

Road Map for Ph.D. in Media and Communication (Effective from Spring 2023)

Semester I

Course	Name of Subject	Cr. Hrs.
MC 7101 Compulsory	Research Debates	3
MC 7102 Compulsory	Managing Information	3
MC 7103 Compulsory	Tools & Skills of Social Sciences Research	3
Total		9

Semester II

Course	Name of Subject	Cr. Hrs.
MC 7201 Compulsory	Dissertation writing workshop	3
MC 7202 Compulsory	Research Practicum	3
MC 7212	Elective course	3
Total		9

Semester III to VIII

Course	Name of Subject	Cr. Hrs.
RES 797	Comprehensive Exam	
RES 798	PhD Synopsis (Semester IV)	
RES 799	Doctoral Thesis	30

Elective courses list

Course	Course Name	Credit hours
1	Media Economics	3 Hrs.
2	Media technology	3 Hrs.
3	Media & Politics	3 Hrs.
4	Media and Gender	3 Hrs.
5	Media & Conflict resolution	3 Hrs.
6	Media management	3 Hrs.
7	Visual communication	3 Hrs.

Detailed outline Major Courses

Research Debates

Credit hours: 3

Level Ph.D

Objectives

The main objective is to familiarize students with the different methodologies used to hammer the same issue in different ways. In addition to this, they will be equipped with critical thinking to read research papers critically and write their own critique and present it in the class for discussion. Moreover, this course would enable students to develop a critical approach and analytical abilities to write their own reports keeping in view the different methodologies and research approaches.

1. Major Philosophical Thinkers or Major Philosophical Viewpoints: Socrates, Plato, Aristotle, Descartes, Spinoza, Leibniz, Locke, Berkeley, Hume, Kant, Hegel Nietzsche, Karl Marx, Wittgenstein, G.E. Moore, Bertrand Russell, Gilbert Ryle, Austin, A.J. Ayer, P.F. Strawson, Brentano, Meinong, Husserl, Heidegger, Sartre, Albert Camus.
2. Ontology Epistemology, , Methodology, paradigms
3. Positivism/post positivism
4. Rationalism, Pragmatism Idealism,
5. Realism,
6. Materialism
7. Frankfurt School
8. , Existentialism,
9. Interpretivism,/Constructivism,
10. rationalism versus empiricism,
11. deductive versus inductive

Books Readings:

1. Morehouse, R. E., & Maykut, P. (2002). *Beginning qualitative research: A philosophical and practical guide*. Routledge.
2. Easterby-Smith, M., Thorpe, R., & Jackson, P. R. (2012). *Management research*. Sage.
3. Prasad, P. (2017). *Crafting qualitative research: Beyond positivist traditions*. Routledge.
4. Denzin, N. K., & Lincoln, Y. S. (2008). *The landscape of qualitative research* (Vol. 1). Sage.
5. Shusterman, R. (2016). *Practicing philosophy: Pragmatism and the philosophical life*. Routledge.

Managing Information Credit: 3

Level Ph.D.

Objectives:

The core objective of this course is how to collect information and how to make this information useful for the research purpose. This course would enable students to retrieve information and papers from different sources and use them in their research.

1. Data modelling and creation of subject-predicate relationship (Nexus Relationship)
2. Information lifecycle management (ILM)
3. Principals of Managing Digital Information
4. Successful Digital information-based Citizen
5. Information governance (data quality, security breaches, employee productivity and Reducing risk exposure)
6. Wide usage of Artificial Intelligence in Information Management (Automatic information by types, Extract useful information, Auto-populate metadata to drive a more personalized search, Hiding personally identifiable information (content redaction) from unauthorized access, Processing large amounts of information, Complete management of information lifecycle)
7. Information systems based on cloud deployments.
8. Information systems integrated with other similar systems (Use of AI)
9. Information Literacy Skills and Information Retrieval Techniques.
10. Information Behaviour
11. Result-oriented and ethical information sharing
12. Checking Information quality, security, credibility, and authenticity
13. Research Data Management (RDM)
14. Information and Reference Management through Software (Mendeley, Endnote)
15. Information Management in Research Writing and Use of APA Reference Manual
16. Enhancing the possibility of publication
17. Scholarly Publishing, information ethics and Information Management

Book Readings:

1. Bytheway, A. (2014). The information management body of knowledge. In *Investing in Information* (pp. 25-34). Springer, Cham.
2. Ray, J. M. (Ed.). (2014). *Research data management: Practical strategies for information professionals*. Purdue University Press.
3. Mackall, J. (2014). *Research and Information Management*. Infobase Publishing.
4. Baykoucheva, S. (2015). *Managing scientific information and research data*. Chandos Publishing.
5. Laudon, K. C., & Laudon, J. P. (2011). *Essentials of management information systems*. Upper Saddle River: Pearson.
6. Stoneburner, G., Goguen, A. Y., & Feringa, A. (2002). Sp 800-30. risk management guide for information technology systems.
7. The Science of Managing Our Digital Stuff by Ofer Bergman and Steve Whittake
8. Everything Is Miscellaneous: The Power of the New Digital Disorder by David Weinberger
9. Essentials of management information systems. Stoneburner, G., Goguen, A. Y., & Feringa, A. (2002).

Tools and Skills of Social Sciences Research

Credits: 3

Level: Ph.D

Objective

This course intends to introduce basic and fundamental tools for social sciences research. The course will take students through each step of data editing, screening, and preparing file for analysis besides familiarizing them about different statistical techniques. Moreover, the course also focuses on data analysis by explaining data analysis design and providing hands-on experience to use SPSS for data analysis. The students will be able to decide appropriate analysis for their research and will have practical skill to perform analysis and interpret the results ideally.

I. Foundations and Toolkits

- Importance of research tools in social sciences
- Ethics in data handling and analysis
- Introduction to software used in research (SPSS, NVivo/Atlas.ti)

II. Quantitative Research Skills (SPSS-Focused)

Data Management & Pre-processing:

- Introduction to SPSS and its user interface
- Coding and designing a questionnaire
- Defining variables and levels of measurement
- Data entry, file handling, screening and cleaning

Descriptive and Exploratory Analysis:

- Descriptive statistics (mean, median, mode, SD)
- Frequency tables and graphical representations
- Data manipulation, computing new variables

Reliability & Scale Testing:

- Reliability analysis using Cronbach's Alpha

Inferential Statistics – Comparing Groups:

- Independent sample t-test
- Paired sample t-test
- Mann-Whitney U test
- Wilcoxon signed-rank test
- One-way ANOVA
- Two-way ANOVA
- Repeated measures ANOVA

Inferential Statistics – Relationships Between Variables:

- Correlation: Pearson, Spearman, Kendall's Tau
- Partial correlation (controlling variables)

III. Qualitative Research Skills

Qualitative Research Approaches:

- Nature and significance of qualitative inquiry
- Inductive reasoning and open-ended inquiry

Data Collection Techniques:

- In-depth interviews, focus group discussions (FGDs), participant observation
- Designing qualitative instruments (e.g., interview guides, observation protocols)
- Purposive, snowball, and theoretical sampling

Qualitative Data Analysis:

- Manual coding and thematic analysis
- Grounded theory approach
- Content analysis and narrative analysis
- Ensuring trustworthiness: credibility, dependability, confirmability, transferability

Qualitative Software Use:

- Introduction to NVivo or Atlas.ti
- Importing, coding, and generating themes
- Creating visual models and data queries

IV. Mixed Methods Integration

- Philosophical foundations of mixed methods (Pragmatism)
- Designing mixed methods research
- Combining SPSS outputs with qualitative interpretations
- Presenting integrated findings in academic writing

References

- Adhelheid A. M. Nicol and Peeny M. Pexman (2002, *presenting Your Findings: A practical guide for creating table*. Washington: American Psychological Association,
- Ajai S. Gaur and Sanjaya S. Gaur (1977). *Statistical Methods for Practice in Research: A guide to data analysis using SPSS*. New Delhi: Sage.
- Andy, F. (2000). *Discovering Statistics using SPSS*. London: Sage.
- Pallant, J. (2013). *SPSS survival manual: A step by step guide to data analysis using SPSS*. London: McGraw-Hill.

Dissertation Writing Workshop

Credit hours 3

Level Ph.D

Objectives

This course will provide key techniques, guidelines and suggestions to improve your academic written communication. It will give hands-on experience in drafting, organizing and revising academic texts.

This course is designed for students who will be publishing academic papers and writing, dissertation at the end of their course work. It covers justification for a research problem, planning, summarizing, organizing, plagiarism, referencing, proofreading. The structure of scientific paper i.e., organizing the document, transition, data implementation and display.

1. Purpose, Common Types, General Features
2. Types of Scientific writing.
3. Introduction
4. Literature review
5. How introduction and literature view differ
6. Understand Titles and Plan the Writing Process Writing structure, types
7. Structure, types of literature review, and strategies for writing literature review.
8. How of a research process: writing methods section, methodology, research Design, sampling techniques.
9. Results section
10. Discussion
11. What is difference between results and discussion section?
12. Use these techniques when preparing your own proposal and research reports.

References

- Lester, J. D., & Lester, J. D. (2012). *Writing research papers: A complete guide*. Pearson.
- Cooper, H. M. (1984). *The integrative research review: A systematic approach*. Beverly Hills, CA:
 - Sage.
- Creswell, J. W., & Poth, C. N. (2017). *Qualitative inquiry and research design: Choosing among five approaches*. Sage publications.
- Schimel, J. (2012). *Writing science: how to write papers that get cited and proposals that get funded*. OUP USA.

Research Practicum

Credit: 3

Level Ph.D

Objectives

This course will familiarize the scholars with key texts on theory and research to develop their critical thinking about the field of mass communication. The course instructor will acquaint Ph.D students with the recent state of the field and challenges. In addition, the three working groups of the students would be made, and they would be asked to develop their proposal/ research reports and present them in the class for discussion. Moreover, the can be asked to review papers for the issue of the journal to familiar them with he rigorous research reviewing process. Furthermore, the students of this course would be in a position after going through this course, to present their critical review of a communication theory or methodology in their own words in the class for discussion.

1. Integrating theory and research: Starting with questions
2. Thinking about theory quantitatively and qualitatively
3. Agenda-setting effects of mass communication
4. Media Priming: A meta-analysis
5. Third person effect: A meta-Analysis of the perceptual hypothesis
6. Media gatekeeping
7. Spiral of silence :Communication and public opinion as a societal process
8. Cultivation of realities
9. Framing : three approach of a fractured paradigm
10. Diffusion of innovations

References

- Anderson, J. A. (1996). Integrating they and research: Starting with questions. In D. W. Stacks & M. Salwen (Eds), an Integrated Approach to Communication Theory and Research. New Jersey: Lawrence.
- Beaty M. J. (1996). Integrating they and research: Starting with questions. In D. W. Stacks & M. Salwen (Eds), an Integrated Approach to Communication Theory and Research. New Jersey: Lawrence.
- Paul, B. Salwen, M. G. & Dupagne, M. (2007). The third-Person effect: A meta-Analysis of the perceptual hypothesis. In R. W Preiss, B. M Gayle, N Burrell, & M Allen, (2006). *Mass media effects research: Advances through meta-analysis*. Routledge.
- Roskos-Ewoldsen, D. R. Klinger M. R. Roskos- Ewoldsen (2007). Media Priming: A meta-analysis. In R. W Preiss, B. M Gayle, N Burrell, & M Allen, (2006). *Mass media effects research: Advances through meta-analysis*. Routledge.
- Salmon, C. T. & Glynn, C. J. (1996). Spiral of silence: Communication and public opinion as social control. In D. W. Stacks & M. Salwen (Eds), an Integrated Approach to Communication

Theory and Research. New Jersey: Lawrence.

- Shoemaker, P. J. (1996). Media gatekeeping. In D. W. Stacks & M. Salwen (Eds), an Integrated Approach to Communication Theory and Research. New Jersey: Lawrence.
- Signorielli, N. & Morgan, M. (1996). Cultivation Analysis: Research & Practice. In D. W. Stacks & M. Salwen (Eds), an Integrated Approach to Communication Theory and Research. New Jersey: Lawrence.
- Stacks, D. W. & Salwen M. (1996). Integrating theory and research: Starting with questions. In D. W. Stacks & M. Salwen (Eds), an Integrated Approach to Communication Theory and Research. New Jersey: Lawrence.
- Wanta W. & Ghanem, S. (2007). Effects of Agenda-Setting. In R. W Preiss, B. M Gayle, N Burrell, & M Allen, (2006). *Mass media effects research: Advances through meta- analysis*. Routledge.

Detailed outline Electives courses

Media and Politics

Credit hours 3

Level Ph.D

Objectives

The core purpose of this course is to introduce students with media and politics issues and debates. This course would enable students to critical analyze the issues related with media and representation of politics in media.

- Introduction to the Media and Politics
- Theorizing Media and Conflict: Paradigms and Perspectives
- The Media and the Total War: World Wars and the Media
- The Media and Limited Wars: From Vietnam to Iraq
- Media and Ethno-Nationalist Conflicts: The Case of Yugoslavia, Northern Ireland, Rwanda and Palestine
- Media and Peace Building: Information & Media Interventions as a Tool for Conflict Resolution
- Global Media and Foreign Policy
- Mid-Term Exam
- Media and the Traumas of War: The Role of the Media in Truth-Telling and Reconciliation Week 10: International Media and Conflicts
- Media and Terrorism
- New Media Wars: The Use of New Communication Technologies & Cyber Warfare
- Media, Communication & Civil Unrest: The Arab Spring and Beyond
- Resolving Conflict?
- Course Review

References

- Cottle, Simon (2006), *Mediatized Conflict: Developments in Media and Conflict Studies*, Open University Press
- Carruthers, Susan L. (2000), *The Media at War: Communication and Conflict in the Twentieth Century*, Palgrave MacMillan
- Ellis, Donald G. (2006), *Transforming Conflict: Communication and Ethnopolitical Conflict*, Rowman & Littlefield Publishers.

Suggested textbooks:

(Every week 2 academic papers/articles or chapters will be selected from the suggested textbooks or relevant journals.)

- Allen, Tim & Jean Seaton (ed.). *The Media of War: War Reporting and Representations of Ethnic Violence*, Zed Books, London and New York
 - Crighton, Alistair (2003). *Macedonia: The Conflict and the Media*,
.Macedonian Institute for the Media
 - Dimaggio, Anthony (2009). *When Media Goes to War*, Monthly Review Press – New York
 - Frere, Marie-Soleil (2007). *The Media and Conflicts in Central Africa*, Boulder London
 - Goff, Peter ed. (1999). *The Kosovo News and Propaganda War*, International Press Institute
 - Hoskins, Andrew and Ben O’Loughlin (2010), *War and Media: The Emergency of Diffused War*, Polity
 - Jusić, Tarik (2000). *Media Policies and Settlement of Ethnic Conflicts*, in Nenad Dimitrijević (ed.): ‘Managing Multiethnic Local Communities in the Countries of the Former Yugoslavia’,LGI/OSI Budapest
 - Kolsto, Pal ed. (2009). *Media Discourse and the Yugoslav Conflicts, 2000*, Ashgate
 - Kurspahić, Kemal (2003). *Prime Time Crime: Balkan Media in War & Peace*, United States Institute of Peace
 - Maltby, Sarah and Richard Keeble (2007). *Communication War: Memory, Media and Military*,
Arima Publishing
 - Marković, Zoran M. (1997). *Benefits from Enemy, Agency Argument*, Belgrade
 - Palmer, Louis Kendall (2001a), *The Power Sharing Process: Media Reforms in Bosnia-Herzegovina*,
- Paper presented at the Kokkalis Graduate student Workshop, Harvard University, Cambridge, Massachusetts, February 9 – 10, 2001
- Palmer, Louis Kendall (2001b), *Power-Sharing in Media: Integration of the Public (s)?*, in Svjetlana Nedimović (ed.): ‘Arranged Marriage: International Community and Media Reforms in BiH’, *Media Online Selections No 1*, Media Plan Institute, Sarajevo, October 2001 (also available at Media Online Journal web site: <http://www.mediaonline.ba>).

- Philio, Greg and Mike Berry (2004), *Bad News from Israel*, Pluto Press.

SSST Course Specification October 2010 (Page 6)

- Price, Monroe E. and Mark Thompson ed. (2002), *Forging Peace: Intervention, Human Rights and the Management of Media Space*, Edinburgh University Press

- Reljic, Dusan (1998), *Pisanje smrti: mediji u vremenima sukoba*, European Media Institute, Dieseldorf / Radio B92, Beograd (German edition: *Killing Screens: Medien in Zeiten von Konflikten*, Eine Studie des Europaischen Medieninstituts mit Unterstuetzung der Europaischen Kulturstiftung Amsterdam, Droste Verlag)

- Robinson, Gertrude Joch (1977), *Tito's Maverick Media: The Politics of mass Communications in Yugoslavia*, University of Illinois Press, Chicago

- Rolston, Bill and David Miller ed. (1996), *War and Words: The Northern Ireland Media Reader*,

Beyond the Pale Publications: Belfast

- Schlesinger, Philip (1991), *Media, State and Nation: Political Violence and Collective Identity*, Sage Publications: London – Newbury Park – New Delhi

- Sadkovich, James J. (1998), *The U.S. Media and Yugoslavia, 1991-1995*, Praeger

- Seaton, Jean (2005), *Carnage and the Media*, Allen Lane an imprint of the Penguin Books

- Snyder, Jack and Karen Ballentine (1996), *Nationalism and the Marketplace of Ideas*, *International Security*, Vol 21, No. 2

- Skopljanac-Brunner, Nena, Stjepan Gredelj, Alija Hodžić and Branimir Krištofić (ed): *Media and War*, Belgrade: Agency Argument and Zagre Centre for Transition and Civil Society Research

- Slapsak et al. (ed): *The War Started at Maksimir: Hate Speech in the Media (Content Analyses of Politika and Borba Newspapers 1987 – 1991)*, Media Center Belgrade

- Thussu, Daya Kishan and Des Freedman ed. (2003), *War and the Media*, SAGE Publications

- Thompson, Mark (1994), *Forging War: the Media in Serbia, Croatia and Bosnia-Herzegovina*, Article 19, London

- Valic – Nedeljkovic, Dubravka (1997), *Ricocheting Words: A Linguistic Analysis of Radio Reports from the Battlefields*, Argument Agency, Belgrade

- Wolfsfeld, Gadi (1997), *Media and Political Conflict: News from the Middle East*, Cambridge University Press
- Wolfsfeld, Gadi (2004), *Media and the Path to Peace*, Cambridge University Press.

Media and Conflict Resolution

Credit hours: 3

Level Ph.D

Objectives

The purpose of this course is to understand and discuss theories on causes, development, and resolution of conflicts. In addition to this, to compare and critically evaluate different explanatory models and development of armed conflict. Moreover, to identify empirically and critically evaluate central obstacles and problems for conflict resolution, conflict management, and durable peace.

- Introduction and Syllabus
- Wars and conflicts- Theory
- Wars of the 20th century
- Propaganda
- Media effects and violent conflicts
- Conflict transformation
- Peace and Conflict Studies
- Case study: Rwanda
- Peace media: Bratic, V. (2006). Examining peace-oriented media in areas of violent conflict. IPRA paper
- Communication for Development
- Media as a tool of conflict transformation
- Peace Journalism
- Case studies: Bosnia, Ireland, The Middle East, Cambodia

References

Joseph S. Nye. *Understanding International Conflict*: Chapter 1

Johan Galtung: *Conflict, War and Peace: A Bird's Eye View*

Welch, D. (1999). Powers of persuasion. History today.

Thayer, F. (2001). Principles and tactics of propaganda: Inevitability and effectiveness of managing public attitudes. New Mexico State University

- Handout - Taylor. P: Phil Taylor's Web Site

Bratic (2006): Media effects during violent conflict: Evaluating media contributions to peace building. Communication and Conflict

Miall: Conflict transformation: A multi-Dimensional Task

Galtung: Positive, negative peace; direct, structural and cultural violence - Handout

Galtung Video: <http://www.big-picture.tv/index.php?id=65&cat=&a=159>

IMS assessment mission (1999): The Rwanda media experience from the genocide;

Video: PBS FRONTLINE: Ghosts of Rwanda

Bratic, V. (2006). Examining peace-oriented media in areas of violent conflict. IPRA paper

Chapter 2: Why communication from Communicating for Development: Human Change for Survival by Colin Fraser and Sonia Restepo-Estrada

Chapter 2: Conceptual Frameworks from Strategic Communication from Health Communication: Lessons from Family Planning and Reproductive Health by Phyllis Tilson Piotrow, D. Lawrence Kincaid, Jose G. Rimon.

Bratic (2006): Communication for Peace Development. Journal of Development Communication

Thompson (2002): Forging peace: Chapter 1

Spicer – the editorials

Lynch: Peace journalism

Ross: Conflict sensitive journalism

Media and Gender

Credit hours: 3

Level Ph.D

Objectives

The purpose of this course is to understand the theories and methods of studying media, power, and social identity. In addition to this, to examine the role of media in constructing and identify stereotypes of gender, race, class, and sexual identity in media portrayals. Moreover, to develop analytically, critical thinking and writing skills through the production of research paper.

- Introduction to Gender Identity
- Foucault and Theories of Resistance, Applying Foucault to Gender Studies and Media

Gender, sexuality, representation Analysis of the relationship between gender and media, with respect to key terms, such as representation, discourse and ideology.

- Debating gender and sexuality through ideas of Michel Foucault and Judith Butler. Gender as performance.
- Masculinity Rules
- How and Why to Use Content Analysis to Study Gender in Media
- Media and Audience: why are audiences important in media?
- Media representations of women and men Portrayal of women and men in film, television, news and magazines. Reading: Julia T. Wood, 'Gendered media'.
- Laws and ethics applying to portrayal of women and gender issues—PEMR
- Feminism, Post-Feminism, and Sexual Empowerment
- Case studies- Gender and media in Pakistan: A focus on gender and media in Pakistan, through revisiting theoretical debates addressed in the class. Response Paper 1: Choose one of the scholarly articles and write a critical essay on it. In this essay, you are required to choose and analyse a media case that is relevant to the arguments of the article and discuss the together.
- Mid Term
- How and Why to Use Semiotics to Study Gender in Media
- The Media Coverage of Women in Sports M. Kane 'The Media's Role in Accommodating and Resisting Stereotyped Images of Women' in Sport in Women, Media and Sports
- Disciplining the Body and the Home
- News: Representations & Working in
- Bring in an article or two about a public figure. Be prepared to present how the article makes use of the tendencies. Does it use other strategies that seem particularly gendered?
- Advertising
- Ad Presentation and Discussion
- Final Exams

References

- David Gauntlett, *Media, Gender and Identity: An Introduction*, Ch. 6 and 7. Stuart Hall, 'The Work of Representation'
- Media, Gender and Identity: An Introduction*, Ch. 6 and Ch. 7., David Gauntlett – The Work of Representation, Stuart Hall
- Gendered media, Julia T. Wood
- Media Portrayals of Male and Female Athletes” Bernstein, A., “Is It Time For A Victory Lap?” Sochen, J., ‘Women in Sports’ in *Enduring Values* M. Kane ‘The Media’s Role in Accommodating and Resisting Stereotyped Images of Women’ in *Sport in Women, Media and Sport*
- Perry, Imani. “Who(se) Am I?: The Identity and Image of Women in HipHop.” *Gender, Race, and Class in Media*. p.136-148.
- Ouellete, Laurie. “Inventing the Cosmo Girl: class Identity and Girl-Style American Dreams.” *Gender, Race, and Class in Media*. p.116-127
- Crane, Diana. “Gender and Hegemony in Fashion Magazines.” *Gender, Race, and Class in Media*. p.314-332.
- Niels van Doorn and Liesbet van Zoonen, ‘Theorizing gender and the Internet: past, present, and future’. *Work-in-progress submission and presentation*.
- Rooks, Noliwe and Pass, Victoria and Weekley, Ayana K. (2016). *Women’s Magazines in Print and New Media*. New York: Routledge.
- Shaheen, Fauzia. (2008). *Glass Ceiling: Empowerment of Women through Media*. Karachi: Women Media Centre Pakistan
- Barrie, G. and Maggie, W. (2005). *The Media and Body Image: If Looks Could Kill*. London: Sage.
- Byerly, Carolyn M. and Ross, Karen. (2006). *Women and Media: A Critical Introduction*. Malden, MA: Blackwell

Carol Cohn, “War, Wimps and Women”

Susan Faludi, “The Son, the Moon and The Stars: The Promise and Power of Manhood”

October 4 Susan Bordo, “Can a Woman Harass a Man?”

Michael Kimmel, excerpts from Guyland

Sandra Lee Bartky, “Femininity, Foucault and the Modernization of Patriarchal Power”

Reading: Gill: 45-53; Lisbet van Zoonen, Symbols of Reality: Semiotics, pp.74-85; CTools

Media and Technology

Credit hours: 3

Level Ph.D.

Objectives

The purpose of this course is to understand the role and shapes of media in the education of the 21st century. Likewise, it intends to improve the participants' digital competences. In addition to this, it aims to explore how technology and media can enhance learning and understanding of storytelling and narrative building as teaching and learning style. Moreover, it would familiarize how to develop communication, collaboration, presentation, problem solving, negotiation, critical and creative thinking skills.

- Writing for Digital Media
- Broadcast and Print Production
- Blogging and Micro Blogging
- Emerging Media
- Digital Motion Graphics and Animation Social Media: Strategy and campaign
- Social Media Marketing
- Social Media and Revolution
- New Media Theory
- Convergent Media & the Future of Storytelling (Writing for the Web; MEDIA WRITING)
- Communication media and information technology S. K. Goel
- By: S. K. Goel.

- Normal view [MARC view](#) [ISBD view](#)
- Instructional technology for teaching and learning: Designing instruction, integrating computers, and using media. Donald A. Stepich<>James D. Lehman<>Timothy J. Newby
- By: [Donald A. Stepich](#).
- Digital media revisited theoretical and conceptual innovation in digital domains Liesol, Gunnar<>Morrison, Andrew<>Rasmussen, Terje By: [Liesol, Gunnar](#).
- Digital media and communication technology Prakash, Anil
- By: [Prakash, Anil](#).

Media Economics

Credit hours: 3

Leven Ph.D.

Objectives

This course introduces students with the media economics. Media economics is the most debated and sensitive issue in media studies. The owning media economics is corresponded to owning ideas of an epoch. Thus, this course intends to familiarize the students with approaches of media economic to enable them to critical asses how media ownership affects media content diversity.

- Preliminary Aspects
- Microeconomics review: perfect competition and monopoly
- Perfect competition markets: marginal cost pricing
- Monopoly
- Market power and monopoly
- Social welfare and monopoly
- The economics of information goods
- The pricing of information goods
- Price discrimination
- Price discrimination with self-selection of consumers and versioning
- Bundling
- The economics of the media and advertising
- Media as platforms of two-sided markets
- The supply chain and integration strategies
- Social role of the media and public policies
- Social role of the media and the market: two opposing point of views
- The economics of advertising (General Aspects)
- Advertising and the Internet

- Sectoral Analysis

Books Reading:

1. Rysman, Marc (2009) "The Economics of Two-Sided Markets", Journal of Economic Perspectives - Vol. 23, N. 3, pp. 125-143
2. McChesney, Robert W. (2008), "The Political Economy of Media", Monthly Review Press, New York. Capitolo 1, pp. 25-66
3. Gentzkow, Matthew and Jesse M. Shapiro (2009), Competition and Truth in the Market for News, Journal of Economic Perspectives, Vol. 22, N. 2, pp. 133-154
4. Shaver, Mary Alice (2004), The Economics of the Advertising Industry, capitolo 12 in Alexander, A., Owers, J. Carveth, R. Hollifield, C.A., e A.N. Greco, Media Economics. Theory and Practice. Lawrence Erlbaum Associates, Mahwah, NJ and London
5. David S. Evans (2009) The Online Advertising Industry: Economics, Evolution, and Privacy. Journal of Economic Perspectives—Volume 23, Number 3—Summer 2009—Pages 37–60
6. Nichols, John and Robert W McChesney, The Death and Life of Great American Newspapers, The Nation, 18 marzo 2009.

Visual Communication

Credit 3

Level Ph.D

Objectives

This course is designed for the students' interested in visual communication. With the development of social and digital platforms, the visual communication has emerged as a separate file of inquiry. Thus, this course would acquaint the students with latest techniques of visual communication.

- Principles of Design and Visual Literacy
- Composition and Layout
- Typography as an effective tool for visual communication
- Using and adjusting Photographs and making composites.
- Illustration as a crucial inspiration for animated films
- Color Theory and its practicality

- Analysis and Assessment of Visual Communication
- Professional Workflow and working to a Brief.

References

Hodgdon, L. A. (1995). *Visual strategies for improving communication* (Vol. 1). QuirkRoberts Pub.

Ivins, W. M. (1969). *Prints and visual communication* (Vol. 10). Mit Press.

Lester, P. M. (2013). *Visual communication: Images with messages*. Cengage Learning.

Media management

Credit hours 3

Level : Ph.D

Objectives

This course is designed especially to equip students with media management skills and tools. In the contemporary times, media management skills have become very significant and career oriented course to address the needs of the media industry to handle different function and positions in efficient manner coupled with professional skills.

- Introduction to Managing Different Forms of Media
- Media Analysis and Problems of Media Management
- Media Investigations and Examination of Media as a Part of Cultural, Political and Educational Systems
- Relationship between Cultural Environment and Media
- Media and Creative Industries – Media Markets
- Key Skills in Media Management
- Size and Pace of Development
- Media Management: Theoretical Foundations and Application

- Strategic and Operational Disciplines Required For Modern Media Executives
- Understanding Emerging Media Management
- Evolution of Social Media Marketing
- Ways to Manage Social Media
- Media Innovation

References

1. O'Brien, J. A., & Marakas, G. M. (2006). *Management information systems* (Vol. 6). McGraw-Hill Irwin.
2. Chan-Olmsted, S. M. (2006). *Competitive strategy for media firms: Strategic and brand management in changing media markets*. Routledge.
3. Albarran, A. B. (Ed.). (2013). *The social media industries*. Routledge.