

Indian Institute of Mass Communication
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.

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.

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.

Course highlights (Total Credits: 88)

- Communication in Digital Age: Concept and Theories
- Understanding Digital Media
- Media Laws and Ethics
- Internet and Society
- Ethical Concerns in Digital Age
- Fact Checking and Verifications
- Social Media for Communications
- Media, Society and Culture
- Political Communication
- Media and Information Literacy
- Communication and Presentation Skills
- Cyber Safety
- Data Journalism
- Content Management System
- Emerging Technologies
- Multimedia Content for Journalism

- Digital Marketing
- Mobile Journalism/Digital Advertising, PR and Corporate Communications
- Digital Media Design
- Understanding Communication and Media Globalization
- E-Governance
- Mastering Boolean Queries
- Writing Policy and Research Papers
- Language Skill
- Writing for Digital Media-Tools and Techniques for Online Communication
- Social Media for Communication
- Web Development-1
- Design Thinking
- Innovation and Entrepreneurship
- Digital Divide: Issues and Challenges
- Digital Diplomacy
- Media Advocacy
- Strategic Communication
- Public Relations
- Fact Checking and Verification
- Digital Marketing, PR and Corporate Communication
- Media Advocacy
- Dissertation/Project Report/Design and Development of Digital Portal