

PANJAB UNIVERSITY, CHANDIGARH
(Estd. 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)

EXAMINATIONS, 2017-18

PANJAB UNIVERSITY, CHANDIGARH

Outlines of tests, syllabi and courses of reading for Post-Graduate Diploma in Mass Communication (Semester System) for the examination 2017-18.

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.

PGDMC	101	Introduction to Mass Communication
PGDMC	102	Print Media
PGDMC	103	Electronic Media
PGDMC	104	Advertising and Public Relations
PGDMC	105	Practical Assignments

SEMESTER II

PGDMC	106	Introduction to Mass Communication
PGDMC	107	Print Media
PGDMC	108	Electronic Media
PGDMC	109	Advertising and Public Relations
PGDMC	110	Practical Assignments

NOTE: The assignments are required to be submitted in the portfolio 20 days before the commencement of the theory exams as mentioned in the Academic Calendar. No assignment will be accepted thereafter and the candidates' defaulter in this regard will not be issue the roll numbers for the theory papers.

Post-Graduate Diploma in Mass Communication

FIRST SEMESTER

PGDMC 101: INTRODUCTION TO MASS COMMUNICATION

Marks = 100

OBJECTIVE: The course objective is to sensitize the students to the field of communication by exposing them to its different forms; to understand the basic concepts and terminology specific to communication and media; to sensitize them to the practical importance of Interpersonal, interpersonal, group and mass communication; to enable them to analyze and assess communication in the media and everyday life.

Instructions for paper setters and candidates:

1. The maximum marks for the paper will be 100 and the time allowed will be 3 hours.

2. There shall be 9 questions in all and the candidates will be required to attempt 5 questions.

The first question is compulsory comprising 10 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 4 marks. (5X4 = 20 marks)

3. Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 20 marks. (4X20 = 80 marks)

Unit – I

- Communication: Meaning & Definition of communication; Functions of communication; Modern & Classical.

Unit -II

- Process & elements of communication; Forms of communication – Intrapersonal, Interpersonal, Group (public, crowd, small & large group); mass communications importance & characteristics.

Unit – III

- Theories & Models of Mass Communication: Meaning & Definition; Models: S-R,
- Shannon & Weaver, Laswell formula, Osgood & Schramm.

Unit - IV

- Two – step flow; Diffusion of Innovations; four rings of defences

ESSENTIAL READINGS:

1. Everett M. Rogers, (1976), *Communication and Development*. Beverly Hills, Sage Publications.
2. E.S. Herman & Noam Chomsky, (1994), *Manufacturing Consent*, Vintage.
3. Berelson, Bernard & Janowitz, Morris (ed.), (1966), *Reader in Public Opinion & Communication*. The Free Press, New York.
4. Carwright, Dorwin & Zander, Alvin (ed.), (1968), *Group Dynamics Tavistock*, London.
5. McQuail, Denis, (1994), *Mass Communication Theory*, SAGE, London.
6. McQuail, Denis (ed.), (1976), *Sociology of Mass Communication*. Penguin, London.

7. Rogers, Evertt M. (ed), (1982), *Communication & Development*. SAGE, Beverly Hills.
8. Sage, (1981 onwards), *Mass Communication Year Books*. SAGE, Beverly Hills.
9. Schramm, Wilbur, (1975), *Men, Messages & Media*. Harper & Row, New York.
10. Schramm, Wilbur (ed.), (1963), *Mass Communication*. University of Illinois Press, Illinois.
11. Schramm, Wilbur (ed.), (1955), *The Process and Effects of Mass Communication*, University of Illinois Press, Urban.
12. Schramm, Wilbur, (1957), *Responsibility in Mass Communication*. Harper & Row, New York.
13. Wood, Ronald N., (1983), *Mass Media & the Individual*, West Publishing Co., Minnesota.

ADDITIONAL READINGS:

1. Michael Norton and Purba Dutt, (2003), *Getting started in Communication*, Sage Publications.
2. M.H. Syed, (2006), *History of Mass Media*, Anmol Publication Pvt. Ltd.,
3. Keval J. Kumar, Jaico, (1995), *Mass Communications in India*, Publishing House.
4. Kevin Williams, (2003), *Understanding Media Theory*. Arnold Publication.
5. Roger Silverston, (1999), *Why study the Media?* Sage Publications.
6. Marie Winn, (1985), *The plug-in Drug*, Penguin Books.
7. Stanley J. Baran and Dennis K. Davis, (2002), *Mass Communication theory*. Thomson Wadsworth Publication.

PGDMC 102: PRINT MEDIA

Marks = 100

OBJECTIVE: The paper is designed to introduce students to both the field and the desk aspects of print journalism – reporting, writing and editing. To sensitize the students to the importance of press freedom and related issues of responsibility and accountability. To help the students to understand the finer aspects of reporting for print media.

Instructions for paper setters and candidates:

1. The maximum marks for the paper will be 100 and the time allowed will be 3 hours.
2. There shall be 9 questions in all and the candidates will be required to attempt 5 questions.

The first question is compulsory comprising 10 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 4 marks. (5X4 = 20 marks)

3. Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 20 marks. (4X20 = 80 marks)

Unit – I

News : Definition, Concept, Elements, Values, Sources, Making and Maintaining sources, Structure – 5 Ws and IH, Inverted Pyramid Pattern, Different Types and styles of lead writing.

Unit –II

Principles of Reporting : Role and Responsibilities of Reporting staff, Concept of Beats.

Unit – III

Interviews	:	Types, purposes, techniques, preparation, skills.
Writing	:	News analysis, Features, Articles, Editorials.

Unit- IV

Subbing & Editing	:	Significance and Principles; Subbing Symbols; Brief introduction to DTP.
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ESSENTIAL READINGS:

1. Prabhakar, Manohar and Bhanawat, Sanjeev, (1999), *Compendium of Codes of Conduct for Media Professionals*, University Book House, Jaipur.
2. Trikha, N.K, (1986), *The Press Council – A Self Regulatory Mechanism for the Press*, Somaiya Publications, N.D.
3. Gupta, V.S. and Dayal, Rajeshwar (ed), (1998), *Media and Market Forces: Challenges and Opportunities*, Concept Publishing Co. N.D.
4. Olen, Jeffrey, (1988), *Ethics in Journalism*, Prentice Hall, New Jersey.
5. Padhy, K.S, (1984), *Indian Press: Role and Responsibility*, Ashish Publishing House, N.D.
6. Padhy, K.S., (1984), *The Muzzled Press*, Kanishka Publishers, N.D.
7. McManus, John. H, (1994), *Market Driven Journalism*, Sage Publications, N.D.
8. Barns, Margarita, (1940), *Indian Press*, George Allen & Unwin, London.
9. Basu, Durgada, (1982), *The Law of the Press in India*, Prentice-Hall, New Delhi.
10. Cheney, William, (1955), *Freedom of the Press*, Harcourt-Brace, New York.
11. Elliott, Deni (ed.), (1986), *Responsible Journalism*, Sage Beverly Hills.
12. Herd, Harold, (1976), *The March of Journalism*, Greenwood Press, Connecticut.
13. Karkhanis, Sharad, (1981), *Indian Politics & Role of the Press*, Vikas Publishers, New Delhi.

ADDITIONAL READINGS:

1. Wray, Cheryl Sloan, (1996), *Writing for Magazines: A Beginners Guide*, NTC Publishing Group.
2. Hay and Vicky, (1991), *The Essential Feature: Writing for Newspapers and Magazines*, Columbia University Press.
3. Wilber, Rick G, (1994), *Magazine Feature Writing*, Bedford Books.
4. Harrington, Walt. Ed, (1997), *Intimate Journalism: The Art and Craft of Reporting Everyday Life*, Sage Publications, Sage Publications, N.Y.
5. Metzler, Ken, (1996), *Creative Interviewing: The Writer's Guide to Gathering Information by Asking Questions*, Allyn and Bacon Inc.

PGDMC 103: ELECTRONIC MEDIA**Marks = 100**

OBJECTIVE: The course is designed to introduce the students the basic concepts and terminology specific to the media of radio and television; to understand the organizational structure of both AIR & DD; Sensitize students to the concepts of writing and scripting of Radio as well as TV programmes;

Instructions for paper setters and candidates:

1. The maximum marks for the paper will be 100 and the time allowed will be 3 hours.
2. There shall be 9 questions in all and the candidates will be required to attempt 5 questions.
The first question is compulsory comprising 10 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 4 marks. (5X4 = 20 marks)
3. Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 20 marks. (4X20 = 80 marks)

Unit – I**RADIO**

Brief History of Radio in India

Characteristics of Radio

Radio as Mass Medium : Role, reach and future.

All India Radio : Organizational structure.

Unit – II

Different types of Radio Programmes : Interviews, talks, discussion, radio-features.

Unit-III**TELEVISION**

Brief History of Television in India

Characteristics of Television

Television as a Mass Medium : Role, reach and future.

Doordarshan : Organizational Structure.

Unit -IV

Different types of TV programmes : Interviews, discussions, TV documentary.

ESSENTIAL READINGS:

1. Govt. of India, (1966), *Radio and Television: Report of the Committee of Broadcasting and Information*.
2. Govt. of India, (1978), *Akash Bharti (Report of The Working Group of Autonomy for Akashvani & Doordarshan)* 2 Volumes. Publications Division, Min. of I & B.
3. Govt. of India, (1985), *An Indian Personality for Television: (Report of The Working Group On Software for Doordarshan)* Min I & B.

4. Govt. of India, (1968), *Radio and Television (Report of The Committee on Broadcasting and Information)*, Publications Division, Min. of I & B.
5. Barnouw, Erik, (1978), *The Sponsor*, Oxford University Press, New York.
6. Machin, David & Niblock, Sarah, (2006), *News production: Theory and Practice*, Routledge, New York.
7. Shrivastava, K.M., (1989), *Radio and TV Journalism*, Sterling Publishers, New Delhi.
8. Cohler, David Keith, (1985), *Broadcast Journalism*, Prentice-Hall, New Jersey.
9. Shukla, A.K, (2008), *Handbook of Journalism and Mass Communication*, Rajat Publications, New Delhi.
10. Fedler, Fred, bender, John R., Davenport, Huanda, Drager, Michael W., (2005), *Reporting for the Media*, Oxford University Press, New York.
11. Kaushik, Sharda, (2000), *Script to Screen: An Introduction to TV Journalism*, Macmillan, New Delhi.

ADDITIONAL READINGS:

1. Cohen, Akilia A, (1987), *The Television News Interview*, SAGE, New Delhi.
2. Caywood, Clark L., (2004), *The Handbook of Strategic Public Relations and Integrated Communications*, Tata McGraw Hill, New York.
3. Zetttl, Herbert, 2003, *The Handbook of Strategic Public Relations and Integrated Communications*, Tata McGraw Hill, New York.
4. Shrivastava, K.M, (2005), *Broadcast Journalism in the 21st century* New Dawn Press Group, New Delhi.

PGDMC 104: ADVERTISING AND PUBLIC RELATIONS

Marks = 100

OBJECTIVE: The course will sensitize students to the basic concepts of advertising and public relations. The Paper will impart knowledge to help them analyze advertisements and advertising campaigns in various media; train the students to write advertising copy; introduce with ethics in advertising field. The 2nd part of the paper will impart skills for producing PR material, train the students to device PR campaign, to understand socially relevant and public service related institutional advertising.

Instructions for paper setters and candidates:

1. The maximum marks for the paper will be 100 and the time allowed will be 3 hours.
2. There shall be 9 questions in all and the candidates will be required to attempt 5 questions.

The first question is compulsory comprising 10 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 4 marks. (5X4 = 20 marks)

3. Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 20 marks. (4X20 = 80 marks)

Unit – I

- Definition, scope and concept of Advertising
- Advertising in marketing – mix; concept of IMC
- Major types of Advertising : Classified; classified display; display
- Carrier and Non – carrier media of advertising

Unit -II

- Advertising Media: Newspaper, Magazines, Radio, TV, Internet, Outdoor, Transit, Direct Mail, P-O-P; characteristics of individual media and their advertising features.

Unit – III

- PR: Definition and Role.
- PR vis-à-vis Publicity, propaganda, advertising, PR in Marketing Mix, Brief introduction to Integrated Marketing Communication.
- Organisation; different types of organisation; Importance of Communication within organisation, different types of channels of communications.

Unit - IV

- Publics in PR: Internal & External & their importance
- Code of Ethics in PR

ESSENTIAL READINGS:

1. David Ogilvy, (1988), *Ogilvy of advertising*. London Pan Books, London, Sidgwick & Jackson.
2. David Ogilvy, (1969), *Confessions of an Advertising Man*. London, Longman.
3. Subroto Sengupta, (1990), *Positioning*, New Delhi, Tata-Mcgraw Hill.
4. Waston S. Dunn & Arnold Darbe, (1982), *Advertising: Its Role in Modern Marketing*, Chicago, Dryden Pr. 5th ed.
5. J.N. Hobsen, (1968), *Select on Advertising Media*. 5th ed., London, Business Books.
6. Jack Haskins, (1963), *Advertising Research & Testing*, International Correspondence School.
7. Dorothy Cohen, (1972), *Advertising*. NY, Wiley.
8. Bailingier, Raymond, (1956), *Layout*. Reinhold Publishing Corporation, New York, 1956.
9. Fraser P. Seital, (1984), *The Practice of Public Relations*. 2nd ed., Columbus Bell & Howell Co.

ADDITIONAL READINGS:

1. John Lee, (1968), *Diplomatic. Persuaders*, N.Y. Wiley.
2. Black, Marwin & Harlow, Rex, (1985), *Practical Public Relations*. Harper & Bros.; New York.
3. Black, Sam, (1978), *Practical Public Relations* Pitman, London.
4. Black, Sam, (1972), *Role of Public Relations in Management*. Pitman, London.
5. Bowman, Pat & Ellis, Nigel (ed.), (1985), *Handbook of Public Relations*. George Harrap & Co., Ltd., London.

PGDMC-105**Practical Assignments****Marks : 50**

S. NO.	ASSIGNMENTS	NOS.	MARKS
1	News Stories – Covering major events in your areas	4	8
2	Interviews of prominent persons	2	8
3	Translation of News Story: English to Hindi/Punjabi	1	4
4	Translation of News Story: Hindi/Punjabi to English	1	4
5	Identify Classified & Classified Display ads, Display ads; Product ad; Institutional ad; Transit ad, Outdoor ad, Direct Mail ad, POP ad	1	8
6	Review of any radio programme (current affairs/news bulletin/ interview based programme/feature/talk shows/ song-based programme etc.)	1	4
7	Feature Writing	1	6
8	Dummy of two pages of a Newspaper	1	8
TOTAL			50

Post-Graduate Diploma in Mass Communication

SECOND SEMESTER

PGDMC 106: INTRODUCTION TO MASS COMMUNICATION

Marks = 100

OBJECTIVE: The course objective is to sensitize the students to the field of communication by exposing them to its different forms; to understand the basic concepts and terminology specific to communication and media; to sensitize them to the practical importance of Interpersonal, interpersonal, group and mass communication; to enable them to analyze and assess communication in the media and everyday life.

Instructions for paper setters and candidates:

1. The maximum marks for the paper will be 100 and the time allowed will be 3 hours.
2. There shall be 9 questions in all and the candidates will be required to attempt 5 questions.
The first question is compulsory comprising 10 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 4 marks. (5X4 = 20 marks)
3. Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 20 marks. (4X20 = 80 marks)

Theories of Mass Communication

Unit-I

- Agenda –setting; Uses & gratification.

Unit-II

- Characteristics of various media of mass communication: Print, Electronic, Traditional.

Unit-III

- Media Systems: Authoritarian theory; Libertarian theory; Social – Responsibility Theory

Unit -IV

- Totalitarian theory; Development Media Hypothesis, Democratic – Participant Media Hypothesis.

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

PGDMC 107: PRINT MEDIA**Marks = 100**

OBJECTIVE: The paper is designed to introduce students to both the field and the desk aspects of print journalism – reporting, writing, editing and design; To sensitize the students to the importance of press freedom and related issues of responsibility and accountability. The paper is also design to familiarize students with various laws pertaining to the media.

Instructions for paper setters and candidates:

1. The maximum marks for the paper will be 100 and the time allowed will be 3 hours.

2. There shall be 9 questions in all and the candidates will be required to attempt 5 questions.

The first question is compulsory comprising 10 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 4 marks. (5X4 = 20 marks)

3. Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 20 marks. (4X20 = 80 marks)

Unit – I

Editorial department set - up	:	Criteria for judging news copy. Organizational structure of the editorial department of a newspaper.
News room organization	:	Functions of News Editor, Chief Sub – Editor and Sub – Editor

Unit – II

Headline	:	Mechanics of headline writing; typographical patterns; purposes; kinds of headlines; Dummy; page – make – up.
Photo – editing	:	Selection; editing and cropping of pictures; placement of photographs. Writing captions.

Unit - III

Role & Responsibilities of Journalists	:	Code of ethics for journalists (Press Council of India).
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Unit – IV

Press Laws	:	Copyright Act, Law of Defamation, Contempt of Court, Official Secrets Act, Right to Information Act. Contempt of Legislature, Law of Obscenity.
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Course of reading is as same as in the paper in Semester -I

PGDMC 108: ELECTRONIC MEDIA**Marks = 100**

OBJECTIVE: The course is designed to introduce the students the basic concepts and terminology specific to the media of radio and television; to understand the organizational structure of both AIR & DD; Sensitize students to the concepts of writing and scripting of Radio as well as TV programmes; To equip the students with the skill to camera shot composition, camera movements and basic steps of program production.

Instructions for paper setters and candidates:

1. The maximum marks for the paper will be 100 and the time allowed will be 3 hours.

2. There shall be 9 questions in all and the candidates will be required to attempt 5 questions.

The first question is compulsory comprising 10 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 4 marks. (5X4 = 20 marks)

3. Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 20 marks. (4X20 = 80 marks)

Unit – I

- Organisational structure of NSD in Dordarshan & AIR.
- Characteristics of Radio & TV.
- Structure and preparation of a Television Bulletin (gathering, condensing, compiling and presenting TV news).
- Basics principles of writing news for Radio & TV
- News packages.

Unit – II

- Basics of TV script, Writing, Different types of scripts (Narrative Style, split page, camera script)
- Above & below the line function in TV production.

Unit – III

- Basic camera shots, camera movements, competition & transitions.

Unit – IV

- Basics of Programmes Editing: Linear and Non-Linear Editing.
- Basic process of programme production: Pre-production, production, post-production.

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

PGDMC 109: ADVERTISING AND PUBLIC RELATIONS**Marks = 100**

OBJECTIVE: The course will sensitize students to the basic concepts of advertising and public relations. The Paper will impart knowledge to help them analyze advertisements and advertising campaigns in various media; train the students to write advertising copy; introduce with ethics in advertising field. The 2nd part of the paper will impart skills for producing PR material, train the students to device PR campaign, to understand socially relevant and public service related institutional advertising.

Instructions for paper setters and candidates:

1. The maximum marks for the paper will be 100 and the time allowed will be 3 hours.
2. There shall be 9 questions in all and the candidates will be required to attempt 5 questions.

The first question is compulsory comprising 10 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 4 marks. (5X4 = 20 marks)

3. Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 20 marks. (4X20 = 80 marks)

Unit – I

- Advertising Copy Writing: Definition; principles; do's & don'ts; U.S.P.; AIDA formula.
- Advertising layout and Design: Design vocabulary & Design principles; and stages of layout.

Unit-II

- Advertising Agency: Structure and Functions
- Advertising Campaign: Brief Introduction.
- Code of Ethics of Advertising in India.

Unit – III

- PR tools: House Journals; pamphlets; brochures; Newsletter; bill boards; press conferences, Cable TV, Exhibitions; internet, mobile.

Unit - IV

- Brief introduction to PR process; Fact Finding & Feedback, Planning & programming, communication & action, evaluation.

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

PGMC- 110: PRACTICAL ASSIGNMENTS**Marks: 50**

S. NO.	ASSIGNMENTS	NOS.	MARKS
1.	Photo caption Writing	1	4
2.	Press Release	2	6
3.	Script writing for radio news of five minutes	1	8
4.	Script writing for TV news of five minutes	1	8
5.	Write a story board of a half minute TV commercial	1	4
6.	Print Advertisements Analysis		
	a) Classified	2	4
	b) Display Classified	2	4
	c) Display	2	4
7.	Brochure	2	8
	TOTAL		50

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