



Indian Institute of Mass Communication
[Deemed to be University]



Syllabus

MA in NEW MEDIA COMMUNICATIONS

2025-2027

[Department of New Media]



**INDIAN INSTITUTE OF MASS COMMUNICATION
(DEEMED TO BE UNIVERSITY)**

DEPARTMENT OF NEW MEDIA

M.A Programme in New Media Communications as per NEP, 2020

PROGRAMME STRUCTURE

(Effective from Academic Session: 2025-2026)

India today stands at a transformational juncture in its media and communication landscape. With digital technology altering how content is created, disseminated, consumed, and monetized, the emergence of *New Media Communications* demands a reimagined academic approach. This course on *New Media Communications* is designed to equip learners with the conceptual understanding and applied skills to understand, critique, and contribute to this fast-evolving media ecosystem.

The evolution of India's media ecosystem has not only kept pace with global trends but, in many cases, set benchmarks for scale, innovation, and inclusion. As per the EY report "A Studio Called India" (2025), the Indian Media and Entertainment (M&E) sector reached a size of INR 2.5 trillion (USD 29.4 billion) in 2024 and is expected to grow at 7% CAGR to INR 3.07 trillion by 2027. A significant component of this growth is attributed to the expansion of new media — digital media and online gaming — which now comprises 41% of the sector's revenues.

India's digital media segment, fuelled by over 562 million smartphones, 945 million broadband connections, and affordable data rates, overtook traditional television in 2024, accounting for 32% of the total M&E sector revenues. Platforms like YouTube, Instagram, and OTT giants such as Netflix and Prime Video have made India a mobile-first, video-centric content powerhouse, where regional storytelling thrives alongside global narratives.

This seismic shift is not merely technological — it is also social, economic, and cultural. The BCG report "From Content to Commerce" (2025) maps a creator economy in India that now includes 2–2.5 million monetized content creators, influencing over 30% of consumer purchases. Short-form video, AI-generated content, and creator-led commerce are redefining communication and marketing in both metro and tier 2/3 India.

Supporting this evolution, the Ministry of Information and Broadcasting's Statistical Handbook (2025) provides a comprehensive overview of India's communication infrastructure — from the growth of OTT platforms and community radio to the digitization of broadcasting, and the increasing contribution of media services to GDP and employment. For instance, employment projections for the M&E sector anticipate a surge in demand for digital content strategists, creative technologists, media analysts, and platform specialists.



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Further, India's media capabilities are increasingly global. Indian studios now deliver post-production, VFX, and animation for Hollywood blockbusters, while Indian content is being consumed across 100+ countries via OTT. As per the EY report, India produced 200,000 hours of original content in 2024, with 2.8 million professionals engaged in content creation and management. AI is already enhancing these outputs — from automated dubbing to generative video tools — signaling the dawn of media-tech convergence. The convergence of media, technology, and commerce demands new thinking and interdisciplinary capabilities. The media professional of today is not just a communicator — they are a data analyst, platform strategist, content technologist, and cultural storyteller. This course responds to that complexity.

As India positions itself as a “*studio for the world*” — producing global content, housing media-tech innovation, and exporting creator talent — it becomes essential for future professionals to understand both the structural depth and the creative dynamism of New Media Communications.

This course thus serves as both a window and a bridge — a window into the digital media revolutions taking place across screens, platforms, and communities, and a bridge to careers that connect creativity with commerce, storytelling with strategy, and local narratives with global audiences.

VISION

To cultivate a new generation of media professionals who lead with innovation, inclusivity, and insight in the digital age—empowered to shape narratives, drive communication strategies, and harness emerging technologies in service of a dynamic, globally relevant media ecosystem.

MISSION

The course on *New Media Communications* aims to equip learners with a strong conceptual foundation and interdisciplinary skills in digital storytelling, platform strategy, media analytics, and content innovation. It seeks to bridge the gap between academia and industry by aligning its curriculum with emerging trends in AI-driven media, creator-led commerce, and mobile-first consumption. Through critical engagement with the socio-cultural, economic, and technological shifts shaping India's media landscape, the course empowers students to both analyze and influence contemporary communication practices. It aspires to nurture globally aware communicators capable of translating local narratives into global formats while supporting career pathways in digital strategy, immersive media, and media-tech entrepreneurship through hands-on learning and industry exposure.



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COURSE OBJECTIVES

1. To provide a conceptual and historical overview of the evolution of media and communication technologies, with a focus on digital transformation in the Indian context.
2. To examine the impact of digital platforms, mobile technologies, and AI on content creation, distribution, audience engagement, and media monetization.
3. To introduce learners to the creator economy, exploring the convergence of content, commerce, and culture in India's rapidly expanding digital landscape.
4. To develop practical skills in content strategy, social media management, audience analytics, platform optimization, and digital storytelling.
5. To critically evaluate regulatory frameworks, ethical issues, and socio-cultural implications of new media, including issues of inclusion, localization, and algorithmic bias.
6. To prepare students for emerging careers in media-tech, OTT platforms, digital marketing, and content innovation, with a focus on both local and global opportunities.

LEARNING OUTCOMES

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

1. Explain the structural and economic transformation of India's media and entertainment (M&E) sector, including the role of digital media.
2. Analyze the rise of India's creator economy, including its influence on consumer spending and its impact in future
3. Design and implement effective content strategies for digital platforms such as YouTube, Instagram, and OTT services, leveraging audience data and storytelling principles.
4. Evaluate the role of technology—such as AI, VFX, and mobile-first content—in shaping contemporary media formats and consumer experiences.
5. Apply media analytics tools and frameworks to assess platform performance, user engagement, and content reach across metros and tier 2/3 cities.
6. Critically assess media policy, IP rights, and digital governance frameworks in India including FDI norms and content regulation.
7. Develop media products or campaigns that align with global trends and India's ambition to be a "studio for the world," integrating creative, strategic, and technical dimensions.
8. Demonstrate industry readiness through hands-on assignments, portfolio development, and exposure to real-world media innovation and business models.



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ORGANISATION OF THE COURSE

The MA course in New Media (MA-NMC) shall be divided into four semesters. Each semester shall comprise five papers. The MA (NMC) course is an 88-credit course spread over four semesters. A student needs to select five courses (papers) of 20 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) in each semester.

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 is mandatory for all students of the Master's programme in New Media Communications. 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 at offering more options for students to explore and expand domain knowledge and understanding in specific areas emerging from the foundational knowledge. Students will have options to choose courses from a basket of DBCEs offered in all four semesters.
- **Open Elective (Interdisciplinary) Course (OEIC):** This is an interdisciplinary elective course designed to offer exposure to related disciplines or domain knowledge. Students will have the opportunity to choose from a bouquet of Open Elective courses offered independently by the faculty and other departments. Apart from the OEIC basket, MA-NMC students are encouraged to take courses offered by the faculty and other departments/disciplines as per their choice in any semester, whenever they are offered by the concerned department/discipline. They must earn 8 credits from the OEIC basket from another domain. Students can also choose an Open Elective (a 4-credit course) from the SWAYAM portal. As recommended by NEP 2020 and the UGC, this course will encourage and promote blended learning among students in the programme. A student can pursue SWAYAM-approved courses (one Open Elective each in semesters 1, 2, and 3), subject to prior consultation and approval from the concerned HoD. Since SWAYAM courses are flexible and may change, students may opt/select/choose a course when it is available on the SWAYAM platform.
- **Mandatory Elective Non-Credit Course (MENC)** is designed to add value to the course and impart necessary skills and holistic education to students. This course is non-credit but mandatory for the successful completion of the Master's degree.



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INTERNSHIP

- Learners need to pursue mandatory internship during the summer break between 2nd semester (End of 1st year) and 3rd semester (beginning of 2nd year).

DISSERTATION

- Learners need to write a dissertation in the last semester (6 credits). The viva for the same will be held for 2 credits in the fourth semester.

TEACHING PEDAGOGY

- Lectures and presentations
- Immersive experience
- Mentorship programmes in collaboration with the industry
- Hand-on learning on variety of digital tools/software
- Live projects – website, mojo, explainers, podcasts, infographics, interactive stories, AR/VR, data visualization and analytics, etc.
- Creating CMS/LMS
- Case studies and group discussions
- Guest lectures by industry experts
- Field visits to media organisations and concerned agencies
- Research projects and presentations
- Writing Policy and Research papers

EVALUATION AND ASSESSMENT

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

EXIT/ LATERAL ENTRY

The programme will offer sufficient choices and flexible options to the learners. The MA (NMC) shall have exit and lateral entry options too. As suggested by NEP-2020, the MA (NMC) programme will offer a Post-Graduate Diploma in Digital Media to a learner who after successfully completing the Semester-I and Semester-II wants to exit the programme for whatsoever reasons. Such learners will get an opportunity to re-join the programme within five years and complete the course to get a Master's degree. Similarly, it will also offer opportunity to join the programme through lateral entry (not more than 20% of total seats) in the third semester to pursue the Master's programme in New Media Communications. Lateral entry will be decided by the equivalence committee.

PLACEMENTS

IIMC will facilitate and help the learners in finding placement in legacy media houses, digital media platforms, communication industry, Advertising, Public Relations, corporate and government sector, development sector, NGOs, international think tanks, etc. and also will encourage them to start their own entrepreneurial ventures.



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DETAILED SEMESTER-WISE PLAN

SEMESTER I

| DISCIPLINE BASED CORE COURSE (DBCC) | | | |
|-------------------------------------|--|------------|--|
| Course code | Course Title | Credit | |
| MA-NMC CC101 | Communication in Digital Age: Concept & Theories | 4 | All three courses are mandatory |
| MA-NMC CC102 | Understanding New Media | 4 | |
| MA-NMC CC103 | Media Literacy, Fact Checking & Verification | 4 | |
| | Elective Basket –I (DBCE) | 4 | |
| | Elective Basket –II (OEIC) | 4 | |
| | Elective Basket –III (MENC) | Non-Credit | |
| | Total Credits | 20 | |

Apart from the three mandatory DBCC courses a learner can select/choose one course each from the DBCE (Elective Basket I), OEIC (Elective Basket II) and MENC (Elective Basket III) :

ELECTIVE BASKET-I

| DISCIPLINE BASED CORE ELECTIVE COURSE (DBCE) | | | |
|--|--|--------|----------------------------------|
| Course Code | Course Title | Credit | Opt in |
| MA-NMC CE 104 | Digital Marketing, PR and Corporate Communication | 4 | Any one in First Semester |
| MA-NMC CE 105 | Online Journalism and Social Media for Communication | 4 | |

ELECTIVE BASKET-II

| OPEN ELECTIVE (INTERDISCIPLINARY) COURSE (OEIC) | | | |
|---|--|--------|----------------------------------|
| Course Code | Course Title | Credit | Opt in |
| MA-NMC OE 106 | Educational Communication and Technology | 4 | Any one in First Semester |
| MA-NMC OE 107 | Development Communication | 4 | |
| MA-NMC OE 108 | Indian Knowledge System | 4 | |

ELECTIVE BASKET-III

| Mandatory Elective Non-Credit Course (MENC) | | | |
|---|--|--------|----------------------------------|
| Course Code | Course Title | Credit | Opt in |
| MA-NMC ME 109 | Digital Photography | 2 | Any one in First Semester |
| MA-NMC ME 110 | Non-violent Communication and Emotional Well-being | 2 | |



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SEMESTER II

| DISCIPLINE BASED CORE COURSE (DBCC) | | | |
|-------------------------------------|--|------------|--|
| Course code | Course Title | Credit | |
| MA-NMC CC 201 | Digital Storytelling and Multimedia Content Creation | 4 | All three courses are mandatory |
| MA-NMC CC 202 | Data Journalism & Infographics | 4 | |
| MA-NMC CC 203 | Artificial Intelligence & Prompt Engineering | 4 | |
| | Elective Basket –I (DBCE) | 4 | |
| | Elective Basket –II (OEIC) | 4 | |
| | Elective Basket –III (MENC) | Non-Credit | |
| | Total Credits | 20 | |

Apart from the three mandatory DBCC courses a learner can select/choose one course each from the DBCE (Elective Basket I), OEIC (Elective Basket II) and MENC (Elective Basket III) :

ELECTIVE BASKET-I

| DISCIPLINE BASED CORE ELECTIVE COURSE (DBCE) | | | |
|--|---------------------|--------|-----------------------------------|
| Course Code | Course Title | Credit | Opt in |
| MA-NMC CE 204 | Media Laws & Ethics | 4 | Any one in Second Semester |
| MA-NMC CE 205 | Digital Diplomacy | 4 | |

ELECTIVE BASKET-II

| OPEN ELECTIVE (INTERDISCIPLINARY) COURSE (OEIC) | | | |
|---|---|--------|-----------------------------------|
| Course Code | Course Title | Credit | Opt in |
| MA-NMC OE 206 | Visual Cultures, Practices & Documentation in the Digital Age | 4 | Any one in Second Semester |
| MA-NMC OE 207 | Political Communication | 4 | |
| MA-NMC OE 208 | E Governance | 4 | |

ELECTIVE BASKET-III

| Mandatory Elective Non-Credit Course (MENC) | | | |
|---|-----------------------------|--------|-----------------------------------|
| Course Code | Course Title | Credit | Opt in |
| MA-NMC ME 209 | Grassroot Comics Journalism | 2 | Any one in Second Semester |
| MA-NMC ME 210 | Presentation Skills | 2 | |

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SEMESTER III

| DISCIPLINE BASED CORE COURSE (DBCC) | | | |
|-------------------------------------|--|------------|--|
| Course code | Course Title | Credit | |
| MA-NMC CC 301 | Media Entrepreneurship | 4 | All three courses are mandatory |
| MA-NMC CC 302 | Creator Economy & Influencer marketing | 4 | |
| MA-NMC CC 303 | Communication Research | 4 | |
| | Elective Basket –I (DBCE) | 4 | |
| | Elective Basket –II (OEIC) | 4 | |
| | Elective Basket –III (MENC) | Non-Credit | |
| | Total Credits | 20 | |

Apart from the three mandatory DBCC courses a learner can select/choose one course each from the DBCE (Elective Basket I), OEIC (Elective Basket II) and MENC (Elective Basket III) :

ELECTIVE BASKET-I

| DISCIPLINE BASED CORE ELECTIVE COURSE (DBCE) | | | |
|--|--------------------------|--------|----------------------------------|
| Course Code | Course Title | Credit | Opt in |
| MA-NMC CE 304 | CMS & Digital Publishing | 4 | Any one in Third Semester |
| MA-NMC CE 305 | Coding for Communicators | 4 | |

ELECTIVE BASKET-II

| OPEN ELECTIVE (INTERDISCIPLINARY) COURSE (OEIC) | | | |
|---|---|--------|----------------------------------|
| Course Code | Course Title | Credit | Opt in |
| MA-NMC OE 306 | Science communication | 4 | Any one in Third Semester |
| MA-NMC OE 307 | Health Communication | 4 | |
| MA-NMC OE 308 | Media and Globalization in the Indian Context | 4 | |

ELECTIVE BASKET-III

| Mandatory Elective Non-Credit Course (MENC) | | | |
|---|---------------------------|--------|----------------------------------|
| Course Code | Course Title | Credit | Opt in |
| MA-NMC ME 309 | Cyber safety | 2 | Any one in Third Semester |
| MA-NMC ME 310 | Mastering Boolean queries | 2 | |



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SEMESTER IV

| DISCIPLINE BASED CORE COURSE (DBCC) | | | |
|-------------------------------------|---|------------|--|
| Course code | Course Title | Credit | |
| MA-NMC CC 401 | Storyboarding and Scripting for Animation | 4 | All three courses are mandatory |
| MA-NMC CC 402 | 2D& 3D Animation AR/VR and Gaming | 4 | |
| MA-NMC CC 403 | Dissertation/Project Report/Animation/AR/VR project | 4 | |
| | Elective Basket –I (DBCE) | 4 | |
| | Elective Basket –II (OEIC) | 4 | |
| | Elective Basket –III (MENC) | Non-Credit | |
| | Total Credits | 20 | |

Apart from the three mandatory DBCC courses a learner can select/choose one course each from the DBCE (Elective Basket I), OEIC (Elective Basket II) and MENC (Elective Basket III) :

ELECTIVE BASKET-I

| DISCIPLINE BASED CORE ELECTIVE COURSE (DBCE) | | | |
|--|-----------------|--------|-----------------------------------|
| Course Code | Course Title | Credit | Opt in |
| MA-NMC CE 404 | Data Analytics | 4 | Any one in Fourth Semester |
| MA-NMC CE 405 | Design Thinking | 4 | |

ELECTIVE BASKET-II

| OPEN ELECTIVE (INTERDISCIPLINARY) COURSE (OEIC) | | | |
|---|------------------------|--------|-----------------------------------|
| Course Code | Course Title | Credit | Opt in |
| MA-NMC OE 406 | Defence Communication | 4 | Any one in Fourth Semester |
| MA-NMC OE 407 | Cultural Communication | 4 | |
| MA-NMC OE 408 | Fashion Communication | 4 | |

ELECTIVE BASKET-III

| Mandatory Elective Non-Credit Course (MENC) | | | |
|---|------------------------------------|--------|-----------------------------------|
| Course Code | Course Title | Credit | Opt in |
| MA-NMC ME 409 | Media, Society and Culture | 2 | Any one in Fourth Semester |
| MA-NMC ME 410 | Writing Policy and Research Papers | 2 | |