



CIRCULAR:-

Attention of all the Principals of the Affiliated Colleges, Directors of the Recognized Institutions and the Head, University Departments is invited to this office Circular No. AAMS_UGS/ICC/2023-24/23 dated 08th September, 2023 relating to the NEP UG & PG Syllabus.

They are hereby informed that the recommendations made by the **Board of Studies in M.A.(Public Relation)** at its meeting held on 09th August, 2024 and subsequently passed by the Board of Deans at its meeting held on 23rd October, 2024 vide item No. 8.6 (N) have been accepted by the Hon'ble Vice Chancellor as per the powers confirmed upon him under section 12 (7) of the Maharashtra Public Universities Act, 2016 and that in accordance therewith syllabus for **M.A.(Public Relation) Sem – III & IV** is introduced as per appendix (NEP 2020) with effect from the academic year 2024-25.

(The Circular is available on the University's website www.mu.ac.in).

MUMBAI – 400 032
23rd January, 2025


(Dr. Prasad Karande)
REGISTRAR

To

All the Principals of the Affiliated Colleges, Directors of the Recognized Institutions and the Head, University Departments.

BOD 8.6 (N) 23/10/2024

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans,
- 2) The Dean, Faculty of Interdisciplinary Studies,
- 3) The Chairman, **Board of Studies in M.A.(Public Relation)**
- 4) The Director, Board of Examinations and Evaluation,
- 5) The Director, Department of Students Development,
- 6) The Director, Department of Information & Communication Technology,
- 7) The Director, Centre for Distance and Online Education (CDOE) Vidyanagari,
- 8) The Deputy Registrar, Admission, Enrolment, Eligibility & Migration Department.(AEM),

Copy forwarded for information and necessary action to :-	
1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), dr@eligi.mu.ac.in
2	The Deputy Registrar, Result unit, Vidyanagari drresults@exam.mu.ac.in
3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari dr.verification@mu.ac.in
4	The Deputy Registrar, Appointment Unit, Vidyanagari dr.appointment@exam.mu.ac.in
5	The Deputy Registrar, CAP Unit, Vidyanagari cap.exam@mu.ac.in
6	The Deputy Registrar, College Affiliations & Development Department (CAD), deputyregistrar.uni@gmail.com
7	The Deputy Registrar, PRO, Fort, (Publication Section), Pro@mu.ac.in
8	The Deputy Registrar, Executive Authorities Section (EA) eau120@fort.mu.ac.in He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
9	The Deputy Registrar, Research Administration & Promotion Cell (RAPC), rapc@mu.ac.in
10	The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA) dy.registrar.tau.fort.mu.ac.in ar.tau@fort.mu.ac.in
11	The Deputy Registrar, College Teachers Approval Unit (CTA), concolsection@gmail.com
12	The Deputy Registrars, Finance & Accounts Section, fort draccounts@fort.mu.ac.in
13	The Deputy Registrar, Election Section, Fort drelection@election.mu.ac.in
14	The Assistant Registrar, Administrative Sub-Campus Thane, thanesubcampus@mu.ac.in
15	The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan, ar.seask@mu.ac.in
16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, ratnagirisubcentar@gmail.com
17	The Director, Centre for Distance and Online Education (CDOE), Vidyanagari, director@idol.mu.ac.in
18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha pinkumanno@gmail.com
19	Director, Department of Lifelong Learning and Extension (DLLE), dlleuniversityofmumbai@gmail.com

Copy for information :-	
1	P.A to Hon'ble Vice-Chancellor, vice-chancellor@mu.ac.in
2	P.A to Pro-Vice-Chancellor pvc@fort.mu.ac.in
3	P.A to Registrar, registrar@fort.mu.ac.in
4	P.A to all Deans of all Faculties
5	P.A to Finance & Account Officers, (F & A.O), camu@accounts.mu.ac.in

To,

1	The Chairman, Board of Deans pvc@fort.mu.ac.in
2	Faculty of Humanities, Dean 1. Prof.Anil Singh Dranilsingh129@gmail.com Associate Dean 2. Dr.Suchitra Naik Naiksuchitra27@gmail.com 3.Prof.Manisha Karne mkarne@economics.mu.ac.in Faculty of Commerce & Management, Dean 1. Dr.Kavita Laghate kavitalaghate@jbims.mu.ac.in Associate Dean 2. Dr.Ravikant Balkrishna Sangurde Ravikant.s.@somaiya.edu 3. Prin.Kishori Bhagat kishoribhagat@rediffmail.com

	Faculty of Science & Technology Dean 1. Prof. Shivram Garje ssgarje@chem.mu.ac.in Associate Dean 2. Dr. Madhav R. Rajwade Madhavr64@gmail.com 3. Prin. Deven Shah sir.deven@gmail.com
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3	Chairman, Board of Studies,
4	The Director, Board of Examinations and Evaluation, dboee@exam.mu.ac.in
5	The Director, Board of Students Development, dsd@mu.ac.in DSW directr@dsw.mu.ac.in
6	The Director, Department of Information & Communication Technology, director.dict@mu.ac.in

As Per NEP 2020

University of Mumbai



Title of the P.G. Program

M.A. (Public Relations)

Syllabus for

Semester – Sem.- III & IV

**Ref: GR dated 16th May, 2023 for Credit Structure of
PG**

(With effect from the academic year 2024-25)



(As per NEP 2020)

Sr. No.	Heading	Particulars
1	Title of program O: _____	M.A. (Public Relations)
2	Scheme of Examination R: _____	NEP 50% Internal 50% External, Semester End Examination Individual Passing in Internal and External Examination
3	Standards of Passing R: _____	40%
4	Credit Structure R: IMP-70A R: IMP-70B	Attached herewith
5	Semesters	Sem. III & IV
6	Program Academic Level	6.5
7	Pattern	Semester
8	Status	New/Revised
9	To be implemented from Academic Year	2024-25

Sign of the BOS Chairman
Name of the Chairman
BOS in

Sign of the
Offg. Associate Dean
Name of the Associate
Dean
Faculty of

Sign of the
Offg. Dean
Name of the Dean
Faculty of

Preamble

1) Introduction

In the contemporary global environment, characterized by interconnectivity and rapid change, the function of public relations (PR) has evolved beyond conventional limits, establishing itself as a fundamental element of strategic communication, reputation management, and stakeholder engagement. The PR PG Diploma and Master's Program aims to provide aspiring professionals with in-depth knowledge, innovative competencies, and ethical frameworks necessary for leadership in the advancing domain of public relations. This program aspires to integrate theoretical insights with practical application, delivering a thorough comprehension of how communication influences perceptions, cultivates relationships, and generates societal impact. Through a combination of rigorous academic study and practical experiences, students will acquire the skills to tackle intricate communication challenges and devise inventive solutions.

A key focus of the program is the promotion of critical thinking, cultural awareness, and flexibility. Graduates will emerge as proficient communicators and strategic leaders, equipped to engage with diverse audiences, manage crises effectively, and contribute significantly to organizational objectives and public dialogue.

2) Aims and Objectives

PO1 : Acquire theoretical understanding of the various phenomena arising out of content creation and dissemination across communication, journalism, media technologies and audiences.

PO2 : Critically evaluate, in terms of the ethics and aesthetics, the range of activities involving creators to users/consumers of content.

PO3 : Explore and understand the economics of content creation and dissemination across media technologies and audiences.

PO4 : Take a review of research of the various phenomena involving content creation and dissemination.

PO5 : Explore, understand and acquire knowledge and skill in the range of activities involving communication, media and strategic communication.

PO6 : Apply the knowledge and skill in the creation and dissemination of content across media technologies and audiences.

3) Learning Outcomes

- a) Understand and apply foundational and advanced theories of communication and public relations in professional practice.
- b) Analyze and integrate interdisciplinary concepts to address complex communication challenges.
 - c) Conduct advanced qualitative and quantitative research to inform decision-making in public relations.
- d) Utilize data analytics and audience insights to craft evidence-based strategies and messages.
- e) Think critically to solve complex problems and adapt strategies to dynamic communication environments.

4) Any other point (if any)

- I) Internal assessment (Total Marks 50):** Presentation, Class Test, Class Activities, Field based assignments, Overall classroom conduct and performance etc.

Question Paper Pattern:

Total Marks 50 :

1) Question No. 1 is compulsory (10 marks.)

2) Attempt any five more questions from Questions 02 to Question 10. Each question carries 08 marks.

1)- A :

OR

1)- B :

2)

3)

4)

5)

6)

7)

8)

9)

10) Write short notes on ANY TWO.

ii) Credit Structure of the Program (Sem III & IV)

M.A. (PUBLIC RELATIONS)

R: IMP - 70A									
Year (2 Yr PG) MA(PR)	Level	Major		RM	OJT / FP	RP	Cum.Cr.	Degree	
		Mandatory*	Electives (Any one)						
Sem-III	6.5	Course 1: International Public Relations (Credits 4) Course 2: Leadership Communication (Credits4) Course 3: Media Laws and Ethics (Credits 4) Course 4: Data Analytics (Credits 2)	Course 1 : Cinema Studies (Credits 4) OR Course 2 : Media and Culture (Credits 4)	Quantitative and Qualitative Research Approaches (4 Credits)	-	4	22		
R: IMP - 70A									
Sem-IV	6.5	Course 1 : Corporate Communication (Credits 4) Course 2 : Media Criticism (Credits4) Course 3 : Digital Diplomacy (Credits 4)	Course 1 : Storyboarding and Storytelling (Credits 4) OR Course 2 : Decolonising Media and Communication Practices (Credits 4)	-	-	Dissert ation (6 Credits)	22		
Cum. Cr. For PG Diploma		28	8	4	4	--	44		
Exit option : PG Diploma (44 Credits) after Three Year UG Degree									

Sem III

COURSE I

International Public Relations

This course provides an overview of public relations practices in an international context, exploring the strategic role of public relations in global organizations, the influence of cultural differences, and the impact of international media. It covers theories, strategies, and practical approaches to managing public relations across diverse cultural and geographic landscapes.

Total Credits	2	
Semester	3	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	To understand the fundamental principles and practices of international public relations.	
Course Outcome 2	To explore the cultural, economic, and political factors influencing public relations globally.	
Course Outcome 3	To develop skills in creating and implementing international public relations campaigns.	
Course Outcome 4	To analyze case studies of successful and unsuccessful international public relations efforts.	
Course Outcome 5	To examine ethical issues and best practices in international public relations.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to International Public Relations	Definition and scope of international public relations, Historical development of international PR, The role of public relations in global organizations	<i>Global Public Relations: Spanning Borders, Spanning Cultures</i> by Alan R. Freitag and Ashli Quesinberry Stokes
Cultural Influences on Public Relations	Understanding cultural diversity, Cross-cultural communication in public relations, Adapting PR strategies to different cultural contexts	<i>International Public Relations: A Comparative Analysis</i> by Hugh M. Culbertson and Ni

Global Public Relations Campaigns	Planning and executing international PR campaigns, Case studies of successful global PR campaigns, Challenges in managing international campaigns	Chen
Media Relations in an International Context	Global media landscape, Building relationships with international media, Media strategies for international PR	<i>The Global Public Relations Handbook: Theory, Research, and Practice</i> edited by Krishnamurthy Sriramesh and Dejan Vercic
Glocalization in Public Relations	Definition and significance, Strategies for glocal PR campaigns, Case studies demonstrating glocalization in action	<i>Public Relations in Global Cultural Contexts: Multi-Paradigmatic Perspectives</i> edited by Nilanjana Bardhan and C. Kay Weaver
Crisis Communication in a Global Environment	Managing international crises, Case studies of international crisis communication, Best practices for global crisis management	Freitag, A.R., & Stokes, A.Q. (2009). <i>Global public relations: Spanning borders, spanning cultures</i> . Routledge
Corporate Social Responsibility (CSR)	The role of CSR in international PR, Global CSR initiatives and their impact, Communicating CSR efforts internationally	Molleda, J., & Kochhar, S. (2019). <i>Global and Multicultural Public Relations</i> . Wiley-Blackwell
Digital and Social Media in International PR	The role of digital media in global PR, Social media strategies for international audiences, Case studies of digital international PR campaigns	Kunczik, M. (1997). <i>Images of nations and international public relations</i> . Lawrence Erlbaum Associates. Morley,
Public Diplomacy and Nation Branding	Definition and importance of public diplomacy, Strategies for nation branding, Case studies of successful public diplomacy efforts	M. (2002). <i>How to manage your global reputation: A guide to the dynamics of international public relations</i> . New York University Press.
Role of Governments in International Public Relations	Governmental influence on global PR practices, Case studies of government-led PR initiatives, Public diplomacy and governmental communication strategies	
Ethical Issues in International Public Relations	Ethical dilemmas in international PR, Global standards and codes of conduct, Case studies of ethical issues in international PR	
Measuring and Evaluating International PR	Methods for evaluating international PR campaigns, Key performance indicators (KPIs) for global PR, Case studies of evaluation techniques	
Future Trends in International Public Relations	Emerging trends and technologies, The future of global PR practices, Preparing for changes in the international PR landscape	

COURSE II

Leadership Communication

This course focuses on the role of communication in leadership within the context of public relations. It examines how effective communication can enhance leadership practices, influence, and organizational success. It covers strategic communication planning, relationship

management, crisis communication, and the use of digital media. Students will develop skills to effectively communicate as leaders and manage public relations activities.

Total Credits	2	
Semester	3	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	To understand the principles of leadership communication in public relations.	
Course Outcome 2	To develop effective communication strategies for various leadership scenarios.	
Course Outcome 3	To analyze the role of interpersonal and digital communication in leadership.	
Course Outcome 4	To explore ethical considerations and cultural aspects of leadership communication.	
Course Outcome 5	To manage relationships with stakeholders and the media.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Leadership Communication in PR	Definition and importance, Key principles of leadership communication in PR, Role of a leader in public relations	<i>Public Relations: Strategies and Tactics</i> by Dennis L. Wilcox and Glen T. Cameron
Communication Styles and Leadership	Different communication styles, Adapting communication styles to leadership contexts, Self-assessment and reflection on personal communication style	<i>Leadership Communication</i> by Deborah Barrett
Interpersonal Communication in Leadership	Building rapport and trust, Active listening and empathy	<i>The New Rules of Marketing & PR</i> by David Meerman Scott
Public Speaking and Presentation Skills for PR	Conflict resolution and negotiation, Case studies and role-playing exercises	<i>Public Relations Writing and Media Techniques</i> by Dennis L. Wilcox
Team Communication in PR	Techniques for effective public speaking in PR, Structuring presentations for various PR contexts, Practice sessions and peer feedback	<i>Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds</i> by ⁴⁹
	Leading PR teams effectively, Techniques for fostering collaboration and communication within PR teams, Building	

	a productive team environment	Carmine Gallo
Feedback and Performance Communication in PR	Giving and receiving feedback in a PR context, Conducting performance appraisals, Strategies for constructive feedback in PR teams	<i>Communicate Like a Leader: Connecting Strategically to Coach, Inspire, and Get Things Done</i> by Dianna Booher
Digital Communication in Leadership	The role of social media and digital platforms, Digital communication strategies for leaders, Managing online presence and reputation Case studies of digital leadership communication	<i>Everyone Communicates, Few Connect: What the Most Effective People Do Differently</i> by John C. Maxwell
Cross-Cultural Communication in Leadership	Understanding cultural differences in communication, Strategies for effective cross-cultural communication, Case studies of global leadership communication	<i>HBR's 10 Must Reads on Communication</i> by Harvard Business Review
Relationship Management	Building and maintaining stakeholder relationships, Communication strategies for different stakeholders, Case studies of effective relationship management	<i>Leadership in Public Relations: Insights, Perspectives, and Experiences</i> by Anne Gregory
Ethical Considerations in Leadership Communication for PR	Ethical dilemmas in PR communication, Principles of ethical leadership communication, Case studies of ethical issues in PR	<i>The Art of Public Relations Leadership</i> by Harold Burson
Storytelling and Leadership	The power of storytelling in leadership, Crafting compelling narratives, Case studies of leaders using storytelling effectively	<i>Leadership: Theory and Practice</i> by Peter G. Northouse
Situational and Servant Leadership in PR	Understanding situational leadership, Adapting leadership styles to different PR scenarios, Case studies of situational leadership in PR, Principles of servant leadership, Fostering a culture of service in PR, Case studies of servant leadership in PR	<i>Public Relations Leadership: Strategies, Processes and Skills</i> by Edward J. Lordan
Adaptive and Distributed Leadership in PR	Leading through change and uncertainty, Strategies for adaptive leadership in PR, Case studies of adaptive leadership in PR, Concept of distributed leadership Encouraging shared leadership in PR teams, Case studies of distributed leadership in PR	<i>Transformational Leadership</i> by Bernard M. Bass and Ronald E. Riggio
Theoretical Foundations of Leadership Communication	Theories relevant to leadership communication and PR, Application of these theories in practice, Trait Theory, Behavioral Theories, Contingency Theories, Application of classical theories in PR contexts, Transformational Leadership, Transactional Leadership, Servant Leadership, Application of	

COURSE III

Media Laws and Ethics

This course explores the legal and ethical frameworks governing the media industry. It covers key media laws, regulations, and ethical principles that media professionals must adhere to in their work. The course aims to provide students with a comprehensive understanding of the legal constraints and ethical considerations in media practices. There will be a special emphasis on ethics of the communication and media professions.

Total Credits	4	
Semester	3	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	To understand the fundamental principles of media law.	
Course Outcome 2	To analyze the ethical issues and dilemmas faced by media professionals.	
Course Outcome 3	To apply legal and ethical principles to real-world media situations.	
Course Outcome 4	To evaluate the impact of media laws and ethics on society and the media industry.	
Course Outcome 5	To co-relate the interconnectedness between ethics, constitution and the media laws.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Media Laws	Overview of Media Laws and Ethics, Importance and Scope of Media Laws, Historical Development of Media Laws	Pember, D. R., & Calvert, C. (2019). Mass Media Law. McGraw-Hill Education.
Constitutional Rights	Freedom of Speech and Expression, Limits to Freedom of Speech, Defamation Laws, Contempt of Court Act, 1971, Hate Speech and Media, Fundamental Rights, Duties and Obligations	Singh, S. (2008). Media Law and Ethics. Anmol Publications.
Fundamental Rights and Ethical Values	☐ Right to Equality (Articles 14-18) ☐ Right to Freedom (Articles 19-22) ☐ Right against Exploitation (Articles 23-24) ☐ Right to Freedom of Religion (Articles 25-28) ☐ Cultural and Educational Rights	Day, L. A. (2006). Ethics in Media Communications: Cases and Controversies. Thomson Wadsworth. What is History, Edward Carr, Penguin, 2008 History of Western Philosophy, 1

		(Articles 29-30) □ Right to Constitutional Remedies (Article 32)	Bertrand Russell, Simon and Schuster, 1972
	Cyber Laws and Digital Media	Information Technology Act, 2000, Intermediary Guidelines and Digital Media Ethics Code, 2021,	History of Indian Philosophy, Surendranath Dasgupta, Motilal Benarsidass, 1997
	Press Laws and Regulations	Press Laws and Regulatory Bodies, Press Council of India, Press Information Bureau, Press and Registration of Books Act, 1867, Press Council Act, 1978	Working a Democratic Constitution: A history of the Indian experience, Granville Austin, OUP, 2003
	Broadcasting Laws and Regulations	Cable Television Network Regulation Act (India), Prasar Bharati, Broadcasting Content Complaints Council, Cinematograph Act, 1952, Telecom Regulatory Authority of India (TRAI), Central Board of Film Certification (CBFC), Ministry of Information and Broadcasting, Parliamentary Committees on Information Technology, Advertising Standards Council of India (ASCI)	Introduction to the Constitution of India, Durga Das Basu
	Intellectual Property Rights	Copyright Law, Trademark Law, Patent Law, Fair Use and Public Domain	Media Ethics, Paranjoy Guha Thakurta, OUP, 2011
	Special Bodies and Laws Affecting Media	Official Secrets Act, 1923, Right to Information Act, 2005, Protection of Children from Sexual Offences (POCSO) Act, 2012, National and State Human Rights Commission, United Nations and Human Rights	Ethics and the Media: An Introduction, Stephen J. A. Ward, Cambridge University Press, 2011
	Key Committees and Reports	Justice Mukul Mudgal Committee, Ram Vilas Paswan Committee, Narayanmurthy Committee, Verghese Committee, Chanda Committee, MacBride Report, Hutchins Commission, Leveson Inquiry, Finkelstein Inquiry	Media at Work in China and India: Media at Work in China and India: Discovering and Dissecting, edited by Robin Jeffrey, Ronojoy Sen
	Privacy and Media	Right to Privacy, Data Protection Laws, Surveillance and Media, Case Studies: Privacy Issues in Journalism	Ethics in Public Relations: A Guide to Best Practice, Patricia J Parsons, Patricia Parson,. 2008
	Media and Ethics	Ethical Theories and Principles, Professional Journalists Code of Ethics, Ethical Issues in Journalism (Accuracy and Objectivity, Conflicts of Interest,	Ethics in Public Relations: Responsible Advocacy, edited by Kathy Fitzpatrick, Carolyn Bronstein, Sage, 2006
			The Human Rights Reader: Major Political Essays, Speeches, and Documents from ancient times to the present, Micheline Ishay, Routledge, 2007

	Plagiarism),		
Contemporary Issues in Media Laws and Ethics	Disinformation and Misinformation, Media Trials, Regulation of Social Media, Case Studies: Contemporary Legal and Ethical Issues		
International Perspectives on Media Laws and Ethics	Comparative Media Laws (USA, UK, EU with India), Global Ethical Standards, Role of International Organizations (e.g., UNESCO, IFJ)		

COURSE IV

Data Analytics

This course provides an in-depth understanding of how data analytics can be applied in media and communication studies. Students will learn various data analytics techniques, tools, and methodologies to analyze media content, audience behavior, and communication strategies.

Total Credits	2	
Semester	3	
Total Hours	60 (Practical)	
Course Outcomes (CO)		
Course Outcome 1	To understand the role of data analytics in media and communication.	
Course Outcome 2	To learn and apply data analytics techniques and tools.	
Course Outcome 3	To analyze media content and audience behavior using data-driven approaches.	
Course Outcome 4	To develop skills in interpreting and presenting data insights effectively.	
Course Outcome 5	To apply data analytics to improve communication strategies and decision-making.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)

Introduction to Data Analytics	Overview of data analytics, Importance of data analytics in media and communication, Key concepts and terminology	"Data Analytics for Media and Communications Professionals" by Edward R. Tufte
Data Cleaning and Preprocessing	Data cleaning techniques, Handling missing data, Data transformation and normalization	"Social Media Mining: An Introduction" by Reza Zafarani, Mohammad Ali Abbasi, Huan Liu
Data Visualization	Importance of data visualization, Tools for data visualization (Tableau, Power BI, etc.), Creating effective visualizations	"Python for Data Analysis" by Wes McKinney
Social Media Analytics	Key metrics in social media analytics, Tools for social media analytics (Hootsuite, Brandwatch, etc.), Analyzing social media campaigns	<i>Audience Evolution: New Technologies and the Transformation of Media Audiences.</i> Napoli Philip, Columbia University Press, 2011.
Audience Analytics	Understanding audience segmentation, Analyzing audience behavior and preferences, Tools for audience analytics (Google Analytics, Nielsen)	<i>Beyond the Hype: Big Data Concepts, Methods, and Analytics.</i> Springer, 2015 by Gandomi Amir and Murtaza Haider.
Predictive Analytics in Media	Introduction to predictive analytics, Applications in media and communication, Case studies and practical applications	
Big Data in Media and Communication	Understanding big data, Tools for big data analysis (Hadoop, Spark), Case studies in media	
Machine Learning in Media Analytics	Introduction to machine learning, Applications in media analytics, Tools for machine learning (Scikit-Learn, TensorFlow)	
Data-Driven Decision Making	Importance of data-driven decisions, Case studies on data-driven communication strategies, Developing a data-driven strategy	

COURSE V

Cinema Studies

Studying cinema exposes students to various genres (drama, comedy, thriller, etc.) and filmmaking styles (realism, formalism, experimental). This exploration fosters creativity and expands students' understanding of narrative possibilities in media production. Cinema from different countries and cultures offers insights into global perspectives and diverse storytelling traditions. This understanding is valuable in today's interconnected media landscape. Films often provoke societal debates and influence public opinion. The course outlines to study how films address social issues, challenge stereotypes, and advocate for change, contributing to discussions on media's role in society.

Total Credits	4	
Semester	3	
Total Hours	120 (Practical)	
Course Outcomes (CO)		
Course Outcome 1	To understand the major milestones in the history of cinema, both globally and in India.	
Course Outcome 2	To identify key movements, genres, and figures in the evolution of film.	
Course Outcome 3	To apply classical and contemporary film theories to analyze and critique films.	
Course Outcome 4	To analyze the formal elements of film, including mise-en-scène, cinematography, editing, and sound.	
Course Outcome 5	To critically evaluate how films reflect and influence societal issues and movements.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Cinema Studies	Definition and scope of cinema studies, The importance of cinema as an art form and cultural product, Key milestones in the history of cinema globally and in India	Film Art: An Introduction by David Bordwell and Kristin Thompson
Classical Film Theory	Realism: André Bazin, Siegfried Kracauer Formalism: Sergei Eisenstein, Rudolf Arnheim	The Oxford History of World Cinema edited by Geoffrey Nowell-Smith
Contemporary Film Theory	Auteur theory: François Truffaut, Andrew Sarris Genre theory: Rick Altman, Thomas Schatz Feminist film theory: Laura Mulvey, bell hooks Psychoanalytic theory: Christian Metz, Laura Mulvey Postcolonial theory: Homi K. Bhabha, Edward Said	Film Theory and Criticism edited by Leo Braudy and Marshall Cohen Satyajit Ray: The Inner Eye by Andrew Robinson
Film Analysis and Interpretation	Elements of film form: mise-en-scène, cinematography, editing, sound, Narrative theories: Todorov's narrative structure, Propp's character functions	Bollywood: A Guidebook to Popular Hindi Cinema by Tejaswini Ganti The Major Film Theories: An Introduction, J. Dudley Andrew, OUP, 1975 Film Studies: An Introduction,

Technical Aspects of Filmmaking	Cinematography: camera work, lighting techniques, Editing: continuity editing, montage, Sound design: diegetic and non-diegetic sound, sound editing	Ed Sikov, Columbia University Press, 2010
Genre and Conventions	Major film genres: drama, comedy, thriller, horror, science fiction, documentary, Conventions and tropes within genres	
Auteur Studies	Examination of films by key directors: Alfred Hitchcock, Satyajit Ray, Akira Kurosawa, Quentin Tarantino, Analysis of directorial style and thematic preoccupations	
Cinema and Society	Films as reflections of societal issues and movements, Case studies of socially impactful films	
Representation in Cinema	Race and ethnicity in films, Gender and sexuality representation, Class and social hierarchy	
Indian Cinema	Historical overview: pre-independence, post-independence, contemporary, Major movements: Parallel Cinema, New Wave Cinema, Key filmmakers	
Global Cinema	Hollywood cinema and its global influence, European cinema: French New Wave, Italian Neorealism, Asian cinema: Japanese cinema, Chinese cinema, Korean cinema, Iranian cinema, African cinema: Nollywood, Francophone African cinema	
Experimental Cinema	Characteristics and significance of experimental films, Notable experimental filmmakers, Analysis of groundbreaking experimental films	
Digital Cinema and New Media	Influence of streaming platforms: Netflix, Amazon Prime, Disney+, Hotstar, SonyLiv, Interactive and immersive media: VR and AR in cinema	

COURSE VI

Media and Culture

This course explores the relationship between media and culture, examining how media shapes and reflects cultural norms, values, and identities. Students will analyze various media forms and their impact on society, culture, and individual behavior.

Total Credits	4	
Semester	3	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	To understand the theoretical foundations of media and culture studies.	
Course Outcome 2	To analyze the role of media in shaping cultural perceptions and social norms.	
Course Outcome 3	To explore the impact of media on identity, race, gender, and politics.	
Course Outcome 4	To develop critical thinking and analytical skills in media and cultural studies.	
Course Outcome 5	To examine contemporary issues and trends in media and culture.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Media and Culture	Definition and scope of media and culture studies, Key concepts and terminology, Historical context of media and culture	Media and Cultural Studies: Keyworks by Meenakshi Gigi Durham and Douglas M. Kellner
Theoretical Foundations	Introduction to key theories (Cultural Studies, Media Ecology, etc.), The Frankfurt School and Critical Theory, The Birmingham School and Cultural Studies	Culture and Society by Raymond Williams
Media Representation and Ideology	Media representation of race, gender, and class, The concept of ideology in media, Analyzing media texts	Understanding Media: The Extensions of Man by Marshall McLuhan
Media and Technology	The impact of technological advancements on media, Digital culture and new media, The concept of the "Network Society"	The Media and Modernity: A Social Theory of the Media by John B. Thompson
		Intercultural Communication: A Reader By Larry A. Samovar, Richard E. Porter, Edwin R.

Popular Culture and Media	Definition and characteristics of popular culture, Media's role in shaping popular culture, Case studies in popular culture (music, film, television)	McDaniel, Carolyn Sexton Roy, Cengage Learning, 2015 Handbook of Intercultural Communication, Edited by Helga Kotthoff, Helen Spencer-Oatey, 2007 <i>Critical Studies in Media: The Indian Context</i> . Biswajit Das, Orient BlackSwan, 2013.
Media and Gender	Gender representation in media, Feminist media studies and theories, Case studies on gender and media	
Media and Marginalised Communities	Race and Caste representation in media, Critical race theory and media, Case studies on race and media	
Media and Identity	The cultural context of media interpretation, Communicating identity in intercultural communication, Cross cultural communication in intimate relationships	
Contemporary Issues in Media and Culture	Current trends and challenges in media and culture, Social media and its cultural impact, Case studies on contemporary media issues, Humour across cultures, Exploring music across cultures, Ritual and style across cultures	

COURSE VII

Quantitative and Qualitative Research Approaches

This course offers a comprehensive understanding of both quantitative and qualitative research methodologies as they apply to media studies. Students will learn to design, conduct, and analyze research using both approaches, gaining insights into how each method contributes to the field of media research.

Total Credits	4		
Semester	3		
Total Hours	60 (Classroom)		
Course Outcomes (CO)			
Course Outcome 1	To understand the fundamental principles of quantitative and qualitative research methods.		
Course Outcome 2	To learn how to design and conduct research studies in media.		
Course Outcome 3	To analyze and interpret data using quantitative and qualitative techniques.		
Course Outcome 4	To develop critical thinking skills for evaluating media research.		
Course Outcome 5	To apply research findings to real-world media issues and problems.		
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)	
Introduction to Quantitative Research	Overview of quantitative research in media studies, Key concepts and terminology, Importance and applications of quantitative research	Mass Media Research: An Introduction, Roger D. Wimmer, Joseph R. Dominick, Wadsworth, 2010	
Introduction to Qualitative Research	Overview of qualitative research in media studies, Key concepts and terminology, Importance and applications of qualitative research	<i>The Essential Guide to Doing Your Research Project</i> (3rd ed.). Sage Publications, 2017.	
Research Design and Hypothesis Testing	Formulating research questions and hypotheses, Types of quantitative research designs (descriptive, experimental, correlational), Concepts of validity and reliability, Types of qualitative research designs	Media Research Methods: Measuring Audiences, Reactions and Impact, Barrie Gunter, Sage, 2000	
		"The SAGE Handbook of Qualitative Research" by	

Data Sources and Collection Methods	Types of data in media and communication (structured vs. unstructured), Data collection methods (surveys, social media, web analytics), Ethical considerations in data collection	Norman K. Denzin and Yvonna S. Lincoln	
Survey research	Designing questionnaires, Types of questionnaire, Measurement scales and reliability	"Qualitative Research Methods for Media Studies" by Bonnie S. Brennen	
Content Analysis	Qualitative vs. quantitative content analysis, Case studies and practical applications, Coding and categorizing media content, Inter-coder reliability, Analyzing and interpreting qualitative content data	"Research Methods in Media and Communication" by Arthur Asa Berger	
Sentiment Analysis	Introduction to sentiment analysis, Natural Language Processing (NLP) basics, Tools for sentiment analysis	"Qualitative Inquiry and Research Design: Choosing Among Five Approaches" by John W. Creswell and Cheryl N. Poth	
In-Depth Interviews	Designing and conducting interviews, Types of interviews (structured, semi-structured, unstructured), Techniques for effective interviewing	"Quantitative Research Methods for Communication" by Jason S. Wrench, Candice Thomas-Maddox, Virginia Peck Richmond, and James C. McCroskey	
Discourse Analysis	Principles and types of discourse analysis, Collecting and analyzing discourse data, Applications of discourse analysis in media studies	"Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating Impact" by Sarah J. Tracy	
Grounded Theory	Principles of grounded theory, Data collection and coding in grounded theory, Developing and validating grounded theory	"Statistics for People Who (Think They) Hate Statistics" by Neil J. Salkind	
Experimental research	Types and methods of experimental research, case studies of experimental research		
Focus Groups	Planning and conducting focus groups, Moderating focus group discussions, Analyzing focus group data		
Case Study Research	Designing case studies, Data collection methods for case studies, Analyzing and reporting case study findings		

Narrative Analysis	Principles of narrative analysis, Collecting narrative data, Analyzing narratives in media studies	
Ethnography and observation studies	Principles of ethnography, Participant observation techniques, Conducting ethnographic fieldwork	
Mixed Methods Research	Combining quantitative and qualitative approaches, Types of blends, Designing mixed methods studies, Case studies of mixed methods research in media	
Introduction to Statistical Analysis	Descriptive statistics, Inferential statistics, Hypothesis testing, Measurement scales (nominal, ordinal, interval, ratio), Measures of central tendency (mean, median, mode), Measures of dispersion (range, variance, standard deviation), Graphical representation of data, Concepts of population and sample, Hypothesis testing (null and alternative hypotheses), p-values and significance levels, Parametric and Non-parametric tests, Correlation and Regression Analysis, Multivariate Analysis	
Using software for data analysis	SPSS, Excel, NVivo	

Sem IV

COURSE I

Corporate Communication

This course is designed to provide students with a comprehensive understanding of the principles, strategies, and practices involved in corporate communication. It covers key concepts such as branding, public relations, crisis communication, and digital media, all within the context of business environments and organizational communication.

Total Credits	4	
Semester	4	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	Demonstrate a clear understanding of the fundamentals, scope, and evolution of corporate communication.	
Course Outcome 2	Understand the dynamics of building and maintaining relationships with stakeholders.	
Course Outcome 3	Understand the integration of communication efforts across various channels.	
Course Outcome 4	Develop skills to manage media relations, press releases, and interviews.	
Course Outcome 5	Utilize social media, digital tools, and analytics for communication strategies.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Corporate Communication	Definition and Scope, Evolution of Corporate Communication, Roles and Responsibilities of Corporate Communicators, Key Stakeholders in Corporate Communication	"Corporate Communication: A Guide to Theory and Practice" by Joep Cornelissen
Strategic Corporate Communication	Strategic Communication Planning, Brand Communication and Positioning, Corporate Storytelling, Goal Setting and Key Performance Indicators (KPIs), Aligning	"Crisis Communication: A Casebook Approach" by Kathleen Fearn-Banks "The New Rules of Marketing and PR" by David Meerman Scott ⁴²

		Communication Strategy with Business Objectives	“Corporate Reputation and Competitiveness” by Anna L. McDonald	
	Internal Communication	Importance of Internal Communication in Organizations, Employee Engagement and Motivation through Communication, Tools and Platforms for Internal Communication, Change Management Communication	“The Handbook of Crisis Communication” by W. Timothy Coombs	
	External Communication	Building Relationships with External Stakeholders, Media Relations and Press Management, Public Affairs and Government Relations, Community Relations and Corporate Social Responsibility (CSR)	Corporate Communication: Principles and Practices”, by Jaishri Jethwaney	
	Branding and Reputation Management	Corporate Branding: Principles and Practices, Managing Corporate Identity and Image Reputation Management Strategies, Crisis Communication and Damage Control	"Social Media and Corporate Communication"by Asha Kaul and Avani Desai	
	Digital Corporate Communication	Digital Transformation in Corporate Communication, Social Media Management and Strategies, Content Creation for Digital Platforms, Analytics and Measurement in Digital Communication	Research Reports: industry-specific reports by FICCI, CII, or PRCI (Public Relations Council of India).	
	Crisis Communication and Risk Management	Understanding Organizational Crises, Developing Crisis Communication Plans, Case Studies in Crisis Management, Post-Crisis Reputation Recovery		
	Ethical and Legal Aspects of Corporate Communication	Ethics in Corporate Communication, Legal Considerations: Compliance, Copyright, and Data Protection, Corporate Transparency and Accountability, Dealing with Ethical Dilemmas		
	Emerging Trends in Corporate Communication	Sustainability Communication, □ Artificial Intelligence and Automation in Corporate Communication, Influencer Relations and Advocacy Campaigns, Global Corporate Communication Practices		

COURSE II

Media Criticism

This course aims to provide a comprehensive roadmap for a course on media criticism. It combines theoretical frameworks and practical analysis to enable students with the tools to critically evaluate media content, industries, and their impact on society. It explores the intersection of media, culture, society, and power, equipping students to evaluate the role of media in shaping public opinion, identity, and societal norms.

Total Credits	4	
Semester	4	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	Understand key theories and frameworks of media criticism.	
Course Outcome 2	Develop analytical skills to critique various forms of media.	
Course Outcome 3	Critically evaluate media content and its societal impact.	
Course Outcome 4	Examine the relationship between media, culture, and power.	
Course Outcome 5	Develop nuanced critiques of representation, ethics, and industry practices.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Media Criticism	Defining media criticism: Purpose and scope. Historical development of media criticism. The importance of critical perspectives in media studies	Television in India: Satellites, Politics and Cultural Change" by Nalin Mehta The Idea of India: Media, Politics, and the Indian Imagination" by Arvind Rajagopal

	Foundations of Media Criticism	Key theories: Semiotics, structuralism, and post-structuralism. Understanding media texts: Encoding/decoding (Stuart Hall). Media as cultural artifacts: Representation and ideology. Media's role in shaping public opinion and reinforcing power structures. Theories of media and power: Marxism, Gramsci's hegemony, and the culture industry (Adorno & Horkheimer). Case Study: Media coverage of political events.	"Indian Media in a Globalized World" edited by Maya Ranganathan	
	Media, Power, and Society		Caste, Communication, and Power" edited by Biswajit Das and Vishnu Raj	
	Challenges of Indian Media	Challenges such as linguistic and cultural barriers, diversity and complexity, digital media proliferation and its impact on media content, Corporate control and advertising dependency, Political influence, Media bias Analyzing social media platforms and their algorithms. The rise of influencer culture and its societal impact. Case Study: Examining TikTok's influence on cultural trends.	Economic and Political Weekly (EPW) -Publishes analytical articles on media and its role in Indian society. "Media/Society: Industries, Images, and Audiences" by David Croteau and William Hoynes "The Cultural Studies Reader" edited by Simon During	
	Digital Media and Criticism		"Manufacturing Consent: The Political Economy of the Mass Media" by Edward S. Herman and Noam Chomsky "Convergence Culture: Where Old and New Media Collide" by Henry Jenkins	
	Global Media and Cultural Criticism	Media globalization and cultural imperialism. The impact of transnational media on local cultures. Case Study: Hollywood's dominance vs. regional film industries.	Media, Culture & Society: An Introduction by Paul Hodkinson. The Medium is the Massage by Marshall McLuhan and Quentin Fiore.	
	Contemporary Issues in Media Criticism	Current debates: AI-generated content, data privacy, and misinformation. Critiquing media's response to global crises (e.g., pandemics, conflicts). Case Study: Examining the portrayal of AI in popular media.	Stuart Hall: Critical Dialogues in Cultural Studies by David Morley and Kuan-Hsing Chen	

COURSE III

Digital Diplomacy

This syllabus is designed to provide a comprehensive understanding of corporate communication, combining theoretical foundations with practical applications. It can be adapted for undergraduate or graduate-level courses.

Total Credits	4	
Semester	4	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	Understand the concept and evolution of digital diplomacy.	
Course Outcome 2	Examine the role of digital media in shaping international relations.	
Course Outcome 3	Explore how governments, international organizations, and NGOs use digital tools for diplomacy.	
Course Outcome 4	Analyze the impact of social media and other platforms on public diplomacy and foreign relations.	
Course Outcome 5	Develop critical thinking on the ethical, security, and privacy concerns in digital diplomacy.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Digital Diplomacy	Overview of Diplomacy: Traditional diplomacy vs. digital diplomacy, Digital Tools in Diplomacy: Social media, blogs, websites, and mobile applications, History and Evolution of Digital Diplomacy: From early internet diplomacy to modern-day uses.	Digital Diplomacy: Theory and Practice by Corneliu Bjola and Marcus Holmes
Tools and Platforms in Digital Diplomacy	Social Media Platforms: Twitter, Facebook, YouTube, Instagram, LinkedIn, and their role in diplomacy. Digital Communication Strategies: Hashtags, online campaigns, and interactive engagement. Official Diplomatic Platforms: Websites of embassies, government accounts, and official media	The Digital Diplomat: Managing Global Influence in the Age of Technology by Shanthi K. (Editor) Cyberdiplomacy: The New Digital Frontier by Tarek M. N. (Editor) The New Public Diplomacy: Soft Power in International Relations" edited by Jan Melissen "Digital Public Diplomacy: Indian ⁴² and Global Practices" Publisher:

Role of Mass Media in Digital Diplomacy

Digital Diplomacy in Practice

Ethical Considerations, Challenges, and Future Directions

channels.
Data Analytics and Monitoring: Using data to influence diplomatic strategies and public opinion.
Influence of Traditional Media vs. New Media: The role of news outlets and blogs in shaping diplomatic narratives.
Media Relations and Digital Tools: How diplomatic missions interact with journalists and media agencies.
Citizen Diplomacy: How individuals and non-state actors influence diplomatic relations through digital platforms.
Public Diplomacy Campaigns: Creating narratives to shape foreign perceptions.
Governments and International Organizations: The digital tools used by states, international organizations (UN, EU), and NGOs for diplomacy.
Digital Crisis Management: The role of digital communication in conflict, crises, and war (e.g., the role of Twitter in the Ukraine conflict).
Cyber Diplomacy and Cybersecurity: Addressing digital threats and cyberattacks in international relations.
Social Media Influence and Foreign Policy: How social media shapes foreign policy agendas.
Ethical Issues: Privacy, misinformation, disinformation, and online manipulation in diplomatic communications.
Digital Divide: Global inequalities in digital access and its impact on diplomacy.
The Future of Digital Diplomacy: Artificial Intelligence, virtual diplomacy, and the role of emerging technologies.
Evaluating the Impact of Digital Diplomacy: Measuring success and effectiveness.

Observer Research Foundation (ORF)

"India and the Digital Silk Road"
Publisher: Carnegie India

"Digital Platforms in India's Foreign Policy Toolkit"
Publisher: Indian Council of World Affairs (ICWA)

Please refer to Ministry of External Affairs (MEA), India website for recent policies and practices.

Storyboarding and Storytelling

This syllabus is designed to provide a comprehensive understanding of the principles, techniques, and applications of storyboarding and storytelling across various mediums, including film, animation, advertising, and digital platforms. The curriculum combines theoretical knowledge with practical assignments to enhance creativity and technical skills.

Total Credits	4	
Semester	4	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	Understand the fundamentals of storytelling, including structure, characters, and themes.	
Course Outcome 2	Learn the principles and techniques of storyboarding.	
Course Outcome 3	Understand cultural contexts and audience demographics that influence storytelling approaches and narrative interpretation.	
Course Outcome 4	Enhance skills in collaborating with others, such as directors, writers, and designers, to effectively communicate and visualize story concepts.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to storytelling	What is storyboarding? Introduction, origin and overview, General drawing techniques.	"Storyboard That: A Guide to Creating Digital Storyboards" (Online resource)
Drawings Techniques	Introduction and basics. Using graded pencils. Drawings techniques according to the shooting style, framing, camera movements. Drawing techniques practice. Perspective drawing. Space, depth, form.	"The Digital Storytelling Cookbook" by David C. Bunker "Storyboarding Essentials" by David Harland Rousseau & Benjamin Reid Phillips
Implementing Drawing Technique	Implementing drawing techniques to storyboarding the sequences. Attempting realistic storyboards, Continuity. 180 degree rule, screen direction	"Directing the Story: Professional Storytelling and Storyboarding Techniques for Live Action and Animation" by Francis Glebas
Storyboarding & Cuts	Cutaways cut ins. Storyboarding for animation and special effects, Storyboarding for advertisements. Imagine the story and telling it with storyboards.	"Film Directing Shot by Shot" by Steven D. Katz

Storyboard presentation	Storyboard presentation techniques, Digital storyboarding. Requirements. Revision, remarks, suggestions over the progress of this storyboard course.	"Bollywood: The Films! The Songs! The Stars!" by Satyajit Bhatkal and others "The Art of Storyboarding: From Story to Screen" by Bhanu Awasthi "Film Craft: Storytelling" by Girish Kasaravalli "Visual Storytelling: The Art and Technique of Storyboarding" by M. R. Bhat
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COURSE V

Decolonizing Media and Communication Practices

This syllabus is designed to critically examine and address colonial influences in media practices and explore pathways to create equitable, diverse, and inclusive media landscapes. It aims to empower students to challenge dominant narratives and reimagine media from decolonial perspectives. This course explores the colonial legacies embedded in Indian media systems, critically examines their impact, and reimagines media practices from decolonial perspectives. It focuses on fostering inclusive, ethical, and culturally rooted approaches to media production, representation, and education.

Total Credits	4	
Semester	4	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	Understand the historical and cultural impact of colonialism on Indian media systems.	
Course Outcome 2	Critically evaluate Indian media practices through decolonial frameworks.	
Course Outcome 3	Identify colonial influences in contemporary media and propose alternatives.	
Course Outcome 4	Explore alternative media practices that amplify marginalized voices.	
Course Outcome 5	Develop and promote inclusive, ethical, and decolonial media projects.	

Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Decolonisation in Media	Key Concepts: Colonialism, Decolonisation, Postcolonialism Historical overview of colonial influences in Indian media systems. Why decolonising Indian media matters today.	The Postcolonial Indian Media by Vibodh Parthasarathi and others. Everyone Loves a Good Drought by P. Sainath.
Historical Context: Colonial Media in India	The role of media in colonial India: Print, radio, and early films, British control over media narratives and their impact on identity, The role of print media and early films in anti-colonial movements.	Cultural Politics in Modern India by Makarand R. Paranjape. Orientalism by Edward Said The Wretched of the Earth by Frantz Fanon
Media and National Identity Post-Independence	How Indian media navigated nation-building post-1947, Persisting colonial structures in media ownership, education, and policies. The tension between cultural preservation and modernity in Indian media.	Decolonizing Methodologies by Linda Tuhiwai Smith Relevant research papers, critical essays and articles may also be used for examples.
Media and Cultural Imperialism	The role of Western media in promoting cultural hegemony, Examining the dominance of Hollywood, Eurocentric journalism, and global news networks on Indian media, Resistance to cultural imperialism in media industries. Colonial roots of stereotypes in Indian films, advertisements, and journalism, Representation of caste, gender, and regional identities in media.	
Indigenous Media and Storytelling Traditions	Traditional Indian storytelling: Oral histories, folk theatre, and classical art forms, Revival and integration of indigenous practices in contemporary media, Colonial aesthetics in film, photography, and art, Case Study: Folk traditions in regional cinema and community media, indigenous filmmakers, radio stations, and digital platforms. Challenges and opportunities in supporting indigenous media.	

Global South Media Practices	Media systems and innovations from the Global South, The role of media in anti-colonial movements. Case Study: Alternative media ecosystems in Africa, Asia, and Latin America.		
Regional Media and Linguistic Diversity	Addressing the dominance of Hindi and English in Indian media, Decolonising linguistic hierarchies: Promoting regional languages and cultures, Case Study: Regional film industries (e.g., Tamil, Malayalam, Marathi, Bengali).		
Decolonising Digital Media in India	The potential of digital platforms to democratise Indian media and to amplify marginalized voices, Challenges: Algorithmic biases, online harassment, and digital divides, Strategies for creating inclusive and ethical digital media practices, Decolonial activism through social media.		
Collaborative and Community Media	Community media as a tool for empowerment, Participatory media practices and their decolonial potential, Case Study: Grassroots media projects in marginalized communities.		
Ethics and Accountability in Indian Media	Addressing media bias, sensationalism, and misinformation. Building frameworks for ethical storytelling and decolonial reporting, Developing a code of ethics rooted in Indian cultural values and inclusivity, The role of media professionals in dismantling colonial systems, Developing a decolonial media code of ethics.		
Globalisation and Neo-Colonialism in Indian Media	The impact of globalisation and Western influence on Indian media systems, Data colonialism and its implications for India's digital economy, Resisting neo-colonial narratives through alternative media.		

Dissertation (6 credits)

Every candidate registered for the Degree of MA (PR) shall be required to carry out research work for the thesis under the supervision and guidance of a recognized University teacher in Communication and Journalism or a research fellow registered for a PhD Degree in the Department of Communication and Journalism or individuals with a Master's Degree in Communication and Journalism/Mass Communication/Public Relations/Electronic Media and NET/SLET Qualification along with a minimum two years of teaching experience at post-graduate level in Journalism/Mass Communication/Public Relations/Electronic Media courses in a University recognized by the UGC. A research supervisor may not accept more than 15 research students in an academic year.

The research project shall be assigned within six weeks of the beginning of Semester III. Three typewritten copies of the thesis embodying the result of the research project together with the synopsis and a statement indicating to what extent the candidate's work is original and to what extent it is referred to other sources, shall be submitted by the candidate to a Research Committee comprising a teacher registered with the Department of Communication Journalism, a research fellow registered for the Ph.D programme of the Department of Communication and Journalism and the supervisor chosen by the candidate. The topic of research shall be approved of by the Research Committee after a formal interview. If the topic is not approved by the Research Committee, then the Research Committee shall give a topic of research to the candidate. The candidate shall then submit a fresh proposal within one week of the interview.

Three typewritten copies of the thesis embodying the result of the research project together with the synopsis and a statement indicating to what extent the candidate's work is original and to what extent it is referred to other sources, shall be submitted by the candidate, through the candidate's guiding teacher. The dissertation word count is about 20,000 words.

The thesis shall be the candidate's own work carried out under the guidance of her/his teacher and shall be submitted at the end of the Semester IV of attendance. The time limit for the submission of the thesis can be extended maximum up to the fifth semester, upon the payment of fresh fees of Rs. 5000/-. Extension of the limit will be based on recommendations from the Research Supervisor and approved by the Head. Before submission of the thesis every candidate will have to undergo a continuous evaluation process.

The evaluation process for the thesis: The dissertation evaluation shall be done twice before the final viva. In both situations the candidate shall be given the right to defend the thesis in case the evaluation is 'unsatisfactory'. There are 6 credits proposed for the dissertation. Of these, 2 credits will be from the continuous evaluation process. To get these credits the candidate must not get less than four 'satisfactory' remarks. The remaining 4 credits should be earned based on evaluation of the written dissertation (2 credits) and viva voce (2 credits) conducted by an external examiner and the supervisor. To get these 6 credits the candidate must not get less than six 'satisfactory' remarks. The thesis evaluation forms and research assessment are provided in Annexure 1 and Annexure 2.

Every candidate shall submit a certificate signed by the guiding teacher under whom he/she has worked stating that there is a *prima facie* case for the consideration of the thesis. Such a certificate shall be regarded as satisfying the Research Committee for the Department of Communication and Journalism.

The thesis shall be referred for examination and report to two referees, to be appointed by the

Board of Examinations and Evaluation on the recommendations of the Research Committee, one of the referees being always the guiding teacher. After the viva –voce, the recommendations of the referees have to be included in the final submission copy of the thesis. The period for the inputs to be added in the final copy is two weeks from the viva-voce.

If at the time of the viva-voce, one of the referees rejects the thesis, while the other recommends it for the degree, the Research Committee shall in consultation with the Chairperson, Ad Hoc Board in Communication and Journalism, appoint a third referee who shall conduct an additional viva-voce of the candidate. The Research Committee upon receipt of the recommendations of the third referee, shall decide whether the thesis be accepted or not for the award of degree, after considering the reports of all the three referees.

If two of the referees reject the thesis, the viva-voce examination will not be conducted. The candidate may resubmit the thesis within one year from the date he/she is informed about the thesis being rejected. The candidate must pay fresh examination fees. If the candidate does not submit the thesis within this period or if his/her thesis is rejected again, he/she will not be granted re-admission for the MA (PR) course.

The student must pass with a minimum of 40% in the internal assessment / continuous evaluation and with a minimum 40% in the semester end examination separately.

The grades to be awarded shall be decided by the referees valuing the thesis depending on the quality and the presentation of the research work, the performance of the candidate at the continuous evaluation and the performance at the viva-voce examination. If the research work included in the thesis is already published or accepted for publication in a peer reviewed journal, the candidate shall provide a proof of the same. Only such a candidate should be considered for O level grade. A mention of the grade so awarded shall be made in the results of the examination.

A thesis that has been rejected may be resubmitted again after due revision and payment of fresh examination fees. The revised thesis must be resubmitted within two semesters after rejections.

Dissertation Evaluation Form For Members of the Research Committee

Please evaluate the dissertation's different aspects using the following scale: unsatisfactory, satisfactory, good, very good, excellent.

The qualification of 'excellent' should only be given for a dissertation in the top two per cent of the research in the field of expertise. A rating of excellent may also be a reason for awarding 'with distinction'. A rating of very good should only be given for a dissertation in the top 10 per cent of the research in the field of expertise. Extra space has been given with each evaluation to allow for a more detailed explanation of your rating, which would be much appreciated.

Evaluation:	Indication of frequency	Indication of quality
Unsatisfactory		
Satisfactory	20%	
Good	80%	Top 80%
Very Good		Top 10%
Excellent		Top 2%

This evaluation will be made available to the learner and the Head of the Department. The learner shall be given the opportunity to defend in writing wherever the committee considers any part of the work 'unsatisfactory'. The committee may change its evaluation in the light of such defense by the learner. The written defense must be made within 15 days of receipt of the evaluation.

Name of the Dissertation Candidate: _____

Name of the Supervisor: _____

Title of the Dissertation: _____

Language of the Dissertation: _____

1. Scientific Quality of the PhD Thesis

1a. Originality of the Research

Unsatisfactory /satisfactory / good / very good / excellent

Reason for evaluation (between 25 – 100 words):

1b. Scientific Quality of the (Research) Chapters

Unsatisfactory /satisfactory / good / very good / excellent

Reason for evaluation (between 25 – 100 words):

2. Candidate's Reflection on the Research as Proven in the Introduction and General Discussion

Unsatisfactory /satisfactory / good / very good / excellent

Reason for evaluation (between 25 – 100 words):

3. Quality of Written Presentation

unsatisfactory /satisfactory / good / very good / excellent

reason for evaluation (between 25 – 100 words):

4. Overall Assessment (based upon the above evaluation categories 1 – 3)

unsatisfactory /satisfactory / good / very good / excellent

reason for evaluation (between 25 – 100 words):

1. Conclusion

The undersigned considers that the candidate can defend the thesis: **yes / no**

The qualification of 'excellent' indicates that the dissertation is in the top 2% of the research in the field of expertise and may be a reason for awarding 'with distinction'. The undersigned herewith would like to have this dissertation considered for a 'with distinction' award.

yes / no

Remarks by the supervisor

Date _____

Research Assessment Form

		Unsatisfactory	Satisfactory	Good	Very good	Excellent
Method or procedure	Focus					
	Relevance					
	Coherence					
	Research					
	Reading					
Critical Analysis	Focus					
	Relevance					
	Coherence					
	Argument					
Presentation of information and/or data	Mechanics					
	Expression					
	Structure					
	Unity					
Oral Defense	Focus					
	Relevance					
	Coherence					

This evaluation will be made available to the learner and the Research Committee. The learner shall be given the opportunity to defend in writing wherever the supervisor considers any part of the work 'unsatisfactory'. The supervisor may change its evaluation in the light of such defense by the learner. The written defense must be made within 15 days of receipt of the evaluation.

Name of the Dissertation Candidate: _____

Name of the Supervisor: _____

Title of the Dissertation: _____

Language of the Dissertation: _____

Criteria for evaluation of dissertation

Focus: relevance to research problem and argument. It is crucial that the research retains a focus on the stated research problem and the proposed argument. It should develop a clear sense of core arguments; establish their relationship to the question or research problem being posed, and to sustain a focused development of the argument throughout the thesis. For every paragraph of a thesis there should be an answer to the question: So what?

Reading: thorough and critical use of a wide range of literature and theories. It is necessary to clearly provide evidence of the range of literature, care taken in selecting the texts most relevant to the thesis topic, efforts made to find sources independently, attempts made to follow up references. It must also be clear that the student has a good understanding of the literature.

Research: adequacy of research design and execution, consistency of interpretation. Examiners will scrutinize the research design, its appropriateness for the thesis, and the adequacy of its execution. They will look for evidence of an appreciation of the range of different methodologies and of how the chosen research design suits the topic, as well as its possible limitations. It is also essential that the data generated and discussed are consistent with and support the arguments and interpretations put forward.

Argument: the presentation of a thesis and its reasoned defense. It is essential that a distinguished thesis takes up an independent position in relation to the relevant literature on the topic. The thesis must clearly demonstrate a depth and breadth beyond merely a literature review to establish a clear relation between the literature and the research, drawing conclusions and making connections not immediately evident in the existing literature itself. It must pursue analysis in addition to description, and the production of a line of reasoning going beyond mere reading and a descriptive account of data (where relevant). In other words, the thesis must present a coherently organized argument. The thesis must clearly identify a formulated position/s on the topic, support these with arguments, deal with arguments against as well as for it, and arrive at some sort of conclusion. This is particularly important in a thesis because by definition a thesis needs to actually have a "thesis"!

Presentation: competence in mechanics of essay writing and expression. Spelling, grammar, correct use of citations and construction of a bibliography must be impeccable. The bibliography must accurately represent all sources and reading. Material contained in tables or graphs must be clearly and adequately presented, and sources provided. The thesis must conform to the APA style for referencing, citations and bibliography. It must follow the guidelines laid down by the UGC for PhD Thesis writing. The quality of expression is also very important. The thesis must structure and organize the topic well. The thesis must have: *coherence*: successive sentences should relate to each other, as should successive sections of the essay, and the grammar should make sense, and *unity*: everything should be clearly related to thesis topic and to the propositions discussed. The thesis must be structured in an appropriate academic style, containing those sub-sections required to organize the material with suitable sub-headings to signify the progression and structure of its arguments. The contents page must correspondingly give a clear indication of the structure of the thesis.

The thesis must be more than a collection of manuscripts. All components must be integrated into a cohesive unit with a logical progression from one section/chapter to the next. In order to ensure that the thesis has continuity, connecting texts that provide logical "bridges" between different sections/chapters are recommended.

Assessment: The qualification of 'excellent' should only be given for a dissertation in the top two per cent of the research in the field of expertise. A rating of excellent may also be a reason for awarding 'with distinction'. A rating of very good should only be given for a dissertation in the top 10 per cent of the research in the field of expertise.

Letter Grades and Grade Points:

Semester GPA/ Programme CGPA Semester/ Programme	% of Marks	Alpha-Sign/ Letter Grade Result
9.00 - 10.00	90.0 - 100	O (Outstanding)
8.00 - < 9.00	80.0 - < 90.0	A+ (Excellent)
7.00 - < 8.00	70.0 - < 80.0	A (Very Good)
6.00 - < 7.00	60.0 - < 70.0	B+ (Good)
5.50 - < 6.00	55.0 - < 60.0	B (Above Average)
5.00 - < 5.50	50.0 - < 55.0	C (Average)
4.00 - < 5.00	40.0 - < 50.0	P (Pass)
Below 4.00	Below 40.0	F (Fail)
Ab (Absent)	-	Absent

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