nc
n D A v n C p n ou n ub n Co
o on A v n n o b v nc b u A oc nc

PAPER – III: PUBLIC RELATIONS

Total Marks

Unit – II:

- ub c n ub c on • n n n po nc
- n on Co un c on
- Conc p o r ub c p n on n p n on p
- on • nc p n po nc

Unit – III:

-

Paper V: Practical

Marks: 100

w c n u n c n n c u
u on p o p on
n on n n c o c co b

A v n n r c on n n o p o u c p o o on
n n u on n r n
n p n c op r o

u b c on u n b u o p p p
o n oc Con r n c n
p p n p o o on u

n n p on o c o o
ou c p on n n n o r
v n n p n

Co pu A n n n u o r D n o r w
App c on

Paper VI: Int129()-10(m)7131(I)-2.30428(k4()39())-2.3047(t)-14.828(a)21.4(180.57)-3010.87)-3010.87)-3010.87)-3010.87)-3010.87)-3010.87)