

Kushabhau Thakre
Patrakarita Avam Jansanchar Vishwavidyalaya
Raipur (Chhattisgarh)

ORDINANCE No. 10

P.G. Diploma in Journalism (PGDJ)

Refer Section | 35 |


- 1 PGDJ is a ONE YEAR (Two Semester) POST-GRADUATE DIPLOMA PROGRAMME, under the Semester Examination Scheme.
- 2 A person who has obtained Bachelor's degree of the University or a degree recognized equivalent thereto shall be eligible for admission to PGDJ Programme. The admission procedure shall be as decided by the University from time to time.
- 3 Admission shall be open to a person residing in India and abroad.
- 4 Reservation shall be followed as per Govt. of India/Govt. of Chhattisgarh rules.
- 5 The medium of Instructions shall be Hindi/English.
- 6 The total intake capacity of the PGDJ course shall be as per UGC norms and as decided by the University from time to time.
- 7 The fees for admission, tuition, examination and other fees shall be prescribed by the University from time to time.
- 8 The scheme of examination and the course curriculum will be prescribed by the University from time to time.
- 9 The examination in written papers shall be held at the end of each semester according to the Syllabus and scheme of examination. The detailed Scheme of examination and syllabus (as per course as may be in force time to time) shall be published by the University.
- 10 Students who have attended the prescribed number of lectures and obtained minimum prescribed marks in the internal assessment shall be permitted to appear at the written examination.
- 11 A candidate shall be declared passed in semester examination if he/she obtains at least 40% marks each of the theory papers, internal assessments, practical, viva-voce and 45% marks in the aggregate.
12. A candidate, declared pass at the first semester examination shall be eligible to be promoted to the second semester and shall be eligible to take up the second semester examination if he/she fulfills all other conditions to be eligible to appear at the examination.

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- 1) If a candidate who fails in maximum two courses shall be allowed to keep the term and shall be eligible for promotion to the second semester, if he has cleared/passed all internal assessment exams.
 - 2) Such candidate as mentioned in subsection (1) under proviso shall be eligible to take examination in such courses of the first semester, in which he has failed, simultaneously with the examination of second semester, subject to the other conditions for eligibility of examination being fulfilled.
 - 3) If the student aforesaid under subsection (2) fails to clear his theory papers of first semester along with the second semester exam then in such case he shall appear as an ex-student in the immediately following first semester examination again.
 - 4) If such a student as described under this proviso fails to clear his theory papers of first semester even in the second attempt as described under proviso (3) he shall cease to be a student of the programme.
13. Such candidates who fail in not more than two theory papers or in aggregate shall be permitted to appear at the next subsequent semester examination. If a candidate fails in more than two theory papers, he will be declared fail and will be permitted to appear as an ex-student at the existing Syllabus.

Provided further that the matters not-provided under this ordinance shall be governed by the general provisions of the ordinance relating to examinations of the University.



P.G. DIPLOMA IN JOURNALISM (ONE YEAR)

SCHEME FOR TWO SEMESTERS

Semester I

- (1) History of Press
- (2) Introduction to Mass Communication
- (3) Language of Communication & Translation
- (4) General Knowledge & Current Affairs
- (5) Fundamentals of Computer
- (6) Practical Examination

Semester II

- (1) Media Laws & Ethics
- (2) Reporting
- (3) Editing
- (4) Public Relations
- (5) Advertising
- (6) Practical Examination

Evaluation Scheme

Each semester shall be of 600 marks. The division of marks shall be as follows:-

- (i) Ist Semester
 - a) End Term Theory Exam: written examination of 75 marks each (External) and CE+AA 25 marks (Internal)
 - b) End Term Practical Exam for 100 marks
- (ii) IInd Semester
 - a) End Term Theory Exam: written examination of 75 marks each (External) and CE+AA 25 marks (Internal)
 - b) End Term Practical Exam for 100 marks

RESULT

The results shall be marked by the system of gradation on basis of the schedule shown below. We shall adopt absolute grading recommended by UGC. Absolute Grading: The marks are converted to grades based on pre-determined class intervals as mentioned below.

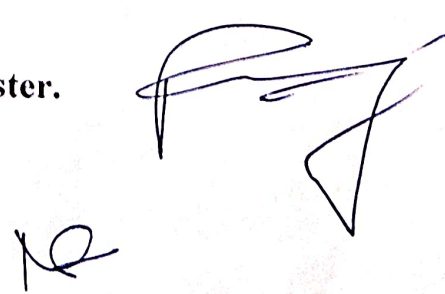
Grades and Grade points

O (Outstanding)	10 (91 to 100)
A + (Excellent)	9 (81 to 90)
A (Very Good)	8 (71 to 80)
B + (Good)	7 (61 to 70)
B (Above Average)	6 (51 to 60)
C (Average)	5 (41 to 50)
P (Pass)	4 (31 to 40)
F (Fail)	0
Ab (Absent)	0

Fee-

Tuition Fee for PGDJ is Rs. 4500/- Per Semester.

2025-26



P.G. Diploma in journalism
(One Year course)
Scheme for two Semester Examination

Subject/paper		Max. MKS	Min. passing MKS
1st Year semester –I			
PGDJ 01	History of Press CE+AA	75	30
		25	10
PGDJ 02	Introduction to Mass Communication CE+AA	75	30
		25	10
PGDJ 03	Language of communication & Translation CE+AA	75	30
		25	10
PGDJ 04	General Knowledge & Current Affairs CE+AA	75	30
		25	10
PGDJ 05	Fundamentals of Computer CE+AA	75	30
		25	10
PGDJ 06	Practical Examination	100	30
Total		600	270 (45%)
1st Year semester –II			
PGDJ 07	Media Laws and Ethics CE+AA	75	30
		25	10
PGDJ 08	Reporting CE+AA	75	30
		25	10
PGDJ 09	Editing CE+AA	100	40
PGDJ 10	Public Relations CE+AA	75	30
		25	10
PGDJ 11	Advertising CE+AA	75	30
		25	10
PGDJ 06	Practical Examination	100	30
Total		600	270 (45%)
Grand Total		1200	540(45%)

P.G. Diploma in Journalism (PGDJ)

(One Year Course)

Scheme for Two Semesters Examinations

(पत्रकारिता में स्नातकोत्तर डिप्लोमा)

(एक वर्षीय)

दो सेमेस्टर पाठ्यक्रम

Semester -I प्रथम सेमेस्टर

PGDJ 01	History of Press CE+AA
PGDJ 02	Introduction to Mass Communication CE+AA
PGDJ 03	Language of communication & Translation CE+AA
PGDJ 04	General Knowledge & Current Affairs CE+AA
PGDJ 05	Fundamentals of Computer CE+AA
PGDJ 06	Practical Examination

Semester-II द्वितीय सेमेस्टर

PGDJ 07	Media Laws and Ethics CE+AA
PGDJ 08	Reporting CE+AA
PGDJ 09	Editing CE+AA
PGDJ 10	Public Relations CE+AA
PGDJ 11	Advertising CE+AA
PGDJ 06	Practical Examination

P.G .Diploma in Journalism (PGDJ)

(पत्रकारिता में स्नातकोत्तर डिप्लोमा)

Semester-1

Paper - 1

Maximum Marks-75
Minimum Marks -30

PGDJ 01
Unit 1.

History of Press

Definition of Journalism, Nature, Scope and Purpose of Journalism, Press and Society, Profession of Journalism, Duties and Responsibilities of Journalists.

Unit 2.

Origin of newspaper in India : Hickey's gazette, Udant Martand, Bharat Mitra, Aaj, Role of news papers in Freedom movement, Mahatma Gandhi, Bal Gangadhar Tilak, Madhavrao Sapre, Makhanlal Chaturvedi and Ganesh Shankar Vidyarthi as journalists.

Unit 3.

Post independence journalism, leading newspapers-Hindustan, The Times of India, Dainik Bhaskar, Nav Bharat, Trends in contemporary journalism, Indian News Agencies-PTI, UNI, Bhasha, Univarta.

Unit 4.

An overview of world Press. Major newspapers of United States of America- Newyork Times, Washington Post, , major newspapers of United Kingdom-The Guardian, The Times.

Unit 5.

Origin and development of journalism in Chhattisgarh, major newspapers-Nav Bharat, Deshbandhu, Bhaskar.Prominent journalist-Madhav Rao Sapre, Swaraj Prasad Trivedi, Mayaram Surjan.

Assignments & Exercises: As given from time to time.

Syllabus outcome: The student should be able to produce a report on any one of the journalists/newspaper/news agency

Reading list:

1. History of Journalism in India - J. Natrajan
2. Indian Journalism - Krishnamurty
3. Rise and Growth of Hindi Journalism - R.R. Bhatnagar
4. Press in India - Chalapati Rao
5. Samagra Bharitiya Patrakarita - Vijay Dutt Sridhar
6. Media Culture And Society - Colins
7. Role of Press in the Freedom Movement- -Motilal Bhargav
8. Journalism in India - RangaSwamy ParthSarathi
9. Battle for Freedom of the Press in India -K..S.Padhy
10. हिन्दी पत्रकारिता का वृहद इतिहास : डॉ. अर्जुन तिवारी
11. भारतीय स्वतंत्रता और हिन्दी पत्रकारिता: बंशीधर लाल
12. हिन्दी पत्रकारिता इतिहास व प्रश्न: कृष्णबिहारी मिश्र
13. हिन्दी पत्रकारिता के कीर्तिमान : जगदीश प्रसाद

P.G .Diploma in Journalism (PGDJ)
SEMESTER - I

Paper - II

Maximum Marks-75
Minimum Marks -30

PGDJ 02 Introduction to Mass Communication

Unit 1.

Definition, Nature, element and Process of Communication, Functions of Communication, Types of Communication-Intrapersonal, Interpersonal, Group and Mass communication.

Unit 2.

Communication Models.SMR, SMCR, SHANNON & WEAVER, Heralld D Lswel, Osgood, Wilber Schram.

Unit 3.

Theories of Communication, Four Theories of Press-Authoritarian, Libertarian, Socialistic, Social Responsibility. Communication flow -one step, two steps, multi steps.Opinion leader.

Unit 4.

Development Media Theory, Cognitive Dissonance Theory, Public Opinion and Propaganda Theory, Gate-Keeping Approaches to selection of content, Agenda Setting Theory, Uses and Gratification Theory.

Unit 5.

Indian Perspectives on Communication Theory: Communication Approaches of Vedic era, Buddha, Nanak, Kabir, Vivekanand, Mahatma Jyotiba Phule, Gandhi, Ambedkar.

Assignments & Exercises: As given from time to time.

Syllabus outcome: The student should be able to describe communication, its models & theories and qualities of legends

Reading list:

- | | |
|---|----------------------|
| 1. Mass Communication | - J.V. Vilanilam |
| 2. Mass Communication Theory | - Denis Mac-Quail |
| 3. Media Culture And Society | - Colins |
| 4. Mass Communication in India | - Kewal J. Kumar |
| 5. सम्प्रेषण प्रतिरूप एवं सिद्धान्त | - डॉ. श्रीकांत सिंह |
| 6. संचार के मूल सिद्धान्त | - डॉ. ओम प्रकाश सिंह |
| 7. पत्रकारिता एवं जनसंचार – सिद्धान्त एवं विकास | - डॉ. अनिल उपाध्याय |
| 8. जनसंचार समग्र | - डॉ. अर्जुन तिवारी |




**P.G .Diploma in Journalism (PGDJ)
SEMESTER - I**

Paper - III

**Maximum Marks-75
Minimum Marks -30**

PGDJ 03

LANGUAGE OF COMMUNICATION AND TRANSLATION

Unit 1.

Language And Society, Language and Communication – Local dialects, Language and its Forms : Spoken form – Pronunciation – Sounds, Written form- Spellings – Letters.

Unit 2.

मुहावरे, लोकोक्तियों, शब्द शुद्धि, वाक्य शुद्धि; पर्यायवाची, विलोम, अनेकार्थी, समश्रुत, देवनागरी, लिपि की विशेषता, देवनागरी लिपि एवं वर्तनी मानक रूप।

Unit 3.

General rules of English Grammer, sentence, verb, adverb, tense; Vocabulary based on test : One word for many, Opposite, synonyms.

Unit 4.

Translation; English to Hindi; Hindi to English; Nature of Translation; Thesaurus; Dictionary use; Essay writing, Precie writing, letter writing.

Unit 5.

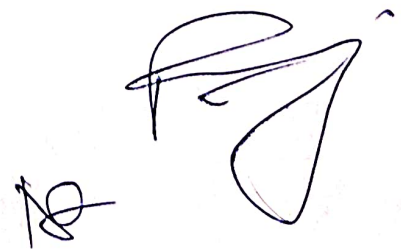
Translating at least 10 different news items and two articles, Translating at least 15 different headlines of business news, Translating at least 25 different headlines of sports news, Crime, Political & Cultural news, Translating at least one coloumn of renowned sports coloumnist .

Assignments & Exercises: As given from time to time.

Syllabus outcome: The student should be able to use idioms/sayings in the expression.

Reading list:

- | | |
|--|------------------------|
| 1. English Grammer & Composition | - Wren & Martin |
| 2. Living English Structure | - W.S. Allen |
| 3. Living English for Juniors | - N.K. Agrawal |
| 4. Intensive Course in English | - D.S. Siddhu |
| 5. How to Write Correct English | - R.P. Sinha |
| 6. Oxford Dictionary | - |
| 7. अच्छी हिंदी | - रामचंद्र वर्मा |
| 8. सामान्य हिंदी | - डॉ. हरदेव बाहरी |
| 9. मानक हिंदी का व्यवहारपरक व्याकरण | - रमेश चन्द्र महरोत्रा |
| 10. शिक्षार्थी हिंदी-अंग्रेजी शब्द कोष | - डॉ. हरदेव बाहरी |
| 11. अंग्रेजी-हिंदी शब्द कोष | - फादर कामिल बुलके |



P.G .Diploma in Journalism (PGDJ)

SEMESTER - I

Paper - IV

Maximum Marks-75
Minimum Marks -30

PGDJ 04 General Knowledge and current affairs

Unit 1.

Objectives and ideas of Indian Constitution, Fundamental rights and directive principals of state, Centre-State relationship, Parliamentary system.

Unit 2.

Introduction to political systems of US and UK. Parliamentary and legislative procedures in India, powers and privileges of members of parliament and state legislatures, Panchayat system.

Unit 3.

Brief history of India, basic elements of Indian culture, challenges before the Indian society.

Unit 4.

Nature of Indian economy, basic economic terms: per capita income, gross domestic product, inflation, budget, stock market. Indian Agriculture.

Unit 5.

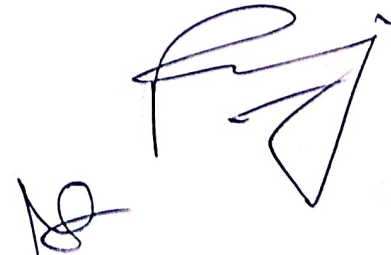
Indian foreign policy, United Nations, SAARC, Analytical study of the local, state, national and world affairs during the term.

Assignments & Exercises: As given from time to time.

Syllabus outcome: The student should be able to understand and write on contemporary issues.

Reading list:

1. Manorma year book
2. Jagarn year book
3. India – Publication division
4. Bharti samaj sansthayen aur sanskriti
5. भारत की सांस्कृतिक विरासत – उमराव सिंह चौधरी
6. भारतीय संविधान – जे.एन. पाण्डे
7. भारतीय संविधान – सुभाष कश्यप
8. संस्कृति के चार अध्याय – रामधारी सिंह दिनकर



P.G .Diploma in Journalism (PGDJ)
SEMESTER - I

Paper - V

Maximum Marks-75
Minimum Marks -30

PGDJ 05 Fundamental of Computers

Unit 1.

Introduction to computers: Computer Technology and Information Technology; Operating systems.

Unit 2.

Introduction to MS- Word MS- Excel, MS – PowerPoint, E- mail, Web, Multimedia, Software introduction : Installation.

Unit 3.

Internet: Introduction, importance and uses, Networking, Surfing, LAN, MAN, WAN, ownership and administration of internet.

Unit 4.

Introduction of HTTP, HTML, Optical fiber. Use of smart phone as computing device.

Unit 5.

Web pages; Search Engines; Blogs, portals

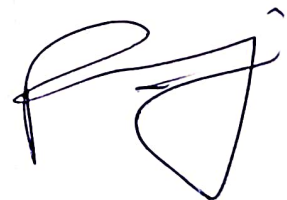
Assignments & Exercises: As given from time to time.

Syllabus outcome: The student should be able to use computers and internet.

Reading list:

- | | |
|---|------------------------|
| 1. Data Communication & Networking | - Forouzen |
| 2. Computer Networking | - Tan and Bomb |
| 3. Computer Fundamental O level Module II | - |
| 4. Computer Fundamental | - Chetan Shrivastav |
| 5. A First Course in Computer 2000/2003 | - Sanjay Saxena |
| 6. Complete Reference on MS- Office 2003 | - Microsoft Corp. Inc. |
| 7. Complete Reference on HTML | - Microsoft Corp. Inc. |

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P.G .Diploma in Journalism (PGDJ)
SEMESTER - I

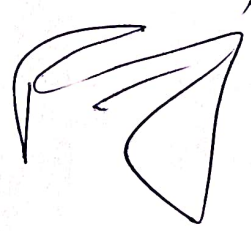
Paper - VI

Maximum Marks-100
Minimum Marks -40

PGDJ 06 PRACTICAL EXAMINATION

प्रायोगिक परीक्षा
(प्रथम सेमेस्टर के अंत में)

व्यवहारिक दक्षता एवं कौशल का मूल्यांकन करने के लिए बाह्य परीक्षक एक लिखित परीक्षा आयोजन करेंगे तथा मौखिक परीक्षा भी लेंगे।



P.G .Diploma in Journalism (PGDJ)

SEMESTER - II

Paper - I

Maximum Marks-75
Minimum Marks -30

PGDJ 07 Media Laws and Ethics

Unit 1.

History of Press Laws in India, Media laws-scope and need, The Press and Registration of Books Act 1867, Official secrets Act 1923.

Unit 2.

Freedom of speech and expression – restrictions under article 19(2). Censorship and media-Emergency and its effects on media, parliamentary and legislative privileges.

Unit 3.

Contempt of courts Act 1971 – civil and criminal law of Defamation – relevant provisions of Indian penal code with reference of sedition, Crime against women and children; Information Technology Act 2000, Right to Information, Act 2005.

Unit 4.

Working Journalist and other newspaper employees (conditions of service & miscellaneous provisions) Act 1955, Cinematograph Act 1953, Prasar Bharati Act, Cable Television Act, Intellectual property right legislations including Copyright Act.

Unit 5.

Accountability and independence of media-Structure and Role of Press Council of India, its guidelines for the press; Press commissions and their recommendations, Guidelines given by the Editors Guild of India.

Assignments & Exercises: As given from time to time.

Syllabus outcome: The student should understand ethics, media laws and provisions therein.

Reading list:

- | | |
|---------------------------------------|--|
| 1. Law of the Press | - D.D. Basu |
| 2. Patrakarita Aur Press Vidhi | - Dr. Basanti Lal Bowel |
| 3. Press Kanoon Aur Patrakarita | - Dr. Sanjeev Bhanawat |
| 4. Press and Laws of Media | - H.P. Ghosh |
| 5. जनमाध्यम : कानून एवं उत्तर दायित्व | - डॉ. श्रीकान्त सिंह |
| 6. प्रेस विधि | - डॉ. नन्दकिशोर त्रिखा |
| 7. प्रेस विधि | - डॉ. सुरेन्द्र कुमार एवं मनोहर प्रसाद |

P.G .Diploma in Journalism (PGDJ)
SEMESTER - II

Paper - II

Maximum Marks-75
Minimum Marks -30

PGDJ 08 Reporting

- Unit 1. Concept of news, definition of news, types of news, elements of news and sources.
- Unit 2. Concept of reporting, types of reporting, Reporting skills, news writing skills, five Ws & one H, Intro and body, reporting techniques for newspaper, radio and TV.
- Unit 3. Meaning & characteristics of a reporter/correspondent, classification of reporters, qualities of reporter.
- Unit 4. Feature writing, articles writing, review-cinema theatre and books, coloums
- Unit 5. Interviews-types, preparation for interview, interview writing skills. Press Conference-types of press conferences, preparation and reporting of press conference.

Assignments & Exercises: As given from time to time.

Syllabus outcome: The student should develop a nose for news and be able to write in different froms.

Reading list:

1. Samachar Lekhan ke Sidhant- Taqnique(Hindi) -Dr.Sanjeev Bhanawat
2. Samvad Aur Samvadata (Hindi) - Rajendra
3. Reporting & Editing -K.M.Srivastav)
4. Professional Journalism - Patanjali Sethi
5. समाचार संपादन और लेखन - नन्द किशोर त्रिखा
6. जनमाध्यम और पत्रकारिता - प्रवीण दीक्षित
7. समाचार संपादन - रमेश जैन
8. पत्रकारिता के विविध आयाम -डॉ. वेदप्रताप वैदिक

P.G .Diploma in Journalism (PGDJ)

SEMESTER - II

Paper - III

Maximum Marks-75
Minimum Marks -30

PGDJ 09

Editing

Unit 1.

Editing-Meaning and Concept, Structure of news paper organization, Function and organization of the editorial department of a news paper-Editor, Asst Editor, News editor, chief sub editor, sub editor, chief reporter, reporter etc. Functions and responsibilities of Group Editor, Managing editor, co-ordinating editor, Resident editor.

Unit 2.

Editing principles-Tools and techniques, newsroom organization, role and functions of copy desk, Art of copy subbing, precautions in editing, Editorial Page, Editorial writing, Letters to Editor,

Unit 3.

Editing copies of news agencies, Bureaus, Special correspondents, Foreign correspondents, Regional correspondents, city reporters, stringers, Editing of articles and Features.

Unit 4.

Headlines-Meaning, significance and types, Effective headline writing. Giving headlines to news stories and articles. Giving headlines to features.

Unit 5.

Role of photo editor in a media organisation, selection of photographs, cropping photographs, writing captions. Importance of charts and graphics, illustrations and cartoons.

Assignments & Exercises: As given from time to time.

Syllabus outcome: The student should understand basics of copy editing, structure of a newspaper organisation.

Reading list:

1. News Editing
2. Sub Editing
3. Sampadan Kala
4. Editing: A hand book for Journalists
5. News Editing-Theory and Practice
6. समाचार संपादन
7. समाचार संकलन और संपादन
8. समाचार संपादन
9. संपादन कला
10. संपादन कला

- B. Webeley
- F.J. Mans
- K.P. Narayan
- George TJS
- Soren Banerjee
- डॉ. रमेश जैन
- प्रेमनाथ चौबे
- प्रेमनाथ चतुर्वेदी
- डॉ. हरिमोहन
- डॉ. अर्जुन तिवारी

P.G .Diploma in Journalism (PGDJ)

SEMESTER - II

Paper - IV

Maximum Marks-75

Minimum Marks -30

PGDJ 10

Public Relations

Unit 1.

Public Relations; Meaning, Concept and Definition, Types of PR, Tools of PR, Principles of Public Relations and its importance, PR and Society.

Unit 2.

Origin and Development of Public Relations, Public Relations System in Different Sectors, Strategic Public Relations and Management, Media Management and Event Management, Publicity and propaganda.

Unit 3.

Organizational set up and Function of PR Department, PRO; Role and Qualities, Corporate image-Identity and techniques, PR Campaign, Feedback.

Unit 4.

Internal PR, programmes and techniques. House Journal, External PR, PR for other external audiences, PR and Marketing ,Role in product promotion.

Unit 5.

Building and maintaining cordial relationships with media, organizing press conference, visits and interviews, writing press releases.PR ethics : ethical, and legal issues, Crisis management.

Assignments & Exercises: As given from time to time.

Syllabus outcome: The student should understand the role of public relations officer and acquire skills needed for it.

Reading list:

- | | |
|------------------------------------|--|
| 1. Public Relations in India | - J.M. Kaul |
| 2. How to be good PRO | - C.V.N. Reddy |
| 3. Public Relation Handbook | - Sam Black |
| 4. Principles of Public Relation | - Cutliff |
| 5. जनसंपर्क : सिद्धांत एवं तकनीक | - डॉ. संजीव भानावत, डॉ. क्षिप्रा माथुर |
| 6. जनसंपर्क : सिद्धांत एवं व्यवहार | - डॉ. सुशील त्रिवेदी, डॉ. शशिकांत शुक्ला |
| 7. जनसम्पर्क | - बलदेव सहाय |
| 8. जनसम्पर्क | - जयश्री जेठवानी |
| 9. जनसम्पर्क | - डी.एस. मेहता |
| 10. जनसम्पर्क | - बलदेव राज गुप्त |

P.G .Diploma in Journalism (PGDJ)

SEMESTER - II

Paper - V

Maximum Marks-75
Minimum Marks -30

PGDJ 11

Advertising

Unit 1.

Advertising; Concept and Definition, Advertising Tools and Practices, History and Development of Advertising, Classification of advertising, Advertising and Marketing, Ad Campaign.

Unit 2.

Understanding the audience, demographic profile, Media creative, coordination with the other media, Media for advertising, media profile, media planning method, selecting and determining the media mix, classification of media, understanding the media coverages (circulation/readership/viewership/listnership etc.).

Unit 3.

Types of media, print electronic, films, outdoors, transit, internal traditional, festive Advertising creativity : Determining the message, copy writing. Script writing for radio commercials. Script for audio & television, spot of film for cinema – creating the advertisements for print media, slogan and signature, scheduling and monitoring control.

Unit-IV

Advertising agency system, types of agencies, history in brief. Structure of an advertising agency, account planning, account executive, creative copy and studio, media productions and servicing administration. Media production, billing and accounts department and their roles, How to select an advertising agency, briefing the agency, Ad agencies in India.

Unit 5.

Advertising Research, Advertising Agencies; An Introduction; Social Responsibilities in advertising; ethics and code of conduct in advertising. Surrogate ads, ad copy writing.

Assignments & Exercises: As given from time to time.

Syllabus outcome: The student should understand basics of advertising and acquire skills needed for it.

Reading list:

1. Advertising
2. Adhunik Vighyan
3. Advertising Principal & Practicas
4. The Creative Connection,
5. Advertising Basics,
6. The craft of copy writing,-
Winters
7. विज्ञापन कला

- Dr. S.S. Kaptan
- Pramchand Pataanjali
- Chunawala
- F. Milton
- Vilanilam J.V.,
- June A Vallards, Arther A.
- एकेश्वर हटवाल

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P.G .Diploma in Journalism (PGDJ)
SEMESTER - II

Paper - VI

Maximum Marks-100
Minimum Marks -40

PGDJ 12 PRACTICAL EXAMINATION

प्रायोगिक परीक्षा
(द्वितीय सेमेस्टर के अंत में)

व्यवहारिक दक्षता एवं कौशल का मूल्यांकन करने के लिए बाह्य परीक्षक एक लिखित परीक्षा आयोजन करेंगे तथा मौखिक परीक्षा भी लेंगे।

