

**PANJAB UNIVERSITY, CHANDIGARH**  
(Esttd. 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)**

**EXAMINATION, 2021-22**

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**PANJAB UNIVERSITY, CHANDIGARH**

**Outlines of tests syllabi and courses of reading for Post-graduate Diploma in  
Mass Communication (Semester System) for the examination 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.

PGDMC	101	Introduction of 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 of 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 Intrapersonal, interpersonal, group and mass communication.

#### 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. Introduction to Development Communication

#### Unit -II

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

#### Unit – III

- Characteristics of various media of Mass Communication: Print, Electronic, Traditional.

#### Unit - IV

- Models of Mass Communication: Meaning & Definition

#### Books Recommended

##### Essential Readings:

1. Kevin Williams, (2003), *Understanding Media Theory*. Arnold Publication.
2. M.H. Syed, (2006), *History of Mass Media*, Anmol Publication Pvt. Ltd.
3. Michael Norton and Purba Dutt, (2003), *Getting started in Communication*, Sage Publications
4. Stanley J. Baran and Dennis K. Davis, (2002), *Mass Communication theory*. Thomson Wadsworth Publication.

##### Additional Reading

1. Keval J. Kumar, Jaico, (1995), *Mass Communications in India*, Publishing House
2. Marie Winn, (1985), *The plug-in Drug*, Penguin Books
3. Roger Silverston, (1999), *Why study the Media?* Sage Publications

**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 enable the students to develop skills in 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 : Introduction to Online Journalism; Role and Responsibilities of Reporting staff, Importance of Research, 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.

**Books Recommended****Essential Readings**

1. De Bono, E. (2007) *How to Have Creative Ideas*. Random House
2. Kramer, M. & Call, W. (2007) *Telling True Stories: A Non-fiction Writers Guide*. NY: Plume-Penguin
3. Meera, R. (2009) *Feature Writing*. New Delhi: PHI Learning Pvt. Ltd.
4. Sims, N. (2008) *True Stories: A Century of Literary Journalism*. Northwestern University Press

**Additional Readings**

1. Boynton, R.S. (2005) Introduction to *The New New Journalism: Conversations with America's Best Nonfiction Writers on Their Craft*. Vintage Books.
2. Om Gupta, (2006), *Encyclopaedia of Journalism and Mass Communication*, Gyan Books Pvt. Ltd. ND
3. Prof. Ramesh Chanha, (2004), *Analysis of Media and Communication Trends*, Gyan Books Pvt. Ltd. ND
4. Rajnish, (2007), *Review Reporting and Journalism*, Indiana, New Delhi.

**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 radio and TV organisations.

**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, FM (Commercial) and Community Radio: Organizational structure

**Unit – II**

Different types of Radio Programmes : Radio-features.

Different types of Interviews; Talk show, discussion

**Unit-III****TELEVISION**

Brief History of Television in India, Characteristics of Television

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

Doordarshan & Private TV Station : Organizational Structure.

**Unit -IV**

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

**Books Recommended****Essential Readings**

- 1 Fedler, Fred, bender, John R., Davenport, Huanda, Drager, Michael W., (2005), *Reporting for the Media*, Oxford University Press, New York,
- 2 Kaushik, Sharda, (2000), *Script to Screen: An Introduction to TV Journalism*, Macmillan, New Delhi,
- 3 Machin, David & Niblock, Sarah, (2006), *News production: Theory and Practice*, Routledge, New York,
- 4 Shukla, A.K, (2008), *Handbook of Journalism and Mass Communication*, Rajat Publications, New Delhi.

**Additional Reading**

- 1 Caywood, Clark L., (2004), *The Handbook of Strategic Public Relations and Integrated Communications*, Tata McGraw Hill, New York
- 2 Shrivastava, K.M, (2005), *Broadcast Journalism in the 21<sup>st</sup> century* New Dawn Press Group, New Delhi
- 3 Zettl, Herbert, 2003, *The Handbook of Strategic Public Relations and Integrated Communications*. Tata McGraw Hill, New York

**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 about types of advertising & advertising media, and introduce with ethics in advertising and PR field.

**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, concept and function of Advertising
- Advertising in marketing – mix;
- Types of Advertising : media based classification, purpose base classification

**Unit -II**

- Advertising Media: characteristics: Selectivity, Proximity, Trade Acceptability, Flexibility, Reach Cost, Production Quality, Shelf Life
- Preparation of Media Plan: Media Buying, Media & Scheduling
- Code of Ethics of Advertising in India

**Unit – III**

- PR: Definition and Role, PR Activities
- 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 Ajanta Chakravarty, (2003), *Advertising*, Rupa Co.
- 2 Ghosal Subhas, (2002), *The making of Advertising*, Mac Millian India Ltd.
- 3 Gupta OM, (2005), *Advertising in India*, Kalpaz publications
- 4 Haig Matt, (2003), *Brand failures*, Kogan Page Ltd.
- 5 Kapoor Jagdeep, (2002), *Brand Naamkaran for Desi Khari English Marie segments*, BPI (India) Pvt. Ltd.
- 6 Levy, Stuart M., (2006), *Public Relations and integrated communications*, Lotus Press, New Delhi
- 7 Parameswaran MG, (2001), *Brand building advertising*, Tata McGraw Hall Publisher
- 8 Ridgway, Judith, (2005), *Handling the Media & Public Relations*. Infinity Books, New Delhi
- 9 Tiwari Sayay, (2003), *The (un) Common Sense of Advertising*, Response Books
- 10 Valladares Juae A., (2000), *The Craft of Copywriting*. Response Books
- 11 White Roderick, (2000), *Advertising*, McGraw Hall Book Company International Ltd.

**Additional Reading**

- 1 Brierley Sean, (2002), *The Advertising Handbook*, Routledge
- 2 Caywood, Clark L., (2004), *The Handbook strategic Public Relations and Integrated Communications*. Tata McGraw hill, New York
- 3 John Philip Jones, (2002), *The ultimate secrets of Advertising*. Sage Publication Inc.
- 4 Newsom D, Turk, JV and Kurckeberg D., (2000), *This is PR: The Realities of Public Relations*, Wadsworth, Singapore
- 5 Zettl, Herbert, (2003), *Television Production handbook*. Wadsworth, CA.

<b>PGDMC-105</b>		<b>Practical Assignment</b>		<b>Total marks</b>	
<b>S. NO.</b>	<b>ASSIGNMENTS</b>	<b>NOS.</b>	<b>MARKS</b>		
1	News Stories – Covering major events in your areas	4	8		
2	Interviews of prominent persons	2	8		
3	Identify Classified, & Classified Display ads, Display ads; Product ad; Institutional ad; Transit ad, Outdoor ad, Direct Mail ad, POP ad	1	8		
4	Review of any radio programme (current affairs/news bulletin/ interview based programme/feature/talk shows/ song-based programme etc.)	2	6		
5	Feature Writing	2	10		
8	Article Writing	2	10		
	<b>TOTAL</b>				<b>50</b>

# 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 Intrapersonal, interpersonal, group and mass communication.

#### 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

- Theories of Mass Communication: Meaning & Definitions; Two – Step Flow; Diffusion of Innovations; Four Rings of Defences

##### Unit-II

- Agenda – setting Theory; Uses & Gratification Theory

##### Unit-III

- Normative Media Theories: Authoritarian theory; Libertarian theory; Social – Responsibility Theory; Totalitarian theory

##### Unit –IV

- Development Media Theory, Democratic – Participant Media Theory.

**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, IT Act (Specific portion)
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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 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 Doordarshan & AIR.
- 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 Radio & 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, principles of compositions & transitions.
- Introduction to radio sound: mixing, blending & reshaping

**Unit – IV**

- Basics of Programmes Editing: Linear and Non-Linear Editing.
- Basic process of Radio & TV 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 Paper will impart knowledge to help them analyze advertisements and advertising campaigns in various media; train the students to write and design advertising copy; introduce with ethics in advertising field. To device PR campaign, to understand socially relevant and public service related institutional and apprise them of the PR process and develop skills for producing PR material.

**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, Introduction to Advertising copy element.
- Advertising layout and Design: Design vocabulary & Design principles; and stages of layout.

**Unit-II**

- Advertising Agency: Structure and Functions
- Advertising Campaign: Brief Introduction.

**Unit – III**

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

**Unit – IV**

- PR tools: Concepts and Importance;
- Types of tools: House Journals; pamphlets; brochures; Newsletter; bill boards; press conferences, Cable TV, Exhibitions; New Media.

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

**PGMC- 110: PRACTICAL ASSIGNMENTS**

<b>S. NO.</b>	<b>ASSIGNMENTS</b>	<b>NOS.</b>	<b>MARKS</b>
1.	Photo caption Writing	1	2
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	6
6.	Analysis of an advertising campaign	1	8
7.	Brochure	1	4
8.	Dummy of two pages of a newspaper	1	8
	<b>TOTAL</b>		<b>50</b>

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