

Syllabus for

Post Graduate Diploma in Journalism & Mass Communication (PGDJMC)

Semester: I & II

Session: 2020-21



Directorate of Open & Distance Learning

Guru Nanak Dev University

(ESTABLISHED UNDER STATE LEGISLATURE ACT NO. 21 OF 1969)

Accredited by National Assessment and Accreditation Council (NAAC) At 'A++' Grade (Highest Level) As Per Modified Criteria Notified On 27/07/2017 And Conferred 'University with Potential for Excellence' Status and 'Category-I University' As Per University Grants Commission (F. No. 1-8-2017/(CPP-II)

Dated 12/02/2018)

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POST GRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION (SEMESTER SYSTEM)
under Directorate of Open & Distance Learning, Guru Nanak Dev University, Amritsar

Eligibility:

Graduate with 45% marks in aggregate or equivalent examination.

SEMESTER - I

Paper Code	Subject Name	Marks			Credits
		Internal Assessment	End term	Total	
ODPJM - 101T	Introduction to Communication	20	80	100	4
ODPJM - 102T	History of the Press & Press Laws	20	80	100	4
ODPJM - 103T	Print Journalism	20	80	100	4
ODPJM - 104T	Public Relations & Advertising	20	80	100	4
ODPJM - 105P	Practical – I	20	80	100	4
Total Marks and Credits		100	400	500	20

SEMESTER - II

Paper Code	Subject Name	Marks			Credits
		Internal Assessment	End term	Total	
ODPJM - 201T	Photography & Photo Journalism	20	80	100	4
ODPJM - 202T	Social Media & Information Technology	20	80	100	4
ODPJM - 203T	Electronic Media	20	80	100	4
ODPJM - 204T	General Knowledge & Current Affairs	20	80	100	4
ODPJM - 205P	Practical – II	20	80	100	4
Total Marks and Credits		100	400	500	20

ODPJM - 101T: Introduction to Communication

Time: 03 Hours

Max. Marks: 100 Marks

Internal Assessment: 20 Marks

End Term: 80 Marks

Instructions for the Paper-Setter/examiner:

1. Question paper shall consist of Four sections.
2. Paper setter shall set Eight questions in all by selecting Two questions of equal marks from each section. However, a question may have sub-parts (not exceeding four sub-parts) and appropriate allocation of marks should be done for each sub-part.
3. Candidates shall attempt Five questions in all, by at least selecting One question from each section and the 5th question may be attempted from any of the Four sections.
4. The question paper should be strictly according to the instructions mentioned above. In no case a question should be asked outside the syllabus.

Section A

Communication: Definition, Concept, Scope & function

Communication Process: Sender Message, Channel, Receiver & Feedback

Section B

Type of Communication: Intrapersonal, Interpersonal, Group Communication & Mass Communication.

Verbal & Non-Verbal Communication: Meaning, Type, Functions, Advantages & Disadvantages.

Barriers in Communication (Semantic, Psychological, Technical)

Seven Cs of Communication.

Section C

Traditional & Folk Media

Public Speaking & Body Language.

Section D

Models of Communication: SMCR, Osgood Model, Berlo's Model

Theories of communication: Agenda Setting Theory, Two step & Multi step flow, Magic Bullet Theory.

Globalization & its impact in communication.

ODPJM - 102T: History of the Press & Press Laws

Time: 03 Hours

Max. Marks: 100 Marks

Internal Assessment: 20 Marks

End Term: 80 Marks

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Section A

Origin and History of Press in India:

Mahatma Gandhi, James August Hickey, Raja Ram Mohan Ray, James silk Buckingham and their contribution to Indian Journalism

Section B

History of Newspaper

The Hindu, The Tribune, Times of India, Indian Express, Hindustan Times, The Statesman, Amrit Bazar Patrika, Punjab Kisari, Ajit and Punjabi Tribune

Section C

Press Laws:

Contempt of Court, Defamation, Press Commission Recommendation, RTI, Official Secrets Act, Copyright Act.

Section D

Ethics in Journalism

Yellow Journalism, Cheque Book Journalism, Paid News, Press Council of India and its role, ethics of Journalism

ODPJM - 103T: Print Journalism

Time: 03 Hours

Max. Marks: 100 Marks

Internal Assessment: 20 Marks

End Term: 80 Marks

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Section A

News: Types, Elements, Sources of News, News writing style, various kinds of Beats: Political, Sports, Educational, Entertainment, Investigative, Interpretative, Reporting and specialized reporting.

Section B

News & Editorial Writing: Columns and Columnists, Middle, Editorial's, Feature, Article, Headline and its types, lead and its types. Distinguish among News, features editorial and advertorial.

Section C

New Trends in Print journalism: Commercialization, Advertorial, Bias in News, Manipulation, Sensationalism, Citizen Journalism, Open source Journalism.

Section D

Glossary of Print Journalism.

ODPJM - 104T: Public Relations & Advertising

Time: 03 Hours

Max. Marks: 100 Marks

Internal Assessment: 20 Marks

End Term: 80 Marks

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Section A

Public Relation: Definition, Concept, Role & Scope.

Public Relation in Various sectors: Public, Private & Government.

Section B

Tools for public Relations: Press Release, Backgrounder rejoinder, Press Conference

Public Relation officer (Duties & Responsibilities) in public as well as private sector.

Role of Public Relations in crisis Management.

Section C

Advertising: Definition, Concept, Role & Scope.

Need for Advertising, Functions of Advertising, Benefits of Advertising.

Section D

Types of Advertisements, Medium for Advertisements.

Positive & Negative effects of Advertising, Advertising agencies in India.

Social & Public Advertising, Writing for Advertisements.

ODPJM - 105P: Practical-I

Time: 03 Hours

Max. Marks: 100 Marks

Internal Assessment: 20 Marks

End Term: 80 Marks

Practical's based on theory subjects

ODPJM - 201T: Photography & Photo Journalism

Time: 03 Hours

Max. Marks: 100 Marks

Internal Assessment: 20 Marks

End Term: 80 Marks

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Section A

Photography definition, types of photography, qualities of good photograph, Photography is an art as well as science,

Section B

Camera, basics of camera, types of camera, types of lenses, types of shots, shutter speed, aperture and ISO.

Section C

Role of light in photography, natural lights, artificial lights, three-point lighting and flash light and its usage.

Section D

Photo journalism, need and importance, Qualities required for a good photo journalist, NPPA codes of ethics, Photo feature, One photograph is equal to thousand words .i.e. importance of Photography.

ODPJM - 202T: Social Media & Information Technology

Time: 03 Hours

Max. Marks: 100 Marks

Internal Assessment: 20 Marks

End Term: 80 Marks

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Section A

Traditional media versus social media, Evolution and growth of social media characteristics of social media, social media platforms like facebook, twitter, YouTube etc. Use and Misuse of social media platforms. Social Media and Political Parties.

Section B

Online Journalism: On-line editions of newspapers- management and economics: cyber newspapers- creation, feed, marketing, revenue and expenditure, Online editing and publishing. - Cyber Laws.

Section C

Communication Technology (CT); concept and scope - CT and IT; similarities and differences - Basic knowledge of Multimedia. ISPs, WAP, types of Internet connections, Internet Hardware, Internet Protocols

Section D

Social or New media content and issues of trustworthiness, evaluating information quality. Social media literacy, impact on human relationships and ethical issues. Fake news and its consequences.

ODPJM - 203T: Electronic Media

Time: 03 Hours

Max. Marks: 100 Marks

Internal Assessment: 20 Marks

End Term: 80 Marks

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Section A

Growth and development of All India Radio, Development of private FM channels, Main radio programmes, Community Radio stations in India. Role of Radio in rural development in India.

Section B

Growth and development of Doordarshan, SITE and Kheda Project, Chanda Committee, Verghese Committee, Joshi Committee, Vardhan Committee etc, Growth of private television channels, cable and DTH. Role of Doordarshan in rural development.

Section C

Writing for radio, writing for various formats like talk, radio play, interview, drama and composite programme. Writing for visual medium, news bulletin, interview, Piece to camera etc.

Section D

Three stages of Production:- Pre-Production, Production, Post-production. Production team members and their responsibilities, Outdoor and indoor production, Editing techniques.

ODPJM - 204T: General Knowledge and Current Affairs

Time: 03 Hours

Max. Marks: 100 Marks

Internal Assessment: 20 Marks

End Term: 80 Marks

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Section A

Issues of International importance international organizations and UNO.

Section B

Issues of national importance and their coverage in media, governance, polity, sports, environment and media credibility in India.

Section C

Issues of regional importance and their coverage in media, state governance, polity, centre-state relations, sports, environment and regional media.

Section D

Glossary and terminology related to national and regional issues etc. like EC, PCI, Parliamentary and Legislative proceedings etc.

Note:- students are advised to read daily newspapers and general knowledge monthly journals, Burning issues of International, nation and regional importance of at least last three months before the commencement of examinations.

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- *No SLM book will be issued on this subject please read Newspaper daily.*

ODPJM - 205P: Practical-II

Time: 03 Hours

Max. Marks: 100 Marks

Internal Assessment: 20 Marks

End Term: 80 Marks

Practical's based on theory subjects