



Ph.D. (JMC)

Syllabus: 2026-2027

Department of
Mass Communication and Journalism

School of Mass Communication & Journalism
Maulana Azad National Urdu University, Hyderabad

Waqar Raza

Eman

Qoh

A.

V

Course Outline of Ph.D (JMC) 2020-2021 Batch

Serial No.	Paper Code and Nature of Paper	Title of the Paper	Credits	Class Duration in Hours		
				L	T	P
Sem - I						
1	PHJM101CCT	Research and Publication Ethics (Compulsory)	2	2	0	0
2	PHJM102CCT	Research Methodology (Compulsory)	4	3	1	0
3	PHJM103CCT	Media Studies (Compulsory)	4	3	1	0
4	PHJM104CCT	Development Communication (Optional)	4	3	1	0
5	PHJM105CCT	Public Relations (Optional)	4	3	1	0
6	PHJM106CCT	Advertising (Optional)	4	3	1	0
7	PHJM107CCT	Television Studies (Optional)	4	3	1	0
8	PHJM108CCT	Film Studies (Optional)	4	3	1	0
9	PHJM109CCT	Print Media Studies (Optional)	4	3	1	0
Total			14			

Revised Syllabus -w.e.f. 26-08-2026 - Academic Year: 2026-2027
Ph.D (JMC), Department of Mass Communication and Journalism | MANUU

Course Title: Research and Publication Ethics (Compulsory)**Course Code: PHJM101CCT****Scheme of Instruction**

Total Duration : 60 Hrs
 Periods/Week : 4
 Credits : 3
 Instruction Mode : Lecture/Practice

Scheme of examination

Maximum Score : 100
 Internal Evaluations : 30
 End Semesters : 70
 Exam Duration : 3 Hrs

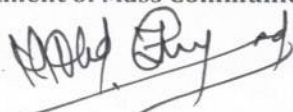
Course Objectives: The aim of this paper is to introduce the philosophy of science and ethics, research integrity, publication ethics. The paper focuses to identify research misconduct and predatory publications as well as indexing and citation databases, open access publications, Research Metrics (Citations, h-Index, Impact factor etc.) and plagiarism tools for Research scholars.

Course Outcomes: The objective of the paper is to aware the Research Scholars about publication ethics and publication misconduct.

Unit	Course Content	Instruction Hours
I	Philosophy and Ethics (Theory): Introduction to philosophy: definition, nature and scope, concept, branches. Ethics: definition, moral philosophy, nature of moral judgments and reactions.	15
II	Scientific Conduct (Theory): Ethics with respect to science and research. Intellectual honesty and research integrity. Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP) Redundant publications: duplicate and overlapping publications, salami slicing, Selective reporting and misrepresentation of data	15
III	Open Access Publishing (Practice): Open access publications and initiatives. SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies. Software tool to identify predatory publications developed by SPPU. Journal finder/journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggested, etc. Publication Misconduct (Practice.): (A) Group Discussions (Practice): Subject specific ethical issues, FFP, authorship, Conflicts of interest, Complaints and appeals: examples and fraud from India and abroad (B) Software tools (Practice): Use of plagiarism software like Tumitin, Urkund and other open source software tools	15
IV	Databases and Research Metrics (Practice): (A) Databases (Practice) Indexing databases, Citation databases: Web of Science, Scopus, etc. (B) Research Metrics (Practice): Impact Factor of journal as per Journal Citation Report, SNIP, SIR, IPP, Cite Score. Metrics: h-index, g index, i10 index, altmetrics	15

Revised Syllabus -w.e.f. 26-08-2026 - Academic Year: 2026-2027

Ph.D (JMC), Department of Mass Communication and Journalism | MANUU







Suggested Readings:

Graf C, Wager E, Bowman A, Fiack S, Scott-Lichter D, Robinson A. Best Practice Guidelines on Publication Ethics: a Publisher's Perspective.

International journal of clinical practice.2007; 61

Ethics in Qualitative Research, Call Number: H61 .H27845 2012, ISBN: 9780857021410, Publication Date: 2012

The Student's Guide to Research Ethics, ISBN: 9780335240166, Publication Date: 2010

The Ethics of Science, Call Number: Q175.35 .R46 1998, ISBN: 0415166977, Publication Date: 1998

Revised Syllabus -w.e.f. 26-08-2026- Academic Year: 2026-2027
Ph.D (JMC), Department of Mass Communication and Journalism | MANUU

Course Title: Research Methodology (Compulsory)

Course Code: PHJM102CCT

Scheme of Instruction

Total Duration : 60 Hrs
Periods/Week : 4
Credits : 4
Instruction Mode : Lecture

Scheme of examination

Maximum Score : 100
Internal Evaluations : 30
End Semesters : 70
Exam Duration : 3 Hrs

Course Objectives: To provide doctoral researchers with a comprehensive understanding of research paradigms and traditions in communication studies. To develop critical skills in both quantitative and qualitative research methods, enabling students to design and execute independent research projects. To familiarize students with contemporary approaches in communication research, including cultural, critical, and digital methodologies. To enable students to conceptualize, design, and present research proposals that meet academic standards.

Course Outcomes: By the end of the course, students will be able to: Demonstrate an understanding of the theoretical foundations and traditions of communication research. Critically evaluate and apply both qualitative and quantitative research methods in communication studies. Engage with contemporary and interdisciplinary approaches such as semiotics, discourse analysis, policy research, and ethnography. Address ethical concerns and prepare a research proposal with clarity, rigor, and originality.

Unit	Course Content	Instruction Hours
I	Foundations of Communication Research - Nature of scientific inquiry; objectivity and subjectivity in research. - Major traditions in communication research: Frankfurt School, Birmingham School, Critical Cultural Studies. - Paradigms: Positivist, Interpretivist, Critical, Postmodern.	15
II	Approaches to Research Design - Quantitative and qualitative research: characteristics, scope, and applications. - Research designs: experimental, cross-sectional, longitudinal, field studies, and applied research. - Content analysis, survey research, and interview methods.	15
III	Contemporary & Interdisciplinary Methods - Ethnography, case study, historical and policy research. - Participatory action research. - Semiotics, discourse analysis, and linguistic approaches to media texts. - Digital and online research methods (social media analytics, big data perspectives).	15
IV	Data Analysis & Ethics in Research - Descriptive and inferential statistics: normal distribution, central tendency, hypothesis testing, significance levels. - Parametric & non-parametric tests: t-test, z-test, chi-square, regression. - Introduction to data analysis software (SPSS, R, NVivo).	15

Revised Syllabus -w.e.f. 26-08-2026 - Academic Year: 2026-2027

Ph.D (JMC), Department of Mass Communication and Journalism | MANUU

Elham
Alam
W
Ph.D. JMC
N
Q
V

- Research ethics: plagiarism, informed consent, data privacy.
- Writing and presenting a doctoral research proposal.

Suggested Readings:

1. **Berger, A. A.** (2019). *Media and Communication Research Methods*. Sage.
2. **Jensen, K. B., & Craig, R. T.** (2019). *The International Encyclopedia of Communication Theory and Philosophy*. Wiley-Blackwell.
3. **Wimmer, R. D., & Dominick, J. R.** (2019). *Mass Media Research: An Introduction*. Cengage.
4. **Bryman, A.** (2016). *Social Research Methods*. Oxford University Press.
5. **Silverman, D.** (2021). *Qualitative Research*. Sage.
6. **Neuman, W. L.** (2014). *Social Research Methods: Qualitative and Quantitative Approaches*. Pearson.
7. **Krippendorff, K.** (2018). *Content Analysis: An Introduction to Its Methodology*. Sage.
8. **Babbie, E.** (2020). *The Practice of Social Research*. Cengage.
9. **Creswell, J. W., & Creswell, J. D.** (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage.
10. **McQuail, D.** (2010). *McQuail's Mass Communication Theory*. Sage.

Revised Syllabus -w.e.f. 26-08-2026 - Academic Year: 2026-2027
 Ph.D (JMC), Department of Mass Communication and Journalism | MANUU

Course Title: Media Studies (Compulsory)

Course Code: PHJM102CCT

Scheme of Instruction

Total Duration : 60 Hrs
Periods/Week : 4
Credits : 4
Instruction Mode : Lecture

Scheme of examination

Maximum Score : 100
Internal Evaluations : 30
End Semesters : 70
Exam Duration : 3 Hrs

1. **Course Objectives:** Understand foundational theories and methods in media anthropology.
2. Analyze the evolution of media anthropology from traditional to digital media.
3. Explore media's role in rituals, myths, religion, and sociality.
4. Examine ethnographic approaches to media production, consumption, and audiences.
5. Investigate ethnic and minority media's impact on identity and rights.
6. Analyze media's influence on culture, power, and globalization.
7. Develop skills in audience and print media research.
8. Reflect critically on digital media cultures and emerging technologies.

1. **Course Outcomes:** Demonstrate knowledge of key concepts like ritual, myth, and religion in media anthropology.
2. Critically assess media anthropology's growth and scope.
3. Apply ethnographic methods to media studies.
4. Analyze ethnic media's role in identity and minority representation.
5. Interpret media's cultural and power dynamics using relevant theories.
6. Conduct audience research using theoretical frameworks.
7. Evaluate print media through content and readability analysis.
8. Engage critically with issues in digital media and media activism.

Unit	Course Content	Instruction Hours
I	Introduction to Media Anthropology: Definition, scope, and relevance, Intersections with cultural anthropology and communication studies, Historical development: from oral traditions to digital ethnography, Theoretical Concepts, Ritual theory and media events, Myth, symbolism, and narrative, Religion, media, and mediation of belief systems, Sociality in the Digital Age, Identity, kinship, and belonging in networked spaces, Anthropology of Digital Media and Cultures, Virtual worlds, digital labor, influencer cultures.	15
II	Ethnographic Approaches to Media: Concept and practice of ethnography in media studies, Ethnography of media production and consumption, Ethnography of audiences: reception and interpretation, Global Perspectives on Ethnographic Media, Cross-cultural documentation and	15

Revised Syllabus -w.e.f. 26-08-2026 - Academic Year: 2026-2027
Ph.D (JMC), Department of Mass Communication and Journalism | MANUU

Elkumar
Meson
M
Houda
N
Dah

	indigenous media, Representation, access, and empowerment through local media, Participatory Media and Activism, Citizen journalism, grassroots media, and media justice, Anthropological analysis of media activism and resistance, Ethnic Media and Identity, Media produced by and for racial, ethnic, linguistic, and religious minorities, Issues of inclusion, visibility, and counter-narratives, Minorities and Media Rights, Representation vs. misrepresentation in mainstream media.	
III	Media, Culture, and Power: Theories of Culture in Media Studies, Classical vs. popular culture, Western and American cultural models, British Cultural Studies, Multiculturalism and Media Representation, Negotiation of difference in multicultural societies, Media portrayals of gender, race, class, and ethnicity, Television as Cultural Industry, Role in shaping national and global imaginaries, Media Hegemony and Cultural Imperialism, Media globalization and dominance of Western narratives, Cultural Rights and Global Media, Community media and preservation of indigenous cultures, Critical Media Theories, Visual culture and media archaeology, Mediated Cultures, Convergence of Media, Technological Determinism, Political Economy of Media.	15
IV	Media Audiences and Print Media Research: Semiotics, structuralism, and textual analysis, Theories of encoding/decoding, Media Audience Approaches, Media effects and behavioral studies, Uses and gratifications theory, Reception theory and active audiences, Agenda-setting and framing analysis, TRP, viewership patterns, Print Media Analysis, Content analysis and discourse analysis, Readability studies and typographic research, Categorization and reader-non-reader studies, Media economics, Critical Evaluation of Print Media, Ideology, narrative structure, representation, Print media in the digital era.	15

Revised Syllabus -w.e.f. 26-08-2026 - Academic Year: 2026-2027
 Ph.D (JMC), Department of Mass Communication and Journalism | MANUU

Suggested Readings:

- Ginsburg, F., Abu-Lughod, L., & Larkin, B. (Eds.). (2002). *Media worlds: Anthropology on new terrain*. University of California Press.
- Miller, D., & Slater, D. (2000). *The internet: An ethnographic approach*. Berg Publishers.
- Lull, J. (2000). *Media, communication, culture: A global approach*. Polity Press.
- Hall, S., Critcher, C., Jefferson, T., Clarke, J., & Roberts, B. (2013). *Culture, media, language: Working papers in cultural studies, 1972-79* (Routledge Revivals). Routledge.
- Appadurai, A. (1996). *Modernity at large: Cultural dimensions of globalization*. University of Minnesota Press.
- Silverstone, R. (1994). *Television and everyday life*. Routledge.
- Couldry, N. (2012). *Media, society, world: Social theory and digital media practice*. Polity.
- Morley, D. (1992). *Television, audiences and cultural studies*. Routledge.
- Cottle, S. (2003). *Media organization and production*. Sage Publications.
- Meikle, G., & Young, S. (2012). *Media convergence: Networked digital media in everyday life*. Palgrave Macmillan.
- John, F., & Hartley, J. (1996). *Reading television*. Routledge.
- Kottak, C. P. (1989). *Prime time society: Anthropological analysis of television and culture*. Wadsworth Modern Anthropology Library.
- Rothenbuhler, E. W., & Coman, M. (2005). *Media anthropology*. Sage.
- Yu, S. S., & Matsaganis, M. D. (2018). *Ethnic media in the digital age* (1st ed.). Routledge.
- Campbell, R., & Martin, C. R. (2013). *Media & culture: Mass communication in a digital age* (13th ed.). Bedford/St. Martin.
- Kellner, D. (2018). *Television and the crisis of democracy* (1st ed.). Routledge.
- Riggins, S. H. (1992). *Ethnic minority media: An international perspective*. Sage Publications.
- Capotorti, F. (n.d.). *Study on the rights of persons belonging to ethnic, religious, and linguistic minorities*. United Nations.

Citations:

1. Wu, X., Yasin, M. A. I., Abdullah, K. B., Jiang, X., Zhao, Y., Li, W., & Zhao, F. (2025). Media culture and identity construction in the digital age: A multidimensional analysis of race, gender, class, and intercultural communication. *International Journal of Multimedia Computing*, 6(1), 1-12. <https://doi.org/10.38007/IJMC.2025.060104>
2. Fatimah, I., & Mugiarto, H. (2023). Ethnic identity and subjective well-being in students with Javanese and Chinese backgrounds. *Academic Journal of Psychology and Counseling*, 4(1), 1-26. <https://doi.org/10.22515/ajpc.v4i1.6865>
3. Jin, Y. (2025). Media representation and social identity: A study of public discourse construction and the empowerment of marginalised groups in the digital age. *International Journal of Education and Humanities*, 19(2), 134-139. <https://doi.org/10.54097/jq9t4b14>
4. Ramasubramanian, S. (2016). Racial/ethnic identity, community-oriented media initiatives, and transmedia storytelling. *The Information Society*, 32(5), 333-342. <https://doi.org/10.1080/01972243.2016.1212618>
5. Diakiv, V., Koval, O., Kdyrova, I., & Voitenko, I. (2025). The role of cultural and ethnic identity

Revised Syllabus -w.e.f. 26-08-2026 - Academic Year: 2026-2027

Ph.D (JMC), Department of Mass Communication and Journalism | MANUU

Entire
Handwritten signature

Handwritten signature

Handwritten signature

Handwritten signature

Handwritten signature

Handwritten signature

in contemporary media dynamics: Market potential and influence. *Salud Ciencia y Tecnología - Serie de Conferencias*, 4, 1459. <https://doi.org/10.56294/sctconf20251459>

Revised Syllabus -w.e.f. 26-08-2026 - Academic Year: 2026-2027
Ph.D (JMC), Department of Mass Communication and Journalism | MANUU

Course Title: Development Communication (Optional)**Course Code: PHJM102CCT****Scheme of Instruction**

Total Duration : 60 Hrs

Periods/Week : 4

Credits : 4

Instruction Mode : Lecture

Scheme of examination

Maximum Score : 100

Internal Evaluations : 30

End Semesters : 70

Exam Duration : 3 Hrs

Course Objectives: The remit of the paper is to introduce communication process in the services of national development and the role of the media in creating awareness about environmental problems, women's rights, rural development, and the integration of communication within the discourse of development. **Course Outcomes:** Students successfully completing the course will be better aware of the ways in which communication may supplement the discourse of development through its functioning and how communication as a process may be harnessed to meet development goals.

Course Outcomes: Students successfully completing the course will be better aware of the ways in which communication may supplement the discourse of development through its functioning and how communication as a process may be harnessed to meet development goals.

Unit	Course Content	Instruction Hours
I	Development Communication Definitions -NatureScope,Merits and Demerits, Development support communication,Case studies of SITE and KHEDAProjects,Challenges of communication in Third World Countries.Development and Underdevelopment in Global perspectives,Problems emanating from underdevelopment, Poverty and Poverty Alleviation, Causes of RuralPoverty. Development Dichotomies :-Socio-Economic Gaps and its implications, Gap between Developed and Developing Societies.	15
II	Writing for Development Journalism Development Journalism,Origin, Growth and Current Scenario. Development Journalism :-Concept,Case Studies. Development News, Different Development Concepts, Development Reporting, Problems with Indian Press and Development Journalism	15
III	Role of UN and other Bodies in Tackling issue of Under development Economic Concept of Development, Role of Global agencies in solving Economic and Social problems of the Developing world. United Nation and its different Bodies,UNDP, UNCTAD, IMF, UNICEF,World Bank etc.Problems of Environment in Global perspective, International conference on environment, Role of Media in solving Environmental problems, Environmental Education at the Grass root, Subjugation of women and women's rights, Challenges for Communicators, Political awakening among rural people especially women and marginalised section etc.	15
IV	Rural Development issues and Communication strategy for Rural Change Problems and prospects for integrated Rural Development, Role of Legislature, the Executive and the Judiciary in developing world.Cyber Media and Development, E -governance, Digital Democracy & E-Chaupal. Communication for Rural Development, Communication for Urban Development. Panchayati raj, Urban Sanitation, Industrialization	15

Revised Syllabus -w.e.f. 26-08-2026 - Academic Year: 2026-2027,

Ph.D (JMC), Department of Mass Communication and Journalism | MANUU

	Consumer Awareness, Modernization etc.	
Suggested Reading: 1. Gupta,Om,(2006) Encyclopedia of Journalism and Mass Communication Vol. 1 to 10, Isha Books Delhi. 2. Murthy, Ndig, Krsihna,(1966) Indian Journalism, from Ashoka to Nehru, Mysore University, Prasaranga. 3. Natarajan, J.(1955), History of Indian Journalism, New Delhi, Publications Division, Government of India. 4. Parthasarthy, Rangaswami, (1991) Journalism in India; From the Earliest Times to the Present Day, New Delhi, Sterling Publishers Private Limited. 5. Jeffrey, Robin, (2000) India's Newspaper Revolution, Oxford University Press, New Delhi. 6. William, Herbert Lee, Newspaper Organization and Management, Delhi Surjeet Publications. 7. McQuail, Dennis, 'Media Performance', Sage Publications. 8. Gupta Om (2006) Encyclopeida of Journalism of Mass Communication, Isha Books, Delhi. 9. Bignell,James (2002)Media Semiotics : An Introduction, Manchester University Press. 10. Daiya, K. (2008). Violent belongings: Partition, gender and national culture in postcolonial India. Philadelphia: Temple University Press. 11. Rawat,Dr.Ramesh Kumar.(2018).Media Freedom And Democracy.ABD Publications,Jaipur 12. Karim,Saiyyad Ali.(1999).Hifza-e-Sehat.NCPUL,New Delhi 13. Ranganath H.K, (1980), Folk Media & Communication, Chinthana Prakashana, New Delhi.		

Revised Syllabus w.e.f. 26-08-2026 - Academic Year: 2026-2027
 Ph.D (JMC), Department of Mass Communication and Journalism | MANUU

Course Title Public Relations (Optional)**Course Code:****Scheme of Instruction**

Total Duration : 60 Hrs
 Periods/Week : 4
 Credits : 4
 Instruction Mode : Lecture

Scheme of examination

Maximum Score : 100
 Internal Evaluations : 30
 End Semesters : 70
 Exam Duration : 3 Hrs

Course Objectives: The objective of the course is to instruct the students with the various theories and practices of Public Relations, the direction that the PR practices have taken in the post-liberalized era and its roles in meetings the development requirements of the country.

Course Outcomes: Students successfully completing the course will be aware of both the theoretical and practical perspectives related to the Public Relations exercises and outreach programmes of Public Relations practitioners.

Unit	Course Content	Instruction Hours
I	Public Relations Concepts and Principles, Various theories of Public Relations, Interface of Public Relation with various other Management Disciplines, Public Relation in Central Government, Public Relation in State Government.	15
II	Public Relation in Cyberspace, Cyber Spin use of new Technologies in Public Relation, Analysis of New Publics in Electronic Environment, On line Research Techniques for Public Relations.	15
III	Globalization: The Frontier of Multinational and Cultural Diversity, Opportunity and Challenges for 21 st Century, Public Relations in Multinational Corporations, Strategic Communication Management-making Public Relation work	15
IV	Crisis Communication, Anticipatory Model of Crisis Management, Defending Organizations, Restoring Image beyond the Crisis, Disaster Management. Ethics in Theory and Practice for Public Relations, Regulatory framework for Public Relations- Self Regulations, Unethical Practices	15
	Suggested Readings: 1. Singh, JK. (2014) Media and Public Relations. New Delhi: APH Publishing Corporation 2. Verma, Shekhar. (2011) Advertising and Public Relations. New Delhi: Sonali Publications. 3. Winterson, David. (2010) Advertising and Corporation Communication. New Delhi Centrum Press. 4. Fernandez, Joseph (2009) Corporate Communication: A 21st Century Primer. New Delhi: Response Books. 5. Butterick, Keith (2012) Introducing Public Relations: Theory and Practice. New Delhi: Sage Publication.	

Revised Syllabus -w.e.f. 26-08-2026 - Academic Year: 2026-2027

Ph.D (JMC), Department of Mass Communication and Journalism | MANUU

Entire
 Meera

M

Dr. Priya

Dr.

Dr.

Dr.

6. Brown, Rob (2010) Public Relations and the social web: How to use Social Media and Web 2.0 in Communications. London: Kogan Page Ltd.
7. Sharma, Diwakar (2004) Public Relations: An emerging specialized profession New Delhi: Deep & Deep Publication Pvt. Ltd.
8. Banik, Dr. G.C. (2005) PR & Media Relations. Delhi: Jaico Publishing House
9. Ganesh, S. (1999) Introduction to Public Relations. Delhi: Indian Publishers and Distributors
10. Moore, H. Frazier & Kalumpa, Fran B. (2002) Public Relations : Principle cases and Practice. Delhi: Surjeet Publications
11. Singh, J.K. (2011) Media and Public Relations. New Delhi: APH Publishing Corporations
12. Shrimesh, K.. Edited. (2005) Public Relations in Asia: An anthology. Singapore: Thomson Learning
13. Ravindran, R.K. Edited. (1999) Handbook of Public Relations. New Delhi: Anmol Publication Pvt. Ltd. Vilanilam,
14. J.V. (2011) Publications in India. New Delhi: Sage Publications.
15. Lesly, Philip. Edited. (2002) Handbook of Public Relations & Communications, New Delhi: Jaico Publishing House
16. Sharma, Diwakar. (2004) Mass Communication- Theory and Practice in the 21st Century. New Delhi: Deep & Deep Publication.
17. Taylor, Shirley (1991) Communication for Business. Delhi: Addison Wesley Longman Ltd.
17. Azeem, M. A., & Sahaab, Z. H. (2009). Marketing Management. New Delhi: Himalaya Publishing.
18. Broom, Glen M & Sha, Bey-Ling. (2012). Cutlip and Centre's Effective Public Relations. USA: Pearson Higher Education
19. Sachdeva, Iqbal. (2009). Public Relations: Principles and Practices. New Delhi: Oxford University Press
20. Ravindran, R.K. (1999). Handbook of Public Relations. New Delhi: Anmol Publications Pvt. Ltd
21. Reddi, C.V. Narasimha. (2014). Effective Public Relations and Media Strategy. New Delhi: PHI Learning Pvt. Ltd
22. Ahuja, BN & Chhabra, SS. Advertising & Public Relations. New Delhi: Surjeet Publications
23. Sardana, C.K. (2016). The Challenge of Public Relations. New Delhi: HarAnand Publications
24. Black, Sam. (1976). Practical Public Relations. New York: Beekman Publications.
25. Mehta D. S. Handbook of Public Relations in India. New Delhi: Allied

Revised Syllabus -w.e.f. 26-08-2026 - Academic Year: 2026-2027

Ph.D (JMC), Department of Mass Communication and Journalism | MANUU

Entire
Keshav

M

Handwritten signature

Handwritten initials

Handwritten signature

Handwritten mark

	Publishers Pvt. Ltd		
--	---------------------	--	--

Entan
Jleam

Mohd. Rizad

Revised Syllabus -w.e.f. 26-08-2026 - Academic Year: 2026-2027
Ph.D (JMC), Department of Mass Communication and Journalism | MANUU

Mh

D.

Qah. ✓

Course Title: Advertising (Optional)**Course Code:****Scheme of Instruction**

Total Duration : 60 Hrs

Periods/Week : 4

Credits : 4

Instruction Mode : Lecture

Scheme of examination

Maximum Score : 100

Internal Evaluations : 30

End Semesters : 70

Exam Duration : 3 Hrs

Course Objectives: The core of the objective of the paper is to inform advertising not just as an industrial practice but advertising as a discourse. The paper will apprise students about the relations between advertising and its place within the dynamics of a consumer driven society in a post-industrial world. Besides it will also apprise students about the various forces that influence advertising as an institution and as a market practice.

Course Outcome: Students successfully completing the course will be aware of the dynamics of advertising created for the markets, place of the ubiquitous consumer within a market-driven economy and advertising's implications through a variety of theoretical perspectives including Liberal, Neoliberal and Marxist.

Unit	Course Content	Instruction Hours
I	Advertising: Importance of Advertising in Modern Economies – Emergence of Advertising - Consumption and Social Transition: From Traditional to Industrial Society – From Industrial to Consumer Society – Advertising and Growth of Communication Media - Advertising and the Growth of Advertising Agencies – Criticism of Advertising: Neo-Liberalism Position and Marxist Critique	15
II	The Indian Advertising Industry - Liberalization and Its Impact – Non-Conventional Advertising Media – Rural Advertising – Public Service Advertising & Social and Development Messages - Legal, Ethical and Moral Implications on Advertising Practices – Surrogate Advertising – Audit Bureau of Circulation (ABC) – Advertising Agencies Association of India – Advertising Standards Council of India	15
III	Approaches to Understanding Advertising Messages: Media Theory and Perception of Social Reality: Cultural Hegemony – Ideological State Apparatus - Cultivation Theory – Agenda Setting - Social Cognitive - Elaboration Likelihood Model of Persuasion - Media System Dependency - Media Priming – Encoding /Decoding	15
IV	Advertising and Regulation: Study of Legal and Non-Legal Regulatory Forces: Organized Market forces such as Consumerism, Environmentalism – Self Regulatory Forces - Governmental Forces - Advertising and Regulatory Forces operating in India - Factors Influencing Consumer Behavior: Personal, Social Cultural, Sub-Cultural - Consumer and Brand Engagement.	15
	Suggested Reading: 1. Advertising in Contemporary Society: Perspectives towards Understanding – Kim B. Rotzoll, Steven R.Hall, James E. Haefner. University of Illinois Press. 1996 2. Modern Economics: Principles and Policy – Kelvin Lancaster - Rand McNally & Company -1973	

Revised Syllabus -w.e.f. 26-08-2026 - Academic Year: 2026-2027

Ph.D (JMC), Department of Mass Communication and Journalism | MANUU

	3. Social Communication in Advertising: Consumption in the Marketplace - William Leiss, Stephen Kline, Sutjhally, Jacqueline Botterill. Routledge. 2005 4. Advances in Theory and Research - Edited by Jennings Bryant & Mary Beth Oliver. Routledge. 2002 5. Effective Advertising - Understanding When, How and Why Advertising Works - Gerard Tellis - Sage Publications - 2004 6. Advertising & Marketing in Rural India - Tej K. Bhatia. 2nd Edition. Mac Millan India Ltd. 2007 7. Shoveling Smoke: Advertising and Globalization in Contemporary India - Duke University Press. 2003 8. The Oxford Handbook of the History of Consumption. Edited by Frank Trentman. Oxford University Press. London. 2012 9. Social Communication in Advertising: Persons, Products and Images of Well Being - William Leiss, Stephen Kline, and Sutjhally. Routledge. London. 1997 10. No Logo - Naomi Klein - Harper Collins. 10th Edition 11. Advertising and Promotions an IMC perspective - Kruti Shah - Tata McGraw- Hill Publishing Company Limited New Delhi - 2008 12. Media Semiotics: An Introduction - James Bignell - Manchester University Press - 2002	
--	--	--

Revised Syllabus -w.e.f. 26-08-2026 - Academic Year: 2026-2027

Ph.D (JMC), Department of Mass Communication and Journalism | MANUU

Entan
Mes

Mh

Mohd Shijad

M

Qah

Course Title: Television Studies (Optional)**Course Code:****Scheme of Instruction**

Total Duration : 60 Hrs

Periods/Week : 4

Credits : 4

Instruction Mode : Lecture

Scheme of examination

Maximum Score : 100

Internal Evaluations : 30

End Semesters : 70

Exam Duration : 3 Hrs

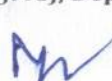
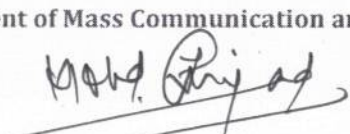
Course Objectives: The paper will apprise students about the introduction of Television in India, genres of television, the evolution of the TV news channels and its various socio-cultural implications.

Course Outcome: Students successfully completing the course will have greater understanding about different approaches, methods and concepts related to Television Studies.

Unit	Course Content	Instruction Hours
I	Television: Television History. Television Cultures, Media Texts, Television Consumption. Audience behavior. TV programming and Narratives. New trends in television broadcasting.. Independent Media, Television Commercials and Social Campaign, Television in the Digital Context. Television's Future: Globalization. Technological Change	15
II	Television Genres: Popular Television Journalism - Probing the popular, old and new formats - Morality and dialogue, the social psychology of TV viewers, Effects of television, Reception theory, criticism, Different genres of TV Programmes. Television Narrative/Quality Television, Modes of Production/Television as a Cultural Forum	15
III	Television Business: Media and Entertainment Industry: Advertising, Role of Advertising - TV Ratings and Schedules - Categories of Rating, Nielsen Rating system - Marketing Strategies of TV Advertisement. Television Audiences and Audience Metrics: DART - TAM - INTAM - BARC, Foreign Broadcast in India, FDI	15
IV	Research Themes in Television: Studying Methodologies and Approaches: Methods and Concepts in Television Studies: Television and violence, television and children, television and negotiation of culture and Popular Culture. Television, race, ethnicity and Media. Gender representation. Feminist Criticism and Television, Narrative discourse of Indian Soap Operas and Identity. Reading the visual, Discourse and Social representations; representation of marginalized communities and Muslims in Media, stereotypes. Changing Face of Indian Television in Context of Globalization.	15
	Suggested Reading: Massey, M. (2010). Studying Tv Drama . Columbia University Press. Bignell, J. (n.d.). An Introduction to Television Studies. Mehta, N. (n.d.). India on Television . New Delhi Harper Collins. Mehta, N. (n.d.). Television in India: Satellites, Politics and Cultural Change . Routledge.	

Revised Syllabus -w.e.f. 26-08-2026 - Academic Year: 2026-2027

Ph.D (JMC), Department of Mass Communication and Journalism | MANUU



Oakley, K. (n.d.). The Routledge Companion to the Cultural Industries. Justin O'Connor. Gripsrud, J. (n.d.). Relocating Television: Television in the Digital Context . Ron Cowdery, K. S. (n.d.). How to Study Television . Amanda D. Lotz, J. G. (n.d.). Television Studies. Creeber, G. (n.d.). Tele-Visions: Methods and Concepts in Television Studies. British Film Institute. Annette Hill, R. C. A. (n.d.). The Television Studies Reader . Sen, B., & Roy, A. (n.d.). Channeling Cultures: Television Studies from India. Rani, N. U. (n.d.). Educational Television in India . Discovery Publishing House. Agrawal, B. C. (n.d.). Television and Cultural Crisis: An Analysis of Transnational Television in India. Bhat, S. C. (1994). Satellite Invasion of India . Gyan Publishing House. Asa, B. A. (1982). Media Analysis Technique. Londoan: Sage publication. Douglas Kellner, " Critical Perspectives on Television from the Frankfurt School to Postmodernism," in J. Wasko, ed., A companion to television, Malden, MA: Blackwell, 2005, 29-47 Studying TV Drama – Michael Masey. Columbia University Press, 2010	
---	--

Revised Syllabus -w.e.f. 26-08-2026 - Academic Year: 2026-2027
 Ph.D (JMC), Department of Mass Communication and Journalism | MANUU

Course Title: - Film Studies (Optional)**Course Code:****Scheme of Instruction**

Total Duration : 60 Hrs
 Periods/Week : 4
 Credits : 4
 Instruction Mode : Lecture

Scheme of examination

Maximum Score : 100
 Internal Evaluations : 30
 End Semesters : 70
 Exam Duration : 3 Hrs

Course Objectives: The principle objective of the course is to apprise students with the discourse related to cinema: its invention, evolution as a cultural industry across the globe, its industry practices, and meaning making in cinema. Students will be introduced to the various film movements across the globe the hegemonic position of Hollywood cinema and various film movements.

Course Outcomes: Students successfully completing the course will be aware of the evolution of cinema, its roles as a cultural industry, the discursive practices of cinema, and should be able to analyze ways in which meaning is both encoded and decoded in the moving image. Students will be better able to appreciate cinema both as art (created through societal forces and personal visions) and as an industry (driven by industrial practices).

Unit	Course Content	Instruction Hours
I	The Birth of Cinema: The Rise of the American Film Industry – Silent Cinema & Technical Thrills and its Early Form: Cinema of Attractions – Emergence of Censorship – The Birth of Radio and the Studio systems–The Great Age of Hollywood and Radio – The Star System–Growth of TV	15
II	Analyzing the Moving Image: Technical Elements, Symbolic Elements - Examining Narratives: Syntagmatic versus Paradigmatic Approach – Genre Analysis: Areas of Possible Genre Research – Researching Principal Elements: Essential Approach, Categorization Approach, and Iconography – Genre Development: Experimental, Classical, Parody and Deconstruction – Approaching Genre through Aesthetics and Exchange - Reading Narratives as 'text': <i>Fabula</i> and <i>Syuzhet</i> – Order: Analepsis and Prolepsis – Mimesis and Diegesis – Free Indirect Discourse - Interior Monologue – Diachronic and Synchronic – Dialogism – Intertextuality – Chronoscope – Character Zone	15
III	Silent Film Theory - Soviet Montage Theorists – Russian Formalism & Bakhtian School – Frankfurt School – Cult of the Auteur – Americanization of the <i>Auteur</i> Theory – The Advent of Structuralism – Interrogating Authorship & Genre – From Linguistics to Psychoanalysis – Feminist Interventions in Film Studies – Birth of the Spectator and Semiotics - Queer Theory – Louis Althusser and Ideology – Michel Foucault : Discourse Power and Knowledge	15
IV	Mainstream Film Making versus Film Movements: Eisenstein and Socialist Cinema – German Expressionism –Italian Neo-realism –the new Wave Cinemas: French New Wave, German New Wave, Czech New Wave, Japanese New Wave, British New Wave and the Kitchen Sink Drama– Latin America & Cinema Novo – <i>Dogme 95</i> –Third World Cinema: Looking beyond Eurocentric Framework – South Asian Visual Practices – Ocular centrality– Parsi Theatre –Early Pioneers of the Indian Cinema - The	15

Revised Syllabus -w.e.f. 26-08-2026 - Academic Year: 2026-2027

Ph.D (JMC), Department of Mass Communication and Journalism | MANUU

	Golden Age-Parallel Cinema Movement- Narrating the Nation Through Heroes and Villains – Heroines : From Romance to Sexed Up Bodies – Major Hindi Film Genres and Forms- Issues of Censorship – The Nation in Transition: The Problematic Decade of the 70s and the 80s-Contemporary Indian Cinema: Trends and Transformation - NRI cinema and the Multiplex.	
	Suggested Reading: Virdi, J. (2003). The Cinematic ImagiNation: Indian Popular Films as Social History, New Delhi: Permanent Black. Neale, S. (1980). Genre. London: British Film Institute. Bhasker, I., & Allen, R. (2009). Islamicate Cultures of Bombay Cinema . New Delhi: Tulika Books . Chakravarty, S. (1993). National Identity in Popular Indian Cinema 1947-1987. Austin: University of Texas Press. Chowdhury, P. (2000). Colonial India and the Making of Empire Cinema: Image, Ideology and Identity. Manchester: Manchester University Press. Hansen, A., & Cottle, S. (1998). Mass Communication Research Methods. New York: NYU Press. Hayward, S. (2006). Cinema Studies: The Key Concepts (Third ed.). London: Routledge. Mehta, M. (2012). Censorship and sexuality in Bombay Cinema. Monaco, J. (2009). How to Read a Film. London: Oxford University Press. Niranjana, T. (1995, June 3). Prasad, M. M. (1998). Ideology of the Hindi film: A historical construction. Delhi: Oxford University Press. Stam, R. (2000). Film Theory: An Introduction. London: Wiley Publishing Dwyer R., Pinney. C. (2001). Pleasure and the Nation: The History, Politics, and Consumption of Public Culture in India. Delhi. Oxford University Press.	

Revised Syllabus -w.e.f. 26-08-2026 - Academic Year: 2026-2027

Ph.D (JMC), Department of Mass Communication and Journalism | MANUU

Course Title: Print Media Studies (Optional)
Course Code: PHJM102CCT

Scheme of Instruction
Total Duration: 60 Hours
Periods/Week: 4
Credits: 4
Instruction mode: Lecture

Scheme of Examination
Maximum Score: 100
Internal Evaluations: 30
End Semesters: 70
Exam duration: 3 Hrs

Course Objectives: Trace the historical evolution of Indian print media from the colonial era through the freedom struggle to post-independence growth. Apply communication and postcolonial theories to analyze agenda-setting, framing, and public sphere dynamics across English and vernacular press. Critique political, ethical, and economic challenges, including paid news, ownership concentration, and digital disruption. Evaluate future trajectories, focusing on hybrid publishing models, digital integration, and the sustainability of regional journalism.

Course Outcomes (COs): Upon completion of this doctoral course, researchers will be able to: Assess the historical and socio-political development of print media and the vernacular press in India. Apply advanced theoretical frameworks to critique journalistic practices, power structures, and democratic roles. Deconstruct contemporary ethical, structural, and socio-economic challenges facing Indian newspaper management. Propose research-backed strategies regarding future business models, hybrid publication methods, and market sustainability.

Unit	Course Content	Instruction Hours
I	Historical Foundations in India: Early Indian press: Hicky's Bengal Gazette (1780) as the first newspaper - Role of print in India's freedom struggle: nationalist press, vernacular newspapers - Growth of regional language press (Hindi, Urdu, Bengali, Tamil, Telugu, etc.) - Case studies: The Hindu, Times of India, Amrita Bazar Patrika	15
II	Theoretical Perspectives on Indian Print Media: Application of communication theories (agenda-setting, framing, gatekeeping) in Indian press - Print media and democracy: watchdog role, public sphere debates -Postcolonial and cultural critiques of Indian journalism - Comparative analysis: English-language vs vernacular press.	15
III	Contemporary Challenges in India: Decline of circulation due to digital platforms - Ownership concentration and political influence in Indian newspapers - Ethical issues: paid news, sensationalism, corporate pressures - Print media's role in rural India: literacy, access, affordability	15
IV	Future Directions for Indian Print Media: Hybrid models: print + e-paper integration - Sustainability: Eco-friendly publishing and cost-effective distribution - Role of print in education, archives,	15

Revised Syllabus -w.e.f. 26-08-2026 - Academic Year: 2026-2027
Ph.D (JMC), Department of Mass Communication and Journalism | MANUU

Entire
Meen
Mh
HARSH
B
Sah

and niche readerships - Predictions: survival of regional press vs dominance of digital	
---	--

Suggested Readings:

1. History of Indian Journalism by J. Natarajan
2. The Press in India by S. Natarajan
3. The Story of the Indian Press by B. N. Ahuja
4. Reports of the First Press Commission (1954) and Second Press Commission (1982)
5. Mass Communication in India by Keval J. Kumar
6. Communication and Culture: India and the Global Context by Maya Ranganathan
7. Media and Democracy in India by Robin Jeffrey
8. India's Newspaper Revolution* by Robin Jeffrey
9. Paid News: How Corruption in Journalism is Undermining Democracy in India (Press Council of India Report, 2010)
10. Media Ethics and Laws by Dr. S. Basu
11. The Future of Print Media in India (FICCI-KPMG Media Reports, annual editions)
12. Digital Disruption and Print Media in India (IAMAI reports)
13. Media Sustainability and Eco-Friendly Publishing (UNESCO reports with Indian case studies)
14. Scholarly debates on hybrid models (print + e-paper) in Indian journalism journals
15. Case studies: Hicky's Bengal Gazette, Amrita Bazar Patrika, The Hindu archives
16. Scholarly articles on agenda-setting and framing in Indian newspapers (e.g., Economic and Political Weekly)
17. Articles on ownership concentration and political influence in Indian media (e.g., EPW, Journalism Studies)

Revised Syllabus -w.e.f. 26-08-2026 - Academic Year: 2026-2027

Ph.D (JMC), Department of Mass Communication and Journalism | MANUU