



Indian Institute of Mass Communication

(Deemed to be University)



MA in Health Communication

(Department of Health Communication)

Syllabus
2026 – 2028

INDIAN INSTITUTE OF MASS COMMUNICATION
DEEMED TO BE UNIVERSITY

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Academic Session: 2026-2028



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MA Programme in Health Communication

Introduction and Rationale

Health communication has emerged as an offshoot of the discipline of communication. As a distinct area of study, it draws on older disciplines such as sociology, mass communications, anthropology and health. It has been described as both interdisciplinary and transdisciplinary in nature. It is of vital importance to individuals, communities and nations. Forming the bridge between health and communication, this subject is crucial in developing countries like India. This is today a discipline in its own right, including basic health communication concepts and their applications, with emphasis on both interpersonal and mass communication, as well as digital media. The skills required for effective health communication in different media are evolving and include new applications in artificial intelligence. In the last 50 years, the field of health communications has crystallized as a 'science based' discipline, moving away from earlier in-service training approaches.

Developments in science and technology have impacted the health sector in an unprecedented manner. While globally non communicable diseases are a large share of the disease burden, medical advances and large immunizations programs have meant an increase in longevity for many segments of the population. Health communication with behaviour change communication as a central plank is vital to create awareness about health risks, and inculcate pro health behaviour. In a post-Covid world, the importance of the field of health communication has been re-emphasized, with many challenges remaining to be addressed. Globally the Sustainable Development Goals related to health form the target many countries are working towards.

In this scenario, it has become imperative to increase health literacy, and to spread awareness about health issues, as well as misinformation, related to health. Recognising the substantial impact of the "infodemic" on society, polity and public health, the WHO had cautioned that "promoting and disseminating trustworthy health information is crucial for governments, health authorities, researchers, and clinicians to outweigh false or misleading health information disseminated in social media."

The world today faces a host of challenges related to health that are exacerbated through globalisation as nations become interconnected through social, economic, environmental and biological factors. As the threat of communicable diseases such as Human Immunodeficiency Virus (HIV)/ Acquired Immune Deficiency Syndrome (AIDS), tuberculosis, malaria, mpox and the Covid19 variants continue to affect global populations, it is the rise of non-communicable diseases (NCDs) like cardiovascular diseases, cancer, diabetes, chronic respiratory disease etc. that have become a significant concern, accounting for over 75% of global

deaths according to the WHO (2024). Antimicrobial resistance, meaning a situation where microbes become resistant to treatments, mostly through antibiotic misuse, climate change causing heatwaves, air pollution and spread of vector-borne diseases due to changing seasons are other areas of concern globally. In the wake of the Covid19 pandemic and ongoing conflicts, there has been a surge in mental health issues worldwide. Estimates say half of those experiencing mental illnesses start experiencing them by age 14.

Besides these, the issues of inequities and access to healthcare due to various factors such as income, gender, ethnicity, geographic locations etc., continue to affect global health. The World Health Organisation estimates that over 1.6 billion people or a fifth of the global population “live in areas with weak health services due to crises like conflict or drought.” Malnutrition and food insecurity also affects global health, compounded by climate change, conflicts and economic stability. One other key issue of concern is the shortage of health workers, projected to be around 11 million by 2030 by the World Health Organisation, (2025). Aside from these, lack of access to clean drinking water and sanitation facilities continues to plague the world, with children being particularly vulnerable to diseases keriorrhea and malnutrition because of that.

The 2030 Agenda for Sustainable Development lists the key goals globally, of which Goal 3 – Good Health and Well-Being - relates to the agenda of health. The basic idea behind Goal 3 is to “ensure healthy lives and promote well-being for all at all ages. This goal addresses all major health priorities: reproductive, maternal, newborn, child and adolescent health; communicable and non-communicable diseases; universal health coverage; and access for all to safe, effective, quality and affordable medicines and vaccines.” (UNICEF). While globally the healthcare sector and health communications are growing in importance, India is also seeing an increasing importance of this sector. Globally the size of the healthcare sector was \$10 trillion in 2024 according to one estimate.

India's healthcare sector is burgeoning, valued at approximately INR 53 lakh crore as of 2025, up from INR 31 lakh crore in 2023, driven by an impressive compound annual growth rate (CAGR) of 17.5-22.5%. This growth is propelled by rising disposable incomes, an aging population with life expectancy projected to reach 84 years by 2045, and increasing demand for advanced services like telemedicine, AI-driven diagnostics, and medical tourism, which draws international patients for cost-effective, high-quality treatments in fields like cardiac surgery and organ transplants. Major segments of the healthcare sector include healthcare delivery, diagnostics and devices, pharmaceuticals, medical tourism and digital healthcare. This sector is a major employer, but workforce is skewed towards urban areas. (<https://www.ibef.org/industry/healthcare-india>; Niti Aayog, 2021)

The Union Budget 2025-26 allocated INR 99,858 crore to healthcare, a 9.78% increase from the previous year, while private investments, including INR 13,034 crore in foreign direct investment (FDI) in FY2025, and plans for private hospitals to add over 4,000 beds in FY26, reflect the sector's dynamism. Strategic partnerships highlight the sector's evolution into a global hub for affordable, tech-driven healthcare. However, significant challenges persist, particularly in infrastructure and accessibility. India faces a shortage of 2.4 million hospital beds, with a bed-to-population ratio of 1.3 per 1,000. Rural areas, home to 70% of the population, access only 30% of healthcare resources. Public health expenditure, at 1.9-2.1% of GDP in FY26, falls short of the National Health Policy's 2.5% target, contributing to low insurance coverage and high out-of-pocket costs that could push many into poverty. The rising prevalence of non-communicable diseases, accounting for seven of the top causes of death, exacerbates urban-rural disparities. Workforce shortages, despite over 6 million professionals

and an improved doctor-to-population ratio of 1:811, require better training and equitable distribution. Addressing these through enhanced preventive care, unified GST reforms, and increased rural infrastructure investment is critical for the sector to achieve its projected INR 125 lakh crore valuation by 2030. (<https://www.ibef.org/industry/healthcare-india>)

The private sector in India's healthcare industry, while a dominant force contributing over 70% of the sector's infrastructure and services, faces several challenges that hinder its growth and efficiency. High operational costs, driven by expensive medical equipment, advanced technology adoption, and skilled workforce recruitment, strain financial sustainability, particularly for smaller hospitals and clinics. Regulatory complexities, including compliance with the Clinical Establishments Act and varying state-level regulations, create bureaucratic hurdles and increase costs. The sector also grapples with limited insurance penetration, as only a fraction of the population is covered, leading to reliance on out-of-pocket payments, which affects affordability and patient footfall. Additionally, intense competition among private players, especially in urban areas, pressures profit margins, while the lack of standardized pricing often leads to perceptions of overcharging, eroding public trust. Infrastructure and workforce challenges further complicate the private sector's role. Despite adding over 4,000 hospital beds in FY26, the sector struggles to address the national bed shortage of 2.4 million, particularly in tier-2 and tier-3 cities where investment is less attractive due to lower purchasing power. A shortage of trained professionals, exacerbated by migration to public sector roles or overseas opportunities, forces private hospitals to compete for talent, driving up salaries. The integration of advanced technologies like AI and telemedicine, while promising, requires significant capital and expertise, which many smaller providers lack. Moreover, the private sector's urban-centric focus leaves rural areas underserved, limiting market expansion. Addressing these challenges requires streamlined regulations, public-private partnerships, and incentives for rural investments to ensure equitable growth and sustainability.

The public sector's contribution to India's healthcare sector is significant but faces challenges in meeting the country's vast needs. The government allocated Rs. 99,858 crore (approximately \$11.50 billion) in the Union Budget 2025-26, a 9.78% increase from the previous year, representing about 1.9-2.1% of GDP. This funding supports public hospitals, primary healthcare centers (PHCs), and schemes like Ayushman Bharat, which provides free health coverage to over 500 million people, targeting the economically disadvantaged. Public sector infrastructure includes over 200,000 sub-centers, 25,000 PHCs, and 5,000 community health centers, primarily serving rural areas where 70% of India's population resides. Interestingly the share of government health expenditure in total health expenditure had increased from 28.6 percent in financial year 2014 to 40.6 per cent in financial year 2019 (Press Information Bureau, 31, January 2023).

This increase in government expenditure has led, in combination with other factors, to a decline in the Out-of-Pocket (OOP) expenses, a very positive trend(<https://www.pib.gov.in/PressNoteDetails.aspx?ModuleId=3&NoteId=153407>).

Challenges such as the issue of healthcare access for the rural population, shortage of hospital beds and other infrastructure issues are being tackled. The Pradhan Mantri Ayushman Bharat Health Infrastructure Mission (PM-ABHIM) was launched with a total outlay of Rs. 64, 180 crores for 2021-22 to 2025-26 with the aim of strengthening health service delivery across all levels – primary, secondary and tertiary. The government's efforts in digital health, like the Ayushman Bharat Digital Mission, and partnerships with private players are also enhancing service delivery.

(<https://timesofindia.indiatimes.com/life-style/health-fitness/health-news/union-budget-2025-health-highlights-and-announcements/articleshow/117816332.cms>) E-Sanjeevani is the Indian government's telemedicine programme that facilitates access to medical specialists remotely. Over 37.15 crore people have benefitted through this program. The U-Win platform launched to make the immunization delivery process more efficient and accountable has so far benefited 10.48 crore people. The flagship program of the Ministry of Health & Family Welfare – the National Health Mission - is geared towards achieving SDG Goal 3, including the aim of Universal Health Coverage. Other initiatives like the Pradhan Mantri Bharatiya Bhartiya Jan Aushadhi Pariyojana (PMBJP) provides generic medicines at prices much lower than the market.
(<https://www.pib.gov.in/PressNoteDetails.aspx?NoteId=154668&ModuleId=3>).

India is marked by an uneven picture across the regions in the field of health. While India is a destination for medical tourism for many willing to pay for higher end rates, it also has gaps in delivery of healthcare services in many areas including the primary level. There is also variation geographically with the Southern states like Tamil Nadu, Kerala and Telangana outperforming the northern states such as Uttar Pradesh and Madhya Pradesh on many health indicators (Niti Aayog Health Index <https://social.niti.gov.in/hlt-ranking/?round=4>)

The field is still not saturated in India and still has a long way to go with few advanced degrees in health communication being offered currently in India. As an academic discipline also, it is under-researched in India. However there has been expansion in health-related disciplines such as health and hospital management, public health and others, of which health communication is a part. There is a huge demand for healthcare professionals in India and the world. Health Communications professionals could find employment across the spectrum of health delivery, diagnostics, medical tourism in the private sector, government sector, International and national non-government organizations, media news organizations, advertising, digital health enterprises.

The Covid epidemic which brought life to a standstill across the globe underlined the importance of health in our lives. The Media and Communication sector is one of the fastest growing and sunrise sectors of the Indian economy. Its all-pervasive presence in every sphere of public as well as personal life and influence on polity, society, culture and economy is visible everywhere. The fast paced technological and platform driven growth of the sector has necessitated a cadre of health communication professionals who are knowledgeable about current issues in health as well as up to date in the nuances of digital media in addition to legacy media. India requires specially trained health communication professionals, researchers and managers to help policy makers in designing and developing open, inclusive and forward-looking policies, laws, as well as in communicating to the public, creating awareness and enabling behavior change across a spectrum of health-related issues.

The proposed MA- HC course aims to fill this critical gap as it encourages new pedagogical tools and techniques to study the area of health communication. At the same time, it is also designed to address the demands of professionals in the fields of health and the media, communication industry who are grounded in theory. It intends to cover different facets of communication patterns, models and concepts closely linked with a scientific outlook on health.

Vision

To create a new generation of health communication professionals, who are equipped with the knowledge and skills relevant to lead in the healthcare sector, empowered to shape communication strategies, formulate policies, apply cutting edge technologies and make an impact in a diverse, global healthcare system.

Mission

The Master's (MA) in Health Communication course is designed to offer a critical understanding of the health and communication sector, its role and interaction with polity, society, culture and the economy. The course explores the breadth of health-related issues as well as basic dimensions of communication. It stresses on an interdisciplinary and multi-disciplinary approach with an aim to connect the dimensions of the media and communication sectors to that of the health sector. The course follows and adopts the broad guidelines of National Education Policy, 2020.

Objectives of the Course

The primary objective of this Master's programme is to critically explore and expand knowledge and understanding and also to promote research and policy formulations in the domain of health and communication, an emerging niche but crucial area in India. It aims to fill the growing need of trained communication and health professionals to manage the media and communication aspects of health and also to create a pool of health communication researchers, policy and advocacy professionals, academics, journalists, managers, administrators and entrepreneurs to ensure and citizen friendly initiatives in health issues and creating awareness and behavior change about health. Through a multidisciplinary approach, the course aims to go beyond the silo driven approach of health and communications as two disparate disciplines. It will have a special focus to develop a holistic understanding of health and communication sector in a broader socio-political-cultural as well as a scientific context. Various contemporary sociological/political/scientific ideas and concepts have been employed in order to comprehend the nuances of understanding and communicating about health.

To summarise, the objectives of the course centered on teaching students the advanced concepts of communication with a strong focus on health. The more specific objectives include:

- Providing a conceptual and historical overview of the health communications sector and strategies, with a focus on India.
- Developing analytical and critical skills regarding health-related information.
- Developing the capacity to apply conceptual frameworks to understand policy processes in health care.
- Developing competency in research in Health Communication
- Developing competency in various modes of communication required for the domain of Health, both journalism, as well as advocacy.
- Understanding contemporary issues in health communication.

- Preparing students for careers in the health industry, ranging from content creation, journalism, advertising, public relations, managerial cadre in hospitals, and health entrepreneurship.

Learning Outcomes

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

- Explain the structure and transformation of India's health sector, including developments in digital health
- Analyze the competencies, successes of India's health sector, as well as areas that need improvement.
- Understand health related issues in depth in order to be able to communicate about them effectively
- Critically assess health communication strategies.
- Undertake research in the domain of health communication.
- Develop health related content across the spectrum of journalism, advertising, public relations, interpersonal communications, both for legacy as well as digital media.
- Demonstrate industry readiness through hands-on assignments, field visits, case studies, and mentorship.

Course Plan

The MA-HC course is an 88-credit course spread over four semesters. A student has to take five courses (papers) of 22 credits in each semester. These courses are divided with different nomenclature i.e. Discipline Based Core Courses (DBCC), Discipline Based Core Elective Courses (DBCE), Open Elective Interdisciplinary Courses (OEIC) and Mandatory Non-Credit Elective Courses (MNEC) and will be offered in each semester. Students will have to write a dissertation in the last semester as well as pursue a two months internship.

The course will offer sufficient choices and flexible options to the students. The MA-HC will have exit and lateral entry options too. As suggested by the NEP-2020, the MA-HC will offer a Post-Graduate Diploma in Health Communication to a student who after successfully completing the Semester-I and Semester- II wants to exit the course for whatsoever reason. Such students will get an opportunity to re-join the course within five years and complete the course to get a Master's degree. Similarly, it will also offer opportunity to join the course through lateral entry (not more than 20 percent of total seats) in the third semester to pursue the Master's programme in Health Communication, provided such students meet IIMC's equivalency criteria.

Description of different tiers of courses

- **Discipline Based Core Course (DBCC)** is designed as a foundational course woven around the core idea of the programme and which is mandatory for all the students of the Master's programme in Health Communication. This will be a core requirement to complete the course.

- **Discipline Based Core Elective Course (DBCE)** is designed as an elective to support the foundational course aimed to offer more options to students to explore and expand the domain knowledge and understanding in a specific area, emerging from the foundational knowledge. The students will get options to choose the courses from a basket of DBCE offered in all the four semesters.
- **Open Elective Course (OEC)** this is an interdisciplinary elective course, designed to offer exposure to related disciplines or domain knowledge. The students will get opportunity to choose from the bouquet of Open Elective courses offered independently by the faculty and other departments. Apart from the OEC basket, the students of MA-HC are encouraged to take courses offered by the faculty and other department/disciplines as per their choice in any semester whenever it is offered by the concerned Department/discipline. Students can also choose an open elective course (4 credits) from SWAYAM portal/ Approved MOOC. As recommended by NEP 2020 and the UGC, this will encourage and promote blended learning among students in the program. A student can pursue SWAYAM approved courses (one Open Elective each in semester 1,2, and 3) subject to prior consultation and approval from concerned HoD.
- **Skill Enhancement Courses (SEC) 8 Credits.** Mass Communication is a highly applied, hands-on discipline. SECs prioritize experiential and execution- based learning, ensuring graduates are industry-ready from day one.
- **Ability Enhancement Courses (AEC) 4 Credits** These courses focus on refining core functional skills critical for professional success, such as academic writing, digital photography, etc.
- **Value-Based Enhancement Courses (VBC) 4 Credits** Designed to cultivate civic responsibility and ethical awareness, VBCs cover vital areas like Indian Knowledge System, developing empathetic and responsible media and health professionals.
- **Research Methodology (RM) 4 Credits & Dissertation 12 Credits.** To transition students from passive consumers of information to active creators of knowledge, a robust research component is mandatory. These courses introduce students to qualitative and quantitative research designs, culminating in a comprehensive dissertation and organizational attachment.

Internship

Students need to undertake a mandatory internship during the summer break between the second semester (end of first year) and the third semester (beginning of second year).

Dissertation

Students need to write a dissertation in the last semester (eight credits). The viva for the same will be held (for four credits) in the fourth semester. Total credits=12.

Teaching Pedagogy

- Lectures and presentations
- Immersive experience

- Mentorship programmes in collaboration with private sector, government and non-governmental organisations.
- Hands-on learning on a variety of digital tools/software
- Case studies and group discussions
- Guest lectures by industry experts
- Field visits to health-related organisations and agencies
- Research projects and presentations
- Writing academic papers

Evaluation and Assessment

- Mid-term and final examinations
- Case study and presentations
- Research papers or projects
- Class participation, contributions
- Quiz/Viva

Placement

IIMC will facilitate and help students in finding placement in the health sector, media and communication industry, research organizations, policy think tanks, development sector and NGOs, political consultancy, government and corporate sector. It will also encourage students to start their own entrepreneurial ventures.

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Head, Department of Health Communication

IIMC

New Delhi

July 2026

Program Matrix: Detailed Semester-wise Plan

Course Category Key and Credit Targets

Code	Course Category	Credit Target (Pro-gramme Total)
DBCC	Discipline-Based Core Courses	24 Credits (8+8+4+4)
DBEC	Discipline-Based Elective Courses	20 Credits (4+4+8+4)
OEC	Open Elective Courses	12 Credits (4+4+4+0)
SEC	Skill Enhancement Courses	8 Credits (2+2+2+2)
AEC	Ability Enhancement Courses	4 Credits (2+2+0+0)
VBC	Value-Based Courses	4 Credits (2+2+0+0)
RMC	Research Methodology Course	4 Credits (0+0+4+0)
DISS	Dissertation / Project / Policy Brief	12 Credits (0+0+4+8)
INT	Industry Internship	2 Credits (summer Sem II–III)
TOTAL	Programme Total Credits (within UGC range 80–96)	90 Credits

MA-HC: Semester-wise Comprehensive Credit Summary

#	Course Category	Abbrev.	Sem I	Sem II	Sem III	Sem IV	TOTAL
1	Discipline-Based Core Courses	DBCC	8	8	4	4	24
2	Discipline-Based Elec-tive Courses	DBEC	4	4	8	4	20
3	Open Elective Courses	OEC	4	4	4	—	12
4	Skill Enhancement Courses	SEC	2	2	2	2	8
5	Ability Enhancement Courses	AEC	2	2	—	—	4
6	Value-Based Courses	VBC	2	2	—	—	4
7	Research Methodology Course	RMC	—	—	4	—	4
8	Dissertation / Project / Policy Brief	DISS	—	—	—	12	12

DETAILED SEMESTER WISE PLAN

SEMESTER – I

Discipline Based Course (DBCC)			
Course code	Course Title	Credit	
MA-HC-DBCC101	Understanding Health Communication: Mass Communication and Health Communication Theories	4	All two courses are mandatory
MA-HC-DBCC102	Principles and Practices of Public Health	4	
	Discipline Based Elective Courses (DBEC) Elective Basket –I	4	–
	Open Elective Courses (OEC) Elective Basket –II	4	–
	Skill Enhancement Course (SEC)	2	Mandatory
	Ability Enhancement Courses (AEC)	2	
	Value Based Courses (VBC)	2	
	Total Credit	22	

- ❖ Apart from the two mandatory DBCC courses and mandatory SEC, AEC and VBC courses a student can select/choose one course each from the DBEC-I, OEC-II elective baskets given below.

Elective Basket-I

Discipline Based Elective Course (DBEC)			
Course Code	Course Title	Credit	Anyone in first semester
MA-HC-DBEC 103	Digital Health	4	
MA-HC-DBEC 104	Data Journalism: Health	4	

Elective Basket-II

Open Elective Course (OEC)			
Course Code	Course Title	Credit	opt for any one
MA-HC-OEC 105	Development Communication	4	OEC offered by MA (HC)
MA-NMC-OEC 105	Media Literacy: Fact Checking and Verification	4	OEC offered by MA (NMC)
MA-SC-OE 105	Strategic and Political Communication	4	OEC offered by MA (SC)
MA-MBS-OEC105	Digital Marketing for Performances and Growth	4	OEC offered by MA (MBS)
MA-HC-OEC 106	or a MOOCs Course approved by the Department of Health Communication.	4	–

Skill Enhancement Course (SEO)			
Course Code	Course Title	Credit	Mandatory
MA-HC-SEC 107	Health Journalism: Print	2	

Elective Basket-III

Ability Enhancement Courses (AEC)			
Course Code	Course Title	Credit	Mandatory
MA-HC-AEC 108	Digital Photography	2	

Value Based Courses (VBC)			
Course Code	Course Title	Credit	Mandatory
MA-HC-VBC109	Indian Knowledge System	2	

SEMESTER-II

Discipline Based Core Course (DBCC)			
Course Code	Course Title	Credit	
MA-HC-DBCC 201	Demography and Population Sciences	4	All two courses are mandatory
MA-HC-DBCC 202	Campaign Planning and Evaluation of Health Programs	4	
	Discipline Based Elective Course (DBEC) Elective Basket-I	4	–
	Open Elective Course (OEC) Elective Basket-II	4	–
	Skill Enhancement Course (SEC)	2	Mandatory
	Ability Enhancement Courses (AEC)	2	
	Value Based Courses (VBC)	2	
	Total Credit	22	

- ❖ Apart from the two DBCC, AEC, SEC and VBC mandatory courses a student can select/choose one courses each from the DBCE-I, OEC-II elective baskets below.

Elective Basket-I

Discipline Based Elective Course (DBEC)			
Course Code	Course Title	Credit	Optfor
MA-HC-DBEC 203	Health Sector in India	4	Any one in Second Semester
MA-HC-DBEC 204	Introduction to the Health System and Policy in Developing Countries	4	

Elective Basket - II

Open Elective Course (OEC)			
Course Code	Course Title	Credit	Any one in second semester
MA-HC-OEC 205	International Communication	4	OEC offered by MA (HC)
MA-NMC-OEC 205	E- Governance	4	OEC offered by MA (NMC)
MA-SC-OE 205	Cross Sectional Communication in Indian Societies	4	OEC offered by MA (SC)
MA-MBS-OEC 205	Indian Media Organizations and Trailblazers: Case Studies	4	OEC offered by MA (MBS)
MA-HC-OEC 206	or a MOOCs Course approved by the Department of Health Communication	4	–

Skill Enhancement Courses (SEC)			
Course Code	Course Title	Credit	Mandatory
MA-HC-SEC 207	Health Journalism: Broadcast	2	

Ability Enhancement Course (AEC)			
Course Code	Course Title	Credit	Mandatory
MA-HC-AEC 208	Academic Writing	2	

Value Based Course (VBC)			
Course Code	Course Title	Credit	Mandatory
MA-HC-VBC 209	Indian Medical System	2	

SEMESTER-III

Discipline based Core Course (DBCC)			
Course Code	Course Title	Credit	
MA-HC-DBCC 301	Basic Epidemiology and Biostatistics	4	Mandatory
	Discipline Based Elective Course (DBEC) Elective Basket-I	8	—
	Open Elective Course (OEC) Elective Basket-II	4	—
MA-HC-SEC 307	Skill Enhancement Course (SEC)	2	Mandatory
MA-HC-RM 308	Research Methodology	4	
MA-HC-INT 309	Internship	2	
	Total Credit	24	

- ❖ Apart from one DBCC and Research Methodology and SEC mandatory courses, a student can select two out of three DBEC courses and one OEC course from Elective Basket I & II

Elective Basket-I

Discipline Based Elective Course (DBEC)			
Course Code	Course Title	Credit	Opt for Any two
MA-H-DBEC 302	Maternal Reproductive Health and Child, Adolescent Health	4	
MA-HC-DBEC 303	Non-Communicable Diseases	4	
MA-HC-DBEC 304	Law and Ethics in Public Health	4	

Elective Basket - II

Open Elective Course (OEC)			
Course Code	Course Title	Credit	Opt for Any one
MA-HC-OEC 305	Interpersonal & Folk Communication	4	OEC offered by MA (HC)
MA-NMC-OEC 305	Visual Cultures, Practices and Documentation in the Digital Age	4	OEC offered by MA (NMC)
MA-SC-OE 306	Media Advocacy	4	OEC offered by MA (SC)
MA-MBS-OEC 305	Media Product Development and Packaging	4	OEC offered by MA (MBS)
MA-HC-OEC 306	or a MOOCs Course approved by the Department of Health Communication	4	–

Skill Enhancement Course (SEC)			
Course Code	Course Title	Credit	Mandatory
MA-HC-SEC 307	Presentation Skills	2	

Research Methodology			
Course Code	Course Title	Credit	Mandatory
MA-HC-RM 308	Research Methods: Quantitative and Qualitative	4	

SEMESTER - IV

Discipline Based Core Course (DBCC)			
Course Code	Course Title	Credit	
MA-HC-DBCC 401	Research Based Policy and Health Advocacy	4	Mandatory
MA-HC-DBEC 402	Health Communication	4	

	Entrepreneurship		
MA-HC-SEC 403	Skill Enhancement Course (SEC)	2	
MA-HC-DISS 404	Research Dissertation	12	
	Total Credit	22	

Skill Enhancement Course (SEC)			
Course Code	Course Title	Credit	Mandatory
MA-HC-SEC 403	Social media for Communication	2	

Research Dissertation			
Course Code	Course Title	Credit	Mandatory
MA-HC-DISS 405	Dissertation/Research Project +Viva	8+4=12	

Understanding Health Communication: Mass Communication and Health Communication Theories

Credits: 4: Theory: 75 Marks; Practical: 25 Marks

Course Objectives

- To introduce the basic concepts and importance of health communication, as well as major theories.
- To introduce concepts, processes and theories of communication and media.

Unit 1

Health Communication—Definition, Concepts, Importance and Scope

- Defining Health Communication
- History of the Field
- Functions of Health Communication
- Approaches
- Scope

Unit 2

Health Communication Theories

- Intra and Interpersonal Theories of health
- Medical models and psychosocial models, participatory models

Unit 3

Mass Communication--definition, functions, types and characteristics

- Defining Communication: Elements and Process
- Functions of Communication
- Dimensions: Intrapersonal, Interpersonal, Group Communication and Mass Communication.
- Verbal Vs Non-Verbal Communication
- Defining Mass Communications, Functions, Role and Importance

Unit 4

Mass Communication models and theories

- Models of Communication: Aristotle, Laswell, Shanon and Weaver, Gerbner and Schramm.
- Normative Theories: Authoritarian, Libertarian, Social Responsibility and Soviet media theory.
- Media Effects Theories
- Psychological and Sociological Communication Theories
- Political Economy of Communication theories.
- Indian Communication Theories.
- New Media theories.
- International Communication theories

Practical:

- Case Studies
- Reports
- Presentations

Suggested Readings

Backer, T.E., Rogers, E.M., & Sopory, P. (1992). **Designing health communication campaigns: What works?** Newbury Park, CA: Sage Publications. Read: Part I: Overview (pages 1 – 34).

Bryant, J. & D. Zillman (Eds.) (2002) **Media Effects: Advances in Theory and Research**. Lawrence Erlbaum Associates. 2nd Edition.

Hartley, J. (2010) **Communication, Culture and Media Studies**. Routledge, New York.

Holmes-Rovner, Montgomery, Rovner et al. (2015). **Assessment of the Quality of Physician Communication about Prostate Cancer Diagnosis and Treatment**. Medical Decision Making, 35, 999-1009.

Lehmann, B.A., Melker, H.E., Timmermans, D.R.M., Mollema, L. (in press) **Informed Decision Making in the Context of childhood Immunizations**. Patient Education & Counseling, OnlineFirst.

Knapp, M.L., Daly, J.A., Albada, K.F., & Miller, G.R. (2002). Background and current trends in the study of interpersonal communication. In the **Handbook of Interpersonal Communication**. Ackerson, L.K. & Viswanath, K. (2009).

McQuail, D. (2010) **Mass Communication Theory**. Sage Publications. 5th Edition.

Narayanan, S. & Narayan, S. (Eds.) (2026) **Health Communication in India: Strategies and Digital Innovations**. Routledge Publications.

Pease, A. & Pease, B. (2004). **The Definitive Book of Body Language: How to read others' thoughts by their gestures**. Pease International Publication.

Schiavo,R. (2013), “**Health Communication: From Theory to Practice.**”,published by John Wiley & Sons

Wallace, P. (2015) **The Psychology of the Internet**. Cambridge University Press. New York.

Wright,K.B., Sparks, L., & O’Hair H.D. (2012). **Health Communication in the 21st Century** (2nd edition). Chichester, West Sussex England; Malden, MA: Wiley Blackwell.

The impact of doctor-patient communication on patients’ perceptions of their risk of breast cancer recurrence. Breast Cancer Research and Treatment, 161, 525-535.

Principles and Practices of Public Health

Credits: 4: Theory 75 Marks; Practical 25 Marks

Objectives of the Course

- To understand the fundamentals of public health, including its definition, evolution, core functions, and determinants of health.
- To analyze healthcare systems globally and in India, with an emphasis on their types, components, and the impact of public health policies and ethics.
- To explore the role of social and behavioral sciences in public health, focusing on behavior change theories, community health assessment, and empowerment strategies.
- To examine environmental and global health issues, including the effects of climate change on health, infectious diseases, vaccine development, and international health regulations.
- Prepare for public health emergencies through the study of public health preparedness, emergency response, and case studies on public health crises.
- To dive into the basics of epidemiology and biostatistics, emphasizing their importance, applications, and methods in public health data analysis.

Unit 1

Introduction to Public Health

- Public Health: Definition, Evolution, and Philosophy
- Principles and Core Functions of Public Health
- Key Milestones in Global Public Health
- Essential Public Health Services
- Determinants of Health: Biological, Socio-economic, Environmental, and Behavioral determinants
- Health Disparities and Inequities

Unit 2

Public Health Systems and Policies

- Healthcare Systems: Types and their Components
- Comparison of Health Systems Globally
- Public and Private Healthcare Systems in India
- Public Health Legislation, Regulations and Ethics
- Case Studies on Ethical Dilemmas in Public Health

- Policy Formulation, Implementation, and Evaluation

Unit 3

Social and Behavioral Sciences in Public Health

- Health Behavior Theories
- Models of Behavior Change (Health Belief Model, Social Cognitive Theory)
- Community Health: Assessment and Empowerment Strategies
- Design and Evaluation of Community Health Programs
- Environmental Risk Factors and Impact Assessment
- Climate Change and Health

Unit 4

Global Health and Emerging Issues

- International Health Regulations and Organizations
- Health Diplomacy and Global Health Initiatives
- Infectious Diseases and Vaccination
- Emerging and Re-emerging Infectious Diseases
- Vaccine Development and Immunization Programs
- Public Health Preparedness and Emergency Response
- Case Studies on Public Health Emergencies

Practical:

- Case Studies
- Health Programs Design and Evaluation.

Suggested Readings:

Chapman, S. (2004). Advocacy for public health: A primer. **Journal of Epidemiology & Community Health**, 58, 361-365.

Goldstein, R., K. Goldstein and T. Delle (2015). **Introduction to Public Health: Promises and Practice** (2nd ed.). Publisher.

Friis, R.H., & Sellers, T.A. (2020). **Epidemiology for Public Health Practice** (Edition). Jones & Bartlett Learning. URL

Guest, C., Ricciardi, W., Kawachi, I., & Lang, I. (Eds.). (2020). **Oxford Handbook of Public Health Practice** (4th ed.). Oxford University Press.

Kluger, J. (2008). Why are only 10 percent of the world's medical resources used to treat 90 percent of its ills? Ch. 10 in **Simplexity: Why simple things become complex (and how complex things can be made simple)**. New York: Hyperion.

Lal, S., & Vikas. (2018). **Public Health Management: Principles and Practice** (2nd ed.).

Schneider, M.J. (2020). **Introduction to Public Health** (5th ed.). Jones & Bartlett Learning

Teutsch, S.M., & Churchill, R.E. (Eds.). (2010). **Principles and Practice of Public Health Surveillance** (3rd ed.). Oxford University Press.

Digital Health

Credit: 4; Theory: 60 Marks; Practical: 40 Marks

Course Objectives

- To make students aware of the core concepts of digital health, its scope and its interdisciplinary nature.
- To make students familiar with the impact of digital media, AI, and new technologies on healthcare access, communication, and policy.
- To familiarise students about a critical understanding of data ethics, privacy, and the digital health contexts.
- To provide the students with the necessary abilities to design and evaluate the effectiveness of digital and AI-driven health communication interventions.

Unit 1

Introduction to Digital Health

- Digital health: Concept, Scope, and Definition
- Digital Public Health, eHealth, mHealth, Telemedicine, Health Informatics
- Key Stakeholders- Patients, Providers, Policymakers, Technologists
- Digital Health Ecosystem: Apps, Wearables, Electronic Health Records (EHRs), IoT, AI

Unit 2

Digital Media and Health Communication

- Use of Social Media in Health and Behavioural Change
- Health Communication Models in the Digital Context
- Infodemics, Fake Health News, and Disinformation
- Effective Digital Health Messages Campaigns

Unit 3

Technology, Society, and Health

- Digital Divide and Health Inequities
- Tele-health and Remote Consultations: Challenges and Opportunities
- Health Literacy in the Digital Context
- Environmental Impact of Health Technologies and Cloud Infrastructure
- Digital Health in Rural and Urban India

Unit 4

Innovation, Policy, and Future Directions

- Global Digital Health Initiatives
- National Digital Health Mission and Ayushman Bharat Digital Mission
- Data Analytics, Predictive Modeling, and Public Health Forecasting
- Future of Digital Health

Unit 5

Artificial Intelligence and Health

- Introduction to AI in Healthcare: Concepts and Applications
- Machine Learning, Deep Learning, and Natural Language Processing
- AI for Diagnostics, Predictive Analytics, and Drug Discovery
- Chatbots, Virtual Assistants, and Patient Engagement Platforms
- AI Ethics: Transparency, Accountability, and Bias in Medical Algorithms
- Bioethics
- AI in Public Health
- Communicating AI-Driven Health Insights

Practical:

- Mapping of real-world Digital Health Ecosystem: Explainer Videos/Infographics/ Podcast
- AI Health Tool Evaluation
- Digital Health Campaign Design

Suggested Readings

Lupton,D. (2014). **Digital Health: Critical and Cross-disciplinary Perspectives**. Routledge.

Mesko,B. (2017). **The Guide to the Future of Medicine: Technology and the Human Touch**. Webicina.

Ministry of Health and Family Welfare (2022). **Ayushman Bharat Digital Mission Blueprint**.

Topol,E. (2019). **Deep Medicine: How Artificial Intelligence Can Make Healthcare Human Again**. Basic Books.

WHO (2021). **Global Strategy on Digital Health 2020–2025**.World Health Organization.

Wickramasinghe,N. (2024). **Digital health: A primer** (Analytics and AI for Healthcare). CRC Press.

Data Journalism: Health

Credit: 4; Theory: 60 Marks; Practical: 40 Marks

Unit 1

Introduction to Data Journalism and Health Reporting

- Definition and Basics of Data Journalism
- The role of data in journalism
- Overview of data journalism and its impact on health reporting health journalism
- Ethical considerations in health reporting
- Data privacy and confidentiality

Unit 2

Sourcing Health Data

- Types of Health Data: Public Health Records, Clinical Data, Health Surveys
- Reliable Data Sources, Government Sources: National Health Mission (NHM), Ministry of Health and Family Welfare (M o HFW), Indian Council of Medical Research (ICMR), WHO, CDC
- Non-Government Sources: Public Health Foundations, International Health Organizations
- Interviewing Health Professionals

Unit 3

Analyzing Health Data

- Introduction to Big Data
- Basic Statistical Concepts for Journalists
- Using Spreadsheets and Databases
- Identifying Trends and Patterns in Health Data
- Fact-checking and Verifying Health Data

Unit 4

Visualizing Health Data

- Principles of Effective Data Visualization
- Tools for Data Visualization: Tableau, Infogram, Datawrapper
- Creating Infographics and Interactive Maps
- Best Practices for Presenting Complex Health Data

Unit 5

Storytelling with Health Data

- Narrative techniques in health journalism
- Writing compelling headlines and leads
- Case studies: Successful health data stories

Practical

- Use data available in the public domain and analyze the data for various story angles
- Visually present an existing data set in terms of graphs, maps etc.
- Case study on effective data journalism in health

Suggested Readings

Albert, T. (2004) **Medical Journalism: The Writer's Guide**. CRC Press; 1st edition.

Bounegru, L. and J. Gray (2021) **The Data Journalism Handbook: Towards A Critical Data Practice**. Amsterdam University Press: Amsterdam.

Cohen, S. (2001) **Numbers in the Newsroom: Using Math and Statistics in News. The IRE Beat Book Series. Book 4**. The Investigative Reporters and Editors Inc.

Gray, J. (2012) **The Data Journalism Handbook**. O'Reilly Media.

Hermida, A. and M. Young (2019) **Data Journalism and the Regeneration of News: (Disruptions): Routledge** Publications.

Mair, J. and R. Keeble (2014) **Data Journalism: Mapping the Future**. Theschoolbook.com publications.

Selected articles from the **Journal of Health Communication**

Case studies from the Pulitzer Center on Crisis Reporting and ProPublica's health investigations

Development Communication

Credits: 4; Theory: 70 Marks; Practical: 30 Marks

Course Objectives

- To introduce the basic concepts and importance of development communication.
- To get acquainted with the history of development,
- To understand the different paradigms of development
- To impart practical experience in writing, reporting and editing development stories for different media.
- To learn basic principles of development campaigns, social advertising and marketing.
- To impart an understanding of current issues in development.

Unit 1

Understanding Development: Concept and Process

- History of Development
- Overview of Development Communication and Development Journalism
- Dominant Paradigm-W.W. Rostow's theory, Critique of the Dominant Paradigm
- Communications based on the Dominant Paradigm
- Alternative approaches to Development-Schumacher, Carson
- Dependency Paradigm- Gunder Frank, Cardoso and Galtung, Development and Under Development, Centre-Periphery Relations
- Critique of Dependency
- Communications based on Dependency Paradigm, Cultural Imperialism
- Participatory Paradigm- Freire, Communitarian model
- Critique of Participatory paradigm
- Government role in Development
- Rights Based approach to Development

Unit 2

Development Journalism

- Evolution of Development Journalism
- Scope and Relevance of Development Journalism
- Research for Development Stories –Reports and Data sets
- Development Reporting: Tools and Techniques

- Field visits, Observation and Interviews
- Beats, areas within Development Journalism
- Ethical Considerations

Unit 3

Development Communication

- Theories- Diffusion of Innovation, Modernization, Agenda Setting, Framing, Social Cognitive theories.
- Entertainment Education
- International Development Agencies and programs—MDGs, SDGs.
- Role of Civil society, NGOs and Government
- Writing for media—press releases, rejoinders etc.
- Press Conferences
- Social Advertising and Brand Management
- Concepts of Media Planning
- Campaign Planning for Social Causes
- Social Marketing.

Unit 4

Development Communication in India

- Historical Context
- Government Campaigns through ad deconstruction and Case studies.
- Corporate Social Responsibility and Campaigns, Case studies
- Effective Development Journalism Practices and Case studies
- Rural Reporting

Unit 5

ICT and Development

- Historical Approach to telecommunications and Development
- Current Best Practices in ICT and Development

Practical:

- Case Studies
- Presentation
- Field visits/interviews
- Role Play

Suggested Readings

- Banerjee,A., E.Duflo (2013) Poor Economics: Rethinking Poverty and How to End it. Random house Penguin: New Delhi
- Carson,R. (1962; 2000) Silent Spring. Houghton Mifflin; Penguin.
- Frank,A.G. (1966) The Development of Underdevelopment. Monthly Review.
- Freire,P. (1970; 2000) The Pedagogy of the Oppressed. Bloomsbury.
- Gregory,A and G. A. Yudarwati (2025) Strategic Participatory Communication and Development Engagement and Empowerment. Routledge Publications.
- Grusky, D and R. Kanbur, (2006) Eds. Poverty and Inequality. Stanford University Press.
- Melkote,S. and H.L. Stevens,(2015) Communication for Development: Theory and Practice for Empowerment and Social Justice.Sage Publications. 3rd or later editions.
- Narayan,S. and. S.Narayanan (2016) Eds. India Connected: Mapping the Impact of New Media. Sage Publications.
- Rogers,E. (2003) The Diffusion of Innovations. Simon and Schuster. 5th Edition.
- Rostow,W.W. (1966, 1991, 2012) The Stages of Economic Growth: A Non- Communist Manifesto. Cambridge University Press.3rd edition.
- Sainath,P. (1996) Everybody Loves a Good Drought. Penguin.
- Servaes,J. (Ed.) (2020) Handbook of Communication for Development and Social Change. Springer
- Schumacher,E. (1973) Small is Beautiful: A Study of Economics as if People Mattered. Blond and Briggs; Harper Collins Publishers.
- Vemula,R. (2026) Communication for Development in India: Theory and Practice. Routledge Publications

Media Literacy, Fact Checking and Verification

Credit: 4

Course Objectives:

1. To introduce students to the concept of Media and Information Literacy
2. To develop competencies so that students can access content that is credible and authentic
3. To sensitize students to create media messages in a responsible way.
4. To develop MIL skills competencies amongst students so that they can navigate the media and information landscape carefully
5. Recognize the problem of misinformation and disinformation in India and across the world
6. Define different types of misinformation from Satire to Imposter content
7. Fact-check content using variety of tools and techniques

Unit 1

Introduction to Media and Information Literacy

- Understanding media and information Literacy
- Understanding the concept of Media Literacy, Information Literacy, Advertising Literacy, Cinema Literacy, etc.
- Principles of Media Literacy
- Media Literacy Competencies
- Media and Information Literacy initiatives across the world Angle, Word Choice, Shots, etc.
- Constructing Media Messages

Unit 2

Media Literacy Competencies -Accessing Content, Creating Media Messages, Analyzing Media Messages

- Understanding How People Access Content: Content Consumption Habits
- Credible and Authoritative Source
- Critical Thinking, Cognitive Psychology
- Who has created the message-Role of Creators and Ownership
- Purpose of the Message, Analyzing the Media Text, Analyzing the Context
- Media Formats - Medium is the Message
- Content Development Process, Production Elements–Colour, Lighting, Shape,
- AI, Deepfakes, Challenges of countering Deepfakes

Unit 3

Artificial Intelligence Literacy

- Characteristics of AI System
- Understanding How AI Works
- Understanding Algorithms and its Various Types
- Creating Content
- Detecting Content Created through AI
- AI: Ethical and Legal Concerns

Unit 4

Introduction to Misinformation Ecosystem

- | | |
|--|---|
| <ul style="list-style-type: none"> • Understanding Information Disorder • Misinformation and Disinformation across the World • Misinformation Ecosystem in India • Misinformation in Health Communication • Types of Misinformation and Disinformation • Why and How of Information Disorder • Filter Bubble • Echo Chamber • Biases • Social Media Giants and their role • National and International Fact-checking Initiatives • YouTube Data Viewer • Analyzer - Frame by Frame Analysis | <ul style="list-style-type: none"> • Extract Text from Pictures and Videos-Blackbox • Archiving Content before Verification • What places can tell? • Locating the Exact Spot (Google maps, Bing, Naver, Wikimedia, Baidu) • Geolocation by Satellite Imagery • Street View • Yandex Panorama • Time-travel (GOOGLE Earth pro) • Geotagging • Content Verification-Date and Time: How different platforms display date & time • EXIF Data • Tweets from a particular location, Tweet deck - Filters • Snapchat Map • Hive, Sensity AI |
|--|---|

Software/Digital Tools: Invid, Fact-check, Explorer and other fact-checking tools.

EXAMINATION SCHEME

A. End of Semester Evaluation (EOSE)1. Theory Paper: 40Marks

Practical/Projects: 40 Marks

1. Design a training programme to create awareness on misinformation and disinformation for any of the following target group -students, youth, elderly people

etc.

- 2 . Create an infographic / explainer video to create awareness on media literacy.

B. Continuous Evaluation (20 Marks): Presentations, class participation, assignments.

Suggested Readings:

- Bradshaw, S., & Howard, P. N. (n.d.). *Challenging truth and trust: A global inventory of organized social media manipulation* (p. 26).
- Central Board of Secondary Education, Delhi. (2022). *Mass media being media literate*.
- Edmans, A. (2024). *May Contain Lies: How Stories, Statistics, And Studies Exploit Our Biases—And What We Can Do About It (1st Ed.)*. University Of California Press.
- Johnson, C.A. (2015). *The information diet*. O'Reilly Media.
- La, P. (n.d.). *Fact check handbook: Navigating the truth in the age of misinformation* (Reasoned Debate: Navigating Rhetoric, Fallacies, and the Art of Persuasion) [Kindle edition].
- Mathis-Lilley, B. (2017, February 10). Bashar Al-Assad uses phrase fake news in dismissing Amnesty international torture report. *Slate*. <https://slate.com/news-and-politics/2017/02/assad-amnesty-torture-report-part-of-fake-news-era.html>
- McNair, B. (2022). *Fake news: Falsehood, fabrication and fantasy in journalism*. Routledge. <https://www.routledge.com/Fake-News-Falsehood-Fabrication-and-Fantasy-in-Journalism/McNair/p/book/9781032178875>
- Meyer, R. (2018, March 9). Why it's okay to call it "fake news." *The Atlantic*. <https://www.theatlantic.com/technology/archive/2018/03/why-its-okay-to-say-fake-news/555215/>
- O'Connor, C., & Weatherall, J. O. (n.d.). *The misinformation age: How false beliefs spread*.
- Pariser, E. (2011). *The Filter Bubble: What the Internet is Hiding from You*. Penguin Press.
- Routledge & CRC Press. (n.d.). *Fake news: Falsehood, fabrication and fantasy in journalism*. Retrieved June 22, 2022, from <https://www.routledge.com/Fake-News-Falsehood-Fabrication-and-Fantasy-in-Journalism/McNair/p/book/9781032178875>
- Silverblatt, A., Yadav, A., & Kundu, V. (2022). *Media Literacy: Keys to Interpreting Media Messages (Indian Ed.)*. New Delhi: Kanishka Publishers and Distributors.
- Singh, J., Grizzle, A., Yee, S. J., & Culver, S. H. (Eds.). (2015). *Media and information literacy for the sustainable development goals*. UNSEDOC.
- Yadav, A. (2018). *Media and information literacy*. <https://ebooks.inflibnet.ac.in/lisp20/>
- Zuckerman, E. (2017, January 31). Stop saying "fake news." It's not helping. <https://ethanzuckerman.com>.

Strategic and Political Communication

Credits: 4

Credit: 04 (L-2.5 T-0.5 P-1)

Marks: 100 (Theory-60, Practical-40)

Course Objective (COs)

CO-1: To examine the theories, practices and dynamics of political communication in both global and Indian contexts, with a focus on strategic communication

CO-2: To have a basic understanding of the functioning of political parties and the election process in India

CO-3: To help the learners explore the role of communication and media in shaping political discourse, electoral campaigns, government communication, and public opinion formation

CO-4: To help the learners gain insights into the complexities of political communication and its implications for strategic communication

Unit-1: Introduction to Political Communication

- Introduction to Political Communication: Definitions and Concepts
- Role of Media in Political Communication: Information Dissemination, Agenda-setting, and Framing
- Media Effects on Political Knowledge, Attitudes, and Behaviours
- Case Studies on Political Communication in Global and Indian Contexts

Unit-2: Indian Political Parties

- National Political Parties
- Regional Political Parties
- Pressure Groups
- Coalition Politics
- Parliament & Legislative Assemblies Reporting

Unit-3: Political Campaigns and Electoral Communication

- Political Campaign Strategies and Techniques: Advertising, Public Relations, and Social Media
- Media Coverage of Elections: Campaign Advertising, News Framing, and Candidate Image
- Role of New Media in Electoral Communication: Social Media Campaigns, Online Debates, and Viral Marketing
- Election Monitoring and Regulation: Role of Election Commissions and Media Coverage Guidelines

- Case Studies on Political Campaigns and Electoral Communication in India and Global Elections

Unit-4: Government Communication and Public Relations

- Government Communication Strategies: Public Information, Public Diplomacy, and Crisis Communication
- Media Relations and Press Management in Government: Press Conferences, Press Releases, and Media Briefings
- Public Opinion Management and Persuasion Techniques in Govt. Communication
- Challenges to Government Communication: Media Scrutiny, Transparency, and Accountability
- Case Studies on Government Communication and Media Relations in Global and Indian Contexts

Unit-5: Media Policy and Regulation in Political Communication

- Media Regulation Frameworks: Broadcasting Laws, Press Freedom, and Internet Governance
- Political Advertising Regulations: Content Restrictions, Spending Limits, and Disclosure Requirements
- Media Ownership and Political Influence: Concentration, Cross-ownership, and Political Bias
- Role of Regulatory Bodies in Ensuring Fairness, Accuracy, and Balance in Political Communication
- Case Studies on Media Policy and Regulation in Political Communication in India and Global Media Systems

Practical/Assignments:

- Learners shall undertake practical exercises, presentations, case studies and written assignments as prescribed by the course instructor.
- Prepare a case study on a political communication campaign in India or abroad and analyse its communication strategies and outcomes
- Analyse the media coverage of an election, political event or public policy issue and examine the framing of political narratives

Course Learning Outcome (CLOs)

After completing the course, the learner will be able to:

CLO-1: Demonstrate an understanding of the theories, practices and dynamics of political communication in global and Indian contexts.

CLO-2: Explain the functioning of political parties and the electoral process in India.

CLO-3: Analyse the role of communication and media in political discourse, electoral campaigns, government communication and public opinion formation.

CLO-4: Examine the implications of political communication for strategic communication in contemporary societies.

Suggested Readings

- Bhatnagar, S. (2018). *Social Media in South Asia: Tracking Political and Social Change*. Sage.
- Biswas, Prasenjit & Bhattacharjee, Nirmal. Kanti. *Media and Politics in Contemporary India: Some Issues and Concerns*
- Chadha, K. (2019). *Indian Politics and Society since Independence: Events, Processes and Ideology*. Routledge.
- Chatterjee, P., & Dutta, P. (2019). *Communication, Culture and Confrontation: A Reader*. Routledge India.
- Davis, Aeron. (2019). *Political Communication: A New Introduction for Crisis Times*. Polity.
- Desai, R. (Ed.). (2017). *Communication in India: Historical and Comparative Perspectives*. Routledge.
- Helfert, David, L. (2017). *Political Communication in Action: From Theory to Practice*. Lynne Rienne.
- Jayal, N. G. (2019). *Representing India: Political Rhetoric and Visual Representation*. Routledge India.
- Kamalipour, Yahya. R. (2010). *Media, Power, and Politics in the Digital Age: The 2009 Presidential Election Uprising in Iran*. Rowman & Littlefield Publishers.
- Kaul, A. (Ed.). (2018). *Media and Political Engagement: Citizens, Communication, and Democracy*. Routledge.
- Kaur, R. (2019). *Social Media and Political Mobilization in India*. Routledge India.
- Krishnamurthy, R. (2017). *Digital Democracy: Analysing the Use of New Media in Indian Politics*. Sage.
- Kumar, P. (2018). *Political Advertising in India: Dimensions and Impact*. Routledge.
- Ray, S. (2017). *Mapping Multiple Realities: Rhetoric in India*. Oxford University Press.
- Robertson, Alexa. (2015). *Media and Politics in a Globalizing World*. Polity.
- Semetko, Holli. A. & Scammell, Margaret. (eds). (2012). *The SAGE Handbook of Political Communication*. Sage.
- Sen, A. (2018). *The Argumentative Indian: Writings on Indian History, Culture and Identity*. Penguin Books India.
- Sen, S. (2019). *Political Branding in India: A Conceptual Framework*. Sage.
- Sharma, M. (2017). *The Social Media Mavens: Politics, Democracy, and the Fate of Deliberation*. Oxford University Press.

- Singh, A. (2018). Political Campaign Communication: Principles and Practices. PHI Learning Pvt. Ltd.
- Singh, P. (2019). Political Communication in India: From the Era of Print to Social Media. Oxford University Press.
- Sinha, S. (2019). Political Public Relations in India: New Challenges and Opportunities. Routledge.
- Sisodia, Yatindra. Singh & Chattopadhyay. Pratip. (eds). (2023). Political Communication in Contemporary India: Locating Democracy and Governance. Routledge.
- Srivastava, N. (2019). Social Media and Political Communication in India: Emerging Trends and Challenges. Springer.
- Street, John. (2021). Media, Politics, and Democracy. Bloomsbury Publishing.
- Tripathi, S. (2018). Speaking the Nation: The Oratorical Making of Secular, Neoliberal India. Penguin Random House India.
- Trivedi, P. (2017). Political Marketing and Political Communication: Strategies in Indian Context. Springer.
- Varshney, A. (2017). Political Science Research in India: The State of the Discipline. Oxford University Press.
- Vowe, Gerhard. & Henn, Philipp. (eds). (2015). Political Communication in the Online World: Theoretical Approaches and Research Designs. Routledge.
- Wahl, Karin. (ed). (2021). Politics and the Media: Intersections and New Directions. Sage Publications.

Digital Marketing for Performance and Growth

Credit: 4; Theory: 60 Marks; Practical: 40 Marks

L-2.5, P-1, T-0.5

Course Description

This course provides a comprehensive understanding of digital marketing as a strategic tool for business growth, customer engagement, brand building, and revenue generation. It explores digital consumer behaviour, content marketing, social media marketing, search engine optimization, performance advertising, web analytics, and growth marketing strategies. Students will learn how organizations use digital platforms, data analytics, and marketing technologies to acquire, engage, convert, and retain audiences in increasingly competitive digital environments. The course combines strategic concepts with practical applications, enabling students to design, implement, optimize, and evaluate digital marketing campaigns across multiple platforms.

Course Learning Objectives: Students will be able to:

CLO1.To understand the evolution, principles, and strategic importance of digital marketing in contemporary business environments.

CLO2.To analyze digital consumer behaviour, customer journeys, and audience segmentation strategies.

CLO3.To develop integrated digital marketing plans aligned with business and marketing objectives.

CLO4.To apply social media marketing strategies for audience acquisition, engagement, and brand growth.

CLO5.To understand search engine optimization (SEO) and search engine marketing (SEM) techniques for improving visibility and discoverability.

CLO6.To evaluate performance marketing tools, digital advertising models, and campaign optimization techniques.

CLO7.To utilize web and social media analytics to measure campaign effectiveness and return on investment (ROI).

CLO8.To design data-driven digital marketing strategies for customer acquisition, conversion, retention, and growth.

CLO9.To assess emerging trends, technologies, and ethical considerations shaping digital marketing ecosystems.

Unit 1: Foundations of Digital Marketing and Consumer Growth Strategies

1.1 Digital Marketing Ecosystem

- Evolution and significance of digital marketing
- Traditional marketing versus digital marketing
- Digital transformation and marketing innovation
- Digital marketing landscape and industry structure
- Key drivers of digital marketing growth

1.2 Digital Consumer Behaviour

- Digital consumers and online communities
- Customer journey mapping
- Consumer decision-making process
- Audience segmentation and targeting
- Personalization and customer experience

1.3 Digital Marketing Strategy

- Integrated digital marketing planning
- POEM Framework (Paid, Owned and Earned Media)
- Multi-channel and omni-channel marketing
- Content marketing fundamentals
- Growth marketing concepts and frameworks
- Digital marketing plans and campaign design

1.4 Core Digital Marketing Channels

- Email marketing
- Mobile marketing
- Affiliate marketing
- Influencer marketing
- Display advertising fundamentals
- Programmatic advertising ecosystem
- Emerging digital marketing trends

Unit 2: Social Media Marketing and Content-Led Growth

2.1 Social Media Marketing Fundamentals

- Social media ecosystems and platform dynamics
- Role of social media in business growth
- Building social media marketing strategies
- Goal setting, campaign planning and implementation

2.2 Platform-Specific Marketing Strategies

- Facebook and Instagram marketing
- LinkedIn marketing for professionals and businesses
- X (Twitter) marketing strategies

- YouTube marketing and video engagement
- Snapchat and emerging social platforms

2.3 Content for Digital Engagement

- Content creation for social media
- Storytelling and audience engagement
- Short-form and long-form content strategies
- User-generated content (UGC)
- Community management and online reputation management

2.4 Influencer and Creator Marketing

- Influencer marketing models
- Creator economy and brand collaborations
- Advocacy marketing and ambassador programs
- Measuring influencer effectiveness
- Ethical issues in influencer marketing

Unit 3: Search Marketing and Performance Advertising

3.1 Search Engine Optimization (SEO)

- Introduction and evolution of SEO
- Search engines and search algorithms
- Keyword research and keyword planning
- Wordpress on-page optimization techniques and plugins
- Technical SEO fundamentals: 404 Error, Robot.txt, canonical tags, sitemaps, 301 and 302 redirect, Google AdSense, Google search console.
- Off-page optimization and link-building strategies
- Local SEO and mobile SEO
- SEO tools and performance measurement

3.2 Search Engine Marketing (SEM)

- Paid search advertising
- Google Ads ecosystem
- Bing Ads and alternative search advertising
- Campaign creation and optimization
- Keyword bidding and ad ranking

3.3 Performance Marketing

- Concept and principles of performance marketing
- Customer acquisition funnels
- Conversion optimization strategies
- Landing page optimization
- Retargeting and remarketing
- Automation in performance marketing

3.4 Digital Advertising Models

- CPC, CPM, CPA, CPL and ROAS models
- Programmatic advertising
- Audience targeting strategies
- Display advertising and native advertising
- Video advertising and YouTube campaigns

Unit 4: Analytics, Measurement and Growth Optimization

4.1 Web Analytics

- Introduction to digital analytics
- Google Analytics and contemporary analytics tools
- Universal analytics and GA4
- Traffic acquisition and user behaviour analysis
- Goal tracking and conversion measurement
- E-commerce analytics

4.2 Social Media Analytics

- Platform-specific analytics tools
- Audience engagement metrics
- Reach, impressions, engagement and retention
- Social listening and sentiment analysis

4.3 Marketing Performance Measurement

- Key Performance Indicators (KPIs)
- Campaign effectiveness measurement
- Attribution models
- Return on Investment (ROI)
- Return on Ad Spend (ROAS)
- Customer Lifetime Value (CLV)

4.4 Growth Optimization and Emerging Trends

- Data-driven decision making
- Marketing automation
- Artificial Intelligence in digital marketing
- Predictive analytics and personalization
- Privacy, ethics and data governance
- Future of digital marketing and growth strategies

Practical Component and Assignments

Assignment 1: Digital Marketing Strategy Development Project: Students shall prepare a comprehensive digital marketing plan for a startup, media company, NGO, creator, or brand.

The project should include audience segmentation, customer journey mapping, channel selection, content strategy, budget allocation, and performance indicators.

Assignment 2: Social Media Campaign Design and Execution: Students shall design and execute a platform-specific social media campaign for a product, service, event, or social cause. The assignment should include content calendars, creatives, audience targeting, and campaign evaluation metrics.

Assignment 3: SEO Audit and Website Optimization Report: Students shall conduct an SEO audit of an existing website and identify opportunities for improvement. The report should evaluate keyword strategy, on-page optimization, technical SEO issues, backlinks, and search visibility.

Assignment 4: Performance Advertising and Google Ads Simulation: Students shall create a mock digital advertising campaign using performance marketing principles. The assignment should include keyword selection, audience targeting, bidding strategy, ad copy creation, landing page recommendations, and projected ROI.

Assignment 5: Web and Social Media Analytics Dashboard Project: Students shall analyze data from Google Analytics, social media insights, or sample datasets and prepare an analytics dashboard. The project should identify key trends, engagement patterns, traffic sources, conversions, and actionable recommendations.

Assignment 6: Integrated Growth Marketing Case Study: Students shall critically analyze a successful digital growth campaign by a brand, media platform, startup, or creator. The analysis should evaluate acquisition strategies, content marketing, advertising approaches, engagement tactics, analytics, and business outcomes.

Suggested Readings

- Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital marketing: Strategy, implementation and practice* (8th ed.). Pearson.
- Dodson, I. (2020). *The art of digital marketing: The definitive guide to creating strategic, targeted, and measurable online campaigns* (2nd ed.). Wiley.
- Kingsnorth, S. (2022). *Digital marketing strategy: An integrated approach to online marketing* (3rd ed.). Kogan Page.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. Wiley.
- Ryan, D. (2024). *Understanding digital marketing: Marketing strategies for engaging the digital generation* (6th ed.). Kogan Page.
- Scott, D. M. (2024). *The new rules of marketing and PR* (9th ed.). Wiley.
- Tuten, T. L., & Solomon, M. R. (2023). *Social media marketing* (5th ed.). Sage Publications.
- Weinberg, T., & Pehlivan, E. (2021). *The new community rules: Marketing on the social web* (2nd ed.). O'Reilly Media.

- Zahay, D., Roberts, M. L., Parker, J., & Barker, M. (2023). Digital marketing management: A handbook for the current (or future) CEO (3rd ed.). Business Expert Press.
- Zimmerman, J., & Ng, D. (2023). Social media marketing all-in-one for dummies (6th ed.). Wiley.

Health Journalism: Print

Credits:2: Theory: 20 Marks; Practical: 30 Marks

Course Objectives

- To introduce the basic concepts and importance of health journalism, from print journalism to contemporary developments
- To cultivate news sense and reporting and editing skills in the field of health
- To impart practical experience in writing, reporting and editing health stories for print

Unit 1

Importance and Scope of Health Journalism

- Emergence of the Field
- Overview of Current Developments Globally
- India and Health Journalism: some Milestones
- Identifying Reliable Health Sources

Unit 2

Development of Print Media in India

- Evolution of the Press in India Pre and Post-Independence
- Expansion of Regional Newspapers post 1977
- Post 1991 Liberalisation of the Newspaper Industry
- Future of Newspapers and Magazines

Reporting News

- Defining News: News Values and Elements of News
- Changing Concepts of Health-Related News
- Ethical Consideration in Health Reporting (Accuracy Fairness Privacy)
- Types of Reporting
- Role and Importance of Sources
- Qualities of a Good Reporter
- Ethics and Reporting
- Styles of News Writing
- Research and Structure
- Fact Checking, Accuracy, Objectivity, Fairness and Balance.
- Headline Writing
- Editing News Stories

- Understanding Newsroom Structures of Newspapers, Magazines and News Agencies.

Features

- Styles of Feature Writing
- Types of Features
- Research and Sources
- Structure
- Elements of Good Feature Writing
- Editing Features

Unit 3

Visualizing and Planning a Newspaper/ Magazine

- News Selection and Placement
- Formats- Broadsheet, Tabloid, Magazine
- Design-Shape, Colors
- Aesthetics and Typography
- Preparing a Dummy
- Principles of Graphics
- Designing Software's- Quark Express, Corel Draw, Photoshop, in -design

Practical Assignments

- Writing Health news stories for print
- Writing Health features for print
- Health related Lab journal
- Field Visit

Suggested Readings

Belladi, S. (2025). Transformation of Journalism in India and the rise of the Fifth Estate, a critical appraisal. **Cogent Arts & Humanities**, 12(1).<https://doi.org/10.1080/23311983.2025.2498187>

Bobby, P.; Jha, Sweety Suman; Dasgupta, Aparajita; Bandyopadhyay, Lina¹; Mandal, Shamita². Health Journalism: A Challenging Paradigm. **Medical Journal of Dr. D.Y. Patil Vidyapeeth** 14(3):p 357-358, May–Jun 2021. | DOI: 10.4103/mjdrdypu.mjdrdypu_28_20

Carroll, B. (2020). **Writing & Editing for Digital Media** (4 th ed.). New York, NY: Taylor & Francis. ISBN: 978-0367245054, 978-0367245092

Dahiya, S. and S. Sahu, (2024) Mastering Beats in Journalism (Specialized Reporting, Editing and Emerging Technologies in the Digital Era), Ist. Edition. Pearson Publication.

Feng Shi (2024) Health journalism: a bibliometric analysis of research themes and future directions. **Frontiers in Communication** Volume 9.

URL=<https://www.frontiersin.org/journals/communication/articles/10.3389/fcomm.2024.1400753>

DOI=10.3389/fcomm.2024.1400753

Heiferman, M (2012) **Photography Changes Everything**, Aperture/Smithsonian Institute.

Keshvari M, Yamani N, Adibi P, ShahnaziH.(2018) Health Journalism: Health Reporting Status and Challenges. **Iran J Nurs Midwifery Res.** Jan-Feb;23(1): 14-17.doi: 10.4103/ijnmr.IJNMR_158_16. PMID: 29344040; PMCID: PMC5769179.

Shore, S. (2012) **The Nature of Photographs.**,Phaidon,.

Subscribing to websites: Mashable! Social Media Club, Social Media Examiner, social media Today, The Center for social media, Ragan.com, Ann Handley, Every Page is Page One, Poynter. Writing For Digital, Meet Content, Hillary Marsh, Content Company.

Digital Photography

Credits: 2; Theory: 20 Marks; Practical: 30 Marks

Course Objectives:

- To introduce students to the fundamentals of digital photography and visual storytelling.
- To develop technical proficiency in handling digital cameras and photo-editing software.
- To train students in composing, capturing, and curating compelling images for journalistic and creative communication.
- To explore the role of photography in digital media, including social platforms, web, and multi-media narratives.

Unit 1

Fundamentals of Digital Photography

- History and Evolution of Photography
- Understanding Digital Cameras: Types, Settings (ISO, Aperture, Shutter Speed), and Functions.
- Composition Techniques: Framing, Rule of Thirds, Leading Lines, Lighting.
- Genres of Photography: Photojournalism, Portrait, Landscape, Documentary, Street, Advertising, Fashion.

Unit 2

Photography in Digital Media and Ethics

- Photography for Journalism and Storytelling
- Visual Content for Social Media and Advertising
- Building a Photography Portfolio
- Photo Manipulation
- AI Edited Photos
- Copyright
- Open Resources, NFTs.

Unit 3

Practical Photography Skills

- Hands-on Training in Camera Operations (DSLR, Mirrorless, Smartphone Cameras).
- Field Assignments: Capturing People, Places, Events.
- Working with Natural and Artificial Light.
- Photo Ethics and Visual Literacy.

Unit 4

Post-Processing and Editing

- Introduction to Photo Editing Software (Adobe Photoshop, Lightroom)
- Basic Editing Techniques: Cropping, Color Correction, and Retouching
- Advanced Editing: Layers, Masks and Filters

Software/Digital Tools: Photoshop, Adobe Lightroom, Adobe Portfolio, etc.

Practical:25

A. End of Semester Evaluation (EOSE)

- Organizing Photo Walk
- Organizing Photo Exhibition

B. **Continuous Evaluation (5 marks):** Presentation, Class Participation, Assignments etc.

Suggested Readings:

Ang,T.(2020).**Digital photography handbook**.DK Publishing.

Barrett,T.(2011).**Criticizing photographs : An introduction to understanding images** (5thed.).McGraw-Hill.

Freeman,M.(2011).**The photographer's eye**. Focal Press.

Freeman,M.(2017).**The photographer's eye: Composition and design for better digital photos**(2nded.).Focal Press.

Kelby,S.(2020).**The digital photography book**(8thed.).Rocky Nook.

Lange, M., &West,N.(2016).**Photojournalism and today's news: Creating visual reality**. Routledge.

London, B., Stone, J., & Upton, J. (2020). **Photography** (12th ed.). Pearson.

Online Sources:

Adobe Creative Cloud. (n.d.). **Photoshop tutorials**. <https://helpx.adobe.com/creative-cloud/tutorials.html>

Fstoppers. (n.d.). **YouTube channel**. <https://www.youtube.com/user/fstoppers>

The Art of Photography. (n.d.) **YouTube channel**.<https://www.youtube.com/user/theartofphotography>

Indian Knowledge Systems (IKS)

Credits: 2; Theory: 30 Marks; Practical: 20 Marks

Course Objectives:

- To understand the concept, principles, and philosophy of India's ancient communication systems
- To explore the etymology of 'Sanchar' and communication in Indian traditions
- To examine the concept of 'Rasa Siddhant', principles of 'Sadharanikaran' and concept of 'Sahridaya' and its relevance in Indian communication theories
- To analyze the role of Veda, Vedang, and Shadadarshan in shaping the Indian communication systems
- To explore communication themes in the Upanishads and their relevance in contemporary discourse
- To identify and analyze the contribution of prominent Indian communicators.
- To explore the diversity of India's folk traditions including folk dances, folk theatre, folk art, folk literature, folk songs, fairs and festivals
- To facilitate the learners to understand importance of roots of Indian Knowledge based communication traditions and their systems
- To make the learners acquainted with the relevance of Indian communication tradition and help them apply it to day-to-day life.

Unit 1

Indian Knowledge System: An Introduction

- India's Ancient Communication System
- Concept, Principles and Philosophy
- Etymology of 'Sanchar' and Communication
- Sources of Indian Communication
- 'Sanchar' and 'Samvad' in Indian Tradition

Unit 2

Indian Theories of Communication

- Rasa Siddhant
- Sadharanikaran
- Concept of Sahridaya
- Theory of (Let the welfare of all be)
- Theory of (Satyamev Jayate)
- Puranas and Story Telling Method
- Theory of Natya Shastra

Unit 3

Indian Communication Tradition

- Veda, Vedang and Shadadarshan
- Communication in Upanishads
- Communication in Srimad Bhagwadgita
- Buddhist Communication System
- Tripitak, Jain Literature Guru Granth Sahib, Sangam Literature and Tirukkural
- Bhakti Literature and Communication

Unit 4

India's Folk and Classical Traditions

- Folk Dances, Folk Theatre, Folk Art, Folk Literature, Folk Songs, Fairs and Festivals.
- Classical Dance, Classical Theatre, Classical Music
- Bharatiya Bhasha Tradition

Practical

- Creating advertisement using IKS
- Creating value-based stories inspired by IKS
- IKS based field visits and their video/ppt presentation
- Assignments and Presentations

Suggested Readings:

Adhikary, N.M.(2008). The sadharanikaran model and Aristotle's model of communication: A comparative study. **Bodhi: An Interdisciplinary Journal**, 2, 268-289.

Adhikary, N.M.(2009). An introduction to Sadharanikaran model of communication. **Bodhi: An Interdisciplinary Journal**, 3(1), 69-91.

Adhikary, N.M.(2010). Communication and moksha-in-life. **Ritambhara: Journal of Nepal Sanskrit University Research Center**, 14, 183-195.

Banerjee, A.(Ed.) (2009). **Indian communication theories: Methods and practices**. Sage Publications.

Bhattacharya, K.K., Choudhury, B.L., & Rao, R.N.(2023). **Natyasastra : A study of continuity and progress of Indian communication theorizing and praxis**. Motilal Banarasi Das.

Chakraborty, K.(2016). **Indian communication: Theory and practice**. Oxford University Press.

Chattopadhyay, S., & Mazumdar, S.(2018). **Communication in ancient India: An analytical study**. DK Print- world.

Chauhan, B.C.(2024). **The history & culture of science in Bharata** (Vols.1-2). Garuda Prakashan.

Narula, S.(2014). **The Bhagavad Gita and the West: The esoteric significance of the Bhagavad Gita and its relation to the epistles of Paul**. Quest Books.

Patnaik, S. (2007). **Indian communication: A historical perspective**. Pearson Education India.

Pillai, J.(2023). **The Indian folk arts and craft: An exploration of India's regional folk arts and crafts**. Notion Press.

- Rakesh,A.V.(2015). **Swami Shraddha nandaur UnkaPatrakarKul**. PrabhatPrakashan.
- Rangarajan,L.N. (2001). **The collected essays of L.N. Rangarajan**.Orient Blackswan.
- Sabareesh,P.A.(2022).**A brief history of science in India**.Garuda Prakashan.
- Sarangi,J., &Hu,G.(Eds.). (2019). **Indian communication: Perspective sand practices**. Routledge.
- Saumitra,A.(2022). **Sancharka Samajshastra**. Madhya Pradesh Hindi Granth Academy.
- Sharma,B.(2020). **World heritage Sikh Guru tradition**. National Book Trust.
- Sharma, S. K. (2023). **Bhartiya Pragyan: Paramparaka PunyaPravah**. National Book Trust.
- Shukla,S.,&Kaul,V.(Eds.). (2015). **Communication research in India: Methods and approaches**. Cambridge University Press.
- Singh,O.(2018).**Sanchar kemool Siddhant**. Lokbharti Prakashan.
- Singh,S.(2022).**AdhyatmikPatrakarita**.VinsarPublishing Company.
- Soni,S.(2006).**HamariSanskritikvichardharakemoolshrot**.LokhitPrakashan.
- Srimad Bhagavad Gita**. (2014). Geeta Press.
- Tewari, I.P. (1980). Sadharanikaran: Indian theory of communication. **Indian and Foreign Review**,13-14.
- Tripathi,R.(2008).**Sankshipt Natyashastram**.Vani Prakashan.
- Tripathi,R.(2016).**Vāda in theory and practice: Studies in debates, dialogues and discussions in Indian intellectual discourses**. DK Print world.
- Varadharajan, A., &Moorthy,K.(2012). **Communication theories: Perspectives from India**.Macmillan Publishers India.
- Vivekananda International Foundation. (2002). **India's contribution to world thought and culture**. Vivekananda International Foundation.
- Yadva,J.S.(1979). Communication in an Indian village. In W.C.McCormack & S.A.Wurm(Eds.), **Language and society: Anthropological issues** (pp. 627-636). Mouton.
- Yadava,J.S.(1987). Communication in India: The tenets of Sadharanikaran. InD.L.Kincaid(Ed.), **Communication theory: Eastern and Western perspectives**(pp.161-171).Academic Press.

SEMESTER - II

**SEMESTER - II
MA-HC-DBCC 201**

Discipline Based Core Course (DBCC)

Demography and Population Sciences

Credits: 4; Theory: 75 Marks; Practical's: 25 Marks

Course Objectives

- To introduce the basic concepts and importance of demography and population sciences
- To get acquainted with the history of the field
- To understand the different paradigms and theories relevant to demography.
- To understand basic parameters such as fertility, mortality and migration
- To examine the linkage between demography and development
- To study aspects of population policy and its socio-economic impact
- To impart an understanding of current issues in demography.

Unit 1

Understanding Demography: Concept and Scope

- Defining Demography
- History of the Field.
- Theories of Population—Malthusian, Optimum, Demographic Transition.
- Population, Health and Development—Perspectives of Julian Simon, Simon Kuznets and Tragedy of the Commons.

Unit 2

Population Data and Measures of Population Growth

- Sources of Population Data—Census, Registration Systems and Large-Scale Demographic Surveys.
- Understanding Measures of Population Growth
- Fertility –Basic Concepts and Indicators
- Mortality - Basic Concepts and Indicators
- Trends in Fertility Differentials in a few Selected Countries—Rural/Urban, Education
- Life Table—Concepts, Types and Forms of Life Tables.
- Understanding Measures of Rate of Population Growth – Arithmetic, Geographic and Exponential.

Unit 3

Understanding Urbanisation and Migration

- Defining Urbanisation and Migration
- Trends and Characteristics of Urbanisation in a few Selected Countries.
- Consequences of Migration—Socioeconomic, Environmental

- Types of Migration
- Theories Relevant to Internal Migration—Ravenstein, Harris Todaro, Lewis-Fei-Ranis.
- Relationship between Urbanisation and Migration in Developed Vs developing countries.

Unit 4

Trends in Population Growth: India and the World.

- Current Global Trends in Population Growth
- Current Demographic status of India, and her states
- Examining relevant National Policy in India—National Health Policy, National Population Policy, National Nutrition Policy, National Health Mission.

Unit 5

Global Health and Population Campaigns

- Case studies in Population and Health Campaigns.

Practical:

- Presentations
- Case studies.
- Relevant Software's and assignments

Suggested Readings

Lahiri,S., B. Paswan and K.C. Das (Eds.) **Migration, Health and Development** (2011) Rawat Publications

Mal,S. (2021). **Causes and Consequences of Rural-Urban Migration in India: A Qualitative Study.** Grin Verlag Publications.

Mohanty,S. K, U, S. Mishra, & R. K. Chauhan (2019) **The Demographic and Development Divide in India: A District-level Analysis.** Springer.

Rajan,S. I (eds) (2024) **India Migration Report 2021: Migrants and Health.** Routledge Publications.

Siba Prasad, R (2013) **Demography of India: Challenges & Dynamics of India's Population & Census.** Lambert Academic Publishing.

<https://demographyindia.iasp.ac.in/>

Relevant National Health and Population Policy Documents

Campaign Planning and Evaluation of Health Programs

Credit: 4; Theory: 60 Marks; Practical: 40 Marks

Course Objectives

- To introduce the basic concepts and importance of creative process in campaign planning.
- To get acquainted with some major health campaigns.
- To impart practical experience in writing, and ideating health campaigns for different media.
- To learn basic principles of development campaigns, social advertising and marketing.
- To impart the basic principles of evaluation of health programs.

Unit 1

Understanding Creativity and Creative Writing

- Creativity in Advertising
- Making of a Creative Brief
- Lateral thinking, Brainstorming and Thinking Modes.
- Major Creative thinkers in Advertising
- Advertising Appeals: Rational Vs Emotional
- Analysis of some Great and some Failed Campaigns
- Digital Media and Advertising—Advertising on the Net, Viral Advertising etc.

Unit 2

The Creative Process

- Research and Ideation
- Writing Headlines
- Copy Designing
- Elements and Types of Copy.
- Writing Effective Copy--Moods and Appeals, Humour, Verse, Parody, Fear etc.

Unit 3

Language and Creativity

- Introduction to Linguistics and Semiotics regarding Advertising
- ‘Hybrid’ languages
- Indian Languages and Advertising
- Analysis of language and Indian Health Campaigns

Unit 4

Campaign Planning: Process and Strategies

- Definition
- Brand Vs Social Campaigns
- Overview –Situation Analysis, Advertising Objectives, Budget, Media Types, Creation and Production of Message, measurement of Results.
- Situation Analysis
- Planning Cycle—Strategies in Promoting Products/Brand and Social Products
- Positioning Objectives—Current and desired perception
- Budget—factors, budget plan steps, execution.
- Message Strategy—What to Say –selection of attributes, benefits, motives and Appeals; How to say—selection of verbal and visual elements; execution style; Source of Delivery, Arrangement of Arguments.
- Measurement –judging campaign results; sales, awareness, purchase intention, emotional impact, Research techniques for pre and post testing.

Unit 5

Evaluation of Health Campaigns

- Case studies of some important global health campaigns
- Case studies of some important Indian health campaigns

Practical:

- Assignments
- Social Campaigns

Suggested Readings

Aaker, D., (2018). **Creating Signature Stories: Strategic Messaging That Persuades, Energizes and Inspires.** Penguin Portfolio.

Aker, D., (2015). **Aaker on Branding: 20 Principles That Drive Success.** SAGE.

Aker, D., (2020). **Owning Game-Changing Subcategories: Uncommon Growth in the Digital Age,** Morgan James Publishing llc.

Belch, E. G., (2020). **Advertising and Promotion: An Integrated Marketing Communications Perspective.** McGraw-Hill Education.

Bhatia, K.T., (2007). **Advertising and Marketing in Rural India,** Macmillan India Ltd.

Bovee, Thill, Dovel & Wood, (1994). **Advertising Excellence.** New York. McGraw-Hill.

Clifton, R., & Simmons, J., (2011). **Brands and Branding.** Profile Books Ltd.

Chaudhuri, A. (2014). **Indian Advertising Laughter & Tears.** Niyogi Books.

Dayal, S., (2021). **Right between the ears: How to Use Brain Science to Build Epic Brands**.Penguin Portfolio.

Dorothy & Cohen, (1988).**Advertising**.Scott. Forsmon and Co.

Elliott, R., (2009). **Strategic Advertising Management**.NTC Business Book.

Ghosal, S., (2002). **Making of Advertising**. McMillan.

Hackley, Chris and Rungapa A. (2021). **Advertising and Promotion**. New Delhi: SAGE.

Haig,M., (2008). **Brand Failures**, Kogan Page.

Joshi, U. (2024) Transforming Healthcare Communication in India: A Strategic Paradigm. **Natl Journal of Community Medicine**.15(10):782-784. DOI: 10.55489/njcm.151020244687

Snyder,L.(2007) Health Communication Campaigns and Their Impact on Behavior. In **Journal of Nutrition Education and Behavior**. Volume 39, Issue 2, Supplement. Pages S32-S40, ISSN1499-4046, <https://doi.org/10.1016/j.jneb.2006.09.004>.(https://www.sciencedirect.com/science/article/pii/S1499404606006543)

Zhao X. (2020) Health communication campaigns: A brief introduction and call for dialogue. **International Journal of Nursing Science, Elsevier**. Apr 27;7(Suppl 1): S11-S15. doi: 10.1016/j.ijnss.2020.04.009. PMID: 32995373; PMCID: PMC7501494.

Health Sector in India

Credits: 4; Theory: 75 Marks; Practical: 25 Marks

Course Objectives

- To understand various aspects of the health sector in India
- To get acquainted with some indicators to study aspects of the health sector
- To impart a basic understanding of the structure of India's health sector
- To learn the current trends, opportunities and challenges
- To impart an understanding of the menace of health-related misinformation

Unit 1

Overview of Health Sector in India

- Introduction to India's Health Sector
- Historical view of India's Health issues
- India's current Disease Burden
- Public Health in India
- Social Determinants of Health in India
- Health Planning and various Committee Reports
- National Health Policy and Health Goals.
- Understanding India's Health and Population Indicators
- Medicines, Vaccines and Equipment production
- Regulations Regarding Health Sector

Unit 2

Organised Health Sector

- Centre, State, District and Block level Structures for Health Delivery
- Local Bodies, Panchayati Raj Organisations, Community Health Centres and Primary Health Centres.
- Health Manpower and Health Education
- Primary Health Care
- Alternative Systems of Health—Ayurveda, Homeopathy, Holistic and others
- Government Health systems Vs Private Health providers.
- Non-Government Organisations and Private Voluntary Organisations
- Health Insurance Models

Unit 3

Unorganised Health Sector

- Health practices in Rural India
- Marginalized Groups with Respect to Health Care
- Quacks and Self medication

Unit 4

Current Trends; Challenges and Opportunities

- Health Insurance
- Telemedicine—ICTs, AI for health, health tech start ups
- Preventive Health
- Medical Tourism

Unit 5

Health Misinformation

- Strategies to tackle Health Misinformation
- Case Studies

Practical:

- Presentations
- Case Studies
- Field Visit/Reports
- Tools for Debunking misinformation.

Suggested Readings

Abrams, L.C., Padmanabhan, N., and Evans, W.D. (2012). **Mobile phones for health communication to promote behavior change**. In eHealth applications: Promising strategies for behavior change. New York: Routledge. Kumar, S. et al. (2013).

Burns, L.R. (ed.) (2014). **India's Healthcare Industry: Innovation in Delivery, Financing, and Manufacturing**. Cambridge University Press.

Fox, S. & Duggan, M. (2013). **Health Online 2013**. Pew Research Center. Available at <http://www.pewinternet.org/2013/01/15/health-online2013/> Myrick, J.G. & Willoughby, J.F. (2017).

Ghosh, A. (2026) **Games Hospital Play**. Bloomsbury Publishing.

Hamine, S., Gerth-Guyette, E., Faulx, D., Green, B.B., & Ginsburg, A.S. (2015). **Mobile health technology evaluation: The mHealth evidence workshop**. American Journal of Preventive Medicine, 45, 228-236.

Hooda, S.K. (2023) **Health Sector, State and Decentralised Institutions in India**. Routledge Publications.

Kahn, J. M. (2015). **Virtual visits: Confronting the challenges of telemedicine**. The New England Journal of Medicine.<http://panah.vn/Images/files/PDF/VirtualVisits-Confronting-the-Challenges-of-Telemedicine.pdf> Kvedar, J., Coye, M.J., and Everett, W. (2014).

Keselman, A., C. A. Smith and A. J. Wilson (Eds) (2022) **Combating Online Health Misinformation: A Professional's Guide to Helping the Public**. Rowman & Littlefield Publishers.

Kumar, S. & J. Kishore (2020) **Public Healthcare in India: Historical Background and Current Realities**.Century Publications.

Lavorgna, A. & A. Di Ronco (Eds.) (2021). **Medical Misinformation and Social Harm in Non-Science Based Health Practices: A Multidisciplinary Perspective**. Routledge Publications.

Ming et al. (2016).**Telemedicine technologies for diabetes in pregnancy: A systematic review and meta-analysis**.Journal of Medical Internet Research, 18(11).

Narayanan, S. & Narayan, S. (Eds.) (2026) **Health Communication in India: Strategies and Digital Innovations** .Routledge Publications.

Noar, S.M. & Harrington, N. (2012). **eHealth applications: An introduction and overview**. In eHealth applications: Promising strategies for behavior change. New York: Routledge.

Parveen, S. (2017) **Health Care Services in India**. BharatiPrakashan, Publishers: Varanasi,

Rabin, B.A. & Glasgow, R.E. (2012).**Dissemination and implantation of eHealth interventions**. In eHealth applications: Promising strategies for behavior change. New York: Routledge.

Rao, K.S. (2017) **Do We Care: India's Health System**. Oxford University Press Publications.

Shin, J., & Valente, T. (2020).**Algorithms and Health Misinformation: A Case Study of Vaccine Books on Amazon**. Journal of Health Communication, 25(5), 394–401. <https://doi.org/10.1080/10810730.2020.1776423>

Connected Health: A review of technologies and strategies to improve patient care with telemedicine. Health Affairs, 33, 194-199.

Educated but anxious: How emotional states and education levels combine to influence online health information seeking. Health Informatics Journal, Online

Introduction to the Health System and Policy in Developing Countries

Credits: 4; Theory: 70 Marks; Practical: 30 Marks

Objectives of the Course

- Understand the impact on the health systems by globalization.
- Examine roles in health policy governance and development processes.
- Explore financing models and their effects on health service access.
- Identify major health challenges in developing countries.
- Evaluate reforms and digital health's role in achieving Universal Health Coverage.

Unit 1

Introduction to Health Systems

- Globalization, Development and Health
- The Millennium Development Goals and Universal Health Coverage
- Health Indicators and Metrics: Methods of Measuring Health and Disease.
- Health Systems Frameworks for Analysis (Donabedian Model, Frenk Framework)
- Comparing Health Systems across Developed and Developing Countries
- Challenges of Health Systems in Developing Countries (Poverty, Infrastructure, Human Resources)
- The Role of Technology and Innovation in Health Systems
- Case Studies: Examples of health systems in various developing countries.

Unit 2

Health Policies and Governance

- Global Governance: International institutions (UN, WHO, etc.)
- Neoliberal Globalization, Global policies and Health
- Role of Government and Non-Governmental Organizations: Governance and partnerships.
- Global Health Governance and Policy Diffusion
- Global Health Initiatives and Financing: An Overview of Major Global Health Funds and their Impact.
- Actors and Stakeholders in Health Policy (Government, NGOs, Private Sector)
- Policy Development Process (Agenda Setting, Formulation, Implementation, Evaluation)

Unit 3

Health Systems Financing

- Insurance Models in Health Care: Universal Health Coverage, Private Insurance, and Community-based Health Insurance.

- Economic Evaluation in Healthcare: Cost-effectiveness, Cost-utility, and Cost-benefit Analysis.
- Financial Barriers to Accessing health services
- Social Health Insurance Schemes (SHIS)
- Community-Based Health Insurance (CBHI)
- The Role of International Donors (Global Fund, World Bank)
- Innovative Financing Mechanisms (Results-Based Financing)

Unit 4

Major Health Challenges in Developing Countries

- Maternal and Child Health (MCH) Issues
- Mental Health and Substance Abuse
- Environmental Health Risks and Climate Change
- Emerging Infectious Diseases and Pandemics
- Communicable Diseases (HIV/AIDS, TB, Malaria)
- Non-Communicable Diseases (Cardiovascular Diseases, Diabetes, Cancer)

Unit 5

Case Studies and the Future of Health Systems in Developing Countries

- Analyzing Health Policy Reforms in Developing Countries
- The Role of the Private Sector in Health Service Delivery
- Strengthening Primary Health Care Systems
- Digital Health and Telemedicine in Developing Countries
- Achieving Universal Health Coverage: Challenges and Opportunities

Practical:

- Case Studies
- Reports
- Presentations

Suggested Readings:

Folland, S., A. C. Goodman, M. Stano (2024) Economics of Health and Health Care. Routledge Publications

Ghosh, A. (2026) Games Hospital Play. Bloomsbury Publishing.

Jamison, D. T. et al (2006). **Disease Control Priorities in Developing Countries**, Second Edition. © World Bank. <http://hdl.handle.net/10986/7242> License: [CC BY 3.0 IGO](https://creativecommons.org/licenses/by/3.0/).”

McLaughlin, C. and C. D. McLaughlin. (2018) 4th Ed. Health Policy Analysis: An Interdisciplinary Approach. Jones and Bartlett Publishers.

Narayanan, S. & Narayan, S. (Eds.) (2026) Health Communication in India: Strategies and Digital Innovations. Routledge Publications.

Preker, A.S. and G. Carrin (2004) Health Financing for Poor People: Resource Mobilization and Risk Sharing Washington, DC: World Bank

<http://documents.worldbank.org/curated/en/519081468780547446>

Youde, J.(2012) Global Health Governance. Polity Press.

The Lancet Commission. (2013) Global Health 2035: A World Converging within a Generation

The World Bank.(2020). Health Financing in Developing Coun-

tries.<https://documents1.worldbank.org/curated/en/468091468137379607/pdf/multi-page.pdf>

World Health Organization (2008) Primary Health Care: Now More Than Ever.

World Health Organization. (2000). World Health Report 2000: Health Systems: Improving Performance. <https://www.who.int/publications-detail-redirect/924156198X>

World Health Organization: <https://www.who.int/>. (2020). World Health Statistics 2020: Monitoring Health for the SDGs.

The Public Health Foundation of India: <https://phfi.org/>. (2018). Financing of Health Care in India.

Johns Hopkins University Bloomberg School of Public Health: <https://publichealth.jhu.edu/>

International Communication

Credit: 4; Theory: 75 Marks; Practical: 25 Marks

Course Objectives

- To familiarise students with the contours of the field.
- To understand major debates in this field from the second World War onwards.
- To critically analyse propaganda and misinformation in its various forms.
- To give Insight into Current Debates in the area of international and global communications

Unit 1

Introduction and Overview

- Establishment of the Field
- Inter- cultural communication
- International Relations and International Communications—connections and overview.

Unit 2

Propaganda and Persuasion

- Cold War communications---theories related to international relations.
- Satellite Communications—issues related to the GSO and cross border media flows
- Emergence of the Internet—ARPANET, advances in communication technology.
- Propaganda –theories of Propaganda, tools and techniques of propaganda,
- Development—theories and models adopted in the developing countries
- New World Information and Communication Order—Mc Bride Commission Report
- Cultural Imperialism

Unit 3

Post-Cold War Scenario and Globalisation

- Post-Cold War International Relations theories—Huntington, Fukuyama
- Globalisation, Media and Culture—Theories --Stiglitz, Robertson, Giddens, Appadurai
- International Broadcasting-- Reduction of Public Service Broadcasting, increase in private enterprise.
- International Advertising--Multinationals
- Soft Power—Theory—Nye, digital diplomacy
- Contra Flows—entertainment.
- BRICS and communication flows.

Unit 4

Current Issues in International Communications

- De- Globalisation—BREXIT, Rise of Trump and ‘America First’
- Big Tech—Rise and Dominance of Major Technology and Media Companies such as Meta, Google and their implications for International Communications.
- OTT services—such as NETFLIX and Amazon Prime and their Global Reach
- Artificial Intelligence –Implications for Society, Cross Border Information Flows.
- Misinformation –Theories of Misinformation, Types, Case Studies Relevant to International Communications, Verification and Debunking Techniques
- Surveillance, Privacy and Democratization of media.
- Regulation of International Communications
- Social Media and Society

Unit 5

Case Studies and Campaigns

- Case studies in Propaganda and Misinformation
- Case studies in Globalisation of Communications
- Case studies in BRICS and Communications
- Case studies in Regulation of AI and social media
- International Advertising Campaigns

Practical:

- Case Studies
- Campaigns

Suggested Readings

Fukuyama, F. (1992; 2020) *The End of History and the Last Man*. Penguin.

Huntington, S. (1996, 2011) *The Clash of Civilisations and the Re-making of World Order*. Simon and Schuster.

Jin, D. (2020) *Globalization and media in the digital platform age*. Routledge Publications.

Jowett, G. & V. O’ Donnell (2018) *Propaganda and Persuasion*. Sage. 7th Edition.

MacBride Report (1980) *Many Voices, One World*. UNESCO.

Narayan, S. (2013) *Globalisation and Television: A Study of the Indian Experience*. Oxford University Press: New Delhi.

Narayan, S. And Narayanan, S. (2024) *The WhatsApp India Story: Inside the Digital Maya Sphere*. Routledge Publications.

Nye, J. (2004) *Soft Power; the Means to Success in World Politics*. Public Affairs—Perseus.

Taylor, P. (1997) *Global Communications, International Affairs and the Media since 1945*. Routledge.

Thussu, D. (2018) *International Communications, Continuity and Change*. Bloomsbury Academic. 3rd

Edition.

Thussu, D. (2023) *Changing Geopolitics of Global Communication*. Routledge.

Zuboff, S. (2019) *The Age of Surveillance Capitalism: the Fight for a Human Future at the New Frontier of Power*. Profile Books.

E- Governance

Credits: 4

Course Objectives:

- To understand E-Governance concepts, evolution, and ICT's role.
- To analyze E-Governance models, legal frameworks, and global case studies.
- 3.ToexamineIndia'skeyE-Governance initiatives and their impact.
- To explore government communication strategies and public service advertising.
- To develop insights into Information Communication Education activities

Unit 1

Introduction to E-Governance

- Concept and Definition of E-Governance
- Evolution of E-Governance: Global and Indian Perspectives
- Principles of Good E-Governance
- Role of ICT in E-governance, Issues of Digital Divide

Unit 2

E-Governance Models and Frameworks

- E-Governance Interactions (G2C,G2B, G2G, G2E)
- National E-Governance Plan (NeGP)of India: Vision, Mission, and Objectives
- Legal Framework for E-Governance in India: IT Act and Related Laws
- Institutional Frame work for E-Governance in India (DeitY, MeitY, etc.)
- Case studies of Successful Global E-Governance Initiatives

Unit 3

Key E-Governance Initiatives in India

- Digital India: Pillars, Strategies, and Impact
- Aadhaar: Unique Identification System and its Applications in E-Governance
- E-Services Delivery Platforms (E-District, E-Procurement, etc.)
- Mobile Governance Initiatives in India
- Role of E-Governance in Rural India: Significant Projects
- Changing Technological Trends in E-Governance

Unit 4

Government and Public Service Communication

- Government Information Systems: Information Wing, Broadcast Wing, Films Wing
- Understanding Public Service Advertising
- Social Media for Government Communication

- Crisis Communication

Unit 5

Information Communication Education (IEC)

- Understanding Information Communication
- Education (IEC)
- Government Schemes and Rights Awareness
- Developing IEC Materials
- Identifying Target Audience
- Understanding Key Communication Tools
- Corporate Social Responsibility (CSR)

EXAMINATION SCHEME

A. End of Semester Evaluation

(EOSE)1. *Theory Paper: 60 Marks*

2. *Practical/Projects: 30 Marks*

- Visit data.gov platform: extract and visualize data
- Explore apps like Umang, PG Pathshala, Nishtha, etc.
- Development of IEC Campaign on any issue of social importance.
- Continuous Evaluation (10 Marks): Presentations, class participation, assignments, etc.

Suggested Readings:

- Assisi, C., & Ramnath, N. S. (2018). *The Aadhaar effect: Why the world's largest identity project matters*. Rupa Publications.
- Mahmood, Z. (Ed.). (2010). *E-government: Information, technology, and transformation*. Routledge.
- Misuraca, G., & Viscusi, G. (2018). *Blockchain for government and public services: The road to adoption*. Springer.
- Muttou, S. K., Gupta, R., & Pal, S. K. (2020). *E-governance in India: The progress status*. Routledge.
- Prabhu, C. S. R. (2018). *E-governance: Concepts and case studies* [Kindle edition]. PHI Learning.
- Ray, S. (2019). **The future of e-government: An exploration of ICT-driven models of e-government for India in 2020**. Springer.
- Rodrigues, A. (2019). *Digital governance and e-government principles applied to public procurement*. IGI Global.
- Sharma, V. (2021). *Information technology law and practice: Law & emerging technology cyber law & e-commerce* (5th ed.). Universal Law Publishing.
- Singh, V., & Somanathan, T. V. (2018). *Reforming public services in India: Drawing lessons from success*. Oxford University Press.
- Thomas, P. N. (2019). *Digital India: Understanding information, communication and social change*. Routledge

Cross-Sectional Communication in Indian Societies

Credits: 04

L-2.5 T-0.5 P-1, Marks-100 (Theory-60, Practical 40)

Course Objectives (COs)

CO-1: To develop social and cultural sensitivity

CO-2: To develop the skills to research, observe, and analyse cross-sectional communication in everyday life and media discourse

CO-3: To learn how to engage in responsible discussion with others who are culturally different from us

CO-4: To identify and understand various benefits and challenges involved in competent and socially just cross-sectional communication

Unit-1: Understanding Social Sensitivity

- Introduction to Social Sensitivity and Cross Societal Communication
- Culture, Identity and Language
- Cultural Imperialism and Globalisation
- Understanding Cultural Differences: Cultural Dimension Theory
- Online Hate Speech, Cultural Sensitivity and Ethics of Digital Communication

Unit-2: Interfaith Understanding

- Understanding the basic teachings of Hindus, Muslims, Christians, Buddhists, Jews, Parsees, etc.
- Interfaith Dialogues
- Bridging culture through media
- Cross Societal marriages
- Cross-cultural issues in a global working environment
- The cultural shock phenomenon

Unit-3: Gender Sensitivity

- Gender Sensitivity and Inclusive Communication
- Laws related to women, children, SCs, STs and Divyangs
- Guidelines for covering women and children-related issues
- Guidelines for covering communal riots
- Laws related to transgenders

- Senior citizens welfare
- Rights of prisoners

Unit-4: Idea of India

- Understanding the Idea of India
- Celebrating Diversity for Unity
- Personal Laws & Uniform Civil Code
- Sensitivity towards foreign nationals
- Sensitivity towards soldiers, health and sanitation workers
- Interstate cultural sensitivity

Practical and Assignment

- Visits to temples, Gurudwaras, mosques, churches, Pagodas, etc
- Participation in different cross-societal events
- Screening of movies
- Cultural activities
- **Learners shall undertake practical exercises, presentations, case studies and written assignments as prescribed by the course instructor.**

Course Learning Outcome (CLOs)

After completing the course, the learner will be able to:

CLO-1: Demonstrate social and cultural sensitivity in communication across diverse contexts.

CLO-2: Apply research, observation and analytical skills to examine cross-sectional communication in everyday life and media discourse.

CLO-3: Engage in responsible and respectful communication with people from different cultural and social backgrounds.

CLO-4: Examine the benefits and challenges of competent and socially just cross-sectional communication in contemporary society.

Suggested Readings

- Martin, Judith & Nakayama, Thomas. (2022). Intercultural Communication in Contexts. McGraw-Hill Education.
- Coyle, Dennis. J. & Ellis, Richard. J. (1995). Politics, Policy and Culture (Political Cultures). Routledge.
- Schirato, Tony. & Yell, Susan. (2000). Communication and Culture. Sage.
- Hall, Stuart. (2016). Cultural Studies 1983: A Theoretical History. Duke University Press.
- Adorno, Theodor. W. (1995). The culture industry: selected essays on mass culture. Routledge.

Indian Media Organisations and Trailblazers: Case Studies

Credits: 4

L-2.5, P-1, T-0.5, Theory: 60 Marks, Practical: 40 Marks

Course Description

This course explores the lives, contributions, innovations, and leadership journeys of individuals and organizations that have shaped the Indian media landscape. Through case studies of pioneering journalists, media entrepreneurs, broadcasters, editors, photographers, and digital innovators, students will examine how media institutions evolved, responded to technological change, influenced public discourse, and contributed to social transformation. The course provides insights into media leaders, entrepreneurship, innovation, ethics, and the future of media in India.

Course Learning Objectives: Students will be able to:

CLO1. To understand the historical evolution of Indian media through influential personalities and institutions.

CLO2. To examine the contributions of media pioneers in print, broadcasting, digital media, and photojournalism.

CLO3. To analyze media leadership, entrepreneurship, innovation, and institution-building in India.

CLO4. To evaluate the role of media trailblazers in social reform, democracy, public opinion, and nation-building.

CLO5. To explore the emergence of digital-first media organizations and alternative media movements.

CLO6. To assess the contributions and challenges of women leaders in Indian media.

CLO7. To identify contemporary challenges and future directions for Indian media industries.

CLO8. To develop critical perspectives through case-study-based analysis of media organizations and leaders.

Unit 1: Pioneers of Print Journalism and Media Institution Building

1.1 Media and Nation Building

- Evolution of Indian media: Colonial period to the digital age
- Media and social reform movements
- Press freedom and the role of journalism in democratic development

1.2 Print Journalism Trailblazers

- Raja Ram Mohan Roy and reformist journalism

- Bal Gangadhar Tilak and nationalist journalism
- Mahatma Gandhi as editor, communicator, and opinion leader
- B. R. Ambedkar and the rise of Dalit journalism
- Annie Besant, Bipin Chandra Pal, and other media pioneers

1.3 Legacy Media Institutions: Case Studies

- The Times Group
- The Hindu
- Hindustan Times
- The Indian Express
- ABP Group
- Dainik Jagran and Dainik Bhaskar etc

Unit 2: Broadcasting, Visual Journalism and Media Entrepreneurship

2.1 Broadcasting Revolution in India

- All India Radio and nation-building
- Doordarshan and public service broadcasting
- Liberalization and the rise of private television

2.2 Media Entrepreneurs and Broadcast Leaders

Case Studies:

- Zee Media
- NDTV
- Network18
- India Today Group etc

2.3 Visual Storytelling and Film Journalism

- Homai Vyarawalla and the evolution of photojournalism
- Raghu Rai and documentary photography
- Film journalism and popular culture
- Contributions of K. A. Abbas, Devyani Chaubal and film magazines

Unit 3: Digital Disruption, Alternative Media and Entrepreneurial Journalism

3.1 Digital Media Transformation

- Emergence of digital-first journalism in India
- Platformization and audience-driven media ecosystems
- Digital entrepreneurship and media startups

3.2 Digital Media Trailblazers:

Case Studies: Exchange4media, The Print, Inshorts, The Better India, PARI (People's Archive of Rural India) etc

Investigative and Public Interest Journalism

Alternative and Community Media

- Community radio initiatives
- Hyperlocal journalism
- Grassroots media movements and social impact

Unit 4: Women Leaders, Contemporary Challenges and the Future of Indian Media

4.1 Women in Indian Media

- Women pioneers in journalism and broadcasting
- Leadership journeys of media professionals
- Shobhana Bhartia and media leadership
- Other contemporary figures
- Gender representation and newsroom challenges

4.2 Contemporary Challenges

- Fake news and misinformation
- Credibility and trust deficit
- Political economy and media ownership
- Platform dependence and algorithmic influence
- Ethical dilemmas in contemporary journalism

Practical Component and Assignments

Assignment 1: Media Trailblazer Profile Study: prepare a detailed profile of a media pioneer, examining leadership style, contributions, innovations, and legacy.

Assignment 2: Media Institution Case Analysis: Analyze the growth and transformation of a major Indian media organization.

Assignment 3: Digital Media Startup Mapping: Study a digital-first media venture and evaluate its business model, audience strategy, and sustainability.

Assignment 4: Documentary Presentation: Develop a short audio-visual presentation on an Indian media trailblazer.

Assignment 5: Oral History Project: Conduct interviews with journalists, editors, broadcasters, or media entrepreneurs and document their experiences.

Assignment 6: Comparative Leadership Analysis: Compare two media leaders from different generations and assess their impact on Indian media.

Suggested Readings

- Dahiya, S. (2021). The house that ZEE built. Rupa Publications.

- Dahiya, S. (2022). Indian media giants: Unveiling the business dynamics of print legacies. Routledge.
- Dahiya, S. (2023). Digital first: Entrepreneurial journalism in India. Oxford University Press.
- Jeffrey, R. (2000). India's newspaper revolution: Capitalism, politics and the Indian-language press. Oxford University Press.
- Kohli-Khandekar, V. (2022). The Indian media business (5th ed.). Sage Publications India.
- Kumar, K. J. (2020). Mass communication in India (6th ed.). Jaico Publishing House.
- Noronha, F. (2007). Behind the news: Voices from Goa's press. Goa 1556.
- Parthasarathi, V. (Ed.). (2011). The Indian media economy. Oxford University Press.
- Rao, S. (2010). News as culture: Journalistic practices and the remaking of Indian leadership traditions. Oxford University Press.
- Thussu, D. K. (2018). News as entertainment: The rise of global infotainment (2nd ed.). Sage Publications.

Health Journalism: Broadcast

Credits: 2; Theory: 20 Marks; Practical: 30 Marks.

Objectives of the Course

- Understand the role and ethical foundations of health journalism in broadcast media.
- Develop skills in crafting compelling health narratives and engaging audiences across media platforms.
- Master scriptwriting techniques tailored for health content in TV, radio, and podcasting.
- Acquire hands-on experience in audio production, including recording, editing, and mixing techniques.
- Learn video production basics and podcasting skills, from planning to distribution.

Unit 1

Introduction to Health Journalism

- The Role of Health Journalism in Broadcast Media
- The Evolving Media Landscape: TV, Radio, and Podcasting
- Introduction to Audio and Video Production Techniques

Unit 2

Storytelling for Health Journalism

- Crafting Compelling Health Narratives
- Feature Stories vs. Breaking News in Health Reporting
- Interviewing Techniques for Broadcast Media
- The Power of Sound and Visuals in Storytelling
- Producing Health News Packages
- Audience Engagement Strategies

Unit 3

Scriptwriting for Broadcast Media

- Scriptwriting Fundamentals for TV and Radio
- Structuring Effective Health Narratives in Script Form
- Writing for the Ear: Script Adaptation for Audio

- Writing for the Eye: Script Adaptation for Video
- Incorporating Sound Bites and Voiceovers into Scripts
- Script Editing and Revision Techniques

Unit 4

Audio Production

- Basic Audio Recording Techniques for Interviews and Fieldwork
- Digital Audio Editing Software (Introduction and Hands-on Practice)
- Adding Sound Effects, Music, and Voiceovers to Audio Productions
- Interview Editing Techniques for Audio Production
- Mixing and Mastering Audio for Broadcast

Unit 5

Video Production and Podcasting for Health Segments

- Basic Video Recording Techniques for Interviews and B-Roll
- Video Editing Software (Introduction and Hands-on Practice)
- Visual Storytelling Techniques for Video Production
- Podcasting: Planning, Recording, and Editing

Practical:

Writing Radio/TV News Bulletins

Production of field-based Radio/TV Reports, Features and Documentaries

Production of Podcasts

Suggested Readings:

Alexander, R. (2021) Broadcast Journalism: Techniques of Radio and Television News.

Routledge Publications

Barnas, F. and M. Barnas (2021) 8th Ed. Broadcast News Writing, Reporting, and Producing.

Routledge Publications.

Bristol, N. and J. Donnelly (2011) Taking the Temperature: The Future of Global Health

Journalism A Report for the Kaiser Family Foundation.

<https://search.issuelab.org/resources/7715/7715.pdf>

Owens, J. (2023) Video Production Handbook. 7th Ed. Routledge Publications.

Bernard, S. (2022) Documentary Storytelling. Routledge Publications.

Abel, J. (2015). Out on the Wire: The Storytelling Secrets of the New Masters of Radio. Penguin Random House.

Kern, J. (2008) Sound Reporting: The NPR Guide to Audio Journalism and Production. The University of Chicago Press.

Moher et. Al (eds.) (2014) Guidelines for Reporting Health Research: A User's Manual.

Wiley Blackwell Publications

Audio for Journalists: A Practical Guide by Michael O'Farrell (latest edition)

Werner, S. (2020) How to Start a Successful Blog or Pod-

cast.<https://www.sarahwerner.com/how-to-start-a-successful-blog-or-podcast-wnp-091/>

Academic Writing

Credits: 2; Theory: 25 Marks; Practical: 25 Marks

Course Objectives

- Designed to provide students with the essential skills and knowledge required to write effective policy and research papers within the context of health communication and communication
- To equip students with a combination of theoretical concepts, practical exercises, case studies, and peer feedback, to develop proficiency in crafting well-researched and impactful documents that address contemporary issues in communications.
- To equip students to compile comprehensive literature reviews, understand citation and structure of academic papers.

Unit 1

Principles of Academic Writing

- Evidence based Writing
- Compiling Literature Reviews
- Citation Styles
- Structure of Academic papers.

Unit 2

Introduction to Policy Writing and Research

- Understanding the role of policy papers and research in shaping discourse around communication and health issues.
- Analyzing key stakeholders and their interests in the health sector
- Identifying policy problems and framing research questions
- Introduction to policy analysis frameworks
- Report writing
- Workshop: Identifying a research topic and formulating a research question

Unit 3

Research Methods for Communication and Health

- Overview of qualitative and quantitative research methods relevant to the field
- Synthesizing existing research

- Data collection techniques, including interviews, surveys, and content analysis
- Ethical considerations in research
- Workshop: Designing a research methodology for an academic paper.

Unit 4

Writing and Structuring Academic Papers

- Understanding the structure and components of academic papers
- Crafting clear and concise policy recommendations
- Using evidence and data to support policy arguments
- Effective writing techniques for policy documents
- Workshop: Drafting and peer-reviewing academic papers.

Unit 5

Communication and Advocacy Strategies for Policy Impact

- Strategies for effectively communicating policy recommendations to different audiences
- The role of advocacy and stakeholder engagement in policy implementation
- Crafting executive summaries and policy briefs
- Presentation skills for policy advocacy
- Workshop: Developing a communication plan for a policy paper

Practical:

- Assignments
- Policy draft
- Academic paper

Suggested Reading

Bailey, S. (2025) 6th Ed. Academic Writing A Handbook for International Students.

Routledge Publications.

Barnett, S. and J. Townend (2015) Media Power and Plurality: From Hyperlocal to High-Level Policy. Palgrave, Macmillan.

Fang, Z. (2021) 1st Ed. Demystifying Academic Writing: Genres, Moves, Skills, and Strategies. Routledge Publications.

Netzley, M. (2010) Guide to Report Writing. Pearson Education India.

Mansell, R. and M. Raboy (2011) The Handbook of Global Media and Communication Policy. Blackwell Publishing.

Swales, J. and C. Feak, (2012) 3rd Ed. Academic Writing for Graduate Students: Essential

Tasks and Skills (Michigan Series In English For Academic & Professional Purposes). The University of Michigan Press.

Health Policy Journal.ElsevierPublications.<https://www.sciencedirect.com/journal/health-policy>

Indian Medical System

Credit: 2; Theory: 20 Marks; Practical: 30 Marks

Course Objectives

- To familiarise students with Indian traditional systems of health, as well as homeopathy
- To Understand integrating traditional systems with allopathy
- Understanding the scope of medical tourism and entrepreneurship in this field
- To understand lifestyle, wellness and traditional approaches to health

Unit 1

Ayurveda

- Introduction to Ayurveda
- Principles of Ayurveda
- Doshas—Vata, Pitta and Kapha
- Concept of Digestive Fire—Agni
- Concept of Dhatu and Mala
- Diet and Lifestyle in health

Unit 2

Yoga and Naturopathy

- Philosophy and principles of yoga
- Introduction to basic postures or Asanas
- Breathing techniques
- Cleansing practices such as Shatkarma
- Fundamentals of nutrition and botanical medicine
- Therapeutic techniques like massage and acupressure

Unit 3

Unani and Siddha

- Principles of Unani medicine
- Four fundamental components—fire, water, air and earth

- Seven natural factors—elements, temperament, humours, organs, pneuma, faculties and functions
- Therapies—diet, purging and massage
- Principles of Siddha
- Diagnosis, pharmacology and therapy

Unit 4

Homeopathy

- Origins and philosophy
- Materia Medica –remedies and their effects
- Methods of case taking and analysis
- Pharmacy—preparation of medicines
- Common ailments and remedies

Practical:

- Assignments
- Field Visits
- Breathing Techniques
- Yoga Asanas
- Identifying Common Medical Herbs

Suggested Readings

Athavale, V.B. (2005) **Basic Principles of Ayurveda**.Chaukhamba Sanskrit Pratishthan

B.K.S. Iyengar, (2015) **Light on Yoga: The Definitive Guide to Yoga Practice**. Thorsons Publication

Bukhari, S. (2025) **The Foundations of Unani Medicine**. Cutam Press.

Chauhan, V. and M. Gupta (2007) **Homoeopathic Principal and Practice of Medicine – A Textbook for Medical Students and Practitioners with New Chapters Immune System and Environment Related Diseases**. B. Jain Publishers Pvt. Ltd.

Jaiswal, Y.S. (2016) **The forgotten history and principles of Indian traditional medicine**.

Lad, V. (2002) **Textbook of Ayurveda: Volume 1 - Fundamental Principles of Ayurveda**. Ayurvedic Press, UK.

Ravindranath, V. et al (eds,) (2003) **Ayurvedic and Allopathic Medicine and Mental Health: Indo-US Workshop Proceedings**: Bharatiya Vidya Bhavan

Central Council for Research in Ayurvedic Sciences, Ministry of Ayush, Government of India. Various e-books. <https://ccras.nic.in/e-books/>

SEMESTER-III

**SEMESTER - III
MA-HC-DBCC 301**

Discipline based Core Course (DBCC)

Basic Epidemiology and Biostatistics

Credits: 4; Theory: 75 Marks; Practical: 25 Marks

Objectives of the Course

- Grasp core principles of epidemiology and understand disease measurement and descriptive methods.
- Master basic biostatistics, including data types, central tendency, dispersion, probability, hypothesis testing, and introductory statistical software.
- Learn to design, conduct, and analyze various epidemiological studies, recognizing biases and modifications.
- Understand public health surveillance, outbreak investigation techniques, and decision-making processes.
- Apply epidemiological approaches to disease prevention, control, vaccine implementation, and study non-communicable diseases.

Unit 1

Introduction to Epidemiology

- Concepts and Principles of Epidemiology
- Measures of Disease Frequency
- Descriptive Epidemiology: Person, Place, Time
- Introduction to Epidemiological Study Designs

Unit 2

Biostatistics Fundamentals

- Basics of Biostatistics: Types of Data and Data Presentation
- Measures of Central Tendency and Dispersion
- Probability and Distributions
- Hypothesis Testing and Confidence Intervals
- Introduction to Statistical Software

Unit 3

Analytical Epidemiology

- Case-Control Studies
- Cohort Studies
- Randomized Controlled Trials
- Bias, Confounding, and Interaction
- Effect Modification

Unit 4

Public Health Surveillance and Outbreak Investigation

- Surveillance Systems: Types and Objectives
- Investigating Outbreaks: Steps and Methods
- Using Epidemiology for Public Health Decision-Making
- Vaccines and Immunization Programs
- Non-communicable Diseases Epidemiology

Unit 5

Public Health and Disease Prevention

- Case Studies and Campaigns

Practical:

- Assignments
- Presentation
- Campaign

Suggested Readings

Rothman, K. (2012) **Epidemiology: An Introduction**. Oxford University Press. USA

Rothman, K., S. Greenland, and T. Lash (2008) **Modern Epidemiology**. Walter Kluwer; Lippincott Williams and Wilkins.

Motulsky, H. (2016) **Essential Biostatistics: A Nonmathematical Approach**. Oxford University Press.

Norman, G. and D. Streiner. (2008) **Biostatistics: The Bare Essentials**. B.C. Decker Publications.

Sullivan, L.M. (2018). **Essentials of Biostatistics in Public Health (3rded.)**. Sudbury, MA: Jones and Bartlett Publishers, Inc. ISBN: 9781284108194

Maternal, Reproductive Health and Child, Adolescent Health

Credit: 4; Theory: 75; Practical: 25 Marks

Course Objectives

- To introduce the basic concepts and importance of Maternal and Reproductive Health and relevant theories
- To introduce the basic concepts and importance of Child and Adolescent Health, Immunization and relevant theories
- To impart the skills required to critically analyse Maternal and Child related Health Policy
- To introduce the contemporary debates and issues regarding Maternal and Child Health.

Unit 1

Introduction to Maternal and Child Health

- Overview of the field
- Socio-Economic Determinants of Health
- Child Psychology
- Mental Development of Mother and Child
- Anatomy and Physiology
- Sexuality and Menstrual Cycle
- Theories and principles of Responsible Parenthood, Growth and Development
- Current Policy Debates Regarding Maternal and Child Health Globally.
- Gender and Health
- International Agencies and Health Related Goals.
- India's progress regarding Maternal and Child Health

Unit 2

Maternal and Reproductive Health

- Defining Maternal Health
- Indicators of Maternal Health
- Approaches to Reproductive Health –theories, concepts, culture, family planning
- Pregnancy Education
- Stages of Foetal Development
- Physiological and Psychological changes of Pregnancy

- Birth Setting and Alternative Methods of Delivery
- Theories of Labour and Complications
- Postpartum—care of Mother and Newborn, Complications
- Disorders in Women—high risk maternal or pregnancy conditions, menopause, degenerative conditions.

Unit 3

Child Health

- Defining Child Health--Indicators
- Infancy and Toddlers—physical, motor, cognitive, psycho –social and language development
- Nutrition and Immunisation of Infants and Toddlers
- Common Problems and Disorders of Infancy and Toddlers
- Toilet Training
- Schoolers-- physical, motor, cognitive, psycho –social and language development
- Nutrition and Immunisation of Schoolers
- Schoolers— Common problems and Disorders
- Sibling Rivalry

Unit 4

Adolescent Health

- Defining Adolescent Health
- Physical, psycho-social, linguistic and moral development
- Sex characteristics
- Common problems and disorders of Adolescents

Unit 5

Case Studies and Campaigns

- Case Studies on Maternal and Reproductive Health in India
- Case Studies on Child Health in India
- Case Studies on Adolescent Health in India
- Campaigns on Maternal Reproductive health, Child and Adolescent Health

Practical:

- Assignments
- Case Studies
- Presentations

Suggested Readings

Bakshi, R. K., Kumar, N., Srivastava, A., Kumari, S., Aggarwal, P., Khan, M. A., & Singh, K. J. (2025). Decadal trends of maternal mortality and utilization of maternal health care services in India: Evidence from nationally representative data. **Journal of family medicine and primary care**, 14(5), 1807–1817. https://doi.org/10.4103/jfmprc.jfmprc_916_24.

Bakshi, R.K., Kumar, N., et. al., (2024). Advancing Maternal Health: India's Recent Initiatives. **Journal of the Epidemiology Foundation of India**, 2(4), 163-181. <https://doi.org/10.56450/JEFI.2024.v2i04.003>

Manglik, R. (2022). **Reproductive Health:** Canada: EduGorilla Publication.

Mahapatro, S., Swain, S., Mishra, U.S. (Eds.). (2023). **Health and Nutrition of Women and Children in Empowered Action Group States of India: Status and Progress.** India: Taylor & Francis.

Sengupta, A., Modi, D., Majumdar, G., Narad, P. (2024) **Data-Driven Reproductive Health: Role of Bioinformatics and Machine Learning Methods.** Singapore: Springer NatureSingapore.

Panda, S. et. Al (2021) **Maternal and Child Health Care in India.Developments and Challenges.**Bloomsbury Publishing India.

Non-Communicable Diseases

Credit: 4; Theory: 75 Marks; Practical 25 Marks

Course Objectives

- To equip students to understand the complexities of Non-Communicable Disease and their determinants.
- To impart knowledge on specific NCDs.
- To acquaint students with policies, advocacy regarding NCDs

Unit 1

Non-Communicable Diseases (NCDs) Trends

- Understanding Non-Communicable Diseases
- Communicable Vs Non-Communicable Disease Trends
- Non-Communicable Disease burden, globally, India ---UN Sustainable Development Goals regarding NCDs.
- Socio- determinants of NCDs
- Environmental factors
- Lifestyle and NCDs

Unit 2

Cardiovascular Disease

- Understanding Cardiovascular Disease determinants
- Global Cardiovascular Disease burden: select countries
- Preventive Measures and Campaigns
- Control and Interventions; the Statin debate
- Policy and Advocacy: India

Unit 3

Cancer

- Understanding Cancer Disease determinants –genetic, environmental
- Global Cancer Disease Burden: Select Countries
- Preventive Measures, Early Detection and Campaigns
- Treatment and Interventions

- Policy and Advocacy: India

Unit 4

Diabetes

- Understanding Diabetes Disease determinants
- Global Diabetes Disease Burden: Select Countries
- Preventive Measures and Campaigns
- Treatment and Interventions
- Policy and Advocacy: India

Unit 5

Mental Health Issues

- Understanding Mental Health determinants
- Global Mental Health Disease Burden: Select Countries
- Preventive Measures and Campaigns
- Treatment and Interventions
- Policy and Advocacy: India

Practical:

- Assignments
- Presentations
- Case Studies

Suggested Readings

Joshi, R., Thirunavukurassu, S., et. al. (Eds.)(2022) Awareness, Treatment, and Control of Hypertension or Diabetes in India: The Impact of Public Health Promotion. (n.p.): Frontiers Media SA.

Kundu, J. Srinivas Goli, K S James,(2025) Education and non-communicable diseases in India: an exploration of gendered heterogeneous relationships, International Health, Volume 17, Issue 2, March 2025, Pages 168–178, <https://doi.org/10.1093/inthealth/ihae037>

Naheed, A., Sweetland, A., Jennings, H., Non-communicable diseases and mental health experiences before and after the COVID-19 pandemic. (2023). (n.p.): Frontiers Media SA.

Priya, R., Hameed, S. (2023). Dreams of a Healthy India: Democratic Healthcare in Post-Covid Times (Rethinking India Vol. 9). India: Penguin Random House India Private Limited.

Sharma, M., Gaidhane, A., &Choudhari, S. G. (2024). A Comprehensive Review on Trends and Patterns of Non-communicable Disease Risk Factors in India. Cureus, 16(3), e57027. <https://doi.org/10.7759/cureus.57027>

Thakur, J.S., (2015). Public Health Approaches to Non-communicable Diseases, Wolters Kluwer Publications.

Laws and Ethics in Public Health

Credit: 4; Theory: 75 Marks; Practical: 25 Marks

Course Objective:

- Legal Literacy: To provide the basic understanding of health-related laws to the students.
- Ethical practice: To make aware about the knowledge of health laws ensures ethical conduct and patient confidentiality.
- Risk management: To make aware about the risks involved in health sector and involve the students to derive communication strategies to combat these issues.

Unit 1

Introduction to Indian Constitution and Information Law

- Salient features of Indian Constitution
- Freedom of Speech and Expression: Article 19 (I) (a) and 19 (2), Press Council of India Act 1978
- Fundamental Duties: Fundamental Rights, Directive Principles of State Policy, Privileges of Legislature
- Ethical Issues in Public Health
- Basic concept of consumer protection Law, Intellectual property Rights, Copyright Law, Cyber Law, Right to Information

Unit 2

Medical laws and constitutional Framework

- Concept of 'Health' in the Bill of Human Rights, Constitutional provisions relating to health, Indian Penal Code, 1860
- The Drugs and Cosmetics Act, 1940, the Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954
- Food Safety and Standards Act
- The Epidemic Diseases Act, 1897
- The Transplantation of Human Organs Act, 1994,
- Laws pertaining to Digital Health

Unit 3

Women, Children and Health Laws

- Pre-conception and Pre-Natal Diagnostic Techniques (Regulation and prevention of misuse) Act, 1994
- The Medical Termination of Pregnancy Act, 1971

- The Child Labour (Prohibition and Regulation) Act, 1986
- The Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992
- The Juvenile Justice (Care and Protection) Act, 2000.

Unit 4

Disability and Law

- The Mental Health Act, 1987
- The Persons with Disabilities (Equal Opportunities, Protection of Rights and Full Participation) Act, 1995
- Covid -19, National Disaster Management Act
- The Rehabilitation Council Act of India (RCI, 1992)

Unit 5

Occupational health laws

- Employees' State Insurance Act, 1948
- The Factories Act, 1948
- The Maternity Benefit Act, 1961
- Workmen's Compensation Act,

Practical:

- Assignments
- Report

Suggested Reading:

Adhikari, N. (2015) Law and Medicine, Central Law Publication

Christoffel, T. (1985) Health and the Law A Primer for Health Professionals. Simon& Schuster.

Gostin, L and L. F. Wiley (2016) Public Health Law: Power, Duty, Restraint. University of California Press.

Myneni, S. (2024) 2nd Edition. Health Law (Medical Law & Medical Jurisprudence). New Era Law Publication.

Roy, C. (ed.) (2023). Health Laws in India. Routledge Publication

Sahoo, D. and V. Bhatia (2018) Public Health Legislations in India (Part-I). *Indian Journal of Community and Family Medicine* [4\(1\):p 10-15, Jan–Jun 2018](#). | DOI: 10.4103/2395-2113.251341

Dr. Supreet (2021) Law relating to Health care and Technology. Singla Law Agency.

**SEMESTER - III
MA-HC-OEC 305**

Open Elective Course (OEC)

Interpersonal and Folk Communication

Credits; 4; Theory: 60 Marks, Practical: 40 Marks

Objectives of the Course

- Understand the fundamentals of interpersonal communication, including its models, theories, and the impact of technology.
- Master verbal and nonverbal communication skills, with a focus on cultural variations and presentation techniques.
- Explore folk communication, its forms, and its significance in cultural preservation and education.
- Analyze the integration of interpersonal communication within folk settings, emphasizing storytelling and rituals.
- Gain proficiency in research methods specific to interpersonal and folk communication, including ethnography and content analysis.

Unit 1

Fundamentals of Interpersonal Communication

- Defining Interpersonal Communication and its Elements
- Communication Models and Theories
- Effective Communication for Conflict Resolution
- The Impact of Technology on Interpersonal Communication
- Introduction to Interpersonal Communication
- Listening Skills and Feedback Mechanisms

Unit 2

Verbal and Nonverbal Communication

- Interpersonal Communication across Cultures
- The Power of Language in Interpersonal Communication
- Nonverbal Communication Channels (Body Language, Facial Expressions)
- Decoding Nonverbal Cues and Cultural Variations
- The Importance of Paralanguage (Voice Tone, Pitch)
- Presentation Skills and Public Speaking Anxiety

Unit 3

Folk Communication

- Defining Folk Communication and its Characteristics
- Exploring Different Forms of Folk Communication (Folklore, Proverbs, Stories)
- Folk Narratives and their Social Functions (Entertainment, Education)
- Folk Performance Traditions (Storytelling, Music)
- The Role of Folktales, Proverbs, and Songs in Communication
- Folk Communication in Modern Society
- Case Studies of Folk Communication in India and Other Cultures
- The Impact of Globalization, Modernisation and Technology on Folk Communication

Unit 4

Interpersonal Communication in Folk Settings

- The Interplay between Interpersonal and Folk Communication
- Rituals, Ceremonies, and Communication Practices
- Preserving Cultural Heritage through Interpersonal and Folk Communication
- Analyzing Communication Styles in Folk Narratives
- The Role of Storytelling in Building Relationships
- Applying Interpersonal Communication Theories to Folk Narratives

Unit 5

Research Methods in Interpersonal and Folk Communication

- Qualitative Research Methods in Communication
- Ethnographic Approaches to Studying Communication
- Content Analysis of Folk Media
- Participatory Research in Community Settings
- Digital Ethnography: Studying Folk Communication in the Digital Age

Practical:

- Role Play
- Folk Communication Performance/Product
- Presentations

Suggested Readings:

Alatas, S. (2012). Folk Communication in a Global Village. [Routledge]

Bascom, W. R. (1954). The Four Functions of Folklore. The Journal of American Folklore, 67(263), 333-349.

Brennen, B. (2025) 4th Ed. Qualitative Research Methods for Media Studies. Routledge Publications.

Bruner, J. (2004). Actual Minds, Possible Worlds. [Harvard University Press]

DeVito, J.(2015) The Interpersonal Communication Book . Global Ed. Pearson Publications.

Gershon, L. (2017). Folklore and Social Change. [Routledge]

Hammersley, M. and P. Atkinson (2019) 4th Ed. Ethnography: Principles in Practice. Routledge Publications.

Heslop, E., & Jones, T. (2016). Folklore in the Digital Age. [Routledge]

Honko, L. (2000). Folklore. [International Encyclopedia of the Social & Behavioral Sciences, 8, 5292-5295]. Elsevier: <https://www.elsevier.com/>

Hybels, S. M. (2013). Communicating Effectively. Cengage Learning

Labov, W. (2007).The Narrative in Oral Traditions. [University of Pennsylvania Press]

Ong, W.(2012) Orality and Literacy: The Technologizing of the Word.Routledge Publications: London, New York

Neuliep, J.(2020)Intercultural Communication: A Contextual Approach. Sage Publications.

Singh, U. (2008). A Dictionary of Folklore. [Oxford University Press]

Tehrani, J.(2025) The Cultural Transmission and Evolution of Folk Narratives. In The Oxford Handbook of Cultural Evolution.Teherani, J. Et Al (eds). Oxford University Press
DO 10.1093/oxfordhb/9780198869252.013.39
UL <https://doi.org/10.1093/oxfordhb/9780198869252.013.39>

Ting-Toomey, S. and T. Dorjee (2018) 2nd Ed. Communicating Across Cultures.Guilford Press Publications

Toelken, B. (1996) The Dynamics of Folklore.Utah State University Publications.

Wilson, M. (2005) Storytelling and Theatre: Contemporary Professional Storytellers and Their Art Palgrave Macmillan

Wood, J. (2013)Interpersonal Communication: Everyday Encounters. Wadsworth: Boston, MA

The social context of interpersonal communication and health. Journal of Health Communication, 14, 5-17. Week 6 Sep 24-30

Health literacy Video: Are you confused about health information? You're not alone. Lisa Fitzpatrick. <https://www.youtube.com/watch?v=-x6DLqtaK2g>

Visual Cultures, Practices and Documentation in the Digital Age

Credits: 4

Course Objectives:

- To develop an understanding about the concept and significance of visual culture in contemporary society and analyse the role of visibility in shaping societal norms and values.
- To explore the components of the visual field, including perception, persuasion, and aesthetics.
- To examine the impact of technology on cultural practices, including how it hopes imaginaries and reconstitutes culture.
- To explore the intersection of visual culture with identity, everyday practices, and the construction of civilizations.
- To discern the importance of heritage preservation and archival merit in documenting visual culture.
- To explore the role of digitization in preserving and disseminating visual artifacts, including its impact on oral cultures and news media.
- To understand how digital technologies are utilized in governance and cultural representation, shaping on temporary visual practices and cultural representation.
- To understand how digital technologies are reframing people's experience at exhibition sites like Museum, Galleries, Fairs

Unit 1

Introduction to Visual Culture

- The Visual Field
- Visual Perception, Visual Persuasion, Visual Aesthetics
- Defining Cultures, What Constitutes Culture
- Elements of Visual Culture: Style and Concepts
- The Anthropological, Sociological & Economic Approaches to Culture
- Visual Cultures as Sites of Practice, Knowledge and Power

Unit 2

Technology and Culture

- Technological Innovation, Dissemination and Reception
- Evolution of Media Technologies and its Impact on Everyday Life and Society
- Technology and the Shaping of Cultural Practices: Construction, Reimagining & Reconstitution
- Convergence Culture & Ecology
- Digital Tools and the Foregrounding of Enhanced Embodied Experience of Visitors

/Audience

Unit 3

- Institutions and Practices of Visual Culture
- Visual Culture and Identity, Cultural Citizenship
- Visual Aspects of Everyday Culture
- Civilizations and Visual Culture
- Representation of Social Groups (Gender, Class, Religion)
- Nation State and Visual Medium: Cartography, Maps, Museums, Galleries, Installations and Communication

Unit 4

Documenting the Visual Materiality

- Heritage, Conservation and Preservation
- Heritage and Technology
- Archiving Oral Tradition
- Digital News Media & Archival Practices
- Screen, Exhibition, Innovation and Archival
- Crowd Sourcing, Community & Public History
- Nation: Museum, State Celebrations to Governance
- Actors of Curatorial Practices in the Digital Age: State, Institutions and Public
- Digital Sphere: Practicalities and Challenges of Online/Phygital Audiences

Software/Digital Tools: Moodle, Padlet, AR Tools, Kahoot, etc.

EXAMINATION SCHEME

A. End of Semester Evaluation (EOSE)

1.Theory Paper: 50 Marks

2.Practical/Projects: 40 Marks

- Analyze various images and artworks, focusing on elements like colour, composition, and style. Discuss the impact of these elements on visual persuasion.
- Select a culture and analyze its visual elements (e.g., art, fashion, architecture). Discuss how these elements represent the culture's style and concepts. Present your analysis.
- Create visual representations of their identities using various mediums (e.g., photography, collage). Discuss how these visual elements reflect individual and collective identities.
- Crowd sourcing a community project like family history / health
- Curating an audience engagement using digital tools on everyday life / institutional / organizational practices and writing descriptive commentary on visual displays
- COVID as a Turning Point: Digitization of planned activities during the months of lockdown, increased virtual activity on social media

- Visit to the National Museum and Galleries for interaction on curatorial practices and exposure to collection ecologies
- Visit to the IGNCA for engaging with archival practices of Indian heritage
- Onsite tour of functional icon and its interaction with visuality: The DMRC

B. Continuous Evaluation (10 Marks): Presentations, class participation, assignments, etc.

Suggested Readings:

- Anderson, B. (2016). *Imagined communities*. Verso Press. (Original work published 1983)
- Barthes, R. (1977). *Image, music, text*. Fontana Press.
- Berger, J. (1990). *Ways of seeing*. Penguin. (Original work published 1972)
- Blom, I., Lundemo, T., & Røssaak, E. (Eds.). (2017). *Memory in motion: Archives, technology and the social*. Amsterdam University Press.
- Ciaccheri, M. C. (2020, November 17). *Do virtual tours in museums meet the real need of the public? Observations and tips from a visitor studies perspective*. Museum Next. <https://www.museumnext.com/article/do-virtual-tours-in-museums-meet-the-real-needs-of-the-public-observations-and-tips-from-a-visitor-studies-perspective/>
- Jenkins, H. (2008). *Convergence culture: Where old and new media collide*. New York University Press.
- Jensen, K. B. (2010). *Media convergence: The three degrees of network, mass, and interpersonal communication*. Routledge.
- Müller, K. (2021). *Digital archives and collections: Creating online access to cultural heritage*. Berghahn Books.
- Parry, R. (2010). *Museums in the digital age*. Routledge.
- Rogoff, I. (1998). Studying visual culture. In N. Mirzoeff (Ed.), *The visual culture reader* (pp. 14–26). Routledge.
- Samoilenko, S. V. (2022). *Digitalization: Contexts, roles and outcomes*. Routledge.
- Sayers, J. (Ed.). (2017). *Making things and drawing boundaries: Experiments in the digital humanities*. University of Minnesota Press.
- Williams, R. (1974). *Television: Technology and cultural form*. Routledge.

Media Advocacy

Credits: 04

(L-2.5 T-0.5 P-1)

Marks-100 (Theory-60, Practical-40)

Course Objectives (COs)

- CO-1:** To explore the theory and practice of media advocacy, focusing on the strategic use of media channels to advance social causes, influence public opinion, and shape policy outcomes
- CO-2:** To help the learners develop the skills and knowledge necessary to effectively plan, implement, and evaluate media advocacy campaigns
- CO-3:** To understand the role of media in advocacy, crafting persuasive messages, engaging stakeholders, and navigating ethical considerations
- CO-4:** To develop the ability to assess the effectiveness and ethical dimensions of media advocacy campaigns and their impact on social change and public policy.

Unit-1: Foundations of Media Advocacy

- Introduction to media advocacy: history, principles, and theoretical frameworks
- Definition and Principles of Media Advocacy
- Understanding the role of media in shaping public opinion and policy agendas
- Identifying advocacy goals and target audiences
- Crafting compelling narratives and messages for media advocacy campaigns
- Role of Media in Shaping Public Opinion and Policy Debates
- Case studies of successful media advocacy campaigns

Unit-2: Strategies and Tactics in Media Advocacy

- Developing media advocacy strategies: media relations, storytelling, and framing
- Utilising traditional media channels (print, broadcast) and digital media platforms
- Engaging with journalists and building media relationships
- Campaign Planning and Implementation

- Identifying Advocacy Goals and Objectives
- Target Audience Analysis and Segmentation
- Message Development and Framing Strategies
- Leveraging social media and online activism for advocacy campaigns

Unit-3: Media Relations and Outreach

- Building Relationships with Journalists and Media Outlets
- Crafting Press Releases, Media Pitches, and Op-Eds
- Managing Media Interviews and Press Conferences

Storytelling and Narrative Building

- The Power of Storytelling in Advocacy
- Using Personal Narratives and Case Studies to Drive Change
- Multimedia Storytelling Techniques for Advocacy Campaigns

Unit 4: Stakeholder Engagement and Coalition Building

- Identifying and engaging key stakeholders in media advocacy efforts
- Building coalitions and partnerships to amplify advocacy messages
- Strategies for engaging policymakers, influencers, and community leaders
- Negotiating conflicts and managing diverse stakeholder interests
- Case studies of successful stakeholder engagement in media advocacy

Unit-5: Evaluation, Impact Assessment and Ethics in Media Advocacy

- Evaluating the effectiveness of media advocacy campaigns: measuring impact and outcomes
- Assessing Policy Impact and Social Change
- Ethical considerations in media advocacy: truthfulness, transparency, and accountability
- Navigating challenges and controversies in media advocacy
- Reflecting on personal biases and ethical dilemmas in advocacy work

Practical and Assignments

- **Learners shall undertake practical exercises, presentations, case studies and written assignments as prescribed by the course instructor**
- Analysis and presentation of a successful media advocacy campaign on a contemporary social or public policy issue.
- Preparation of a stakeholder map and audience profile for an advocacy campaign.

Course Learning Outcomes (CLOs)

After completing the course, the learner will be able to:

- CLO-1:** Demonstrate an understanding of the concepts, principles and theoretical foundations of media advocacy.
- CLO-2:** Apply media advocacy strategies and tools to plan, implement and evaluate advocacy campaigns.
- CLO-3:** Examine the role of media, stakeholder engagement and persuasive communication in influencing public opinion and policy outcomes.
- CLO-4:** Analyse the effectiveness, impact and ethical dimensions of media advocacy campaigns in promoting social change and public policy initiatives.

Suggested Readings

- Rice, R. E., & Atkin, C. K. (2013). *Public Communication Campaigns* (4th ed.). Sage Publications.
- Mohan, M. (2019). *India Connected: Mapping the Impact of New Media*. SAGE Publications India
- Manjoo, F. (2017). *True Enough: Learning to Live in a Post-Fact Society*. John Wiley & Sons.
- Wallack, Lawrence. W. & Dorfman, Lori. (1993). *Media Advocacy and Public Health: Power for Prevention*. Sage Publications.
- Yoon, I., & Lacy, S. (2018). *Strategic Media Relations: A Comprehensive Guide to Managing Your Media*. Routledge
- Nisbet, M. C., & Huge, M. (2006). Attention cycles and frames in the plant biotechnology debate: Managing power and participation through the press/policy connection. *Harvard International Journal of Press/Politics*, 11(2), 3–40.
- Wallack, Lawrence. & Dorfman, Lori. *Media Advocacy: A Workbook and Planning Guide*.
- *Media Advocacy: A Manual for Professionals* by Pamela J. Shoemaker and Stephen D. Reese
- *Media Advocacy in Public Health* by Kathryn M. Flynn and Gary R. Orren
- *Advocacy and Opposition: An Introduction to Argumentation* by Karyn Charles Rybacki and Donald Jay Rybacki

Media Product Development, Design and Packaging

Credit: 4; Theory: 60 Marks; Practical: 40 Marks
L-2.5, P-1, T-0.5

Course Description

This course examines the creative and managerial magnitude of designing, branding, packaging, and managing media products in media industries. It teaches how media conceptualize, develop, position, package, and commercialize the products across print, broadcast, digital, OTT, mobile, social media, and other emerging platforms. The course blends principles of media product innovation, communication design principles, branding fundamentals, visual identity, content packaging, storytelling formats, user experience, and platform strategy. Students will learn how audience insights, design thinking, branding, technology, and market intelligence contribute in making strategy for successful media products. Through case studies and practical's, the course develops the skills required to create, evaluate, and manage media products in the competitive media markets.

Course Learning Objectives: Students will be able to:

- CLO1. To understand the concepts, processes, and strategic significance of media product development in contemporary media industries.
- CLO2. To apply principles of communication design and design thinking to media product innovation and problem-solving.
- CLO3. To analyze media brands, products, and content packaging strategies from business and audience perspectives.
- CLO4. To evaluate the role of branding, storytelling, typography, colour psychology, and visual communication in audience engagement.
- CLO5. To develop audience-centric media products using market research, consumer insights, and user experience principles.
- CLO6. Design integrated branding, packaging, and communication strategies across multiple media platforms.
- CLO7. To assess the impact of digital transformation, artificial intelligence, platform economies, and emerging technologies on media product development.
- CLO7. To create and present comprehensive media product development and branding proposals for contemporary media markets.

Unit 1: Foundations of Media Product Development and Communication Design**1.1 Understanding Media Products and Media Markets**

- Concept and characteristics of media products
- Media products as economic, cultural, and communication goods

- Types of media products: Print, Broadcast, Digital, OTT, Social Media and Emerging Media
- Product lifecycle in media industries
- Media consumption trends and audience behaviour

1.2 Media Product Development and Innovation

- Product development process
- Idea generation and concept development
- Market opportunity analysis
- Product testing and launch strategies
- Innovation and competitiveness in media industries

1.3 Communication Design and Design Thinking

- Principles of communication design
- Visual communication fundamentals
- Design thinking and innovation
- Human-centred and audience-centred design
- Prototyping and testing media product concepts

Unit 2: Branding, Audience Insights and Market Positioning

2.1 Branding Fundamentals

- Historical evolution of branding
- Brand identity, brand image, brand equity and brand loyalty
- Brand architecture and brand extensions
- Building trust and credibility in media brands
- Emerging trends in media branding

2.2 Audience Research and Consumer Insights

- Audience segmentation and targeting
- Consumer psychology and media consumption behaviour
- Audience personas and journey mapping
- Consumer perception and engagement
- Market intelligence and audience analytics

2.3 Brand Positioning and Competitive Strategy

- Brand positioning and differentiation
- Competitive analysis and benchmarking
- Value proposition development
- Brand experience management
- Case studies of successful media brands

Unit 3: Visual Identity, Storytelling and Content Packaging

3.1 Visual Identity and Design Systems

- Elements of brand identity
- Logo design, typography, colour palettes and imagery
- Visual identity architecture
- Brand guidelines and consistency
- Accessibility and inclusive design

3.2 Theories/Models for a Media Product Design

- Gestalt Theory
- Rule of composition
- Rule of Thirds
- Grid theory
- Figure- Ground theory
- Aesthetic- usability effect
- Cognitive load theory
- Design thinking model
- Fitts's law, Hick's law

3.3 Typography, Colour Psychology and Brand Communication

- Typography principles and readability
- Typography in digital environments
- Colour theory and consumer psychology
- Cultural dimensions of colour and design
- Visual hierarchy theory, visual persuasion and audience engagement

3.4 Storytelling and Content Packaging

- Brand storytelling and narrative design
- Developing brand personas and narratives
- Emotional engagement strategies
- Packaging news, entertainment and digital content
- Information architecture and content presentation
- Transmedia storytelling and cross-platform content strategies

Unit 4: Digital Branding, Platform Strategy and Emerging Trends

4.1 User Experience and Platform Design

- User Experience (UX) and User Interface (UI) fundamentals
- User journeys and touchpoint mapping
- Mobile-first and responsive design
- Usability and accessibility
- Audience engagement and retention

4.2 Digital Branding and Integrated Communication

- Website and social media branding
- Search Engine Optimization (SEO) and discoverability
- Omnichannel communication strategies
- Brand consistency across print, digital and social platforms
- Integrating digital and physical brand touchpoints

4.3 Emerging Trends in Media Product Development

- Artificial Intelligence in media design and branding
- Personalization and recommendation systems
- Creator economy and platform-driven products
- Immersive media, AR, VR and interactive experiences
- Ethical and sustainable branding

- Future trends in media product development

Practical Component and Assignments

Assignment 1: Media Product and Brand Analysis

Students shall critically evaluate a media product (newspaper, OTT platform, podcast, magazine, digital news platform, gaming platform, etc.) and analyze its product design, audience value proposition, branding strategy, content packaging, and market positioning.

Assignment 2: Media Product Development Proposal

Students shall conceptualize and develop a new media product, including audience analysis, value proposition, platform strategy, branding approach, content plan, and monetization model.

Assignment 3: Brand Identity and Packaging Design Project

Students shall create a comprehensive brand identity system comprising brand name, logo concept, typography, colour palette, visual identity guidelines, and content packaging templates.

Assignment 4: Brand Consistency and UX Audit

Students shall conduct a brand consistency audit and user experience evaluation of an existing media brand across print, web, mobile, and social media platforms, followed by recommendations for improvement.

Assignment 5: Integrated Digital Branding Strategy

Students shall design an integrated branding and communication strategy for a media product across websites, social media, mobile applications, newsletters, podcasts, and promotional channels.

Assignment 6: Case Study Presentation

Students shall present case studies of successful and unsuccessful media product launches, rebranding exercises, platform innovations, or content packaging strategies and identify managerial lessons.

Suggested Readings

- Aaker, D. A. (2014). *Aaker on branding: 20 principles that drive success*. Morgan James Publishing.
- Brown, T. (2009). *Change by design: How design thinking transforms organizations and inspires innovation*. Harper Business.
- Carter, R., Day, B., & Meggs, P. B. (2017). *Typographic design: Form and communication* (7th ed.). Wiley.
- Fog, K., Budtz, C., Munch, P., & Blanchette, S. (2010). *Storytelling: Branding in practice* (2nd ed.). Springer.
- Gothelf, J., & Seiden, J. (2016). *Lean UX: Designing great products with agile teams* (2nd ed.). O'Reilly Media.
- Jenkins, H., Ford, S., & Green, J. (2018). *Spreadable media: Creating value and meaning in a networked culture* (2nd ed.). New York University Press.

- Keller, K. L. (2013). *Strategic brand management* (4th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Küng, L. (2017). *Strategic management in the media: Theory to practice*. Sage.
- Landa, R. (2016). *Designing brand identity* (5th ed.). Wiley.
- Norman, D. A. (2013). *The design of everyday things* (Revised and expanded ed.). Basic Books.
- Picard, R. G. (2011). *The economics and financing of media companies* (2nd ed.). Fordham University Press.
- Rogers, D. L. (2016). *The digital transformation playbook*. Columbia Business School Publishing.
- Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson.
- Klimchuk, M. R., & Krasovec, S. A. (2018). *Packaging design: Successful product branding from concept to shelf* (2nd ed.). Wiley.

Presentation Skills

Credits: 2; Theory: 25 Marks; Practical: 25 Marks

Course Objectives:

- To understand the importance of effective presentation skills in academic and professional settings.
- To develop verbal communication skills for delivering clear and engaging presentations.
- To master non-verbal communication techniques such as body language and vocalics.
- To learn strategies for creating and using visual aids to support presentations.
- To explore techniques for engaging and interacting with the audience.
- To overcome stage fright and develop confidence in public speaking.

Unit 1

Introduction to Presentation Skills

- Importance of Effective Presentations in Professional and Academic Contexts
- Verbal Communication
- 7 Cs of Communication
- Non-verbal Communication: Proxemics, Kinesics, Oculistics, Vocalics, Chronemics, Haptics, Olfactics

Unit 2

Presentation Planning, Structure, Delivery Techniques and Collaboration

- Setting Clear Objectives for Presentations
- Developing a Coherent Structure
- The Opening Statement
- The Body of the Speech
- Using Story telling Techniques, Weaving in Anecdotes to Captivate the Audience
- Overcoming Nervousness and Confidence- Building Exercises
- Rehearsal Strategies for Smooth Delivery
- Overcoming Stage Fright
- Coping Strategies and Relaxation Techniques
- Techniques for Effective Delivery, including Pacing and Emphasis
- Persuasion and Influencing Techniques
- Adapting Presentations to Different Audiences

- Effective Communication and Teamwork in Group Presentations
- Assigning Roles and Responsibilities within the Group & Constructive Feedback

Unit-3

Visual Design and Slide Creation

- Principles of Effective Visual Design
- Selecting Appropriate Visuals
- Effective Use of Multimedia Tools
- Creating Visually Appealing Slides using Presentation Software
- Techniques for Capturing Audience Attention
- Structuring Presentations Activities
- Using Technology for Interactive Presentations (Polls, Quizzes, etc.)

Unit-4

Public Speaking and Audience Analysis

- Understanding Different Audience Types and Psychology of Audiences
- Techniques for Engaging an Audience
- Tailoring Presentations to Specific Audiences
- Understanding Anxiety and Fear of Public Speaking
- Creating Compelling Narratives
- Audience and Audience Contact
- Dealing with Audience Questions and Feedback
- Handling Unexpected Situations and Technical Difficulties
- Incorporating Audience Participation and Interaction
- Using Humor and Storytelling to Engage the Audience
- Incorporating Data and Statistics Effectively
- Facilitating Discussions

Practical:

- Practice verbal communication techniques such as clarity, conciseness, and coherence in delivering short speeches. Explore various nonverbal communication aspects like body language, eye contact, and gestures, emphasizing their impact on audience perception.
- Articulate specific objectives for each presentation scenario to understand the importance of aligning presentation content with intended outcomes.
- Evaluation and feedback from instructor and peers
- Reflection on progress and areas for improvement

Suggested Readings:

Anderson,C.(2016).**TED talks: The official TED guide to public speaking.** Mariner Books.

Berkun,S.(2009).**Confessions of a public speaker.** O'Reilly Media.

Carnegie,D.(1990). **The quick and easy way to effective speaking.**PocketBooks.

Carnegie,D.(2006).**Public speaking for success.** Pocket Books.

Duarte,N.(2008).**Slide:ology:The art and science of creating great presentations.** O'Reilly Media.

Gallo, C. (2010). **The presentation secrets of Steve Jobs: How to be insanely great in front of any audience.**Mc- Graw-Hill Education.

Gallo,C.(2015). **Talk like TED: The 9 public-speaking secrets of the world's top minds.**St. Martin's Griffin.

Humes,J.C.(2002).**Speak like Churchill, stand like Lincoln:21powerful secrets of history's greatest speakers.**Three Rivers Press.

Lucas, S. E. (2014). **The art of public speaking** (12th ed.). McGraw-Hill Education.

Reynolds,G.(2008).**Presentation zen: Simple ideas on presentation design and delivery.** New Riders.

Frleigh, D. et al (2014)**SpeakUp! An illustrated guide to public speaking.**Bedford/st Martins.

Research Methods: Quantitative and Qualitative

Credit: 4; Theory: 60 Marks; Practical: 40 Marks

Objectives of the Course

- Explore the foundations of research, including its definitions, types, and design principles.
- Examine quantitative and qualitative research methodologies, emphasizing data collection, analysis, and reporting.
- Investigate communication research methods, including the analysis of digital media and mixed-methods approaches.
- Discuss the components of research project execution, focusing on paper writing, data visualization, and ethical considerations.
- Address academic integrity and referencing techniques essential for scholarly work.

Unit 1

Introduction to Research

- Defining Research: Various approaches
- Types of Research
- Overview of Research Design
- Research Questions and Hypotheses
- Literature Review and Theoretical Frameworks

Unit 2

Quantitative Research Methods

- Introduction to Quantitative Research
- Sampling Techniques in Quantitative Research
- Data Collection Methods: Surveys, Questionnaires, and Experiments
- Statistical Analysis and Interpretation
- Reporting Quantitative Research Findings

Unit 3

Qualitative Research Methods

- Introduction to Qualitative Research
- Sampling Techniques in Qualitative Research
- Data Collection Methods: Interviews, Focus Groups, and Observations
- Data Analysis and Interpretation
- Trustworthiness and Credibility in Qualitative Research
- Reporting Qualitative Research Findings

Unit 4

Communication Research

- Analyzing and Interpreting Media Content
- Mixed Methods in Communication Research: Combining Quantitative and Qualitative Approaches
- Impact of Digital Media on Communication Research Techniques
- Open Access in Research

Unit 5

Research Project

- Research Paper writing: Essential Elements
- Use of data and visuals
- Research Ethics and Plagiarism
- Referencing in Research: Intext citations, references, etc.

Practical:

- Assignments
- Research Project

Suggested Readings

Berger, A. A. (2000). Media and Communication Research Methods: An introduction to qualitative and quantitative approaches, Sage Publications and Thousand Oaks. California.

Chawla, D., & Sondhi, (2016). 2nd edition. Research Methodology: Concepts and Cases. Vikas Publishing.

Fiske, J. (1982). Introduction to Communication Studies, Routledge, London.

Hennink, M., Hutter, I. & Bailey, A. (2011). Qualitative Research Methods. London: Sage.

Jackson, S.L. (2011). Research Methods: A modular approach, Cengage Learning.

Kothari, C.R., & Garg, G. (2019). 3rd edition. Research Methodology: Methods and Techniques. New Age International Publishers.

Misra, R.P. (2016). Research Methodology A Handbook. Rev. Edition. Concept Publishing Company.

Pink, S., Horst, H., Postill, J., Hjorth, L., Lewis, T., & Tacchi, J. (eds.). (2015). Digital ethnography: Principles and practice. London: Sage

Quinton, S., & Reynolds, N. (2018). Understanding research in the digital age. London: SAGE

Salmons, J. (2014). Qualitative online interviews: Strategies, design, and skills. London: Sage

Publications.

Wimmer, R.D. and Dominick, J.R. (2005). *Mass Media Research*, Wadsworth Publishing: London.

Wolcott, H. (1994). *Transforming Qualitative Data: Description, Analysis, and Interpretation*. Thousand Oaks, CA: Sage

Internship (Two Months)**Credits: 2**

As part of the Masters Programme in Health Communication, students are required to undertake a two-month internship with a relevant organization to gain practical experience and apply theoretical knowledge in real-world settings. The internship serves as an integral component of the programme, offering students the opportunity to enhance their understanding of health communication issues, develop professional skills, and build valuable networks within the industry.

During the internship, students will have the opportunity to work closely with professionals in media organizations, health organizations, regulatory bodies, government agencies, advocacy groups, or research institutions focused on health communication. Through hands-on experience, students will gain insights into the complexities of health communication policy development, healthcare industry practices, and stakeholder dynamics.

The internship experience may involve a range of activities, including conducting research on healthcare regulations, media practices, assisting with policy analysis and advocacy initiatives, participating in project management tasks, contributing to media monitoring and analysis efforts, or supporting health communication campaigns and outreach activities.

Throughout the internship, students are expected to demonstrate professionalism, adaptability, and a willingness to learn. They should actively engage with their supervisors, seek feedback, and reflect on their experiences to enhance their learning and professional development. Upon completion of the internship, students will be required to submit a comprehensive report detailing their activities, insights gained, and reflections on the internship experience.

The internship serves as a valuable opportunity for students to bridge the gap between theory and practice, cultivate valuable skills, and make meaningful contributions to the field of health communication. It is an essential component of the programme that prepares students for successful careers in health communication, health policy, advocacy, and related fields.

SEMESTER- IV

**SEMESTER - IV
MA-HC-DBCC 401**

Discipline Based Core Course (DBCC)

Research Based Policy and Health Advocacy

Credits: 4; Theory: 60 Marks; Practical: 40 Marks.

Course Objectives

- To introduce the basic concepts and importance of research-based health policy and advocacy
- To understand the organizational structure of health policy at different levels—centre, state, district, local etc.
- To get acquainted with some major health policy initiatives and process.
- To identify and use appropriate tools for health policy and advocacy.
- To impart analytical skills in studying health policy and advocacy initiatives
- To impart the basic principles of evaluation of health policy approaches.
- To understand current trends in health policy and advocacy in selected countries.

Unit 1

Understanding Policy

- Definition and Concepts
- Policy—Mechanics and Influencing Policy
- Public Health and Health Based Policy
- Identifying Stakeholders in Policy Development
- Central Government and States Health Policies
- Role of Non-government Organizations in Health Advocacy
- Role of Civil Society in Health Policy and Advocacy
- Understanding Health Budgets

Unit 2

Evaluating Health Policy

- Policy Briefs, Goals, Types, Structures
- Policy Brief Applied Activity
- Policy Pitch and Logic Models—Conceptual Models of how Policy Works
- Policy Brief and Advocacy Case Studies—in Selected Countries.
- Policy Impact Case Studies—in Selected Countries

Unit 3

Understanding Research based Health Advocacy

- Scope of Marketing Research
- Scope of Advertising Research
- Public Service Advertising
- Research Process—research design, data collection methods, data analysis.
- Types of Research and Data Sources –Primary, Secondary and Tertiary, Qualitative and Quantitative Research Methodologies.
- Types of Applied Market Research Studies
- Types of Advertising Research—positioning research, audience research, ad effectiveness studies, Recall, Awareness, Comprehension, Likeability, Empathy; Ad tests, print/audio visual, concept testing/story board tests/copy testing, Advertising content analysis, Market share analysis.
- Scope of Media Research—media monitoring, media Habit studies, Media audience and Ad –spend tracking, media effectiveness studies, --reach, visibility, noticeability, share of spend and share of voice analysis.
- Digital Marketing Research & Analytics—Ad analytics, web analytics, social media analytics, performance analytics.
- Tools and Techniques for Health Advocacy
- Health Advocacy—Challenges and Opportunities

Unit 4

Current Trends in Health Policy and Advocacy

- Global trends in health policy and advocacy
- Covid and Policy and Advocacy
- Non-Communicable Diseases and Policy and Advocacy

Practical:

- Assignments
- Research Reports

Suggested Readings

Arathi, P. (2022) **Public Health in India: Policy Shifts and Trends**. Sage Publications.

Bodenheimer, T. and K. Grumbach (2016), Seventh Ed. **Understanding Health Policy: A Clinical Approach**. McGraw-Hill Education.

Donovan, R. (2010). **Principles and practice of social marketing: An international perspective**. Cambridge University Press.

Hooda, S.K. (2022) **Health Sector, State and Decentralised Institutions in India.** Routledge Publications

L'Esperance, A. (2024) Health Policy. In Van Gerven, M., Rothmayr Allison, C., Schubert, K. (eds) **Encyclopedia of Public Policy.** Springer.

Mattson, M. and C. Lam (2015) **Health Advocacy: A Communication Approach: 9 (Health Communication).** Peter Lang Pub Inc.

Moutinho, L. et al (eds) (2023) **The Routledge Companion to Marketing Research: (Routledge Companions in Marketing, Advertising and Communication).** Routledge, Taylor and Francis.

Peter, J.P., & Olson, J.C. (2010). **Consumer Behavior & marketing strategy.** McGraw-Hill Irwin.

National Health Policy (2017) India

Health Policy Journal from Elsevier

Health Communication Entrepreneurship

Credit: 2; Theory: 60 Marks; Practical: 40 Marks

Course Objectives:

- To understand the fundamentals of entrepreneurship and innovation in the context of media
- To analyze successful health communication entrepreneurship ventures and identify key factors contributing to their success
- To develop critical thinking and problem-solving skills to address challenges in media entrepreneurship
- To explore innovative business models and strategies relevant to health communication startups
- To cultivate skills in ideation, market research and prototype development for health communication innovations
- To learn effective communication and pitching techniques for media entrepreneurship ventures

Unit 1

Introduction to Entrepreneurship

- Meaning, Definition and Concept of Entrepreneurship
- Nature and Scope of Media Entrepreneurship
- Historical Overview and Evolution of Media Startups
- Entrepreneurs versus Inventors
- Growth of Entrepreneurship in India
- Characteristics of Successful Media Entrepreneurs
- Challenges and Risks in Media Entrepreneurship
- International Versus Domestic Entrepreneurs
- Theories of entrepreneurship: Economic, Classical, Neo- classical, Psychological, Personality Traits, need for achievement, Sociological, Anthropological entrepreneurial, Opportunity based Entrepreneurship theory, Resource based Entrepreneur, Financial Capital/ Liquidity, Social Capital or Social Network Theory
- Types of Entrepreneurs: Clarence Danhof Classification, Arthur H. Cole Classification, Classification on the Basis of Ownership, Classification Based on the Scale of the Enterprise, Entrepreneurial Motivation – The Needs Framework, Manifest Needs Theory
- Entrepreneurship in Print Media, Television, Radio, Digital, Advertising and Public Relations

- Entrepreneurship in Entertainment Industry

Unit 2

Identifying Opportunities and Starting the Health Communication venture

- Startup Ecosystem in India
- Market Analysis and Identifying Niche Audiences
- Ideation Techniques and Opportunity Recognition in Media
- Developing the Entrepreneurial Mindset
- Taking Risks and Building Resilience on the Path to Innovation
- Sources of new Idea, Methods of Generating Ideas, Creative Problem Solving, Opportunity Recognition, Product Planning and Development
- Business Structure, Creating a Business Plan, Market Size Analysis
- Pitching Ideas, Marketing Your Venture to Audiences
- Media and Start-ups, Financial Support for Business Plan
- Regulations to set up a new business
- Legal issues in Setting up the Organization, Patents, Business Methods Patents, Trademarks, Copyrights, Trade Secrets, Licensing, Product Safety and Liability, Insurance, Contracts
- Indian Contract Act, 1872
- Sale of Goods Act, 1930
- Securities and Exchange Board of India Act, 1992
- The Foreign Exchange Management Act, 1999
- The Competition Act 2002
- Limited Liability Partnership Act 2008
- Companies Act 2013
- Sustaining a Business, managing cash flows, Employee Buy-in, Government Incentives and Resources

Unit 3

Business Model Innovation and Recent initiatives

- Types of Business Models in Health Communication Entrepreneurship
- Founders and their Visionary Leadership
- Strategic Intent, Vision, Mission, Organisational Structure, Restructuring,
- Revenue Streams and Monetization Strategies
- Startup Funding: Introduction, Traditional Venture Funding, Non-traditional Funding Sources, Crowdfunding Funding options for Media Startups: Bootstrapping, Crowdfunding, Venture Capital
- Pitching and Fundraising Strategies
- Financial Planning and Budgeting for Media Ventures
- Recent Initiatives Including Start up India, Stand up India, Make in India, Digital India

- Skill Development Training Programmes, Tech Support and Proto type Development centers, Incubators and Accelerators
- Ministry of Skill Development and their Initiatives, NSDA, NSDC
- Product Decisions: Concept of a product; Classification of Products
- Major Product Decisions; Product-line and Product Mix; Branding; Packaging and labeling; Product life Cycle – Strategic Implications; New Product Development and Consumer Adoption Process. BCG, Ansoff Matrix
- Freelancing as Entrepreneurship and Consulting as Business Models
- Apps such as Healthify me

Unit 4

A: Market Research and MIS Marketing Trends

- Marketing Research: Meaning and Scope of Marketing Research
- Marketing Research Process, steps Involved in Marketing Research- Areas of Marketing Research
- Big data Analytics and its use in Marketing process
- Marketing Information System (MIS): Need, Importance
- Elements of good MIS - Components of MIS
- Applying Entrepreneurial Thinking and Developing Marketing Plans.
- Scaling: Growth Marketing
- Experiential Marketing, Post-modern Marketing, Marketing Sustainability and Ethics
- Managing Service Quality, Managing Service Brands; Managing Product- Support Services, Power of Digital in Global Targeting and Reach

B : Market Validation and Customer Development

- Techniques for Validating Health Communication Startup Ideas
- Understanding Consumers and Customer Relations
- Customer Discovery and User Research Methods
- Consumer Needs, Motives, Categories, Influence of Culture and Subculture on Consumer Behaviour
- Purchase Pattern to Understand Needs and Segment Markets
- Minimum Viable Product (MVP) Development and Testing

Unit 5

A: Marketing and Branding for Health Communication Startups

- Brand Positioning and Storytelling in Health Communication Entrepreneurship
- Audience Acquisition and Engagement Strategies
- Digital Marketing Techniques for Media Ventures

B: Managing Health Communication Ventures

- Legal and Regulatory Considerations for Health Communication Startups
- Team Building and Organizational Culture

- Scalability and Growth Strategies

C: Ethical and Social Impact of Health Communication Entrepreneurship

- Ethical Dilemmas in Health Communication Entrepreneurship
- Social Responsibility and Community Engagement
- Case Studies and Reflections on the Role of Health Communications in Society

Practical:

- Research and analyze profiles of successful health communications innovators or entrepreneurs, identifying key characteristics, strategies and experiences that contributed to their success
- Presentation of health communication venture ideas and pitching ventures

Suggested Readings:

Agarwal, G. (2016), **Consumer Behaviour**: Latest Edition, SBPD Publications.

Berger, A. A. (2018). **Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches**. SAGE Publications.

Dahiya, S. , (2023) **Digital First: Entrepreneurial Journalism in India** OUP, UK

Deuze, M. (2017). **Media Work**. Polity Press.

Dimmick, J., & Rothenbuhler, E. W. (2017). **The Routledge Handbook of Media Industries**. Routledge.

Doyle, G. (2016). **Understanding Media Economics**. SAGE Publications.

Kumar, V & Reinartz, Werner, (2018), **Customer Relationship Management Concept, Strategy, and Tools**, 3rd Edition , Springer-Verlag Berlin Heidelberg.

Rajneesh Krishna, (2014), **Consumer Behaviour**, Oxford University Press; First edition.

Roger D. Blackwe, Paul W. Miniard & James F. Engel, (2017), **Consumer Behavior** Paperback , Cengage India Private Limited; Tenth edition.

Rosen, R. (2016). **The Art of Startup Fundraising: Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know**. John Wiley & Sons.

Suja R Nair, (2015), **Consumer Behaviour An Indian Perspective**, Himalaya Publishing.

Social Media for Communication

Credits: 2; Theory: 20 Marks; Practical: 30 Marks

Objectives of the Course

- To build understanding of social media, its evolution and use cases in the field of communication
- To introduce students to the social media landscape
- To introduce current ethical and legal landscape for working in social media
- To make students understand the role of social media in Research: Listening, Monitoring and Analysis
- To explain the concept of content creation and curation for social media
- To discuss the concept of social media Measurement.

Unit 1

Understanding Social Media

- Social Media Landscape
- Social Messaging
- Theories relevant to social media
- Ethical and Legal Frame work
- News and Entertainment Content on Social Media

Unit 2

Social Media Research

- Research in Social media practices
- Listening and Monitoring in social media
- Metrics: Types of Metrics
- Social Media Monitoring and Listening Tools
- Developing Monitoring and Listening Plan

Unit 3

Strategic Planning for Social Media

- Goals, Objectives strategy and Tactic for Social Media campaign
- Research for Social Media Plan- Understanding market and audiences
- Developing Social Media Plan

Unit 4

Creating and Managing Content for Social Media

- Content Marketing
- Tools to Create Content: Text, Audio, Video
- Curating Content
- Measurement and Evaluation-AMEC Template
- Case studies on social media for Journalists, social media for Public Relations, social media for Advertising, social media for Corporate Communication, social media for Development

Practical/Projects:

- Case Studies
- Social media Campaigns: Create visual content for various social media platforms.
- Develop a personal brand using a variety of social media platforms.
- Creating a 2D poster and combining 3D and Live-Action elements.

Suggested Readings:

Adornato, A. (2017). **Mobile and social media journalism: A practical guide**. CQPress.

Anderson, C., Downie, L., Jr., & Schudson, M. (2016). **The news media: What everyone needs to know**. Oxford University Press.

Bradshaw, P. (2018). **The online journalism handbook: Skills to survive and thrive in the digital age** (2nd ed.). Routledge.

Bradshaw, S., & Howard, P. N. (n.d.). **Challenging truth and trust: A global inventory of organized social media manipulation** (Report No. 26). Computational Propaganda Research Project.

Corbett, J. (2025). **Reportage: Essays on the new world order**. Shukutou

Franklin, B., & Eldridge, S. A., II. (Eds.). (2017). **The Routledge companion to digital journalism studies**. Routledge.

Fisher, M. (2022). **The Chaos Machine: The Inside Story of How Social Media Rewired Our Minds and Our World**. Quercus

Foust, J. (2021). **Online journalism: Principles and practices of news for the web** (4th ed.). Holcomb Hathaway.

Katz, E., & Mays, K. (2019). **Journalism & truth in an age of social media**. Atlantic Publishers & Distributors.

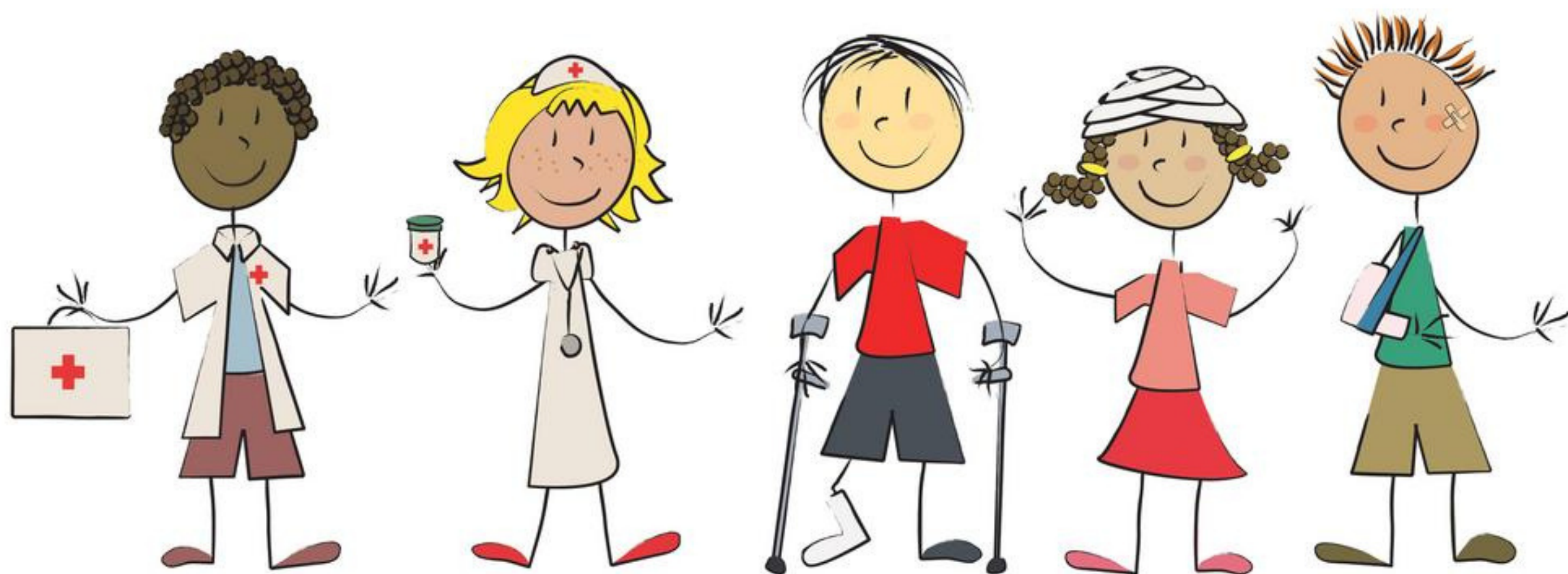
- Kumar,P.(2020).**The Future Newsroom (1stEd.)**.KitabwalePublications.
- Kumar,P.(2023). **Reporter on the Ground (1stEd.)**.RadhakrishnaPrakashan.
- Luckie,M.S.(2010).**The digital journalist’ handbook** .CreateSpace Independent Publishing.
- Mortensen, M., Neumayer, C., &Poell, T. (2018).**Social Media Materialities and Protest**.Routledge.
- Narayan, S. and S. Narayanan (eds). (2017). **India connected: Mapping the impact of new media**. Sage Publications.
- Narayan, S. and S. Narayanan (2024) **The WhatsApp India Story: Inside the Digital Maya Sphere**.Routledge Publications.
- Siarto, Allie & Cole, T. Richard (2013).**Monitoring& Measuring Social Media: Monitoring and Analyzing Conversationsin Social Media**. Published by Racom Communications
- Wilson. (2019). **The Social Media Journalist Handbook, Routledge**.Atlantic Publishers & Distributors.

(Core Course): Dissertation/Research Project + Viva

Credits:8+4=12 (Written dissertation paper)

As part of the MA programme in Health Communication, students are required to complete a Dissertation to demonstrate their understanding of key concepts, theories, and practical applications in the field. These research-based dissertations provide an opportunity for students to delve into specific topics related to health communication, conduct original research or analysis, and contribute to the academic and professional discourse in the field.

Dissertation: Students as part of their Dissertation will engage in independent research on a chosen topic within the realm of health communication. They are expected to critically analyze existing literature, frame research questions and appropriate methodology, collect and analyze data, and draw meaningful conclusions based on their findings. The Dissertation should adhere to academic standards and demonstrate the student's ability to conduct rigorous research.



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