

Syllabus of the Four-Year Undergraduate Programme in Mass Communication
FYUGP SOLO Batch (With Research)

Semester	7
Paper	Major 17
Paper Description	Communication Research
Paper Code	
Paper Type	Theory
Credit	4
Class Hours	60
Distribution of Marks	75 (60 + 10 + 5)
Duration of the Examination	2.5 hours

Brief Course Description:

Communication Research introduces students to the principles, methods, and applications of research in media and communication. The course provides theoretical and practical understanding of research design, data collection, analysis, audience measurement, media analytics, and research report writing. It enables students to investigate communication phenomena and evaluate media performance across print, broadcast, and digital platforms.

Prerequisite(s) and/or Note(s):

- (1) Higher Secondary or equivalent certification from any recognized board.
- (2) Note(s): The syllabus changes yearly or in due course and may be modified during the term itself, depending on the circumstances. However, students will be evaluated only on the basis of topics covered in the course.

Course Objectives:

Knowledge acquired:

- (1) They students will understand the concepts, scope, and significance of communication research.

Skills gained:

- (1) Conduct communication and media research independently.
- (2) Apply audience measurement techniques across media platforms.
- (3) Interpret readership, viewership, and digital analytics data.
- (4) Evaluate media performance using industry-standard metrics.
- (5) Produce professional research reports and presentations

Competency Developed:

- (1) Students will gain a proper foundation of communication research as critical prerequisite to the functioning of social, political, economic and cultural institutions.

Course Syllabus

Unit I: Foundations of Communication Research

- (1) Meaning, nature, and scope of communication research
- (2) Historical development of communication research
- (3) Role of research in media and communication industries
- (4) Communication theories and their relevance to research
- (5) Ethical issues in communication research

Unit II: Research Design and Methodology

- (1) Scientific method and research process
- (2) Research problem identification and formulation
- (3) Research objectives, questions, and hypotheses
- (4) Variables and research design
- (5) Types of research: exploratory, descriptive, analytical, and experimental
- (6) Sampling techniques and sampling design

Unit III: Data Collection Techniques

- (1) Primary and secondary data
- (2) Survey method and questionnaire design
- (3) Interview techniques
- (4) Observation method
- (5) Focus Group Discussion (FGD)
- (6) Content analysis
- (7) Case study method

Unit IV: Media Research and Audience Measurement

- (1) Concept, scope, and importance of media research
- (2) Readership research and circulation studies
- (3) Audience measurement in print, radio, television, and digital media
- (4) Television Rating Points (TRP): concepts, methods, and limitations
- (5) Television Audience Measurement (TAM) and Broadcast Audience Research
- (6) Time Spent on Audience Measurement (TSAM) and audience engagement metrics
- (7) Radio listenership surveys
- (8) Web analytics and digital audience measurement

- (9) Social media analytics: reach, impressions, engagement, and conversion metrics
- (10) YouTube Analytics: views, watch time, audience retention, subscribers, CTR, and engagement indicators
- (11) Media market research and consumer behaviour studies

Unit V: Data Analysis, Report Writing, and Emerging Trends

- (1) Coding, classification, and tabulation of data
- (2) Quantitative and qualitative data analysis
- (3) Basic statistical tools for communication research
- (4) Interpretation and presentation of findings
- (5) Research report writing and documentation
- (6) Citation and referencing styles
- (7) Big Data, AI-assisted media analytics, and emerging trends in communication research
- (8) Practical Component
- (9) Conduct a readership survey of a newspaper or magazine.
- (10) Analyze television or streaming audience data.
- (11) Prepare a YouTube channel analytics report.
- (12) Conduct a social media engagement analysis.
- (13) Design and execute a mini communication research project.
- (14) Write and present a research report.

Continuous Evaluation

Any one of the following (10 Marks)

- a) Group Discussion
- b) Class Test.
- c) Assignment
- d) PowerPoint Presentation

Suggested Readings

Fang, I. E. (1997). A History of Mass Communication: Six Information Revolutions. United Kingdom: Focal Press.

Demers, D. (2007). History and Future of Mass Media: An Integrated Perspective (Hampton Press Communication Series (Mass Media & Journalism Subseries)). United States: Hampton Press.

Noll, A. M. (2007). The Evolution of Media. United States: Rowman & Littlefield Publishers.

Rodman, G. R. (2008). Mass Media in a Changing World: History, Industry, Controversy. United Kingdom: McGraw Hill.

Wimmer, Roger D. & Dominick, Joseph R. — Mass Media Research: An Introduction (10th ed.), Cengage/Wadsworth.

Berger, Arthur Asa — Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches (5th ed.), SAGE Publications.

Keyton, Joann — Communication Research: Asking Questions, Finding Answers (6th ed.), McGraw-Hill.

Kothari, C.R. — Research Methodology: Methods and Techniques (2nd ed.), New Age International, New Delhi.

Stempel, Guido H. & Westley, Bruce H. — Research Methods in Mass Communication, Prentice Hall (1989).

Gunter, Barrie — Media Research Methods: Measuring Audiences, Reactions and Impact, SAGE Publications (2000).

Hansen, Anders; Cottle, Simon; Negrine, Ralph & Newbold, Chris — Mass Communication Research Methods, NYU Press/SAGE (1998).

Priest, Susanna Horning — Doing Media Research: An Introduction, SAGE Publications, London (2009).

Examination Question Pattern

For 60 Marks

Sl. No.	Questions to be answered	Out of	Marks of each question	Total Marks
1	4	6	3	4x3=12
2	4	6	6	4x6=24
3	2	4	12	2x12=24

Semester	7
Paper	MAJOR 18
Paper Description	Critical Communication Theories
Paper Code	
Paper Type	Theory
Credit	4
Class hours	120
Distribution of Marks	75 (60 + 10 + 5)
Duration of the Examination	2.5 hours

Brief Course Description:

Critical Communication Theories examines the relationship between communication, media, culture, ideology, and power. The course introduces students to major critical traditions in communication studies, including Marxist, neo-Marxist, cultural, feminist, postcolonial, and political economy perspectives. It encourages critical analysis of media institutions, media texts, audiences, and digital communication environments, enabling students to understand how communication shapes and is shaped by social, political, economic, and cultural structures.

Prerequisite(s) and/or Note(s):

- (1) Higher Secondary or equivalent certification from any recognized board.
- (2) Note(s): The syllabus changes yearly and may be modified during the term itself, depending on the circumstances. However, students will be evaluated only on the basis of topics covered in the course.

Course Objectives:

Knowledge acquired:

- (1) Understand the philosophical foundations and evolution of critical communication theories.

Skills gained:

- (1) Analyze media and communication processes from perspectives of power, ideology, and representation.
- (2) Examine the role of media in maintaining or challenging social inequalities.

Competency Developed:

- (1) Critically evaluate media texts, institutions, and audiences using contemporary theoretical frameworks
- (2) Apply critical theories to analyze emerging digital media and communication practices.

Course Syllabus

Unit I: Foundations of Critical Communication Theory

- (1) Concept and nature of critical theory
- (2) Positivist, interpretive, and critical approaches to communication research
- (3) Origins of critical theory and the Frankfurt School
- (4) Culture, ideology, hegemony, and power in communication
- (5) Contributions of critical theorists to media studies

Unit II: Marxist and Political Economy Perspectives

- (1) Karl Marx and the concept of ideology
- (2) Base, superstructure, and media institutions
- (3) Political Economy of Communication
- (4) Media ownership, concentration, and commercialization
- (5) Commodification, consumer culture, and globalization
- (6) Critical perspectives on media industries

Unit III: Cultural Studies and Audience Theories

- (1) British Cultural Studies tradition
- (2) Encoding-Decoding Model
- (3) Popular culture and media representation
- (4) Hegemony and resistance
- (5) Active audience theory
- (6) Reception analysis and audience interpretation

Unit IV: Feminist and Identity-Based Approaches

- (1) Feminist communication theories
- (2) Gender representation in media
- (3) Intersectionality and media studies
- (4) Postcolonial theory and communication
- (5) Representation of race, ethnicity, caste, and marginalized communities
- (6) Identity politics and media discourse

Unit V: Contemporary Critical Media Theories and Emerging Perspectives

- A. Contemporary Critical Media Theorists
 - (1) Jürgen Habermas: Public Sphere, Communicative Action, Deliberative Democracy
 - (2) Manuel Castells: Network Society, Mass Self-Communication

- (3) Sonia Livingstone: Digital Audiences, Media Literacy, Children and Digital Media
- (4) Nick Couldry and Ulises A. Mejias: Data Colonialism
- (5) Christian Fuchs: Digital Labour, Social Media Capitalism
- (6) José van Dijck: Platform Society and Platformization
- (7) Safiya Umoja Noble: Algorithmic Bias and Digital Inequality

B. Critical Perspectives on Digital Media

- (1) Platform capitalism and platform governance
- (2) Algorithmic power and algorithmic culture
- (3) Big data and datafication
- (4) Surveillance, privacy, and digital citizenship
- (5) Artificial Intelligence and communication

Suggested Practical Component

- (1) Critical analysis of a news channel, newspaper, film, or digital platform
- (2) Discourse analysis of media texts
- (3) Audience reception study
- (4) Case study on media ownership and concentration
- (5) Seminar presentation on contemporary critical communication issues

Continuous Evaluation

Any one of the following (10 Marks)

- a) Group Discussion
- b) Class Test.
- c) Assignment
- d) PowerPoint Presentation

Suggested Readings:

Horkheimer, Max & Adorno, Theodor W. — Dialectic of Enlightenment (1944/1947), Stanford University Press.

Marcuse, Herbert — One-Dimensional Man: Studies in the Ideology of Advanced Industrial Society (1964), Beacon Press.

Habermas, Jürgen — The Theory of Communicative Action (2 vols., 1981), Beacon Press.

Habermas, Jürgen — The Structural Transformation of the Public Sphere (1962, trans. 1989), MIT Press.

McQuail, Denis — McQuail's Mass Communication Theory (6th ed., 2010), SAGE Publications.

Jansen, Sue Curry — Critical Communication Theory: Power, Media, Gender, and Technology (2002), Rowman & Littlefield.

Hardt, Hanno — Critical Communication Studies: Communication, History and Theory in America (1992), Routledge.

Spivak, Gayatri Chakravorty — "Can the Subaltern Speak?" (1988), in Nelson & Grossberg (Eds.), Marxism and the Interpretation of Culture, University of Illinois Press.

Examination Question Pattern

For 60 Marks

Sl. No.	Questions to be answered	Out of	Marks of each question	Total Marks
1	4	6	3	4x3=12
2	4	6	6	4x6=24
3	2	4	12	2x12=24

Semester	2
Paper	MAJOR 19
Paper Description	Data Journalism
Paper Code	
Paper Type	Theory
Credit	4
Class hours	120
Distribution of Marks	75 (60 + 10 + 5)
Duration of the Examination	2.5 hours

Brief Course Description:

Data Journalism introduces students to the collection, analysis, interpretation, and visualization of data for journalistic storytelling. The course explores how journalists use data to uncover trends, investigate public issues, verify information, and create evidence-based news reports. Students will gain practical skills in data acquisition, cleaning, analysis, visualization, and storytelling using digital tools and open datasets. The course also examines ethical and legal issues related to data use in journalism.

Prerequisite(s) and/or Note(s):

- (1) Higher Secondary or equivalent certification from any recognized board.
- (2) Note(s): The syllabus changes yearly and may be modified during the term itself, depending on the circumstances. However, students will be evaluated only on the basis of topics covered in the course.

Course Objectives:

Knowledge acquired:

- (1) Understand the principles, concepts, and significance of data journalism.

Skills gained:

- (1) Collect, verify, and manage data from various sources.
- (2) Analyze datasets to identify patterns, trends, and newsworthy stories.
- (3) Create data visualizations and interactive journalistic content.

Competency Developed:

- (1) Apply ethical and professional standards in data-driven reporting

Course Syllabus

Unit I: Foundations of Data Journalism

- (1) Introduction to Data Journalism: Concept, evolution, and significance
- (2) Data-driven journalism and evidence-based reporting
- (3) History and global development of data journalism
- (4) Role of data in contemporary newsrooms
- (5) Data literacy for journalists
- (6) Types of data: structured, unstructured, quantitative, and qualitative data
- (7) Sources of data: government databases, public records, open data portals, surveys, and social media

Unit II: Data Collection, Verification, and Management

- (1) Data gathering techniques and sources
- (2) Open data initiatives and public information systems
- (3) Right to Information (RTI) and data access
- (4) Web scraping: concepts and applications
- (5) Data verification and fact-checking
- (6) Data cleaning and organization
- (7) Spreadsheet skills for journalists
- (8) Data quality, reliability, and credibility assessment

Unit III: Data Analysis for Journalism

- (1) Introduction to data analysis
- (2) Descriptive statistics for journalists
- (3) Identifying trends, patterns, and anomalies
- (4) Working with spreadsheets and databases
- (5) Data interpretation and news angle development
- (6) Investigative journalism through data analysis
- (7) Election, health, environmental, and economic data reporting
- (8) Audience analytics and newsroom metrics

Unit IV: Data Visualization and Storytelling

- (1) Principles of data visualization
- (2) Visual communication of data
- (3) Charts, graphs, maps, infographics, and dashboards
- (4) Data storytelling techniques
- (5) Interactive and multimedia storytelling
- (6) Visualization tools and platforms
- (7) Designing audience-friendly visual narratives
- (8) Communicating uncertainty and statistical findings

Unit V: Advanced Data Journalism and Emerging Trends

- (1) Big Data and journalism
- (2) Computational journalism
- (3) Artificial Intelligence and automated journalism
- (4) Machine learning applications in newsrooms

- (5) Social media analytics and digital audience data
- (6) Geospatial and location-based journalism
- (7) Ethical issues in data journalism: privacy, surveillance, transparency, and bias
- (8) Future trends in data-driven reporting

Practical Component

- (1) Collection of data from public databases and open-data sources.
- (2) Data cleaning and organization using spreadsheet software.
- (3) Analysis of a dataset to identify a news story.
- (4) Creation of charts, graphs, and infographics.
- (5) Preparation of a data-driven news report.
- (6) Development of a multimedia or interactive data journalism project.
- (7) Presentation of a final data journalism portfolio

Continuous Evaluation

Any one of the following (10 Marks)

- a) Group Discussion
- b) Class Test.
- a) Assignment
- b) PowerPoint Presentation

Suggested Readings:

Gray, Jonathan; Bounegru, Liliana & Chambers, Lucy (eds.) – The Data Journalism Handbook: How Journalists Can Use Data to Improve the News (and The Data Journalism Handbook 2: Towards a Critical Data Practice).

Bradshaw, Paul – The Data Journalism Heist.

The Centre for Investigative Journalism – CIJ Data Journalism Handbook.

Al Jazeera Media Institute – Data Journalism: An Introductory Guidebook.

Stray, Jonathan – The Curious Journalist’s Guide to Data.

Huff, Darrell – How to Lie with Statistics.

Dilnot, Andrew & Blastland, Michael – The Tiger That Isn’t: Seeing Through a World of Numbers.

Ellenberg, Jordan – How Not to Be Wrong: The Hidden Maths of Everyday Life.

Examination Question Pattern

For 60 Marks

Sl. No.	Questions to be answered	Out of	Marks of each question	Total Marks
1	4	6	3	4x3=12
2	4	6	6	4x6=24
3	2	4	12	2x12=24

Semester	7
Paper	MINOR 7
Paper Description	Specialized Reporting
Paper Code	
Paper Type	Theory
Credit	4
Class hours	120
Distribution of Marks	75 (60 + 10 + 5)
Duration of the Examination	2.5 hours

Brief Course Description:

Specialized Reporting is an advanced journalism course that equips students with the knowledge and skills required to report complex issues across diverse beats and sectors. The course focuses on subject-specific reporting, including political, economic, legal, environmental, health, science, crime, development, and conflict reporting. Students learn how to interpret specialized information, engage with expert sources, analyze documents and data, and produce accurate, ethical, and impactful reports for multiple media platforms.

Prerequisite(s) and/or Note(s):

- (1) Higher Secondary or equivalent certification from any recognized board.
- (2) Note(s): The syllabus changes yearly and may be modified during the term itself, depending on the circumstances. However, students will be evaluated only on the basis of topics covered in the course.

Course Objectives:

Knowledge acquired:

- (1) Understand the principles and practices of specialized reporting.

Skills gained:

- (1) Develop expertise in reporting complex issues across different journalistic beats.
- (2) Interpret technical information and transform it into accessible news content.
- (3) Apply investigative and analytical skills to specialized reporting assignments.

Competency Developed:

- (1) Produce ethical, accurate, and audience-oriented reports for print, broadcast, and digital media.

Course Syllabus

Unit I: Introduction to Specialized Reporting

- (1) Concept, nature, and significance of specialized reporting
- (2) Difference between general reporting and beat reporting
- (3) Role and responsibilities of specialized correspondents
- (4) Sources, documentation, and research techniques
- (5) Verification, fact-checking, and ethical issues in specialized reporting
- (6) Use of digital tools and databases in reporting

Unit II: Political, Parliamentary, and Election Reporting

- (1) Structure and functioning of government and political institutions
- (2) Political reporting: principles and challenges
- (3) Parliamentary and legislative reporting
- (4) Election reporting and electoral processes
- (5) Reporting public policy and governance issues
- (6) Political communication, opinion polls, and media ethics

Unit III: Business, Economic, and Development Reporting

- (1) Fundamentals of economics for journalists
- (2) Reporting on budgets, taxation, inflation, and economic policies
- (3) Financial markets and business reporting
- (4) Corporate and industry reporting
- (5) Development journalism and sustainable development
- (6) Reporting on poverty, rural development, gender, and social welfare issues

Unit IV: Legal, Crime, Health, Science, and Environmental Reporting

- (1) Structure of the judicial system and court reporting
- (2) Legal terminology and reporting legal proceedings
- (3) Crime reporting: principles, ethics, and challenges
- (4) Health and medical reporting
- (5) Science and technology reporting
- (6) Environmental and climate change reporting
- (7) Risk communication during disasters and public emergencies

Unit V: Investigative, Conflict, and Digital Specialized Reporting

- (1) Investigative journalism: concepts, methods, and tools
- (2) Document-based and data-driven investigations
- (3) Conflict, war, and peace reporting
- (4) Human rights reporting
- (5) International and diplomatic reporting
- (6) Data journalism in specialized reporting
- (7) Multimedia, mobile, and digital storytelling techniques

- (8) Safety, ethics, and legal considerations in investigative and conflict reporting

Practical Component

- (1) Preparation of beat-specific news reports.
- (2) Coverage of political, economic, legal, or environmental issues.
- (3) Analysis of policy documents, budgets, court judgments, or research reports.
- (4) Production of an investigative news story based on documentary evidence.
- (5) Data-supported reporting assignment.
- (6) Multimedia reporting project on a specialized topic.
- (7) Compilation of a specialized reporting portfolio.

Continuous Evaluation

Any one of the following (10 Marks)

- c) Group Discussion
- d) Class Test.
- e) Assignment
- f) PowerPoint Presentation

Suggested Readings:

Garrison, Bruce – Advanced Reporting: Skills for the Professional, Taylor & Francis.

Garrison, Bruce – Advanced Reporting: Discovering Patterns in News Events.

Popoola, Tayo – Specialized Reporting: A Global Trend in Media Training, Nigeria Union of Journalists.

Shapiro, Ivor (ed.) – The Bigger Picture: Elements of Feature Writing.

Stepp, Carl Sessions – The Magic and Craft of Media Writing.

Fink, Conrad C. – Writing Opinion for Impact.

Great Editorials: Masterpieces of Opinion Writing. .

Franklin, Bob (ed.) – Specialist Journalism, Routledge.

Examination Question Pattern

For 60 Marks

Sl. No.	Questions to be answered	Out of	Marks of each question	Total Marks
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TEMPLATE FOR COURSE SYLLABUS FOR NEP IMPLEMENTATION

1	4	6	3	$4 \times 3 = 12$
2	4	6	6	$4 \times 6 = 24$
3	2	4	12	$2 \times 12 = 24$