Islamic University of Science and Technology
Syllabus for PhD Course Work

Course Title: Advances in Mass Communication and Journalism			**Department name: Department of Journalism and Mass communication**	
Course Code	**Credits**	**Course Type**	**L-T-P-S**	**Max Marks**
JMC903	4	Coursework	2-2-0-0	100

Course Objectives

- To equip doctoral scholars with multidisciplinary theoretical frameworks for critically analysing contemporary media systems.
- To develop advanced conceptual and methodological skills necessary for original doctoral research in media studies.

Course Outcomes

By the end of the course, scholars will be able to:

- Apply interdisciplinary theories to the study of media, communication, and culture.
- Critically evaluate media phenomena in relation to power, governance, identity, and political economy.

UNIT I: Advanced Journalism Studies in the Digital Age **Hours: 15**

- Theories of Journalism: Political Economy and Mediatization
- Digital Journalism & Platformization of News Media
- Concerns in Digital Society: Misinformation and related concepts
- Artificial Intelligence and Journalism
- Journalism, Democracy and Participation

UNIT II Visual Communication and Storytelling **Hours: 15**

- Theories of Representation and Visual Culture
- Visual Media Literacy
- Visual Documentation and Society
- Evolving Cinema, Screen Cultures and the emergence of OTT Platforms
- Visual Anthropology & Ethnographic Methods in Media Research
- Algorithmic Curation in Visual ecosystem

UNIT III: Branding Communication, PR and Advertising **Hours: 15**

- Consumer Culture and Digital Capital
- Contemporary advertising Ecosystem
- Digital Public Relations and Corporate Communication Strategies
- Creator Economy and Alternative Marketing system
- Audiences, Attention Economy and Algorithms

UNIT IV: Media, Society, and Sustainability **Hours: 15**

- Media and Global Development Goals
- Media and Sustainability Discourse
- Media Discourses: Climate, Health, and Gender
- Indian & Global Media Systems: Challenges & Issues
- Indian Knowledge Systems & Media Epistemologies

Suggested Readings

1. Anderson, C. W., Bell, E., & Shirky, C. (2015). *Post-Industrial Journalism: Adapting to the Present*. Columbia University.
2. Banet-Weiser, S. (2012). *Authentic: The Politics of Ambivalence in a Brand Culture*. NYU Press.
3. Butler, J. (1990). *Gender Trouble: Feminism and the Subversion of Identity*. Routledge.
4. Carlson, M. (2017). Automating judgment? Algorithmic judgment, news knowledge, and journalistic professionalism. *New Media & Society*, 20(5), 1755-1772.
5. Chadwick, A. (2017). *The Hybrid Media System: Politics and Power* (2nd ed.). Oxford University Press.
6. Chakravartty, P., & Zhao, Y. (Eds.). (2008). *Global Communications: Toward a Transcultural Political Economy*. Rowman & Littlefield.
7. Couldry, N., & Hepp, A. (2016). *The Mediated Construction of Reality*. Polity Press.
8. Diakopoulos, N. (2019). *Automating the News: How Algorithms are Rewriting the Media*. Harvard University Press.
9. Gillespie, T. (2018). *Custodians of the Internet: Platforms, Content Moderation, and the Hidden Decisions That Shape Social Media*. Yale University Press.
10. Hall, S. (Ed.). (1997). *Representation: Cultural Representations and Signifying Practices*. SAGE Publications.
11. Hesmondhalgh, D. (2019). *The Cultural Industries* (4th ed.). SAGE Publications.
12. Kwet, M. (2019). Digital colonialism: US empire and the new imperialism in the Global South. *Race & Class*, 60(4), 3-26.
13. Lobato, R. (2019). *Netflix Nations: The Geography of Digital Distribution*. NYU Press.
14. Napoli, P. M. (2019). *Social Media and the Public Interest: Media Regulation in the Disinformation Age*. Columbia University Press.
15. Noble, S. U. (2018). *Algorithms of Oppression: How Search Engines Reinforce Racism*. NYU Press.
16. Said, E. W. (2003). *Orientalism* (25th Anniversary Ed.). Penguin Classics.
17. Shohat, E., & Stam, R. (2014). *Unthinking Eurocentrism: Multiculturalism and the Media* (2nd ed.). Routledge.
18. Udupa, S. (2015). *Making News in Global India: Media, Publics, Politics*. Cambridge University Press.
19. Van Dijck, J., Poell, T., & de Waal, M. (2018). *The Platform Society: Public Values in a Connective World*. Oxford University Press.