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

FACULTY OF ARTS

SYLLABI

FOR

POSTGRADUATE DIPLOMA IN

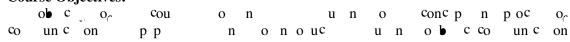
b

SEMESTER I

Paper – I: Communication: Theories and Models

Total Marks	100
Theory Exam	80
Internal Assessment	20

A. Course Objectives:



PAPER – II: GROWTH & DEVELOPMENT OF MEDIA INDUSTRY

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<u>Unit – I</u>

<u>UNIT – II</u>

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<u>UNIT – III</u>

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<u>UNIT – IV</u>

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Essential Readings

Unit – II

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Unit – III

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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:

<u>UNIT-IV</u>

PAPER - II: ADVERTISING

Total Marks	100
Theory Exam	80
Internal Assessment	20

A. Course Objectives:

B Pedagogy of the Course Work:

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· n np n n nc nc oo p cp on

Instructions for papersetters and candidates:

Unit – I:

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 unc on o n n
 C c on u po B
 C c on b

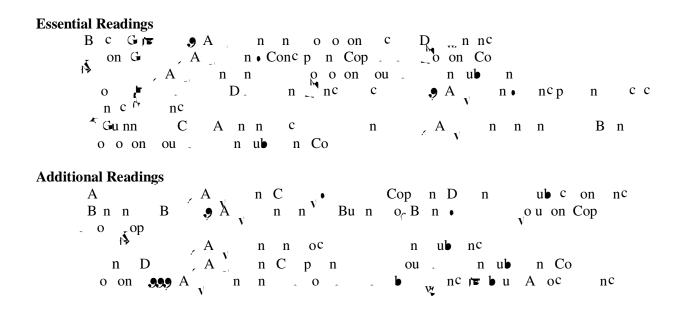
Unit – II:

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Unit – III:

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 A n n conc p o n n ou n oc bu
 D n p n c p n o o ou

Unit – IV:



PAPER - III: PUBLIC RELATIONS

Total Marks

Unit – II:

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• Conc p o ub c p n on n p n on p
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Unit – III:

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