

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

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.

ADMC Introduction to Communication

ADMC Broadcast Journalism

ADMC Media Communication

ADMC Advertising and Sales Promotion

ADMC Mass Media and Society

SEMESTER II

ADMC Communication Theory

ADMC Journalism

ADMC

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. ... y ... B ... and Denn ... D... *Mass Communication theory*

Additional Reading

1. e ... u ... ce ... M...a Co... unc... on n nd ... n
ou e
2. M...e 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

OBJECTIVE e p pe de ned o n oduce uden o o e ed no e
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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 n L d
 n N *True Stories: A Century of Literary Journalism* No e e n
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Additional Readings

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 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

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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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p e c p o a e

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 Mc... n... Ne De
News production: Theory and Practice
ou ed e Ne Yo
- 4 u...
Handbook of Journalism and Mass Communication
Mc... n... Ne De

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
Co...unc...on...Mc... Ne Yo

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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 11 e ode c Advertising Mc ~~a Boo Co, p ny n e n on Lad~~

Additional Reading

- 1 B e ey e ~~na~~ *The Advertising Handbook* ou ed e
 2 C y ~~ood C~~ *The Handbook strategic Public Relations and Integrated*
 Communications ~~Mc~~ ~~a~~ Ne Yo
 3 Y o n p ~~ione~~ *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 ~~pe~~
 5 Ze ~~re~~ e *Television Production handbook* ~~da~~ o CA

ADMC-105 Practical Assignments – I

Marks = 50

S. NO. ASSIGNMENTS

ADMC 108: RADIO & TV COMMUNICATION – II

Marks = 100

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

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3. e o e p p e on n ou un o ue on e e ed o e c a
un n e c n d e e e en n e n o o c e e c n d e e a e p

Introduction of Journalism and Mass Communication
 Introduction of Journalism and Mass Communication

Unit – IV

Books and Non-Books

Books and Non-Books
 Books and Non-Books

Books Recommended

Essential Reading

1. *Reporting for the Media* Oxford University Press
2. *Script to Screen: An Introduction to TV Journalism*
McGraw-Hill Education
3. *News production: Theory and Practice* Routledge
4. *Handbook of Journalism and Mass Communication*
Routledge

Additional Reading

1. *The Handbook of Strategic Public Relations and Integrated Communications* McGraw-Hill Education
2. *Broadcast Journalism in the 21st century New Dawn*
Press Group
- 3.

5 ~~po~~ ~~y~~ ~~deep~~ *Brand Naamkaran for Desi Khari English Marie segments*
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6 ~~Le~~ ~~y~~ ~~u~~ ~~a~~ ~~M~~ *Public Relations and integrated communications* ~~Lo~~ ~~u~~
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7 ~~a~~ ~~a~~ ~~a~~ ~~M~~ *Brand building advertising* ~~Mc~~ ~~a~~ ~~Boo~~ ~~e~~
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 ~~De~~

9 ~~a~~ ~~y~~ ~~a~~ *The (un) Common Sense of Advertising* ~~e~~ ~~pon~~ ~~e~~ ~~Boo~~
 ~~a~~ ~~a~~ ~~a~~ ~~u~~ ~~e~~ ~~A~~ *The Craft of Copywriting* ~~e~~ ~~pon~~ ~~e~~ ~~Boo~~

10 ~~a~~ ~~a~~ ~~a~~ ~~u~~ ~~e~~ ~~A~~ *Advertising* ~~Mc~~ ~~a~~ ~~Boo~~ ~~Co~~ ~~p~~ ~~ny~~ ~~n~~ ~~e~~ ~~n~~ ~~en~~ ~~ed~~
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Additional Reading

1 ~~B~~ ~~e~~ ~~ey~~ ~~e~~ ~~a~~ *The Advertising Handbook* ~~ou~~ ~~ed~~ ~~e~~

2 ~~C~~ ~~y~~ ~~ood~~ ~~C~~ ~~a~~ *The Handbook strategic Public Relations and Integrated*
 ~~Communications~~ ~~Mc~~ ~~a~~ ~~Ne~~ ~~Yo~~

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