

**Department of Journalism and Mass Communication  
Islamic University of Science and Technology  
Syllabus for PhD Course Work**

Course Code: JMC903C **Advances in Mass Communication and Journalism**

Credits: 04

**Course Objectives:**

This course is aimed to equip the scholars with the enhanced ability to search, retrieve, manage and analyze data based on their advanced knowledge of mass communication and journalism. While there will be regular in-class lectures also, the success in this course will largely depend on the scholar's investment in learning and grasp of the subject through readings, exercises, tutorials and assignments. The course will aim to help the scholars to attain a superior level of competency in various areas of mass communication and media research. This course will enable a scholar to understand the newer areas of research in this discipline.

**Unit I: Media Law, Ethics and Media Management**

- Freedom of media – laws and limitations, amendments and Case laws.
- Laws concerning the use of the airwaves, Internet, telephony, and e-media
- Legal and Ethical Media Practices
- Journalistic ethics in an age of ratings, competition, market mentality
- State, Market, Ownership and Control of the Media

**Unit II: Development and International Communication**

- Development and underdevelopment in global perspectives.
- Role of global agencies in solving problems of developing countries
- Challenges to Communicators
- Issues in International Communications
- Media and Globalisation

**Unit III: Advances in Journalism**

- Changing concept of news values, Prejudging labelling, Tunnel vision
- Fake news and fact checking
- Data journalism: Significance, techniques
- Artificial Intelligence in Journalism industry
- Rise of Podcasts in media
- Citizen journalism and social media news

**Unit IV: PR, Advertising and Films**

- Contemporary issues in PR
- Role of PR practitioners, Advertising professionals
- Publics and audiences
- Expansion due to new technology
- Crisis Communication in today's times
- Medium of Cinema: Current trends in Films