

INDIAN INSTITUTE OF MASS COMMUNICATION
DHENKANAL

MA in Media and Communication Governance (MA-MCG)

Programme Overview and Semester Matrix

Department of Media and Communication Governance

Indian Institute of Mass Communication, Dhenkanal

Effective from Academic Session: 2026–28

Programme Overview

Programme	MA in Media and Communication Governance (MA-MCG)
Duration	2 Years (4 Semesters)
Total Credits	88 Credits
Credits per Semester	22 Credits
Intake	40 Seats
Fees	Rs. 282000/ (Four semester)
Eligibility	Graduation in any discipline with minimum 55% marks
Selection	CUET-PG
Alignment	National Education Policy (NEP), 2020
Effective from	Academic Session 2026–27

About the Programme

The MA in Media and Communication Governance is a 2-year postgraduate programme that offers critical understanding of the media and communication sector — its role and interaction with polity, society, culture, and economy. It examines the media and communication governance system with focus on laws, regulation, institutions, and policy-making.

The programme follows an interdisciplinary and multi-disciplinary approach, connecting media and communication governance with democratic governance, the Indian Constitution, gender, development, climate change, and digital divide. It is aligned with the National Education Policy (NEP) 2020 and integrates blended learning through SWAYAM course integration.

Programme Objectives

- Explore and expand knowledge in the domain of Media and Communication Governance
- Promote research and policy formulation in emerging regulatory and governance challenges
- Train communication professionals to manage media governance, laws, and regulation
- Create a pool of researchers, policy advocates, academics, and administrators
- Foster democratic, inclusive, and citizen-focused governance of the communication sector

Key Features

- Interdisciplinary curriculum integrating law, economics, political science, and communication studies
- Strong India-specific focus: case studies, regulatory bodies, laws, and policy contexts
- Experiential pedagogy: simulations, role-plays, workshops, and field-based exercises
- Multiple Entry/Exit Options as per NEP 2020 (PG Diploma on completing Semesters I & II)
- Lateral entry for eligible candidates from related disciplines (up to 20% of seats)
- Integration with SWAYAM online courses (up to 40% of total coursework)
- Two mandatory internships of two months each

- Dissertation / Project Report / Policy Brief in the final semester
- Placement support in media industry, policy think tanks, NGOs, government, and corporate sector

Course Categories

Category	Description	Credits/Sem
DBCC	Discipline-Based Core Courses (Mandatory)	12
OEC	Open Elective Courses (Any Two per Semester)	08
SEEC	Skill-Enhancing Elective Courses (Any One per Semester)	02

Semester-wise Programme Matrix

Semester I

Course Code	Course Title	Type	Credits	Marks
MA-MCG DBCC 101	Understanding Communication: Theories and Concepts	DBCC	4	100 (T-75, P-25)
MA-MCG DBCC 102	State, Law and Governance in India	DBCC	4	100 (T-75, P-25)
MA-MCG DBCC 103	Introduction to Media Economics and Business	DBCC	4	100 (T-75, P-25)
MA-MCG OEC 010	Media, Society and Polity	OEC (Any 2)	4	100 (T-75, P-25)
MA-MCG OEC 011	Journalistic Practices: Reporting and Editing	OEC (Any 2)	4	100 (T-50, P-50)
MA-MCG OEC 012	Indian Knowledge Systems in Communication	OEC (Any 2)	4	100 (T-75, P-25)
MA-MCG OEC 013	To be offered by other depts. or SWAYAM	OEC (Any 2)	4	—
MA-MCG OEC 014	To be offered by other depts. or SWAYAM	OEC (Any 2)	4	—
MA-MCG SEEC 050	Presentation Skill	SEEC (Any 1)	2	50 (T-20, P-30)
MA-MCG SEEC 051	To be offered by other depts. or SWAYAM	SEEC (Any 1)	2	—

Total Credits: 22 (12 DBCC + 8 OEC + 2 SEEC)

Semester II

Course Code	Course Title	Type	Credits	Marks
MA-MCG DBCC 201	Introduction to Communication and Media Laws in India	DBCC	4	100 (T-75, P-25)
MA-MCG DBCC 202	Media, Public Communication and Democratic Governance	DBCC	4	100 (T-75, P-25)
MA-MCG DBCC 203	Indian Media and Entertainment Industry	DBCC	4	100 (T-75, P-25)
MA-MCG OEC 014	Strategic Communication and Brand Management	OEC (Any 2)	4	100 (T-60, P-40)
MA-MCG OEC 015	Political Communication	OEC (Any 2)	4	100 (T-60, P-40)
MA-MCG OEC 016	To be offered by other depts. or SWAYAM	OEC (Any 2)	4	—
MA-MCG OEC 017	To be offered by other depts. or SWAYAM	OEC (Any 2)	4	—

Course Code	Course Title	Type	Credits	Marks
MA-MCG SEEC 052	Language Skill and Writing for Media	SEEC (Any 1)	2	50 (P-25)
MA-MCG SEEC 053	To be offered by other depts. or SWAYAM	SEEC (Any 1)	2	—

Total Credits: 22 (12 DBCC + 8 OEC + 2 SEEC)

Note: Students will complete a 2-month internship during the summer break between Semesters II and III.

Semester III

Course Code	Course Title	Type	Credits	Marks
MA-MCG DBCC 301	Regulation and Governance of Legacy and Digital Media	DBCC	4	100 (T-75, P-25)
MA-MCG DBCC 302	Media Ethics	DBCC	4	100 (T-75, P-25)
MA-MCG DBCC 303	Communication and Media Research	DBCC	4	100 (T-75, P-25)
MA-MCG OEC 018	Media Advocacy: Strategies and Practices	OEC (Any 2)	4	100 (T-75, P-25)
MA-MCG OEC 019	Development Communication	OEC (Any 2)	4	100 (T-75, P-25)
MA-MCG OEC 020	Media Ownership, Control and Pluralism in India	OEC (Any 2)	4	100 (T-75, P-25)
MA-MCG OEC 021	To be offered by other depts. or SWAYAM	OEC (Any 2)	4	—
MA-MCG SEEC 054	Policy Research and Analysis	SEEC (Any 1)	2	50
MA-MCG SEEC 055	Digital Content Creation	SEEC (Any 1)	2	50 (P-25)

Total Credits: 22 (12 DBCC + 8 OEC + 2 SEEC)

Semester IV

Course Code	Course Title	Type	Credits	Marks
MA-MCG DBCC 401	Governance of AI and Emerging Technologies	DBCC	4	100 (T-75, P-25)
MA-MCG DBCC 402	Managing Media Business and Entrepreneurship	DBCC	4	100 (T-75, P-25)
MA-MCG DBCC 403	Communication and Media Governance: Global Experiences	DBCC	4	100 (T-75, P-25)
MA-MCG DBCC 404	Dissertation / Project Report / Policy Brief	DBCC	6+2	200
MA-MCG SEEC 056	Critical Thinking in Media and Governance	SEEC (Any 1)	2	50 (P-25)

Course Code	Course Title	Type	Credits	Marks
MA-MCG SEEC 057	Problem-Solving Skills	SEEC (Any 1)	2	50 (P-25)

Total Credits: 22 (20 DBCC + 2 SEEC)

Note: Students will complete a 2-month internship after the final semester.

Credit Summary

Component	Sem I	Sem II	Sem III	Sem IV
DBCC (Core)	12	12	12	20
OEC (Open Elective)	08	08	08	—
SEEC (Skill)	02	02	02	02
Total	22	22	22	22

Course Snapshots

Below is a brief overview of each course — its focus areas and key module themes. For detailed syllabi, reading lists, and learning outcomes, refer to the complete programme document.

Semester I — Core Courses

DBCC 101 Understanding Communication: Theories and Concepts			
Type: DBCC Mandatory	Credits: 4	Marks: 100	L-2 P-1 T-1
Modules: Foundations of Communication Theory; Media, Democracy & Governance; Public Sphere in India; Globalization & Digital Media			

DBCC 102 State, Law and Governance in India			
Type: DBCC Mandatory	Credits: 4	Marks: 100	L-2 P-1 T-1
Modules: Introduction to State, Law & Governance; Indian Constitution & Legal System; Law and Governance; Contemporary Issues in Indian Governance			

DBCC 103 Introduction to Media Economics and Business			
Type: DBCC Mandatory	Credits: 4	Marks: 100	L-2 P-1 T-1
Modules: Foundations of Media Economics; Media Business Models; Financial Management; Digital Media Economics			

Semester I — Open Electives (Any Two)

OEC 010 Media, Society and Polity			
Type: OEC	Credits: 4	Marks: 100	L-2 P-1 T-1
Modules: Media & Societal Dynamics; Media & Political Processes; Media & Governance Structures; Media, Society & Public Policy			

OEC 011 Journalistic Practices: Reporting and Editing			
Type: OEC	Credits: 4	Marks: 100	L-2 P-1 T-1
Modules: Fundamentals of News & Reporting; Reporting Beats & Specialised Journalism; Editing Principles; Digital Newsroom & Convergent Practices			

OEC 012 Indian Knowledge Systems in Communication			
Type: OEC	Credits: 4	Marks: 100	L-2 P-1 T-1
Modules: IKS Concepts & Communication Ethics; Classical Indian Texts & Communication; Folk & Performative Communication; IKS vs Western Models; Contemporary Applications			

Semester I — Skill Elective (Any One)

SEEC 050 Presentation Skill			
Type: SEEC	Credits: 2	Marks: 50	L-2 P-1 T-1
Modules: Public Speaking & Soft Skills; Microsoft Excel for Communication; PowerPoint & Professional Presentations			

Semester II — Core Courses

DBCC 201 Introduction to Communication and Media Laws in India			
Type: DBCC Mandatory	Credits: 4	Marks: 100	L-2 P-1 T-1
Modules: Foundations of Communication & Media Laws; Media Laws (Press Freedom, RTI, Privacy); Legacy Media Laws (PCI, Cinematograph Act, Cable TV); Digital Media Laws (IT Act, IT Rules 2021)			

DBCC 202 Media, Public Communication and Democratic Governance			
Type: DBCC Mandatory	Credits: 4	Marks: 100	L-2 P-1 T-1
Modules: Media, Communication & Democratic Processes; Media, Communication & Development; Government Communication Systems; Citizen Participation & Mobilization			

DBCC 203 Indian Media and Entertainment Industry			
Type: DBCC Mandatory	Credits: 4	Marks: 100	L-2 P-1 T-1
Modules: Historical Evolution; Contemporary Landscape (Print, TV, Film, Digital, Music, Gaming); Issues & Challenges; Emerging Trends & Future Directions			

Semester II — Open Electives (Any Two)

OEC 014 Strategic Communication and Brand Management			
Type: OEC	Credits: 4	Marks: 100	L-2 P-1 T-1
Modules: Foundations of Strategic Communication; Brand Management Principles; Media, Technology & IMC; Strategic Communication in Contemporary Contexts			

OEC 015 Political Communication			
Type: OEC	Credits: 4	Marks: 100	L-2 P-1 T-1
Modules: Foundations of Political Communication; Political Campaigns & Electoral Communication; Digital Politics & Social Media; Government Communication & Public Affairs; Ethics, Regulation & Future Trends			

Semester II — Skill Elective (Any One)

SEEC 052 Language Skill and Writing for Media			
Type: SEEC	Credits: 2	Marks: 50	L-2 P-1 T-1
Modules: Mastering Language Skills for Media; Writing News, Features & Backgrounders; Opinion Articles, Features & Press Releases			

Semester III — Core Courses

DBCC 301 Regulation and Governance of Legacy and Digital Media			
Type: DBCC Mandatory	Credits: 4	Marks: 100	L-2 P-1 T-1
Modules: Foundations of Media Regulation; Regulation of Legacy Media; Governance of Digital & Platform Media; Policy, Reform & Future Directions			

DBCC 302 Media Ethics			
Type: DBCC Mandatory	Credits: 4	Marks: 100	L-2 P-1 T-1
Modules: Foundations of Media Ethics; Ethics, Governance & Regulation; Applied Ethics in Journalism, Advertising & Entertainment; Ethics in the Digital Age & Emerging Technologies			

DBCC 303 Communication and Media Research			
Type: DBCC Mandatory	Credits: 4	Marks: 100	L-2 P-1 T-1
Modules: Introduction to Research Methods; Data Collection & Analysis Techniques; Applied Research in Media & Communication Governance; Ethical Considerations & Research Dissemination			

Semester III — Open Electives (Any Two)

OEC 018 Media Advocacy: Strategies and Practices			
Type: OEC	Credits: 4	Marks: 100	L-2 P-1 T-1
Modules: Foundations of Media Advocacy; Strategies & Tactics in Media Advocacy; Stakeholder Engagement & Coalition Building; Evaluation and Ethics in Media Advocacy			

OEC 019 Development Communication			
Type: OEC	Credits: 4	Marks: 100	L-2 P-1 T-1
Modules: Introduction to Development Communication; Communication Strategies for Social Change; Issues & Challenges; Case Studies & Best Practices in India			

OEC 020 Media Ownership, Control and Pluralism in India			
Type: OEC	Credits: 4	Marks: 100	L-2 P-1 T-1
Modules: Historical Evolution & Conceptual Framework; Measuring Concentration & Policy Frameworks; Media Control, Diversity & Public Discourse; Promoting Media Pluralism & Democracy			

Semester III — Skill Electives (Any One)

SEEC 054 Policy Research and Analysis			
Type: SEEC	Credits: 2	Marks: 50	L-2 P-1 T-1

Modules: Introduction to Policy Research; Research Methods for Policy Analysis; Policy Analysis & Evaluation; Case Studies & Practical Applications

SEEC 055 Digital Content Creation

Type: SEEC

Credits: 2

Marks: 50

L-2 P-1 T-1

Modules: Fundamentals of Digital Content Creation; Video Production & Editing; Digital Tools & Content Distribution

Semester IV — Core Courses

DBCC 401 Governance of AI and Emerging Technologies			
Type: DBCC Mandatory	Credits: 4	Marks: 100	L-2 P-1 T-1
Modules: Foundations of AI Governance; Ethical, Legal & Societal Implications; Regulatory Landscape & Governance Frameworks; Impact on Media and Communication			

DBCC 402 Managing Media Business and Entrepreneurship			
Type: DBCC Mandatory	Credits: 4	Marks: 100	L-2 P-1 T-1
Modules: Organizational & Management Structure; Human Resource Management in Media; Financial Management in Media; Sales, Branding & Marketing in Media			

DBCC 403 Communication and Media Governance: Global Experiences			
Type: DBCC Mandatory	Credits: 4	Marks: 100	L-2 P-1 T-1
Modules: Introduction to Global Media Governance; International Media Institutions & Frameworks; Comparative Media Governance (Case Studies); Emerging Trends & Future Directions			

DBCC 404 Dissertation / Project Report / Policy Brief			
Type: DBCC Mandatory	Credits: 6+2	Marks: 200	L-2 P-1 T-1
Modules: Students may opt for: (a) Dissertation — independent empirical research; (b) Project Report — applied/practical project in governance or communication; or (c) Policy Brief — evidence-based policy analysis and recommendation			

Semester IV — Skill Electives (Any One)

SEEC 056 Critical Thinking in Media and Governance			
Type: SEEC	Credits: 2	Marks: 50	L-2 P-1 T-1
Modules: Introduction to Critical Thinking; Analyzing Media Messages & Narratives; Evaluating Governance Structures & Policies; Informed Citizenship & Advocacy			

SEEC 057 Problem-Solving Skills			
Type: SEEC	Credits: 2	Marks: 50	L-2 P-1 T-1
Modules: Understanding Problems in Media Governance; Analytical Tools & Problem-Solving Frameworks; Decision-Making, Ethics & Policy; Applied Problem-Solving & Strategic Interventions			

Assessment Scheme

Component	Weightage	Description
Coursework Assignments	20%	Essays, case study analyses, research papers, and presentations
Project-Based Learning	25%	Real-life projects requiring research, strategic planning & implementation
Workshops & Practical Exercises	15%	Content creation, data visualization, and public speaking exercises
Examinations	30%	Mid-term and end-of-term: short answers and essay-type questions
Participation & Engagement	10%	Active participation in class discussions, group activities, online forums

Pedagogy

- Interactive Learning: Dynamic sessions fostering critical thinking on media governance concepts
- Case Studies: Real-world Indian and global media governance scenarios
- Workshops: Conducted by industry experts — digital content creation, data visualization, strategic communication
- Project-Based Learning: Comprehensive research, planning, and implementation projects
- Guest Lectures: Professionals, regulators, officials, and academics
- Fieldwork: Firsthand experience of media governance in practice
- Simulations and Role Plays: Regulatory hearings, press briefings, crisis scenarios

Internships and Placement

Students are required to complete two internships of two months each:

- First Internship: During the summer break between Semesters II and III
- Second Internship: After the completion of the final (fourth) semester

IIMC Dhenkanal will facilitate and assist students in securing internships and placements with:

- Media and communication industry organizations
- Regulatory bodies and government agencies
- Policy think tanks and research organizations
- Development sector organizations and NGOs
- Political consultancy firms
- Corporate sector communication departments

Multiple Entry and Exit Options (NEP 2020)

Exit/Entry Point	Award / Condition
After Semesters I & II	Postgraduate Diploma in Media and Communication Governance. Students may re-join within 4 years to complete the Master's degree.
After all 4 Semesters	MA in Media and Communication Governance (Full Degree)
Lateral Entry	Up to 20% of seats for eligible candidates from related disciplines (e.g. MA Mass Communication, FYUP, PG Diplomas in Journalism/Advertising/PR/Digital Media), subject to eligibility and departmental approval.

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