

**Syllabus for
PhD in Communication and Journalism
at School of Mass Communication,
KIIT Deemed to be University.**

Coursework Outline

University Level Courses:*

1. Research Methodology: Philosophy & Methodology of Creating Knowledge (BM7701) (4 credits)
2. Research and Publication Ethics (RS8005) (2 Credits)

** PhD scholars of School of Mass Communication, KIIT Deemed to be University (KSMC) will take the above courses from the KIIT School of Management (KSOM).*

School Level Courses:

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|----------------------------------------------------------|-------------|
| 1. Critical Political Economy of Communication (MJ80001) | (2 Credits) |
| 2. Theories of Media and Journalism Studies (MJ80003) | (2 credits) |
| 3. Qualitative Communication Research Methods (MJ80002) | (2 credits) |
| 4. Advanced Academic Writing (MJ80004) | (2 credits) |

The coursework will run for two consecutive semesters. The PhD scholars will opt first two courses in the first semester and last two courses in second semester.

Critical Political Economy of Communication

Course Code:	MJ80001
Instructors:	Dr Bidu Bhusan Dash, Dr Rajeev Kumar Panda
Credits:	2
Term:	2023-26
Semester:	Autumn/First
Course Level:	PhD

Course Description

The Critical Political Economy of Communication course will be an introduction to the structure and performance of the media in the world in general and within the Global South in specific. The course looks at the central role of economic and political power over our access to information. The purpose of this course is to demonstrate how media systems operate, and to identify and explore the power relations that intervene in the production, distribution, and consumption of media and other cultural products. By taking a normative approach to the media, this course aims to determine whether or not our current media system operates in such a way that supports and promotes a democratic society, and reaches to the last, the least and the lost. The class will explore the ideas of scholars past and present, who made key contributions to establishing this field of study, setting out its parameters and theories.

Course Outcomes

By the end of this course, scholars should be able to

- comprehend and assess significant ideas, approaches and methods that have had decisive influences on the study of communication phenomena from a political economy perspective.
- demonstrate a theoretical and methodological grounding in concepts that are essential for understanding the logic, development, and practices of the communication industries.
- demonstrate a firm understanding of the media industry (including ownership, policy, practices, and regulation) and the key arguments for reform.
- explain how affluence, the pursuit of wealth, consumerist principles and practices affect policy, business, and our perception of reality via media structures.
- think critically about media, culture and current events from a political economic standpoint, and relate historic theories of political economy to current issues in communication studies.
- develop critical reading, analytical and debating skills, and express how media can promote social justice and the principles of democracy.

Course Content

Unit I

1. Understanding Political Economy
2. Political economy, a major perspective in understanding the media of modern capitalism

3. Political economy of "cultural industries": History of Mass Culture
4. Corporate Media and News, and Corporate Transculturalism
5. Creative Industries and Cultural Labour: Audiences, Consumers and Prosumers

Unit II

6. The structure and operational logic of media organizations and cultural industries
7. The relationship between the media, technology platforms and politics
8. An exploration of how that relationship is changing in the digital age
9. General theories of media power and effects, outline the economics of media
10. Cultural Imperialism and Global Media Flow, Regional Media Flow to Hyper-local

Unit III

11. Media impacts political campaigning and affects public policy
12. Assess the negative externalities associated with the new political economy of the media
13. A grounding in how political communication works in the digital era
14. Developing a framework with which the evolving relationship of media, technology and politics can be critically evaluated
15. From Neoliberalism to Populism: Politics, Economy and Media

Teaching

15 x 2 hour = 30 hours of teaching during a semester of 15 weeks.

Indicative Reading

- Adorno, T., & Horkheimer, M. (2007). *The culture industry: Enlightenment as mass deception*. Fuchs, C. (2014). *Social media : A critical introduction*. Los Angeles: Sage.
- Hepp, A. (2015). *Transcultural communication*. Chichester, West Sussex: Wiley Blackwell.
- Jhally, S. (1990). *The codes of advertising: Fetishism and the political economy of meaning in the consumer society*. New York: Routledge.
- Mcchesney, R. W. (2000). *Rich media, poor democracy: Communication politics in dubious times*. New York: New Press.
- Mosco, V. (1996). *The political economy of communication: Rethinking and renewal*. London: Sage Publications.
- Thomas, P. N. (2010). *Political economy of communications in India: The good, the bad and the ugly*. SAGE Publications India.
- Thussu, D. K. (2006). *Media on the move: Global flow and contra-flow*. New York: Routledge.
- Tomlinson, J. (1991). *Cultural imperialism: A critical introduction*. Baltimore: The Johns Hopkins University Press.
- Zhao, Y., & Chakravarty, P. (Eds.). (2007). *Global communications: Toward a transcultural political economy*. Rowman & Littlefield Publishers.

Readings will also be agreed upon by the professor and scholars for each week. These will be made available one week in advance.

Assessment

As research scholars of Communication and Journalism, you should keep yourself current with media-related news, issues and events. You should regularly read the newspapers. We recommend newspapers of record, international news websites such as BBC, or any other news outlet of your choosing that is generally well-regarded.

As part of continuous assessment, the course will have seminar component, where students prepare, present, discuss and debate ideas and positions based upon in-depth readings of selected texts.

This course is based predominantly on scholars' presentations on various theories and written examinations at the end of the semester.

Theories of Media and Journalism Studies

Course Code:	MJ80003
Instructors:	Dr Anurag Sahu, Dr Rajeev Kumar Panda
Credits:	2
Term:	2023-26
Semester:	Autumn/First
Course Level:	PhD

Course Description

The course - Theories of Media and Journalism Studies (TMJS) allows doctoral scholars to critically explore media, communications and journalism studies, focusing on key debates and issues such as journalism ethics and practices, commercial versus public service broadcasting, public relations and spin, patterns in media content and regulation of the media. The analysis of these issues is contextualised in the broader transformations in the social, economic and political environments and the global impact of digital technologies.

Course Outcome

By the end of the course, students will be able to

- Critically assess the key debates in media, communications and journalism studies and contextualise these in the broader social, political and technological developments of recent years, including the evolving digital culture, and survey of major theoretical approaches in communication and media studies.
- Identify and evaluate the impact of the production processes and commercial pressures journalists are subject to in the course of their work, and examination of key concepts, frameworks, and models used to understand communication processes.
- Identify and critically analyse the key academic literature in the areas of journalism, media and communications theory.
- Apply the latest social science research and evidence to critically evaluate contemporary issues in media and communications.
- Analyse critically, from a range of different perspectives, journalistic content across broadcasting, print and online.

Course Content

Unit I

1. Basic Concepts: Concept of Communication, Types of Communication; Media and Its Development; Journalism Studies
2. Models, Theories and Differences
3. Communication Model: Aristotle's Model, Lasswell's Model, Schramm's Model, Schramm & Osgood Model

4. Two-step flow Model, Shannon and Weaver's Model, NewComb Model, Berlo's Model, Gerbner Model, DeFleur Model, Convergence Model

Unit II

5. Normative Theories of Communication
6. Libertarian Theory, Authoritarian Theory
7. Soviet Communist Media Theory, Social Responsibility Theory
8. Development Media Theory, Democratic-participant Theory
9. Theories of Mass Media Effects
10. Theory of Individual Differences, Cultivation theory, Uses and Gratification

Unit III

11. Framing, Priming, Agenda-Setting
12. Communication Theories on Content, Technology & Society
13. Limited Effect Theory, Diffusion of Innovation
14. Gate Keeping Theory, Mass Audience Theory
15. Media Convergence Theory

Teaching

15 x 2 hour = 30 hours of teaching during a semester of 15 weeks.

Indicative Reading

Dan Laughey. (2007). *Key Themes in Media Theory*. Berkshire: Open University Press.

Em Griffin. (2012). *A First Look at Communication Theory, Eighth Edition*. New York: McGraw-Hill.

James Curran & David Morley. (Eds.) (2006). *Media and Cultural Theory*. London: Routledge.

Readings will also be agreed upon by the professor and scholars for each week. These will be made available one week in advance.

Assessment

This course is based predominantly on scholars' presentations on various theories and written examinations.

Qualitative Communication Research Methods

Course Code:	MJ80002
Instructors:	Dr Rajeev Kumar Panda, Dr Bidu Bhusan Dash
Credits:	2
Term:	2023-26
Semester:	Spring/Second
Course Level:	PhD

Course Description

The course - Qualitative Communication Research Methods (QCRM) provides an understanding of how communication research is conducted in natural settings using qualitative research methods.

Course Outcome

By the end of the course, students will be able to

- Appreciate the value of qualitative methods for studying communication
- Understand philosophical assumptions informing the use of qualitative methods to study communication
- Know steps involved in planning/designing qualitative communication research
- Employ participant observation and in-depth interviewing (and, to a lesser degree, document analysis) to acquire qualitative data
- Learn ways to analyze qualitative data
- Read sample qualitative communication studies and write a qualitative communication study report

Course Content

Unit I

1. Qualitative Research
2. The Changing Paradigm: From Objectivity to Subjectivity and Interpretivity
3. Fieldwork Strategies and Qualitative Tools
4. Qualitative Data and Sampling
5. Qualitative Case Study Methods: Designing, Conducting and Analysing Case Studies

Unit II

6. Focus Group Research
7. Historiography; Oral and Life Histories; Diary and Experience Studies
8. Participatory Rural Communication Appraisal
9. Ethnography, Autoethnography, Duoethnography, Remote Ethnography, Digital Ethnography; Observation, Conversation Analysis and Thick Description

10. Textual Analysis: Semiotic and Cultural Analysis, Rhetoric Analysis, Ideological Criticism, Psychoanalytic Criticism

Unit III

- 11. Grounded Theory
- 12. Discourse Analysis - Critical Discourse Analysis
- 13. Action Research
- 14. Policy and Archival Research
- 15. Analysing Visual Data

Teaching

15 x 2 hour = 30 hours of teaching during a semester of 15 weeks.

Indicative Reading

- Iorio, S. H. (Ed.) (2004). *Qualitative Research in Journalism: Taking it to the Streets*. New York: Routledge.
- Jankowski, N. W., & Jensen, K. B. (Eds.). (2002). *A Handbook of Qualitative Methodologies for Mass Communication Research*. Routledge.

Readings will also be agreed upon by the professor and scholars for each week. These will be made available one week in advance.

Assessment

This course is based predominantly on scholars' presentations on various methods and written examinations.

Advanced Academic Writing

Course Code:	MJ80004
Instructors:	Dr Anurag Sahu, Dr Bidu Bhusan Dash
Credits:	2
Term:	2023-26
Semester:	Spring/Second
Course Level:	PhD

Course Description

Overall, the objectives of the Advanced Academic Writing (AAW) course aim to equip PhD scholars with the necessary skills and knowledge to produce high-quality, rigorous, and impactful academic writing in English throughout their doctoral studies and beyond.

Course Outcome

By the end of the course, students will be able to

- Understand their strengths and weaknesses concerning written academic English,
- Promote research integrity and ethical writing practices, confidence,
- Develop literature review and research synthesis abilities,
- Eradicate silly mistakes and improve argumentation and persuasive writing skills,
- Foster time management, productivity, and peer review skills,
- Enhance scientific writing skills for effective communication of research findings, and
- Check and revise own writing in a methodical fashion using a detailed editing checklist.

Course Content

Unit I

1. Improving your writing confidence.
2. Avoiding unnecessary mistakes in a short space of time.
3. Improving the clarity and conciseness/compactness of your writing.
4. Expressing complex ideas in well-structured English sentences; Sentence readability and tools for cohesion.
5. Paragraphs: key sentences and internal structure

Unit II

6. Adding some variation to your writing.
7. Energizing verbs (active/passive, nominalizations) and secrets to concise writing
8. Correct English (punctuation, spelling and grammar)
9. Relevant issues of academic writing in English with a focus on writing thesis.
10. Structuring a text by composing a writing plan

Unit III

11. Academic style and revision techniques, Using a detailed editing checklist.

12. Solidifying and deepening knowledge and skills
13. Checking and systematically revising own writing in a methodical fashion.
14. Explores a range of genres and sub-genres (e.g. titles, abstracts, introductions, discussions)
15. The writing process and writing strategies

Teaching

15 x 2 hour = 30 hours of teaching during a semester of 15 weeks.

Assessment

At the start of the course, each PhD scholar will submit a text written in English, on which s/he will work on during the course. For feedback, the course instructor uses SAP, Moodle or Google Classroom. Scholars will work on several revised versions of their submissions.

The course takes a hands-on approach, i.e. PhD scholars will be encouraged to interact with real texts (theirs and others) through analyses and discussions; in addition, the course will offer opportunities to practise the contents discussed in class.

Workshop

One week workshop on academic writing.
