



# Information BROCHURE

Ph.D. Programme  
Academic Year 2025-26



Indian Institute of Mass Communication  
(Deemed to be University)  
New Delhi

### **IMPORTANT DATES**

Call for Online Applications Opens	: January 01, 2026
Last Date for Applications	: January 30, 2026
Entrance Examination (Part-Time Candidates only)	: February 15, 2026
Result of Entrance Exam	: February 20, 2026
List of Selected Candidates for Interview	: February 23, 2026
Start of Interviews	: March 09, 2026
Declaration of Final Result	: March 19, 2026
Admissions	: March 23-27, 2026
Commencement of Session/Coursework	: April 01, 2026

**Note:** Any change will be notified on the IIMC website: [www.iimc.gov.in](http://www.iimc.gov.in)

### **: Contact Details :**

For Application related queries

#### **Ph.D. Admission In-charge**

Indian Institute of Mass Communication (Deemed to be University)  
Ministry of Information & Broadcasting, Government of India  
Aruna Asaf Ali Marg, JNU New Campus, New Delhi-110067  
Website: [www.iimc.gov.in](http://www.iimc.gov.in)

**For queries, please go through the IIMC website**

For further queries, candidates are advised to contact at  
E-mail: [phdadmission.iimc@gmail.com](mailto:phdadmission.iimc@gmail.com)  
WhatsApp: 9582498709 (Message only during working hours)

# Indian Institute of Mass Communication

(Deemed to be University)

## VISION

To become a global knowledge institution enabling mass media learners adapt to change through continuous innovations.

## MISSION

To become a centre of excellence in Media & Communication policy, planning and management by promoting advanced level teaching, research and capacity building in national and global contexts.

## FOCUS

- ▶ Leadership and governance of media and mass communication into innovation systems.
- ▶ Information and knowledge management for promoting innovation and good governance.
- ▶ Media education systems management for enhancing educational environments, continuous learning, faculty excellence, learner empowerment, building think tank and expanding reach.
- ▶ IIMC, as an institution for capacity strengthening of media professionals, to address the future human resource requirements and institutional management challenges for the effective transformation of media industries into a vibrant innovation systems.



# Indian Institute of Mass Communication

(Deemed to be University)

# Ranked #1

Media Training Institution in India by  
India Today-MDRA Survey 2025 and The Week-Hansa Survey 2025



India's #1  
Media Institute



“We continue to remain number one in communication education due to our robust, regularly updated curriculum, state-of-the-art labs & equipment, and strong industry connect”

## Courses Offered by the Indian Institute of Mass Communication (IIMC)

### MASTER DEGREE PROGRAMMES

- MA Strategic Communication
- MA Media Business Studies
- MA New Media Communications

### POST GRADUATE DIPLOMA PROGRAMMES

- English Journalism
- Hindi Journalism
- Radio & TV Journalism
- Advertising & Public relations
- Corporate Communication & Brand Management
- Malayalam Journalism
- Marathi Journalism
- Odia Journalism
- Urdu Journalism

## Message from the Vice Chancellor



It is a matter of great pride for us at the Indian Institute of Mass Communication (Deemed to be University) to announce the launch of the Ph.D. programme, a significant milestone in our academic journey. The launch of the doctoral programme is a natural extension of the long-standing commitment of IIMC to serious research and scholarly engagement.

The Ph.D. programme is envisaged to provide a rigorous academic environment, encourage interdisciplinary scholarship, and contribute to the evolving body of knowledge in journalism, communication, and allied areas. We are committed to upholding the highest standards of research ethics, intellectual inquiry, and academic mentorship.

IIMC's faculty and research infrastructure are well-equipped to support meaningful research that addresses contemporary media challenges and contributes to policy, practice, and pedagogy. With an emphasis on both theoretical and applied research, the programme aims to foster original thought and socially relevant scholarship.

I welcome aspiring scholars from diverse academic backgrounds to join this exciting academic venture. I am confident that this programme will provide them with the intellectual foundation and research skills necessary to contribute meaningfully to the media landscape and society at large.

**Dr. Pragya Paliwal Gaur**

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## 1. About the Indian Institute of Mass Communication

The Indian Institute of Mass Communication (IIMC) was established on August 17, 1965, with the objective of teaching, training, and research in media and mass communication. Over the decades, IIMC has evolved to meet the growing demands of the media industry, offering specialized courses across multiple domains.

On January 31, 2024, the IIMC was granted 'Deemed to be University' status under the 'Distinct Category' by the Ministry of Education, enabling it to offer degree programmes. Currently, IIMC provides Post-Graduate degrees and diplomas in Print Journalism across multiple languages, Radio & TV Journalism and Advertising & Public Relations along with short-term courses for government and media professionals. The IIMC also has an Incubation Centre. The Institute also collaborates with national and international agencies for training, research, and knowledge exchange.

With the rapid advancements in information technology and the dynamic nature of mass communication, IIMC

continuously updates its curriculum to stay relevant. The Institute equips students with essential media skills while fostering a deeper understanding of the field's evolving landscape.

In response to growing regional aspirations, IIMC has expanded beyond Delhi, establishing regional campuses in Dhenkanal, Amravati, Kottayam, Aizawl and Jammu, offering journalism and digital media programmes in various languages. Through its consistent efforts in education, training, and research, IIMC has built a reputation as a premier institution in mass communication, contributing not only to India's media landscape but also supporting communication development in other nations.

The IIMC publishes two reputed flagship research journals 'Communicator' (in English) and 'Sanchar Madhyam' (in Hindi) for the greater benefit of scholars, practitioners and policy makers. Apart from that it also publishes 'Rajbhasha Vimarsh' magazine.

The Centre for Media & Communication Research (CEMCOR) will be the institutional anchor for the Ph.D. Programme.

## 2. Faculty at IIMC

The faculty at the Indian Institute of Mass Communication (Deemed to be University) comprises highly qualified and experienced academicians, researchers and media professionals. With expertise across various fields of media and communication, they bring a balanced integration of theoretical knowledge and practical experience into the classroom. All the faculty members hold doctoral degrees and have an impressive record of research publications in reputed national and international journals and books. Apart from teaching, they are actively engaged in academic research, policy advocacy, curriculum development and capacity-building initiatives. Their interdisciplinary approach and ongoing engagement with the media industry and academic institutions ensure a dynamic and research-oriented learning environment for Ph.D. scholars.



## 2.1: Faculty Specialization for Supervision of Ph.D.

Sr. No.	Faculty	Specialization	Email-Id
1	Prof. (Dr.) Anand Kumar Pradhan, Professor & RD, Dhenkanal Campus	Journalism Studies, Language Press, Media Ethics, Community Journalism, Digital Media	anand.pradhan@iimc.gov.in
2	Prof. (Dr.) Shashwati Goswami, Professor & RD, Aizawl Campus	Health Communication, Political Economy of Media, Environmental Communication, Cultural Studies, Globalization and Media	shashwati.g@iimc.gov.in
3	Prof. (Dr.) Anubhuti Yadav, Professor & HoD, New Media Communication	Digital Media, Artificial Intelligence, Misinformation/Disinformation, Media Literacy, Digital Marketing	anubhuty.yadav@iimc.gov.in
4	Prof. (Dr.) Surbhi Dahiya, Professor & HoD, Media Business Studies	Media Industry Management, Print Media, Journalism, AI in Newsroom Operations, AD&PR	surbhi.dahiya@iimc.gov.in
5	Prof. (Dr.) Sangeeta Pranvendra, Professor & CD, Radio & Television	Development Communication and Social Change, Political Communication, Digital Media Studies, Community Media, Media and Marginalities	sangeeta.pranvendra@iimc.gov.in
6	Prof. (Dr.) Anil Saumitra, Professor, Jammu Campus	Sociology of Communication, Media and Society, Communication and Culture, Development Communication, Political Communication	anil.saumitra@iimc.gov.in
7	Prof. (Dr.) Pramod Kumar, Professor & HoD, Strategic Communication	Strategic Communication, Print Media, Indian Knowledge System, Folk Media, Media and Social Movements	pramod.kumar@iimc.gov.in
8	Prof. (Dr.) Rakesh Kumar Goswami, Professor & CD, English Journalism	Electronic Media, Cinema Studies, Media Laws, Media Ethics, Print Media	rakesh.goswami@iimc.gov.in
9	Prof. (Dr.) Nongmaithem Sushil K. Singh, Professor, Kottayam Campus	Journalism Studies, Film Studies	nsk Singh@iimc.gov.in

Sr. No.	Faculty	Specialization	Email-Id
10	Dr. Rinku Pegu, Associate Professor, IIS Department	Media Studies, Gender and Development, Digital Sociability, Visual Communication, Media and Governance	rinku.pegu@iimc.gov.in
11	Dr. Pawan Koundal, Associate Professor, New Media Communication	Artificial Intelligence, New Media Communication, Data Journalism, Digital Diplomacy, Social Media, Printing and Publishing Management	p.koundal@iimc.gov.in
12	Dr. Rakesh Upadhyay, Associate Professor & CD, Hindi Journalism	Society and Media, Folk Media, Indian Knowledge System, Development Communication, Media Management	rakesh.upadhyay@iimc.gov.in
13	Dr. Rachna Sharma, Head, CEMCOR; Associate Professor, Radio & Television	Media and Cultural Studies, Film Studies, New Media Communications, Political Communication, Environmental Communication	rachna.sharma@iimc.gov.in
14	Dr. Dilip Kumar, Associate Professor, & RD Jammu Campus	Digital Media, Political Communication, Indian Political Thought, Global Media Scenario, International Relations	dilip.kumar@iimc.gov.in
15	Dr. Rajesh Singh Kushwaha, Associate Professor, & RD Amravati Campus	Journalism, Development Communication, Cinema Studies, Media Culture, Political Communication	rajesh.kushwaha@iimc.gov.in
16	Dr. Meeta Ujjain, Associate Professor & CD, AD&PR	Public Relations, Corporate Communication, Health Communication, Audio-Visual Communication	meeta.ujjain@iimc.gov.in
17	Dr. Vinit Kumar Jha Utpal, Assistant Professor, Jammu Campus	Social Media, Digital Journalism, Identity Construction, Political Discourse, Misinformation	vinit.utpal@iimc.gov.in
18	Dr. Jisha K., Assistant Professor, Kottayam Campus	New Media, Mobile Communication, Advertising, Film Studies, Development Communication	jisha.ascom@iimc.gov.in



### 3. Pt. Yugal Kishore Shukla Library and Knowledge Resource Centre

The IIMC has the largest specialized library in mass communication in the country. It has a collection of about 38,000 volumes of Books and bound Journals on different aspects of mass communication and allied subjects such as print media, broadcasting, advertising, communication, communication research, public relations, radio and television, film, information technology and traditional media, strategic communication and media business studies in Hindi and English languages. The Library also has quality collection of books on English and Hindi literature.

The Library is fully computerized and has automated its housekeeping and service operations through the latest version of Library software LIBSYS 10 on Cloud. On-line public access catalogue (OPAC) is available for students, faculty members and other users. The Library has also developed a state-of-the-art multimedia, reference and research section for students, faculty and research scholars. The IIMC is part of the One Nation One Subscription (ONOS) initiative of the Government of India which aims to provide access to scholarly research e-journals from prominent national & international publishers covering the disciplines of management, social sciences and humanities, to all individuals in the country.

#### 4. About the Ph.D. Programme 2025-26

IIMC offers research scholars the opportunity to conduct in-depth studies in journalism, mass communication, digital media, strategic communication, media industry management, film studies, political communication, development communication, advertising, and public relations. The programme is designed to enhance knowledge and research capabilities in the field of media and communication.

IIMC's Ph.D. Programme is designed for scholars who wish to explore and contribute to the evolving field of media and communication studies. The Programme encourages interdisciplinary research and aims to foster critical thinking, innovation, and scholarly excellence in media research. It offers scholars a platform to engage in in-depth studies, theoretical analyses, and practical inquiries into journalism, mass communication, digital media, film studies, political communication, development communication, advertising, and public relations.

The Ph.D. Programme at IIMC provides a rigorous academic environment, expert mentorship, and access to extensive research resources, including libraries, digital databases, and fieldwork opportunities. Scholars will be guided by experienced faculty members with diverse research expertise, enabling them to undertake meaningful research that contributes to the media industry and academic discourse. The Programme is structured to cultivate independent research skills, methodological proficiency, and a deep understanding of media landscapes in both national and global contexts.

##### **Major Research Areas (Only prospective areas)**

- ♦ Media and Communication
- ♦ Print and Electronic Media
- ♦ Advertising & Public Relations
- ♦ Corporate Communication and Brand Building
- ♦ Strategic Communication
- ♦ Media Industry Management
- ♦ Journalism Studies
- ♦ Political Communication
- ♦ Digital Media
- ♦ Cinema and Discourse
- ♦ Data Journalism and Media Analytics
- ♦ Development Communication
- ♦ Government Communication
- ♦ Health Communication
- ♦ Visual Communication as well other areas of entire gamut of mass communication

## 5. Seats and Eligibility

**5.1 For session 2025-26, a maximum of 22 (18+4) scholars shall be selected for admission to the Ph.D. Programme. The actual number of candidates selected may be less than the maximum number, if the same is warranted for any reasons. However, the category ratio shall be duly maintained. Breakup of 22 seats (Maximum) are as under:**

Type of Ph.D.	Total Intake	Open	Open-PwD	Open-EWS	SC	SC-PwD	ST	ST-PwD	OBC-NCL	OBC-NCL-PwD
Full time	18	6	0	2	3	0	2	0	5	0
Part time	4	Open to all								

### ◆ Supernumerary Seats

- International scholars: Up to 10% of the total admissible strength would be supernumerary seats as per IIMC guidelines.

### Reservations

IIMC shall follow reservation in admission as mandated under the Central Educational Institutions (Reservation of Seats) Act 2006, as amended from time to time.

The IIMC shall also follow reservation in admission in all Programmes of Study in accordance with the Persons with Disabilities (Equal Opportunities, Protection of Rights and Full Participation) Act, 1995, and the Rights of Persons with Disabilities Act, 2016.

Accordingly, the IIMC shall reserve seats in all Programmes of Study for admission as under for the students belonging to:

Scheduled Castes (SC) Category	15%
Scheduled Tribes (ST) Category	7.5%
Other Backward Classes (OBC) Category -Non-Creamy Layer (NCL) (as per the Central List)	27%
Economically Weaker Sections (EWS) Category	10%

Each category will have 5% reservations for the candidates with 40% or more disability as defined by sections 2(v) and (zc) of persons with disabilities (PWD) act 2016. Persons suffering from not less than forty per cent (40%) of any disability as certified by a competent medical authority would be considered for admission under PwD category.

The candidates applying under the reserved categories shall need to submit the category Certificates (SC/ST/OBC Non-Creamy Layer Certificate/ EWS/PWD issued by the competent authority in the prescribed format at the time of submission of Application Form and produce the same in original for verification at the time of admission/registration. OBC (Non-Creamy Layer) certificate should not have been issued earlier than six(6) months from the date of registration.

If a candidate in the reserved category qualifies for admission in the general category, he/she shall be treated as a general category candidate. If sufficient number of candidates are not available to fill up the seats reserved for Scheduled Tribes, these may be filled up by suitable candidates from Scheduled Castes and vice-versa. If sufficient number of candidates are not available to fill up the seats reserved for OBCs, these may be filled up by suitable candidates from General Category.

## **5.2. Ph.D. (Full-Time) Programme**

### **5.2.1. Candidates who have completed**

A one-year/two-semester Master's Degree Programme (after a four-year/eight-semester Bachelor's Degree) Programme in Journalism and Mass Communication and allied disciplines.

Or

A two-year/four-semester Master's Degree Programme in Mass Communication/ Journalism and/or related field after a three-year Bachelor's Degree Programme in Social Sciences and allied disciplines

Or

Qualifications declared equivalent to the Master's Degree in Media and Communication and allied disciplines by the corresponding statutory regulatory body, with at least 55% marks in aggregate or its equivalent grade on a 10-point scale wherever the grading system is followed.

Or

An M.Phil. Programme with at least 55% marks in aggregate or its equivalent grade in Journalism and Mass Communication and allied disciplines in a point scale wherever grading system is followed.

**5.2.2.** Candidates seeking admission after a four-year/eight-semester Bachelor's Degree Programme with Research should have a minimum of 75% marks in aggregate or a CGPA of 7.5 on a 10-point scale.

**5.2.3.** The candidates who belong to SC/ST/OBC (non-creamy layer)/Differently-Abled, Economically Weaker Section (EWS) and other categories shall be given relaxation in qualifying marks/grade for admission to the Programme as per the existing rules of the Government of India.

**5.2.4.** A candidate may be allowed to pursue research work for the Ph.D. Degree in allied subjects in the same or any other Faculty on the recommendation of the Doctoral Advisory Committee (DAC) as referred to by Doctoral Programme Committee (DPC) for the above-stated purpose needs to be approved by the university's Academic Council.

### 5.3. Part-Time

**5.3.1.** The eligibility criteria for admission to the Part-Time Ph.D. Programme shall be the same as those prescribed for the Full-Time Ph.D. Programme, as detailed in Section 3.2.1. Additionally, applicants to Part-Time Ph.D. Programme must be in regular/contractual employment and must have minimum three years' experience in regular/contractual mode in media and mass communication or allied industries.

**5.3.2.** Coursework will be mandatory for Part-Time Ph.D. candidate also, and he/she will also produce a "No Objection Certificate" for a Part-Time Ph.D. Programme from the appropriate authority in the organization where the he/she is employed, clearly stating that:

- i. The candidate is permitted to pursue studies on a Part-Time basis.
- ii. His/her official duties permit him/her to devote sufficient time to research.
- iii. If required, he/she will be relieved from the duty to complete the coursework.

**Note:** As per the UGC Rule, the IIMC (Deemed to be University) does not offer the Ph.D. Programme through a distance and/or online mode. The candidates in service shall be allowed to do a Ph.D. provided all the eligibility conditions mentioned in the extant Ph.D. rules are met.

**5.3.3.** All other provisions related to coursework, research supervision, evaluation, and award of the Ph.D. degree shall apply equally to both Full-Time and Part-Time Ph.D. scholars.

## 6. Selection and Admission

**6.1.** UGC's recent NET/JRF rules as per the letter (No. F, 4-1(UGC-NET Review Committee)/2024(NET)/140648) issued on 28th March 2024 will be the base for admission to the Ph.D. Programme at IIMC (Deemed to be University). In future also any succeeding changes in the admission rules for Ph.D. Programme made by UGC will be followed. From June 2024 onwards therefore, the NET candidates will be declared eligible in three categories:

<b>Category-1</b>	Eligible for (i) admission to Ph.D. with JRF and (ii) appointment as Assistant Professor.
<b>Category-2</b>	Eligible for (i) admission to Ph.D. without JRF and (ii) appointment as Assistant Professor.
<b>Category-3</b>	Eligible for admission to Ph.D. Programme only and not for the award of JRF or appointment as Assistant Professor.

The result of NET will be declared in percentile along with the marks obtained by a candidate to utilize the marks for admission to Ph.D. Programme.

**6.2** The marks obtained in the NET by the candidates in Categories 2 and 3 will be valid for a period of one year for admission to Ph.D. Programme.

**6.3** For Full-Time Ph.D. Programme, the candidate must have cleared UGC-NET in Mass Communication & Journalism. There will be an entrance test for the Part-Time Ph.D. Programme.

### 6.4 Selection Process

#### A. Selection procedure for Full-Time Ph.D. Programme

All eligible candidates with valid UGC-NET (Mass Communication & Journalism) qualification will be invited directly for the final interview.

- No entrance examination will be conducted for full-time Ph.D. applicants.
- While preparing the final merit list, weightage will be given to both the candidate's performance in the interview and their UGC-NET/JRF percentile.

### B. Selection procedure for Part-Time Ph.D. Programme

- All eligible candidates shall be required to appear in an entrance examination conducted by IIMC.
- Candidates who have qualified UGC-NET in Mass Communication & Journalism shall be exempted from the entrance examination.
- Those appearing in the entrance test must obtain a minimum of 55% marks to qualify for the next stage.
- All qualified candidates will be invited for the final interview.

**The final merit list** of applicants for the Ph.D. programme (Full-Time/Part-Time) through the UGC-NET/Entrance Exam will be created based on their interview scores and NET percentile/Entrance Exam score.

**Weightage for final merit list** will be in the following manner:

UGC NET/JRF percentile or Entrance exam score	70%
Interview	30%

**Note:** The list of candidates shortlisted for the interview and the final merit-cum-selection list for Ph.D. admission will be published exclusively on the IIMC website. Candidates are advised to check the IIMC website ([www.iimc.gov.in](http://www.iimc.gov.in)) regularly for updates.

## 6.5 Entrance Examination: Syllabus and Exam pattern

### Examination Overview

The Ph.D. Entrance Examination for Part-Time candidates at IIMC is designed to assess general awareness, research aptitude, and subject-specific knowledge in the field of Mass Communication, Journalism, and allied disciplines. The examination is based on the syllabus prescribed for UGC-NET.

- ♦ Mode of Examination: Offline
- ♦ Exam Centre: IIMC, Delhi only
- ♦ Medium of Examination: English / Hindi
- ♦ Type of Questions: Multiple Choice Questions (MCQs)
- ♦ Total Duration: 2 Hours (120 Minutes)
- ♦ Total Marks: 100
- ♦ Negative Marking: No

### Structure of the Question Paper

Section	Content Coverage	No. of Questions	Marks
Section A	Research Aptitude (UGC NET Paper I equivalent): <ul style="list-style-type: none"> <li>♦ Teaching &amp; Research Aptitude</li> <li>♦ ICT, Higher Education System</li> <li>♦ Data Interpretation</li> </ul>	50	50
Section B	Subject-Specific (Mass Communication & Journalism – UGC NET Paper II equivalent): <ul style="list-style-type: none"> <li>♦ History and Development of Media</li> <li>♦ Communication and Mass Communication Theories</li> <li>♦ Media and Society: Political, Social, Cultural, Economic Dimensions</li> <li>♦ Development, Health &amp; Intercultural Communication</li> <li>♦ Media Ethics, Laws, and Policies in India</li> <li>♦ Print, Broadcast, Digital and New Media</li> <li>♦ Journalism Practices and Professional Standards</li> <li>♦ Advertising, Public Relations, Media Management</li> <li>♦ International and Comparative Media Systems</li> <li>♦ Research Methodology in Media Studies</li> </ul>	50	50
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

**6.6** Candidates are required to apply online in the prescribed online form for admission to Ph.D. Full/Part time programme of the IIMC (Deemed to be University).

**A non-refundable sum of Rs. 2,500/- for general category candidates and Rs. 1,500/- for OBC/SC/ST/PwD/EWS categories through online payment as application fee is mandatory for seeking admission to Ph.D. programme.** The Prospectus can be obtained from IIMC (Deemed to be University) after online payment. Application fee for International candidate will be **USD 100/-** and will be non-refundable.

An online form link will be available on the IIMC website ([www.iimc.gov.in](http://www.iimc.gov.in)). The required documents (check list given below), online payment receipt and a brief write-up on the statement of purpose (500 words) and a research proposal on any one of the proposed area(s) of research in around 2000 words within the broad areas of Journalism &

Mass Communication, as per the outline provided, may be uploaded along with the application. Candidates who are in employment must upload a 'No Objection Certificate' issued by an appropriate authority/cadre controlling authority in the organization where the candidate is employed. The NOC must state that the candidate will be granted six months' leave to undergo Coursework at IIMC, time as required to attend seminars and to carry out other research related work. The NOC format may be downloaded from the IIMC website.

Sr. No.	The checklist of the required documents to be uplodged with application form is as under
1	Class 10th marks sheet and Certificate
2	Consolidated marks sheet and Degree for Post Graduation
3	Marks sheet and Degree for MPhil, if applicable
4	Caste/ EWS/ Persons with Disabilities certificates, if applicable
5	Work Experience (Appointment & relieving letters) if required (For Part-Time only)
6	Fee Receipt
7	UGC-NET scorecard
8	The Statement of Purpose (SOP) in 500 words & Research Proposal in 2000 words in Hindi or English only.
9	NOC from employer (For Part-Time only)
10	Undertaking in case of allocation to the faculty member employed in Regional centre

The Candidate shortlisted for the Interview must bring three printed copies of the SOP and research proposal which they have submitted with the application. Along with that, he/she will have to present the research proposal based on their research interests.

### **The Statement of Purpose (SOP) & Research Proposal**

A statement of purpose (SOP) reflecting the research focus of the applicant is a prerequisite for Ph.D. candidates. Students' background, reasons for pursuing research, areas of interest, and any other information that the candidate was unable to include on the application form should all be explicitly mentioned in the SOP.

The Research Proposal which is also a prerequisite for the final interview must express the originality of research idea. It should include research title, elaboration of research ideas, probing research questions and intended methodology. They should be able to cite brief reviews of original and related literature.

The research proposal can be either in Hindi or English. It should not be more than 2,000 words and must be the applicants' original work.

Outline for Research Proposal
♦ Research Title
♦ Literature Review
♦ Research Background/Objective
♦ Research Questions
♦ Methodology and Expected Outcomes
♦ References (APA 6th Edition)

### Interview

Only the shortlisted candidates will be called for an in-person interview. IIMC will assess research aptitude and general awareness of the candidate. During the interview, the candidates will have to present their research proposal and will be expected to have a thorough understanding of the research topic they have chosen.

## 7. Admission of International Scholars in Ph.D. Programme

- 7.1** Considering under supernumerary category, foreign nationals fulfilling the stated eligibility criteria may be registered for Ph.D. Programme over and above the maximum admissible strength.
- 7.2** Qualification equivalent to the Master's degree/M.Phil. Programme in Media and Communication and allied disciplines with at least 55% marks or equivalent grade points on 10-point scale from a foreign educational institution accredited by an Assessment and Accreditation Agency which is approved, recognised or authorised by an authority, established or incorporated under a law in its home country or any other statutory authority in that country to assess, accredit or assure quality and standards of the educational institutions.
- 7.3 A)** Foreign nationals must provide evidence of English language competency suited to the respective department. They may be admitted based on their research proposal presentation and interview, subject to fulfilment of the minimum eligibility criteria for admission. The decision for their admission rests with the DPC, subject to its approval by the DAC.
- 7.3 B)** Foreign nationals should bring the equivalency of degree from the Association of Indian Universities (AIU), New Delhi, at the time of their admission to the University.

- 7.3 C)** A duly verified letter of recommendation is to be submitted by the foreign nationals from the embassy concerned before their interview is conducted for admission. Until the required documents are submitted, the admission shall remain provisional, subject to cancellation on non-compliance.

## 8. Programme Duration

### 8.1 Ph.D. Programme

#### a) Full-time

- I. Ph.D. Programme shall be for a minimum duration of three (3) years, including coursework, and a maximum duration of six (6) years from the date of admission to the Ph.D. Programme.
- II. A maximum of an additional two (2) years can be given through a process of re-registration as per the Statute/Ph.D. Rules of IIMC (Deemed to be University) as approved by the Academic Council; provided that the total period for completion of a Ph.D. Programme should not exceed eight (8) years from the date of admission in the Ph.D. Programme.
- III. Female Ph.D. Scholars may be provided Maternity Leave/Child Care Leave for up to 240 days in the entire duration of the Ph.D. Programme.
- IV. Provided further that, female Ph.D. scholars and Persons with Disabilities (having more than 40% disability) may be allowed an additional relaxation of two (2) years; however, the total period for completion of a Ph.D. programme in such cases should not exceed ten (10) years from the date of admission in the Ph.D. Programme.

The mandatory attendance for the full-time scholars will be for a minimum of three years, including the coursework.

#### b) Part-Time

Part-Time Ph.D. scholar would be eligible for submission of his/her Ph.D. thesis after a minimum period of three years, including the coursework, from the date of registration for the Ph.D. Programme.

## 9. Fees and Fellowships

### Fees

S. No.	Particulars	Break-up	Fee (Full-Time) INR	Fee (Part-Time) INR	Remarks
1.	One-time payment (non-refundable)	Admission Fees, Grade card, Provisional Certificate, etc.	10,000	10,000	To be submitted at the time of Admission
		Coursework fee	20,000	20,000	
		Thesis submission fee	15,000	15,000	
		Thesis revision fee (if required)	6,000	6,000	
2	Deposits (refundable)	Institute and library security	10,000	10,000	
3	Semester Fees	Tuition fee	15,000	15,000 first semester (25,000 second semester onwards)	
		Academic fee (examination, registration, enrolment)	3,000	3,000	
		Others (Library, labs, and other facilities)	8,000	8,000	
		<b>TOTAL</b>	<b>87,000</b>	<b>87,000</b>	

### Semester-wise fees

S. No.	Particulars	Break-up	Fee (Full-Time) INR	Fee (Part-Time) INR	Remarks
1	First	One-time payment (non-refundable)	10,000	10,000	To be submitted on the beginning of 2nd Semester
		Deposits (Refundable)	10,000	10,000	
		Coursework fee	20,000	20,000	
		Tuition fee	15,000	15,000	
		Academic fee (examination, registration, enrolment)	3,000	3,000	
		Others (Library, labs, and other facilities)	8,000	8,000	
		<b>TOTAL</b>	<b>66,000</b>	<b>66,000</b>	

S. No.	Particulars	Break-up	Fee (Full-Time) INR	Fee (Part-Time) INR	Remarks
2	Second, Third, Fourth, Fifth Semester	Tuition fee	15,000	25,000	To be submitted on the beginning of 2nd, 3rd, 4th & 5th semester
		Academic fee (examination, registration, enrolment)	3,000	3,000	
		Others (Library, labs, and other facilities)	8,000	8,000	
		<b>TOTAL (for each of IInd, IIIRD, IVth and Vth semesters)</b>	<b>26,000</b>	<b>36,000</b>	
3	Sixth	Tuition fee	15,000	25,000	To be submitted on the beginning of 6th semester
		Academic fee (examination, registration, enrolment)	3,000	3,000	
		Others (Library, labs, and other facilities)	8,000	8,000	
		Thesis submission fee	15,000	15,000	
		<b>TOTAL</b>	<b>41,000</b>	<b>51,000</b>	

**The consolidated fee for the International scholars will be USD 23,000/-**

The fee for **re-registration**, whenever applicable, will be under the following head as per the prevailing fee structure of the academic year in which re-registration is done:

1. One-time payment (Non-refundable)
2. Tuition fee
3. Academic fee, and
4. Others

### **Fellowship / Scholarship**

As of now, IIMC (Deemed to be University) does not provide any institutional fellowships (for Category-2 & 3 mentioned in the section 4.1). Candidates who have qualified the National Eligibility Test (NET) with Junior Research Fellowships (JRF) awarded by the UGC will draw the same through IIMC as per the norms and procedures laid down by the UGC. However, the continuation of the fellowship shall be subject to the satisfactory progress report of the scholars duly approved by his/her supervisor and appropriate committees at IIMC. Candidates who have secured or are willing to secure external fellowships from recognised agencies such as ICSSR or similar recognized fellowships are also encouraged to apply to such agencies directly.

## 10. Programme Structure

### 10.1 Ph.D. Programmes (Full-Time & Part-Time) will be offered in two parts:

<b>Part I</b>	Coursework
<b>Part II</b>	Ph.D. Thesis Work

It will be compulsory to attend six-month full-time coursework for all Full-Time and Part-Time scholars.

As per the Ph.D. rules of the Institute, the confirmation of provisional registration must be obtained within 24 months from the date of provisional admission to the programme. All Ph.D. scholars are expected to complete their coursework requirements within the first year, followed by preparation and approval of the research synopsis in the second year. Failure to complete the process of confirmation of registration within this stipulated period shall result in cancellation of the scholar's provisional registration, in accordance with Rule 15.1 of the Ph.D. Rules.

### 10.2 Coursework

The coursework is for six months i.e. one semester. Four Compulsory Core Courses will be transacted. The details of the courses offered are as follows:

Course Code	Name of the Course	Total Credit
MCJ-C01	Research in Media and Communication Studies: Philosophical Perspectives	04
MCJ-C02	Research Methodology	04
MCJ-C03	ICTs For Research	02
MCJ-C04	Research and Publication Ethics	02

### 10.3 Doctoral Research

Ph.D. scholars will undertake research on an approved topic under the guidance of their designated supervisor. As per UGC guidelines, each scholar will be supported by a Research Advisory Committee (RAC), comprising internal experts and external members from other departments within the University. The RAC will offer consistent guidance to assist the doctoral candidates. Furthermore, the teaching programs at the IIMC (Deemed to be University) will provide comprehensive inputs on research methodology, ethics, as well as conceptual and thematic frameworks.

The assessment process and progression will adhere to the IIMC (Deemed to be University) & UGC guidelines. The thesis must be written in the same language as the synopsis that was approved. It can be either Hindi or English. The doctoral thesis, upon submission, will undergo both internal and external evaluations. The Ph.D. degree will be conferred following the successful completion of a viva voce. After thorough evaluation, scholars meeting the required standards will be awarded the Ph.D. Degree.

## 11. Evaluation

### 11.1 Coursework - Credit Requirements, Number, Duration, Syllabus, Minimum Standards for Completion, etc.

- I) The credit requirement for the Ph.D. coursework is a minimum of 12 credits, which mandatorily includes a "Research and Publication Ethics" course and a research methodology course. (The DPC can also recommend UGC-recognized online/MOOC courses of 4 credits as part of the credit requirements for the Ph.D. Programme that may be added to the total credits to make it to a maximum of 16 credit coursework).
- II) The duration of the coursework will be six (6) months. All the scholars, i.e. Full-Time/Part-Time, will have to mandatorily attend the coursework. For Part-Time scholars, the conditions mentioned in Clause 5.3 of Rule 5 in the Ph.D. Rules will be applicable.
- III) All Ph.D. scholars are required to be trained in teaching/education/pedagogy/ writing related to their chosen Ph.D. course during their doctoral study period. Ph.D. scholars may also be assigned four hours per week of teaching/research assistantship, conducting tutorial/practical work and evaluations.
- IV) A Ph.D. scholar must obtain a minimum of 55% marks or its equivalent grade in the UGC 10-point scale in the coursework to become eligible to continue in the programme and submit his or her thesis.

### 11.2 Award of Degree: Evaluation and Assessment Methods, minimum standards/ credits for award of the degree, etc

- I) Upon satisfactory completion of coursework and obtaining the marks/grade prescribed in clause IV of Rule 9.1 above, the Ph.D. scholar shall be required to undertake research work and produce a draft dissertation/thesis.
- II) Every candidate shall present his/her progress report before the RAC every six months.
- III) Before submitting the dissertation/thesis, the Ph.D. scholar shall make a presentation before the Research Advisory Committee of the IIMC (Deemed to be University), which shall also be open to all faculty members and other research scholars/students.
- IV) IIMC (Deemed to be University) shall have a mechanism using well-developed software applications to detect plagiarism in research work and the research integrity shall be an integral part of all the research activities leading to the award of a Ph.D. Degree.

- V) A Ph.D. scholar shall submit the thesis for evaluation, along with
- (a) an undertaking from the Ph.D. scholar that there is no plagiarism in his/her Ph.D. thesis, and
  - (b) a certificate from the Research Supervisor attesting to the originality of the thesis and that the thesis has not been submitted for the award of any other Degree/Diploma to any other Higher Educational Institution.
- VI) The Ph.D. thesis submitted by a Ph.D. scholar shall be evaluated by his/her Research Supervisor and at least two external examiners who are experts in the field and not in employment of IIMC (Deemed to be University). Such examiner(s) should be academics with a good record of scholarly publications in the field. The viva-voce board shall consist of the Research Supervisor and at least one of the two external examiners and may be conducted in an online mode. The viva-voce shall be open to the members of the Research Advisory Committee/faculty members/research scholars, and students.
- VII) The viva-voce of the Ph.D. scholar to defend the thesis shall be conducted if both the external examiners recommend acceptance of the thesis after incorporating any corrections suggested by them. If one of the external examiners recommends rejection, the IIMC (Deemed to be University) shall send the thesis to an alternate external examiner from the approved panel of examiners, and the viva-voce examination shall be held only if the alternate examiner recommends acceptance of the thesis. If the alternate examiner does not recommend acceptance of the thesis, the thesis shall be rejected, and the Ph.D. scholar shall be declared ineligible for the award of a Ph.D. Degree.
- VIII) Examination Department, IIMC (Deemed to be University) shall complete the entire process of evaluating a Ph.D. thesis, including the declaration of the viva-voce result, within a period of six (6) months from the date of submission of the thesis.
- IX) Ph.D. candidates must submit the thesis within 90 days of the Pre-submission Seminar. The candidate may be permitted to submit a thesis after 90 days in specific circumstances with the permission of the Vice Chancellor on the recommendation of DPC.

## 12. Governance of Ph.D. Programme

The general conduct of the Doctoral Programme shall be guided by the IIMC (Deemed to be University) 'Rules Governing the Degree of Doctor of Philosophy (Ph.D.) 2025'. These are in consonance with the UGC guidelines issued from time to time. In case of any interpretation or dispute, the latest UGC guidelines shall prevail.

### 13. Ragging and Internal Complaints Committee (ICC)

#### Ragging

Ragging is banned in the Institute and anyone indulging in ragging is likely to be punished appropriately. All scholars are expected not to get involved in ragging activities in any manner. Any scholar found indulging in such activities would be punished as per the UGC guidelines. The punishment may include expulsion from the institution, suspension from the institution or classes for a limited period, or fine with a public apology. The punishment may also take the shape of:

- (i) debarring from representation in events,
- (ii) withholding of results,
- (iii) suspension, rustication or expulsion from hostel or mess,
- (iv) monetary fine, etc.

**UGC Anti-Ragging Helpline No.** 1800-180-5522 (24x7 toll free) or

Email: [helpline@antiragging.in](mailto:helpline@antiragging.in)

#### Internal Complaints Committee (ICC)

##### **Prof. (Dr.) Anubhuti Yadav**

Chairperson, ICC

E-mail: [anubhuty.yadav@iimc.gov.in](mailto:anubhuty.yadav@iimc.gov.in)

Contact No.: 011-26741355

#### 14. General Instructions for Doctoral Research Aspirants

1. Candidates are requested to apply online only. Hard copy of the application need not be submitted. Physical application will not be considered.
2. The candidates are advised to read each and every instruction given in this Information Brochure very carefully before applying online.
3. All other provisions related to admission, coursework, research supervision, evaluation, and award of the Ph.D. degree shall apply equally to all— Full-Time, Part-Time and supernumerary Ph.D. scholars.
4. A Full-Time scholar shall not be permitted to take up any employment during the duration of the course of PhD.
5. Candidates who are already in employment shall have to submit 'No Objection Certificate' from their respective employers while applying for the PhD Programme of the University, along with assurance of leave for mandatory coursework and other academic engagement.
6. Scholars of the PhD programme of the IIMC shall have to observe the condition of residence in Delhi/NCR during the period of the doctoral programme. However, in connection with the research work/field work, they may be allowed to go out of station with the prior permission of the research supervisor(s).
7. All scholars shall be subject to the rules and regulations of IIMC, including conduct, work place discipline, attendance, leave and other aspects.
8. A candidate can be allocated to a faculty member of a regional centre of IIMC (Deemed to be University); the candidate must submit an undertaking confirming his/her willingness to be supervised by the faculty member of the regional centre.
9. Full-Time scholars of the Ph.D. Programme are expected to be present at the IIMC (Deemed to be University) campus for the whole duration of the programme. The programme shall commence from April 01, 2026.
10. Part-Time Ph.D. scholars are also expected to be available in the IIMC (Deemed to be University) campus for attending seminars, discussions and distinguished lectures, besides attendance at the coursework to fulfil the academic requirements of the programme as prescribed in the rules and regulations of the IIMC (Deemed to be University).
11. A scholar, in consultation with his/her supervisor(s), will have to identify, prepare and submit the research synopsis latest by the end of the second year of his/her

programme of study. This will be a necessary condition for confirming registration of the scholars. If he/she fails to finalize the proposal and completes the registration process within a reasonable period, his/her admission shall be cancelled.

12. On confirmation of registration, the scholar shall work on the approved research topic. The scholar is required to mention the timeline after registration in the Ph.D. programme, to be eligible to submit his/her Ph.D. thesis.
13. Submission of Application form does not guarantee admission.
14. All admission offers are provisional. The foreign students are advised to arrive in Delhi (India) with a valid Student/Research Visa, whichever is applicable.
15. A good knowledge of English is essential for successful compilation of the Ph.D. programme by foreign candidates.
16. Hostel accommodation will not be available for the Ph.D. Scholars.
17. The Ph.D. Programme will be governed by the 'Rules Governing the Degree of Doctor of Philosophy (Ph.D.) 2025', Indian Institute of Mass Communication (Deemed to be University).

**NO OBJECTION CERTIFICATE**

(For Employed Applicants Applying to Part-Time Ph.D. Programme)

This is certified that Mr./Ms./Mrs. .... working as  
..... in this organization/institution .....  
..... (name & address), is a permanent/contractual employee since .....

The organization has no objection to his/her pursuing a Part-Time Ph.D. Programme at the Indian Institute of Mass Communication (Deemed to be University), New Delhi.

It is further certified that:

1. The applicant is permitted to pursue the Ph.D. Programme on a Part-Time basis.
2. His/her official duties allow him/her to devote sufficient time to research.
3. If selected, he/she shall be relieved for a period of six months to complete the mandatory coursework, and will also be allowed to attend seminars, discussions, and academic activities as prescribed under the rules of the Ph.D. Programme.

This certificate is issued upon the request of the employee for the purpose of Ph.D. admission.

Date: .....

Place: .....

**Signature with seal**

Name .....

Designation .....

Contact Number .....

E-mail .....

**UNDERTAKING**

(To be Submitted by the Candidate)

*(In case of allocation to a faculty member from any IIMC Regional Centre)*

I, Mr./Ms./Mrs. .... (Name of the candidate), son/daughter of ....., residing at .....

....., do hereby declare that I have no objection in case I am allocated to pursue my doctoral research under the supervision of a faculty member posted at any of the Regional Centres (Dhenkanal/Amravati/Kottayam/Aizawl/Jammu) of the Indian Institute of Mass Communication (IIMC), as per the allocation made by the Institute.

I understand and accept that, in accordance with the guidelines of the Ph.D. Programme at IIMC (Deemed to be University), a research scholar may be assigned to a supervisor serving at any of its Regional Centres. I fully agree to comply with such an allocation and undertake to coordinate and conduct my research accordingly.

This declaration is being submitted in accordance with the institutional requirement for research supervisor allocation.

Date: .....

Place: .....

**Signature of the Candidate**

Name .....

Application No. (if applicable): .....

Contact Number .....

E-mail .....



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**Indian Institute of Mass Communication**

(Deemed to be University)

Ministry of Information & Broadcasting

Aruna Asaf Ali Marg, JNU New Campus

New Delhi-110067

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