PANJAB UNIVERSITY, CHANDIGARH

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



FACULTY OF ARTS

SYLLABI`

FOR

ADVANCVED DIPLOMA

IN

MASS COMMUNICATION (SEMESTER SYSTEM)

Session 2023-24 (CDOE ONLY)

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PANJAB UNIVERSITY, CHANDIGARH

Outlines of tests syllabi and courses of reading for Advanced 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 semester. One practical assignment of 50 marks is compulsory in each semester.

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	SEMESTER II

SEMESTER II

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Unit - IV

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Books Recommended

Essential Readings:

- e n Understanding Media Theory A no d To c M

 M yed History of Mass Media An o To c L d
- Mc -No on Getting started in Communication -* C _________
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Additional Reading

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- Why study the Media? 🍂 📆 c⊸ூn 3. oe e 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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<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 Pale De

ADMC 103: RADIO & TV COMMUNICATION - I

Marks = 100

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Unit - I

RADIO

Unit – II

Unit-III

TELEVISION

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Unit -IV

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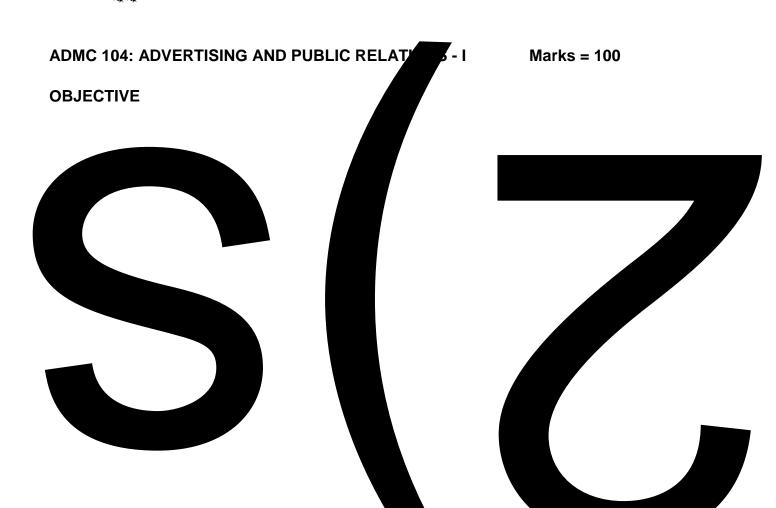
Books Recommended

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

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ADMC-105 Practical Assignments - I

Marks = 50

S. NO. ASSIGNMENTS

ADMC 108: RADIO & TV COMMUNICATION – II

Marks = 100

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Instructions for paper setters and candidates:

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<u>Unit – IV</u>

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Books Recommended

Essential Reading

- 1 ed e ed ende don Denpo unde Denpo unde Den Mc ende de Ne Yo
- 2 Script to Screen: An Introduction to TV Journalism M_G3 _n3Ne 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— Ne De

Additional Reading

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- 1 C-y-2 ood C -- The Handbook of Strategic Public Relations and Integrated Communications -- Ne Yo
- 2 _______ M Broadcast Journalism in the 21st century New Dawn Press Group Ne De

Brand Naamkaran for Desi Khari English Marie segments 5 nd ______ u**__**3M Public Relations and integrated communications Lo u Le y Ne De Brand building advertising _______ 7 е Handling the Media & Public Relations n n y Boo ud لابد Ne 8 De The (un) Common Sense of Advertising e pon e Boo 9 alaeal u_eA The Craft of Copywriting e pon e Boo 10 e ode c Advertising Mc __ Boo Co, p_ny n e n_9n_1dd 11

Additional Reading

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The Handbook strategic Public Relations and Integrated Communications

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