

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

FACULTY OF ARTS

SYLLABUS

FOR

ADVANCED DIPLOMA

IN

PANJAB UNIVERSITY, CHANDIGARH

Outlines of tests syllabi and courses of reading for Advance Diploma in Mass Communication (Semester System) w.e.f. the academic session 2021-22

SEMESTER I

NOTE There will be four theory papers each carrying 100 marks in each

M

Advance Diploma in Mass Communication

(FIRST SEMESTER)

ADMC 101: INTRODUCTION TO COMMUNICATION

Marks = 100

OBJECTIVE: e cou e ec e o en ze e uden o e ed o

Unit - IV

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Books Recommended

Essential Readings:

1. e n ... *Understanding Media Theory* A no d ... c... on
2. M yed ... *History of Mass Media* An... o ... c... on L d
3. Mc ... No on ... Du ... *Getting started in Communication* ...
4. ... B... and Denn ... *Mass Communication theory*
o... on ... c... on

Additional Reading

1. e ... u... ce ... M... Co... unc... on n nd ... n
ou e
2. M... nn ... *The plug-in Drug, en u n Boo*
3. o e e on ... *Why study the Media?* ... c... on

ADMC 102: BASICS OF PRINT JOURNALISM

Marks = 100

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Instructions for paper setters and candidates:

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Unit – I

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Unit –II

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Unit – III

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Unit- IV

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Books Recommended**Essential Readings:**

1. De Bono *How to Have Creative Ideas.* n o, ou e
2. M C a e n ue o e A Non con e ude
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3. Mee a *Feature Writing.* Ne De Le n L d
 n N *True Stories: A Century of Literary Journalism* No e en
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Additional Readings

Boyn on n oduc on o *The New New Journalism: Conversations
 with America's Best Nonfiction Writers on Their Craft* n e Boo
 Q, up a *Encyclopaedia of Journalism and Mass Communication*
 y n Boo L d ND
 o a C n a a *Analysis of Media and Communication Trends*
 y n Boo L d ND
 n a *Review Reporting and Journalism* nd n a Ne De

ADMC 103: RADIO & TV COMMUNICATION - I

Marks = 100

OBJECTIVE: e cou e de ned o n oduce e uden e concep no
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Instructions for paper setters and candidates:

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Unit – I

RADIO

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Unit – II

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Unit-III

TELEVISION

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Unit -IV

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Books Recommended**Essential Readings**

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Reporting for the Media Oxford ne y e Ne Yo
2. u... d...
Script to Screen: An Introduction to TV Journalism
Mc... n... Ne De
3. M... n... D... n... oc...
News production: Theory and Practice
ou ed e Ne Yo
4. u...
Handbook of Journalism and Mass Communication
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Additional Reading

1. C...ood C...
The Handbook of Strategic Public Relations and Integrated Communications Mc... Ne Yo
2. ...M
Broadcast Journalism in the 21st century New Dawn
Press Group Ne De
3. Ze...e...e...oo o...c...c...e...n...ne...ed
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ADMC 104: ADVERTISING AND PUBLIC RELATIONS - I

Marks = 100

OBJECTIVE

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Unit – I

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Unit -II

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Additional Reading

- 1 B e ey e ~~na~~ *The Advertising Handbook* ou ed e
 2 C yood C ~~a~~ *The Handbook strategic Public Relations and Integrated
 Communications* ~~Mc a~~ Ne Yo
 3 Y o n p lone *The ultimate secrets of Advertising* ~~e u c on nc~~
 4 Ne o, D u y ~~na u c e D~~ *This is PR: The Realities of Public
 Relations* ~~da o n poe~~
 5 Ze ~~e~~ *Television Production handbook* ~~da o~~ CA

ADMC-105 Practical Assignments – I

Marks = 50

S. NO. ASSIGNMENTS

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Unit – II

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Unit - III

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Unit – IV

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Books Recommended

Essential Readings

1. De Bono *How to Have Creative Ideas.* n d o u e
2. M C e n ue o e A Non c on e
u de NY u e en un
3. Mee a *Feature Writing.* Ne De Le m n L d
N *True Stories: A Century of Literary Journalism* No e e n
n e y e

Additional Readings

1. Boyn on n oduc on o

ADMC 108: RADIO & TV COMMUNICATION – II**Marks = 100**

OBJECTIVE: The course is designed to enable the student to understand the concept of radio and television communication. The course covers the basic principles of radio and television communication. The student will be able to understand the concept of radio and television communication. The student will be able to understand the concept of radio and television communication.

Introduction of the course is designed to provide a foundation for the study of mass communication and public relations.

Unit – IV

Both online and Non-Online

Both process of production and production process

Books Recommended

Essential Reading

1. Edward J. Dando and Bruce McCall
Reporting for the Media Oxford University Press, New York
2. Michael NeDe
Script to Screen: An Introduction to TV Journalism
3. Michael NeDe
News production: Theory and Practice Oxford University Press, New York
4. Michael NeDe
Handbook of Journalism and Mass Communication

Additional Reading

1. Clayton C. Kopp
The Handbook of Strategic Public Relations and Integrated Communications McGraw-Hill, New York
2. Michael NeDe
Broadcast Journalism in the 21st century New Dawn
Press Group, New York
3. Zeigler
Journalism in the 21st century McGraw-Hill, New York

ADMC 109: ADVERTISING AND PUBLIC RELATIONS - II

Marks = 100

OBJECTIVE

The objective of this course is to provide a comprehensive understanding of advertising and public relations. It covers the theory and practice of advertising, including copywriting, media buying, and advertising evaluation. It also covers the theory and practice of public relations, including crisis management, corporate social responsibility, and public relations strategy.

Instructions for paper setters and candidates:

1. The questions are to be attempted in the order given.

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3. e o e p pe on naou un o ue on e ad o e ca
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5	po y deep B nd a L d	<i>Brand Naamkaran for Desi Khari English Marie segments</i>
6	Le y u a M e Ne De	<i>Public Relations and integrated communications</i> Lo u
7	a a a M	<i>Brand building advertising</i> Mc a Boo e
8	d y a ud De	<i>Handling the Media & Public Relations</i> n n y Boo Ne
9	a y a a	<i>The (un) Common Sense of Advertising</i> e pon e Boo
10	a a a u e A	<i>The Craft of Copywriting</i> e pon e Boo
11	e ode c	<i>Advertising</i> Mc a Boo Co p ny n e n en en L ed

Additional Reading

1	B e ey e na	<i>The Advertising Handbook</i> ou ed e
2	C y ood C a Communications	<i>The Handbook strategic Public Relations and Integrated</i> Mc a Ne Yo
3		