PANJAB UNIVERSITY, CHANDIGARH

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

FACULTY OF ARTS

SYLLABI`

FOR

ADVANCVE 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

Advance Diploma in Mass Communication

(FIRST SEMESTER)

ADMC 101: INTRODUCTION TO COMMUNICATION

Marks = 100

OBJECTIVE: e cou e de cou e de

Unit - IV

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Books Recommended

Essential Readings:

- 1. e n Understanding Media Theory A no d T c 1. 2. M yed History of Mass Media An, o T c L d
- Mc No on Du Getting started in Communication -* C _________
- 4. _n@y | B__a_a_nd Denn D__a Mass Communication theory o, on 😂 o 🏋 c🕬

Additional Reading

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- M______ nn The plug-in Drug, en un Boo 2.
- 3. o e e on Why study the Media?

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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<u>Unit- IV</u>

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Books Recommended

Essential Readings:

- 1. De Bono How to Have Creative Ideas. and ou e
- 2. en ue o e A Non con e u de NY u e en un
- 3. Mee Feature Writing. Ne De Leman L d

 N True Stories: A Century of Literary Journalism No e e n
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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 Boo

Q up Encyclopaedia of Journalism and Mass Communication y Boo L d ND

O C All Analysis of Media and Communication Trends y Boo L d ND

Review Reporting and Journalism nd Boo De

ADMC 103: RADIO & TV COMMUNICATION - I

Marks = 100

Instructions for paper setters and candidates:

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Unit - I

RADIO

Unit – II

Unit-III

TELEVISION

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Unit -IV

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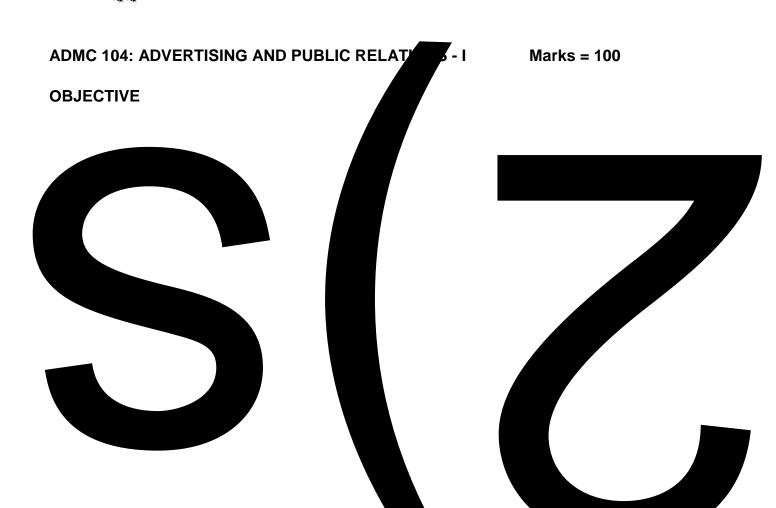
Books Recommended

Essential Readings

- 1 ed e ed vende von Denpo und Denpo
- 2 Script to Screen: An Introduction to TV Journalism Maga maNe De
- 3 Mean Del To oc Practice ou ed e Ne Yo

Additional Reading

- 1 C-y-2 ood C-2 The Handbook of Strategic Public Relations and Integrated Communications -2 Ne Yo
- 2 Broadcast Journalism in the 21st century New Dawn Press Group Ne De
- 3 Ze [†]e e <u>A</u> oo o <u>-e</u> c [†] o c e <u>-e</u> n <u>-ne</u> n e <u>-e</u> e d Co₂ un c <u>-e</u> n <u>-4</u> Ne Yo



Unit – I

Unit -II

Ad e n Med __ c __ e ec y ox,

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ADMC-105 Practical Assignments - I

Marks = 50

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<u>Unit – II</u>

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Unit - III

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<u>Unit – IV</u>

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L—3 To cen y Ac pec c po on

Books Recommended

Essential Readings

- 1. De Bono How to Have Creative Ideas. and ou e
- 2. M C— en ue o e A Non con e u de NY u, e en un
- 3. Mee Feature Writing. Ne De Le—man L d

 True Stories: A Century of Literary Journalism No e e n
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Additional Readings

1. Boyn on n oduc on o

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

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Unit - IV

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B____o p oce o po _____e e p oduc on e p oduc on p oduc on p oduc on

Books Recommended

Essential Reading

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- 2 Script to Screen: An Introduction to TV Journalism M_Ga_naNe De
- 3 Macan Data News production: Theory and Practice ou ed e Ne Yo
- 4 u A Handbook of Journalism and Mass Communication 3 c on Ne De

Additional Reading

- 1 C-y-2 ood C-2 The Handbook of Strategic Public Relations and Integrated Communications -2 Ne Yo
- 2 _______ M Broadcast Journalism in the 21st century New Dawn Press Group Ne De
- 3 Ze ¹e e e ¹e o o o -e c ¹t c e -e n -e ne -e e c c o n -e ne -e e d c c o n -e ne -e ne -e ne c c o n c o n c c o n c o n c c o n c

ADMC 109: ADVERTISING AND PUBLIC RELATIONS - II

Marks = 100

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Instructions for paper setters and candidates:

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Additional Reading

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The Handbook strategic Public Relations and Integrated Communications

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