

Programme Matrix

Semester	Course Code	Course Type	Title of the Course (40 characters including space)
I	23MCJMAJ101	Major	Introduction to Media and Communication
	23MCJMAJ102	Major	History of Media
	23MCJMIN101	Minor	Basics of Journalism
	23MCJMDC101	MDC	Community Journalism
	23MCJAE100	AEC	
	23MCJSEC101	SEC	Basic of Communication Skills
	23MCJLOC100	VAC	Desktop Publishing
II	23MCJMAJ103	Major	Introduction to Journalism
	23MCJMAJ104	Major	Media Law and Ethics
	23MCJMIN102	Minor	Basics of Journalism
	23MCJMDC102	MDC	Basics of Media Technologies
	23MCJAE101	AEC	
	23MCJSEC102	SEC	Newspaper Production
	23MCJLOC100	VAC	
III	23MCJMAJ201	Major	News Reporting and Analysis
	23MCJMAJ202	Major	News Processing and Editing
IV	23MCJMAJ203	Major	Multimedia Journalism
	23MCJMAJ204	Major	Introduction to Broadcast Media
	23MCJMAJ205	Major	Introduction to New Media
V	23MCJMAJ301	Major	Advertising
	23MCJMAJ302	Major	Public Relations and Corporate Communication
	23MCJMAJ303	Major	Digital Marketing
VI	23MCJMAJ304	Major	Photography
	23MCJMAJ305	Major	Film Studies
	23MCJMAJ306	Major	Development Communication
VII (Without research)	23MCJMAJ401	Major	Media and Cultural Studies
	23MCJMAJ402	Major	Media, Gender and Human Rights
	23MCJMAJ403	Major	Indian Media and Politics
	23MCJMAJ404	Major	Global Media and Politics
VII (With research)	23MCJMAJ401	Major	Media and Cultural Studies
	23MCJMAJ402	Major	Media, Gender and Human Rights
	23MCJMAJ405	Major	Communication Research and Methods

VIII (Without research)	23MCJMAJ406	Major	Community Media
	23MCJMAJ407	Major	Media Industry and Management
	23MCJMAJ408	Major	Media Entrepreneurship
	23MCJMAJ409	Major	Event Management
VIII (With research)	23MCJMAJ407	Major	Media Industry and Management
	23MCJMAJ410	Major	Dissertation

NEP Framework 2023- Single Major (Mass Communication and Journalism)

Semester	Course Code	Course Type	Title of the Course (40 characters including space)	Credit	Lecture Tutorial Practical (L+T+P)	Total Hours	Total Marks
I	23MCJMAJ101	Major	Introduction to Media communication	4	4+0+0	60	100
	23MCJMAJ102	Major	History of Media	4	4+0+0	60	100
	23MCJMIN101	Minor	Basics of Journalism	4	4+0+0	60	100
	23MCJMDC101	MDC	Community Journalism	3	3+0+0	45	75
	23MCJAE100	AEC		2	2+0+0		50
	23MCJSEC101	SEC	Basic of Communication Skills	3	1+0+2	75	75
	23MCJLOC100	VAC	Desktop Publishing	1			25
	Total				21		270

Semester	Course Code	Course Type	Title of the Course (40 characters including space)	Credit	Lecture Tutorial Practical (L+T+P)	Total Hours	Total Marks
II	23MCJMAJ103	Major	Introduction to Journalism	4	4+0+0	60	100
	23MCJMAJ104	Major	Media Law and Ethics	4	4+0+0	60	100
	23MCJMIN102	Minor	Basics of Journalism	4	4+0+0	60	100
	23MCJMDC102	MDC	Basics of Media Technologies	3	3+0+0	45	75
	23MCJAE101	AEC		2	2+0+0		50
	23MCJSEC102	SEC	Newspaper Production	3	1+0+2	75	75
	23MCJLOC101	VAC		1			25

Semester I

Course Code	23MCJMAJ101
Course Title	Introduction to Media and Communication
Credits	04
Lecture Hours	60
Hours/Week	4
Category	Major Core
Semester	I
Regulation	2023

Course Overview:

This course –

- Introduces students to the fundamental concepts in communication studies.
- Explains the basic communication theories and models.
- Explores media and communication and their effect on society and culture.
- Serves as a foundation for further studies in Mass Communication/Media Studies.

Prerequisites and/or Note(s):

- Basic knowledge of communication.

Course Objectives:

1. To provide basic idea about mainstream media.
2. To identify and understand the involvement of technologies in Communication.
3. To understand the concept of Communication and especially Mass Communication.
4. To discuss the important theories and models of Communication.
5. To illustrate the need and use of media in everyday life.

Course Outcomes (Cos) and Cognitive Level Mapping

At the end of this course, the students will be able to-

COs	Statements	RBT Level
C01	Describe basic idea about mainstream media	R
C02	Illustrate the need and use of media in everyday lifeHHHHHHH	U
C03	Apply the concept of Communication with special emphasis on Mass Communication	A1
C04	Analyze the important theories and models of Communication	A2
C05	Analyze the communication process	A2
C06	Evaluate the usage of different kind of media and technology	E
C07	Integrate the theories and models of communication in everyday life	C

COURSE CONTENT

UNITS	CONTENT	HOURS	COs	REVISED BLOOMS TAXONOMY
UNIT – I	Introduction to Communication: Definition and Meaning of Communication; Types and Forms of Communication; Levels of Communication; Barriers to Communication; Mass Communication-its Characteristics, Functions and Processes.	10	C01 C02 C03 C05	R U A1 A2
UNIT – II	Media in Everyday Life: Media and everyday life in modern society, broadcasting as an institution in everyday life, early radio: the domestication of media technology; television and other forms: audiences and articulations; TV, geography and mobile privatizations; Media and Modernity, Identity, Tradition, and Media, the dynamics and consequences of mediated interactions	10	C01 C02 C03 C05 C06	R U A1 A2 E
Unit III	Communication Theories: Bullet Theory Individual Difference Theory Personal Influence Theory Cognitive Dissonance Theory Agenda Setting Theory Cultivation Theory Uses and Gratification Theory Spiral of Silence Theory Two-Step Flow Theory Narcotic Dysfunction Theory	15	C01 C02 C03 C04 C05 C06	R U A1 A2 E C
Unit IV	Communication Models: Eastern and Western Communication Models Ancient Indian Model Aristotle and Plato's Model Laswell's Model Berlo's Model Shanon and Weaver's Model Schramm and Osgood Model Gerbner's Communication Model	15	C01 C02 C03 C04 C05 C06	R U A1 A2 E C
Unit V	Media and Technology: Brief history, character, and effects of Print, Radio, Television, Films, Mobile Phones, The Internet – Web 1.0 and Web 2.0; Mediated and Non-Mediated Communication, Media, and everyday life in a mediated reality; Technological Determinism; New Media and the transformative nature of the internet, User Generated Content and Reality.	10	C01 C02 C03 C04 C06 C07	R U A1 A2 E

Learning Resources:

McQuail, D. (2000). Mass Communication Theory, London: Sage
 Williams, K. (2003). Understanding Media Theory. United Kingdom: Arnold.
 Kumar, K. J. (2000). Mass Communication in India (4th Edition). India: Jaico Publishing House.
 Mehta, D.S. (2014). Mass Communication and Journalism in India: Allied Publishers Pvt. Ltd.
 Agarwal, V. B. (2001). Handbook of Journalism and Mass Communication: Concept Publishing Company
 Andral, N.(2015). Communication Theories and Models: Himalaya Publication House, New Delhi

Suggested Reading:

Ruffner, M. & Burgoon, M. (1981). Interpersonal Communication. New York: Holt, Rinehart, and Winston
 McLuhan, M. (2016). Understanding Media: The Extensions of Man. New York: CreateSpace Independent Publishing Platform.

Assessment

- i. Formative Assessment: 50 marks as per Assessment & Evaluation Framework Document of Salesian College
- ii. Summative Assessment: 50 marks
 - Four Short Questions to be answered out of eight given from lower order of RBT – (20 Marks)
 - Three Long Questions to be answered out of six set from higher order of RBT – (30 Marks). Summative Assessment Time: 2 Hours for pen and paper test

Course Code	23MCJMAJ102	
Course Title	History of Media	
Credits	04	
Lecture Hours	60	
Hours/Week	4	
Category	Major Core	
Semester	I	
Regulation	2023	
Course Overview: This course – <ul style="list-style-type: none"> • Explains the history of Journalism. • Covers the role of Journalism in the National Freedom Movement. • Aids in understanding the evolution of media. 		
Prerequisites and/or Note(s): <ul style="list-style-type: none"> • Basic knowledge of English language. 		
Course Objectives: <ol style="list-style-type: none"> 1. To tell the history of Indian and International Print media. 2. To understand the role of media during Indian Freedom Movement. 3. To examine the role of media in the post independence era. 4. To evaluate the evolution of media in world and India. 		
Course Outcomes (Cos) and Cognitive Level Mapping At the end of this course, the students will be able to-		
COs	Statements	RBT Level
CO1	Describe the history of Indian and world print media	R
CO2	Discuss the interdependence of media and freedom movement	U
CO3	Compute the contribution of media in the freedom movement	A1
CO4	Analyze the role and effect of media in post independence era	A2
CO5	Evaluate the contribution of media in the freedom movement	E
CO6	Develop the idea of evolution in media	C

COURSE CONTENT

UNITS	CONTENT	HOURS	COs	REVISED BLOOMS TAXONOMY
UNIT – I	History of Print Media Media and Modernity: Print Revolution , Telegraph, Morse Code, History of the Press in India	10	C01 C02 C03 C05	R U A1 E
UNIT – II	National Freedom Movement – I National Freedom Movement, Colonial Period,Gandhi, Nehru and Ambedkar, Tagore as a Journalist	10	C01 C02 C03 C05	R U A1 E
UNIT – III	National Freedom Movement – II Baptist Missionary,Buckingham, Metcalfe,Tilak, Hickey, Raja Rammohun Roy, Aurobindo, Surendranath Banerjee, Statesman, Amrita Bazar Patrika, Hindu Patriot, Derozians, The Hindu	15	C01 C02 C03	R U A1 A2 E
Unit IV	Media in the Post Independence Era Emergency and Post Emergency Era Changing Readership, Print Cultures, Language Press, Media during emergency	10	C01 C02 C03 C04 C05	R U A1 A2 E
Unit V	Evolution of Media Evolution of Radio, Television, Film, Internet Evolution of News Agencies- AFP, Reuters, AP, PTI, UNI, ANI	15	C01 C02 C03 C06	R U A1 A2 E C

Learning Resources:

1. Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today's media; McGraw Hill Publication, 2000.
2. M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: An Introduction to Journalism; Blackwell Publishing, 2006.
3. George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication, 2007
4. Carole Flemming and Emma Hemmingway. An Introduction to Journalism; VistaarPublications, 2006
5. Priyanka Wadhwa. History of Journalism, Murari Lal & Sons, 2007

Assessment

1. Formative Assessment: 50 marks as per Assessment & Evaluation Framework Document of Salesian College
2. Summative Assessment: 50 marks
 - Four Short Questions to be answered out of eight given from lower order of RBT – (20 Marks)
 - Three Long Questions to be answered out of six set from higher order of RBT – (30 Marks). Summative Assessment Time: 2 Hours for pen and paper test

Course Code	23MCJMIN101
Course Title	Basics of Journalism
Credits	04
Lecture Hours	60
Hours/Week	4
Category	Minor Course

Semester	I/II	
Regulation	2023	
Course Overview: This course- <ul style="list-style-type: none"> Introduces the basic concept of news, news selection, production and news worthiness. Aids in the understanding of the principles and styles of news writing. Explores the process of newspaper designing, page makeup, and various forms of print media, including tabloid journalism. 		
Prerequisites and/or Note(s): <ul style="list-style-type: none"> Basic knowledge of English language 		
Course Objectives: <ul style="list-style-type: none"> To introduce students to the basics of journalism. To understand the practice of gathering information and writing news To familiarise the students with the ethics of journalism To enhance the understanding of the technical aspects of Journalism To develop the knowledge of elements and skills of journalism 		
COs	Statements	RBT Level
C01	Describe the aspects of modern journalism	R
C02	Explain the different aspects of journalistic practices	U
C03	Apply the knowledge and practice of gathering information and writing news	A1
C04	Analyze the different types of reporting	A2
C05	Examine different characteristics of journalism	A2
C06	Critique the freedom of press in India	E
C07	Compose the articles of a newspaper	C

COURSE CONTENT

UNITS	CONTENT	HOURS	COs	REVISED BLOOMS TAXONOMY
UNIT – I	Print Journalism- An Introduction Journalism defined, principles of modern journalism; ethics of journalism; the print industry - yesterday, today, and tomorrow; the structure of the print industry; profits and the public interest - the business of newspapers and magazines	10	C01 C02	R U A1
UNIT – II	Understanding News Definition of news; different types of news: hierarchy of news, sources of news; headline writing, Leads – Types of lead, inverted pyramid news writing style with 5 Ws and 1 H.	12	C01 C02 C03 C04	R U A1 A2 E C
Unit III	Reporting and Editing Reporter, the news story, news gathering, reporting beats, press releases, reporting speeches, press conferences, interview, feature: human interest and depth reporting, development reporting, news at the desk, the digital era. The news desk – the editor, news editor, chief sub-editor, sub-editor, the leader writer, the rewrite person, copyeditor, proof-reader, the cartoonist, Page editor, supplement editors	15	C01 C02 C03 C04	R U A1 A2 E C

Unit IV	Designing Newspaper Evolution of newspaper design, publication style, production processes, pre-planning and copy tasting, designing pages, master pages, templates and style-sheets; typography, words in type, using pictures, using colour, publishing ethics	11	C01 C02 C03 C04	R U A1 A2 E
Unit V	Journalism and Journalists Journalism, Journalists, and Society; Responsibilities and Rights of Journalists; Media Houses and Journalists; Journalism of verification; independence from faction, monitoring power and offering voices to the voiceless, journalism as a public forum, making news comprehensive and proportional; journalists and journalism of conscience; rights and privileges of journalists.	12	C01 C02 C03 C04 C05 C06	R U A1 A2 E

Learning Resources:

Kamath, M.V. (2009). The Journalist's Handbook. New Delhi: Vikas Publishing House Pvt. Limited
 Gupta, V. S. (2003). Handbook of Reporting and Communication Skills. India: Concept Publishing Company
 Roy, B. (2004). Modern Student Journalism. India: Pointer Publishers.
 Aggarwal, V.B. (2006) Essentials of Practical Journalism, Concept Publishing Company
 Smith, J. (2007) Essential Reporting, Sage publications

Suggested Reading:

Baker, J. (2021). Essential Journalism: The NCTJ Guide for Trainee Journalists. United Kingdom: Taylor & Francis
 Hasan, S. (2020). Mass Communication: Principles and Concepts. India: CBS Publishers & Distributors.

Assessment

- i. Formative Assessment: 50 marks as per Assessment & Evaluation Framework Document of Salesian College
- ii. Summative Assessment: 50 marks
 - Four Short Questions to be answered out of eight given from lower order of RBT – (20 Marks)
 - Three Long Questions to be answered out of six set from higher order of RBT – (30 Marks). Summative Assessment Time: 2 Hours for pen and paper test.

Course Code	23MCJSEC101
Course Title	Basic Communication Skills
Credits	03
Lecture Hours	75
Hours/Week	4
Category	Skill Enhancement Course
Semester	I
Regulation	2023

Course Overview:

This course –

- Provides basic communication skills, which will help them to gain critical communication life skills.
- Aids in the knowledge of the various designing tools

Prerequisites and/or Note(s):

- Basic knowledge of English language

Course Objectives:

1. To understand the role of verbal and nonverbal communication
2. To improve Communication skills critical to human well-being and progress.
3. To develop basic skills of composition in designing

COs	Statements	Dave's Taxonomy
CO 1	Follow instructions for behavioural change and technological knowledge	I
CO 2	Implement the knowledge of various designing tools and communication skills	M
CO 3	Demonstrate the designing tools and communication skills to another student	P
CO 4	Adaptation of technical knowledge and enhance communication skills	A
CO 5	Create and design a logo and a visiting card	N

COURSE CONTENT

UNITS	CONTENT	HOURS	COs	DAVE'S TAXONOMY
UNIT – I	Non-Verbal Communication Language and nonverbal behaviour as organizers of social systems; behavioural aspects of interactions; organization of Language and nonverbal behaviour; acquisition of communicative behaviour, theoretical approaches to human interaction.	20	C01 C02 C03 C04	I M P A
UNIT – II	Verbal Communication Verbal Arts and their forms – oral and written; the role of the reader/audience/spectator; invention, arrangement, style, memory, and delivery (with examples from news reading, talk show, interview, dialogues, lyrics, recitation).	20	C01 C02 C03 C04	I M P A
Unit III	Typography History of writing and typography; outline of typography – type, typeface; hierarchy using positions, size, weight, colour; type as image, rastering of a type; the rule of threotypefaces; using the right type; invisible typography, rivers of space; using justified type, flush-left, centred, asymmetrical and flush-right type, multicolumn text grid; typographic 'furniture'; margins and gutters and floating in space.	22	C01 C02 C03 C04 C05	I M P A N
Unit IV	Aesthetics of Image (still and moving) Figure/ground, balance, emphasis, proportion, rhythm, unity, motifs, meaning and mood of colour; colour principles, learning from nature; Understanding colour in different media; the concept of RGB and CMYK.	13	C01 C02 C03 C04 C05	I M P A N

Assessment:

Practical Exam:

- i. Formative Assessment: 25 marks as per Assessment & Evaluation Framework Document of Salesian College
 - ii. Summative Assessment: 50 marks
 - PowerPoint presentation
 - Design the following
- (1) A 'replacement' logo for a renowned business firm. For example a 'replacement' logo for TATA
 - (2) Design a visiting card
 - (3) Design a poster for a campaign or an organisation
 - (4) Design a brochure for a service or a product of a company

Course Code	23MCJMDC101	
Course Title	Community Journalism	
Credits	03	
Lecture Hours	45	
Hours/Week	3	
Category	Multi-Disciplinary Course (MDC)	
Semester	I	
Regulation	2023	
Course Overview: This course – <ul style="list-style-type: none"> • Aims to equip students with the knowledge and skills necessary to engage in Community journalism effectively • Develops a sense of community and fellow feeling. • Creates an understanding of the role of media in highlighting the local issues 		
Prerequisites and/or Note(s): <ul style="list-style-type: none"> • Basic understanding of community, identity, and belonging 		
Course Objectives: <ol style="list-style-type: none"> 1. Understanding the role of media for community development 2. Construct various strategies for engaging with various stakeholders including community leaders, residents and organizations. 3. Explore the use of digital platforms to distribute news and foster community interactions 4. Aids in understanding the role and importance of traditional media for development. 		
Course Outcomes (COs) and Cognitive Level Mapping At the end of this course, the students will be able to-		
COs	Statements	RBT Level
C01	Draw an understanding of the role and significance of community journalism in providing hyper-local news	R
C02	Explain the use of alternative media in highlighting community issues	U
C03	Identify the role of media in community development	A1
C04	Analyze different types of alternative media and their roles in the society	A2
C05	Evaluate the prospects of Alternative media	E
C06	Develop a program for alternative media, applicable in the region of North Bengal	C

COURSE CONTENT

UNITS	CONTENT	HOURS	COs	REVISED BLOOMS TAXONOMY
UNIT – I	Basic Concepts Community: its concept and significance; Community as Place; Community as Identity/Belonging; Community as an Ideology; Demographics, changing nature of community, communities of interest, virtual communities.	8	C01 C02 C03	R U A1
UNIT – II	Origin And Development Community Journalism: Origin and Development, concerns of community journalism (women, gender, economy, social, environmental, health, and nutrition, etc.); development support communication, skills of community journalists.	10	C01 C02 C03 C04	R U A1 A2 E
UNIT– III	Community Media as Alternative Media Concept, need, and origin; types of alternative media; alternative media vis-à-vis mainstream media	8	C01 C02 C03 C04	R U A1 A2 E
UNIT–V	Community Media Space Alternative Print Media – strengths, weakness, prospects, examples; Alternative audio-visual media – strengths, weakness, prospects, examples; Alternative Radio – strengths, weakness, prospects, examples with particular focus on community radio	10	C01 C02 C03 C04	R U A1 A2 E
UNIT–V	Traditional Media Meaning, the importance of traditional media in Communication, different forms of traditional media, and types of traditional media in North Bengal.	9	C01 C02 C03 C04 C05	R U A1 A2 E C

Learning Resources:

Atton, C. *Alternative Journalism*, Sage Publications

Suggested Reading:

Lauterer, J. (2009). *Community Journalism: Relentlessly Local*. United States: University of North Carolina Press.
 Abernathy, P. M. (2014). *Saving Community Journalism: The Path to Profitability*. United States: University of North Carolina Press.
 Pavarala, V. & Malik, K. K. (2007). *Other Voices: The Struggle for Community Radio in India*. India: SAGE Publications.
 Udupa, S. (2015). *Making News in Global India: Media, Publics, and Politics*. United Kingdom: Cambridge University Press.
 Malik, K. K, &Pavarala, V. (2020). *Community Radio in South Asia: Reclaiming the Airwaves*. United States: Taylor & Francis.

Assessment

- i. Formative Assessment: 50 marks as per Assessment & Evaluation Framework Document of Salesian College
- ii. Summative Assessment: 50 marks
 - Four Short Questions to be answered out of eight given from lower order of RBT – (20 Marks)
 - Three Long Questions to be answered out of six set from higher order of RBT – (30 Marks). Summative Assessment Time: 2 Hours for pen and paper test

SEMESTER-II

Course Code	23MCJMAJ103
Course Title	Introduction to Journalism
Credits	04
Lecture Hours	60
Hours/Week	04
Category	Major Course
Semester	II
Regulation	2023

Course Overview:

This course –

- Introduces students to the basic principles and practices of Journalism.
- Instructs on the news media's vital role in democracy.
- Develops an understanding of news production, dissemination, and presentation.

Prerequisites and/or Note(s):

- An understanding of the role of newspaper journalism
- An understanding of the crucial role of journalism in a democracy

Course Objectives:

- To interpret basic concepts of journalism, its functions, principles, and ethics.
- To compile news writing in different styles
- To analyze the role of journalism in a democracy
- To evaluate the role of newspaper journalism in society

Course Outcomes (COs) and Cognitive Level Mapping

At the end of this course, the students will be able to-

COs	Statements	RBT Level
CO1	Define news and its elements	R
CO2	Discuss the evolution of print journalism	U
CO3	Classify different types of journalism	A1
CO4	Analyse the language and structure of news	A2
CO5	Examine the technical terms and jargons of journalism used in different media platforms	E
CO6	Develop an understanding about the role of media in democracy	C

COURSE CONTENT

UNITS	CONTENT	HOURS	COs	REVISED BLOOMS TAXONOMY
UNIT – I	Understanding News News: meaning, definition, elements, nature, the news process: from the event to the reader (how news is carried from the event to the reader); hard news vs. soft news; basic components of a news story – attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, by-line.	10	CO1 CO2 CO3 CO4 CO5	R U A1 A2 E

UNIT – II	Different Forms of Print-A Historical Perspective The Print Revolution in Context; The media and the Public Sphere in Early Modern Europe, From Steam to Electricity; Processes and Patterns, Yellow Journalism, Penny press, tabloid press; Information, Education, Entertainment, Convergence, Multimedia	15	C01 C02 C03 C04 C05	R U A1 A2 E
UNIT– III	Understanding the Structure and Construction of News Organizing a news story,5W's and 1H, Inverted pyramid; Criteria for newsworthiness, principles of news selection, use of archives, sources of news/news beats, the internet and its role in transforming journalism, Balancing the news.	15	C01 C02 C03 C04 C05	R U A1 A2 E
UNIT–IV	Different media platform – an introduction Language and principles of news writing and presentation: print and electronic media, and new media, convergence journalism, mobile journalism (MOJO), alternative journalism.	10	C01 C02 C03 C04 C05	R U A1 A2 E
UNIT–V	Role of Media in a Democracy Responsibility to Society, Press and Democracy, Corporatization of the news media: Challenges to press freedom	10	C02 C03 C05 C06	R U A1 A2 E C

Learning Resources:

1. Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today's media; McGraw Hill Publication, 2000.
2. M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: Page 7 of 53 An Introduction to Journalism; Blackwell Publishing, 2006.
3. George Rodmann. Mass Media in a Changing World; McGraw Hill Publication, 2007.
4. Carole Flemming and Emma Hemmingway. An Introduction to Journalism; Vistaar Publications, 2006.
5. Richard Keeble. The Newspaper's Handbook; Routledge Publication, 2006

Assessment

- i. Formative Assessment: 50 marks as per Assessment & Evaluation Framework Document of Salesian College
- ii. Summative Assessment: 50 marks
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 - Three Long Questions to be answered out of six set from higher order of RBT – (30 Marks). Summative Assessment Time: 2 Hours for pen and paper test

Course Code	23MCJMAJ104
Course Title	Media Law and Ethics
Credits	04
Lecture Hours	60
Hours/Week	04
Category	Major Course
Semester	II
Regulation	2023

Course Overview:

This course –

1. Explores ethical dilemmas and considerations that arise in the practice of journalism
2. Aids in understanding the ethical responsibilities associated with journalism
3. Develops critical understanding about the role of media in democracy

Prerequisites and/or Note(s): <ul style="list-style-type: none"> Basic knowledge of civic studies 				
Course Objectives: <ol style="list-style-type: none"> To familiarize the students with the fundamentals of press laws and media related laws. To provide an understanding of knowledge of the Indian constitution. To analyze the codes of ethics of various regulatory bodies in the field of print, advertising, and broadcast. To inculcate the knowledge of the socio-cultural issues and the representation of the marginalized section of the society in media. 				
Course Outcomes (COs) and Cognitive Level Mapping At the end of this course, the students will be able to-				
COs	Statements			RBT Level
CO1	Describe the ethical framework of Mass media			R
CO2	Discuss the various media laws			U
CO3	Apply the knowledge of media laws and ethics to examine case study			A1
CO4	Examine the laws related to representation of gender in media			A2
CO5	Evaluate the media reportage of marginalized sections			E
CO6	Develop the knowledge of socio-cultural issues and representation of the marginalized section of the society in media			C
COURSE CONTENT				
UNITS	CONTENT	HOURS	COs	REVISED BLOOMS TAXONOMY
UNIT – I	Ethical Framework and Media practice Freedom of expression (Article 19(1)(a) and Article 19(1)2) Freedom of expression and defamation- Libel and slander Issues of privacy and Surveillance in Society Right to Information Idea of Fair Trial/Trial by Media Parliamentary Privilege Contempt of Court Intellectual Property Rights Media ethics and cultural dependence	10	CO1 CO2 CO3	R U A1 A2 E
UNIT – II	Media (Reporting) Technology and Ethical Parameters Live reporting and ethics Legality and Ethicality of Sting Operations, Phone Tapping etc Ethical issues in Social media (IT Act 2000, Sec 66 A and the verdict of The supreme court) Discussion of Important cases-eg- Operation Westend Some Related laws- Relevant sections of Broadcast Bill, NBA guidelines	15	CO1 CO2 CO3 CO5	R U A1 A2 E C
UNIT– III	Representation and ethics Advertisement and Women Pornography Related Laws and case studies- Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Act, 2013, Sec 67 of IT Act 2000 and 292 IPC etc Objectionable Advertisements, Drugs Magic Remedies Intermediary Guidelines and Digital Media Ethics Code	15	CO1 CO2 CO3 CO4 CO5 CO6	R U A1 A2 E C

UNIT-IV	Media and Regulation Regulatory bodies, Codes and Ethical – ASCI, TRAI, RNI Guidelines Self Regulation Media Content- Debates on morality and Accountability: Taste, Culture and Taboo Censorship and media debates	10	C01 C02 C03 C04 C05 C06	R U A1 A2 E C
UNIT-V	Media and Social Responsibility Economic Pressures Media reportage of marginalized sections- children, dalits, tribals, Gender Media coverage of violence and related laws - inflammatory writing (IPC 353), Sedition incitement to violence, hate Speech. Relevant Case Studies – Muzaffarpur Riots, Attack on civil liberties of individuals and social activists	10	C01 C02 C03 C04 C05 C06	R U A1 A2 E C

Learning Resources:

1. Thakurta, ParanjyGuha, Media Ethics, Oxford University Press, 2009
2. Barrie mc Donald and Michel Petheran Media Ethics, mansell, 1998.
3. Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press, ., 2011
4. VikramRaghvan, Communication Law in India, Lexis Nexis Publication, 2007.
5. IyerVekat, Mass Media Laws and Regulations in India- Published by AMIC, 2000.
6. William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity.
7. RaminderKaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
8. Linda Williams, Hard Core: Power, Pleasure, and the “Frenzy of the Visible”

Assessment

- i. Formative Assessment: 50 marks as per Assessment & Evaluation Framework Document of Salesian College
- ii. Summative Assessment: 50 marks
 - Four Short Questions to be answered out of eight given from lower order of RBT – (20 Marks)
 - Three Long Questions to be answered out of six set from higher order of RBT – (30 Marks). Summative Assessment Time: 2 Hours for pen and paper test

Course Code	23MCJSEC102
Course Title	Newspaper Production
Credits	03
Lecture Hours	75
Hours/Week	4
Category	Skill Enhancement Course
Semester	II
Regulation	2023

Course Overview:

This course –
Has been designed for students to get a theoretical understanding and practical training in producing an in-house newspaper.

Prerequisites and/or Note(s):

- Basic knowledge of report writing
- Basic computer knowledge

Course Objectives:

1. To define various elements of a newspaper
2. To understand basics of the various newspaper formats and design
3. To implement various technological process involved in the production of a newspaper
4. To produce a newspaper

Course Outcomes (COs) and Cognitive Level Mapping
At the end of this course, the students will be able to-

COs	Statement	Dave's Taxonomy
CO1	Follow the instructor to create a newspaper layout	I
CO2	Execute the knowledge of newspaper designing	M
CO3	Demonstrate the various aspects of newspaper designing and photo editing	P
CO4	Formulate layout design of a dummy newspaper	A
CO5	Create a four page dummy newspaper comprising of an Op- Ed and six reports	N

COURSE CONTENT

UNITS	CONTENT	HOURS	COs	DAVE'S TAXONOMY
UNIT – I	Newspaper Designing Terminology Dateline, credit line, print line, editorial and Op-Ed page, columns, cartoons, jumpy copies, marriage of copies; Types of headlines – Stepped, tombstone, flush left, centered, pyramid, reverse pyramid, waist, reverse waist.	12	CO 1 CO 2 CO 3	I M P
Unit II	Principles of Newspaper Designing I Designing, different types of newspaper layouts, eye movement, The Z Pattern - Measuring in Design, Determining Type Readability, Marking up Reporter's Copy, Determining Copy Depth, Using a Copy Log, Determining Headline Size, Determining Headline Depth, Scaling Artwork, Dummying with Symbols	18	CO 1 CO 2 CO 3 CO 4	I M P A
Unit III	Principles of Newspaper Designing II Horizontal Page Design, the Quadrant Page Design, the Modular Page Design, the Single Theme Page, the Editorial Page, the Sports Page, the Single-Page Feature, the Photo Features Page, Dealing with Ads, and Introduction to Adobe InDesign	15	CO 1 CO 2 CO 3 CO 4 CO 5	I M P A N
Unit IV	Photo Editing Photo Editing -The Single Image and the Photo-story - The paradox of the photo-story, word, image, caption writing, photographs in newspapers. The Production process - the photo-story, the equipment, the fieldwork, return to the editorial desk, editing and final touch-offs, and the photo desk; Introduction to Adobe Photoshop	15	CO 1 CO 2 CO 3 CO 4 CO 5	I M P A N
Unit V	Designing and Production Design and produce a 4-page newspaper comprising of an Op-Ed page. Include six news reports from the following news beats: a. Political Reporting b. Entertainment Reporting c. Education Reporting d. Health Reporting e. Sports Reporting f. Human Interest Reporting	15	CO 1 CO 2 CO 3 CO 4 CO 5	I M P A N

Learning Resources:

Kamath, M.V. (2009). *The Journalist's Handbook*. New Delhi: Vikas Publishing House Pvt. Limited
 Gupta, V. S. (2003). *Handbook of Reporting and Communication Skills*. India: Concept Publishing Company
 Roy, B. (2004). *Modern Student Journalism*. India: Pointer Publishers.
 Aggarwal, V.B. (2006) *Essentials of Practical Journalism*, Concept Publishing Company
 Smith, J. (2007) *Essential Reporting*, Sage publications

Suggested Reading:

Baker, J. (2021). *Essential Journalism: The NCTJ Guide for Trainee Journalists*. United Kingdom: Taylor & Francis
 Hasan, S. (2020). *Mass Communication: Principles and Concepts*. India: CBS Publishers & Distributors.
 Horst, M., Viet, K. (2017). *Journalism Basics: An Introduction to Print Journalism*. Poland: CreateSpace Independent Publishing Platform
 Saltz, I. (2019). *Typography Essentials Revised and Updated: 100 Design Principles for Working with Type*. United States: Rockport Publishers.

Assessment:**Practical Exam:**

- i. Formative Assessment: 25 marks as per Assessment & Evaluation Framework Document of Salesian College
- ii. Summative Assessment: 50 marks
 - Design the following:
 - Design a Tabloid newspaper
 - Design a Cover page of a magazine

Course Code	23 MCJMDC102	
Course Title	Basics of Media Technologies	
Credits	03	
Lecture Hours	45	
Hours/Week	3	
Category	Multi-Disciplinary Course (MDC)	
Semester	II	
Regulation	2023	
Course Overview: This course –		
<ul style="list-style-type: none"> • Introduces students to the fundamental concepts in communication studies, • Explains the basic communication theories and models. • Explores media and communication and their effect on society and culture • Serves as a foundation for further studies in Mass Communication/Media Studies. 		
Prerequisites and/or Note(s):		
<ul style="list-style-type: none"> • Basic understanding of technological progress made in the field of Media and Communication 		
Course Objectives:		
<ol style="list-style-type: none"> 1. To provide basic idea about mainstream media 2. To identify and understand the involvement of technologies in Communication 3. To understand the concept of Communication and especially Mass Communication 4. To discuss the important theories and models of Communication 5. To illustrate the need and use of media in everyday life 		
Course Outcomes (COs) and Cognitive Level Mapping At the end of this course, the students will be able to-		
COs	Statement	RBT Level
CO1	Identify different types of media technologies used in Journalism.	R
CO2	Discuss the different types of media technologies.	U

C03	Apply the knowledge of media technologies to examine its evolution and growth.	A1
C04	Analyze the convergence of media technologies.	A2
C05	Evaluate the evolution of media and its impact on the society.	E
C06	Develop the understanding of media convergence and its influence on the society.	C

COURSE CONTENT

UNITS	CONTENT	HOURS	COs	REVISED BLOOMS TAXONOMY
UNIT – I	Print Technologies Evolution of Print Media, Invention of the Printing Press, Gutenberg Printing Press, Digital Printing, Large Format, Screen Printing; Newspapers and Magazines; modern Printing Processes, DTP (Desktop Publishing)	10	C01 C02 C03 C05	R U A1 E
UNIT – II	Audio Technologies Emergence of Radio, Radio Technology, Types and Functions, AM, FM, Shortwave, Medium wave, Longwave, Satellite, e-radio; Radio Broadcasting, Podcast, Studio Console, Basics of Sound, Types of sound-sync, Non-Sync, Natural sound, Ambience Sound; Introduction to microphones. Characteristics of Radio as a medium; Radio Broadcast Formats (Programmes).	8	C01 C02 C03 C05	R U A1 E
UNIT – III	Audio Visual Technologies Introduction to audio fundamentals and acquisition technologies, video fundamentals and acquisition technologies, live program production, display technology; Video Streaming; Platform independent Audio; Characteristics of TV, Films, OTT as audio visual mediums	8	C01 C02 C03 C05	R U A1 E
UNIT – IV	Convergence Media Technologies The emergence of convergence, why and how convergence is emerging, convergent journalism and multi-media storytelling, case studies of convergence, technology, and convergence; the smart newsroom: convergence and the future of journalism.	10	C01 C02 C03 C04 C05 C06	R U A1 A2 E C
UNIT – V	Mobile Journalism Mobile Journalism Screen sizes & responsive web, Information multi-media and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative, interactive users vs linear narratives, elements of an interactive writer	9	C01 C02 C03 C04 C05 C06	R U A1 A2 E C

Learning Resources:

Kamath, M.V. (2009). The Journalist's Handbook. New Delhi: Vikas Publishing House Pvt. Limited
 Gupta, V. S. (2003). Handbook of Reporting and Communication Skills. India: Concept Publishing Company
 Roy, B. (2004). Modern Student Journalism. India: Pointer Publishers.
 Aggarwal, V.B. (2006) Essentials of Practical Journalism, Concept Publishing Company
 Smith, J. (2007) Essential Reporting, Sage publications

Suggested Readings:

Boczkowski, Pablo J. (2014), and Kirsten A. (2014). Technologies. Essays on Communication, Materiality, and Society. Massachusetts, London: MIT Press Cambridge
 Hemchand Pant (2019) Writing For Audio-Visual Media (For Bachelor In Journalism And Mass Communication),
 Stanley R. Alten (1981) Audio in Media,
 Bruce Block (2001) The Visual Story: Creating the Visual Structure of Film, TV and Digital Media,
 John V. Pavlik and Shawn McIntosh (2018) Converging Media

Assessment

- i. Formative Assessment: 50 marks as per Assessment & Evaluation Framework Document of Salesian College
- ii. Summative Assessment: 50 marks
 - Four Short Questions to be answered out of eight given from lower order of RBT – (20 Marks)
 - Three Long Questions to be answered out of six set from higher order of RBT – (30 Marks). Summative Assessment Time: 2 Hours for pen and paper test

Course Code	23MCJLOC100
Course Title	Desktop Publishing
Credits	1
Lecture Hours	30
Sessions	15
Hours/Week	2
Category	Value Added Course (VAC-1)
Semester	I
Regulation	2023
Course Overview: This course – <ul style="list-style-type: none">• Introduces students to the fundamental concepts in Desktop Publishing,• Explains the basic of software used in desktop publishing like Adobe Indesign, Adobe Photoshop, Microsoft Word.• Explores basics of graphics and Layout designing.	
Prerequisites and/or Note(s): <ul style="list-style-type: none">• Basic understanding of technological progress made in the field of Media and Communication	
Course Objectives: The course is designed to help learners to: <ul style="list-style-type: none">• Understand the concept and industry of desktop publishing.• Develop essential skills and knowledge on how to use the essential software.• Create an design professional print productions.• Nurture a creative mindset essential to design.• Familiarize the learners about the latest computing technologies required in the field.	
Course Outcomes: The course is designed to help learners to: <ol style="list-style-type: none">1. Critically examine various newspaper and magazine formats, print production materials.2. Learn and demonstrate and create using different industry standard software.3. Understand basics of desktop publishing and develop their own designing aesthetic.4. Apply different theories and elements to while designing.5. Create meaningful industry standard print publications and showcasing them online.	

COURSE CONTENT

SESSION	CONTENT	HOURS
1	Introductory session about the course and the tools to be used Students will be asked about any experiences in design during their school tenure like use of Microsoft Word and Corel Draw.	2
2	Introduction to MS Word Access to MS Word, basic structure and workspace of MS Word and how to create, manage and save a document in different formats. Students will be asked to write an essay or report using MS Word.	2

3	<p>Toolbars and tabs in MS Word</p> <p>Learn and use different toolbars and tabs using MS Word to design a Word document. Students will be asked to create an invoice or requisition letter in MS word using different tools.</p>	2
4	<p>Incorporate and format graphic elements in MS Word</p> <p>Use graphics elements inside MS word. Students will be asked to create a CV using MS word.</p>	2
5	<p>Introduction to designing and layout using Adobe Indesign- I</p> <p>Students will be introduced to the basic concepts of designing and layout. They will be introduced to the workspace of Adobe Indesign.</p>	2
6	<p>Introduction to designing and layout using Adobe Indesign - II</p> <p>Students will be exposed to the different tools of Adobe Indesign which will help them to set up a new document, create, manage and save and export a new document. Students will be asked to create a document with text materials in Indesign</p>	2
7	<p>Typography and colour in Adobe Indesign</p> <p>Learn to use different methods of font manipulation and designing. Students will be asked to create a classified advertisement using adobe Indesign.</p>	2
8	<p>Pages, Layers, Columns, Margins in Adobe Indesign</p> <p>Learn to use Indesign for designing and creating a poster. Students will be asked to design a flyer</p>	2
9	<p>Creating complex graphics and text combinations in Adobe Indesign</p> <p>Exposed to different methods of manipulation for creative designing. Students will be asked to create a logo for a company.</p>	2
10	<p>Introduction to Adobe Photoshop for Photo editing and graphics design</p> <p>Students will be demonstrated how to do Basic photo editing (colour correction and cropping). Students will be asked to retouch a photo using Adobe Photoshop</p>	2
11	<p>Canvas, Tools, Selection in Adobe Photoshop - I</p> <p>Learn to use different tools of Photoshop. Students will be asked to create a social media post using Adobe Photoshop</p>	2
12	<p>Canvas, Tools, Selection in Adobe Photoshop - II</p> <p>Implement different tools of Photoshop to create a brochure.</p>	2
13	<p>Photo Manipulation through layering in Adobe Photoshop</p> <p>Learn to create a multi layered image canvas using Adobe Photoshop. Students will be asked to create a multi layered single image using Adobe Photoshop</p>	2
14	<p>Principles of Newsletter designing</p> <p>Learn to design a layout of a newsletter.</p>	2
15	<p>Newsletter production</p> <p>Learn to create a newsletter. Students will be asked to design a newsletter</p>	2

Assessment:

Formative Assessment: 10 internal +5 attendances.

Summative Assessment: 30 mark