

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

MASS COMMUNICATION
(SEMESTER SYSTEM)

EXAMINATION, 2021-22

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PANJAB UNIVERSITY CHANDIGARH

PGDM PRINT MEDIA

Marks

OBJECTIVE

PGDMC ELECTRONIC MEDIA

Marks

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Additional Reading

Byron L
McDon
on

The Advertising Handbook
The Handbook of Strategic Public Relations and Integrated Communications
The Untold Secrets of Advertising

Post Graduate Diploma in Mass Communication

SECOND SEMESTER

PGDMC INTRODUCTION TO MASS COMMUNICATION

Marks

OBJECTIVE

B co id n d n z d n conc or in nd c n o d; o
o o d n i d c o co o on c o n nd c
o o od c on

Instructions for paper setters and candidates

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on co o y co in y on do o y
n d n o d c c nd; d d on c on
X
con n o n; o on d o c n; nd c nd; d
n n n c o; c c nd; d on on o c n; c on c y
X

Unit I

- n; on c o n oo d n A
- c nd on o on B n in cond n; n co in nd
- n n n
- B; c n; o on n o d; o
- c

Unit II

- B; c o d; o c i in n y o c i n n onn cn; r i

OBJECTIVE
The objective of this course is to provide a comprehensive understanding of advertising and public relations. It covers the theoretical aspects and practical applications of these fields. The course is designed to equip students with the necessary skills and knowledge to succeed in the industry.

Instructions for paper setters and candidates

The questions are set in two parts, A and B. Part A contains short answer questions and Part B contains long answer questions. Candidates are to attempt all questions in Part A and any four questions in Part B. The marks for each question are indicated in the margin. The total marks for the paper are 100. The duration of the examination is 3 hours. Candidates are to write their answers in their own handwriting. The use of calculators is not permitted. The paper is to be attempted in the English language.

Unit I

- Advertising objectives and types of advertising.
- Advertising copy and layout.
- Advertising agencies and their functions.

Unit II

- Advertising Agency and its functions.
- Advertising in Business and its importance.

Unit III

- Business and its importance.
- Advertising and its importance.

Unit IV

- Advertising and its importance.
- Advertising and its importance.

Course of reading is as same as in the paper in Semester I

PGMC PRACTICAL ASSIGNMENTS

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