

THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY, HYDERABAD

DEPARTMENT OF COMMUNICATION
M.A. Journalism and Mass Communication (NEP)
SEMESTER IV (January – April 2026)

Course title	Media Policy, Laws and Ethics (core)
Category	a. Existing course without changes
Course code	MAJMCC604
Semester	IV
Number of credits	04
Maximum intake	30
Day/Time	Tuesday & Wednesday, 2:00 Pm – 4:00 Pm
Name of the teacher/s	Dr. Suchitra Patnaik
Course description	<p>i) A brief overview of the course: One of the primary objectives of the course is to sensitize budding young professionals about the intricacies of media policy and regulation in the country and orient them with several ethical issues relating to journalism and media management.</p> <p>ii) Objectives of the course in terms of PSO: PO1 Understand the current developments in media policy and debate about the various contentious issues relating to media legislation. PO3 Analyse recent policy and regulations relating to different segments of the Indian media like newspaper, television and Internet. PO2 Engage students with discussions on several contemporary ethical issues and debates relating to media ethics and freedom of speech. PO7 Evolve with some kind of policy paper on topics assigned to them.</p> <p>iii) Learning outcomes: a) Domain specific To sensitize budding young professionals about the intricacies of media policy To explore the contemporary debates related to media legislation and policy. b) Value addition To learn about the different media laws and regulation in the country To understand the concepts related to journalism ethics.</p>
Course delivery	Lecture/Seminar/ student presentations
Evaluation scheme	Internal (modes of evaluation):40% Oral presentation Review paper End-semester (mode of evaluation):60% termpaper

Reading list	<p>Essential reading</p> <p>Weimer, David L., and Aidan R Vining. 2005. <i>Policy Analysis, Concepts and Practice</i>. New Jersey: Prentice-Hall, Chapter 1.</p> <p>Van Cuilenburg, Jan, and McQuail, Denis (2003). “Media Policy Paradigm Shifts: Towards a New Communications Policy Paradigm” in <i>European Journal of Communication</i>. June 2003. Vol.18. No2, 181-207.</p> <p>Ninan, Sevanti (1998). “History of Indian Broadcasting Reform” in Price, Monroe and StefaanVerhulst (eds) <i>Broadcasting Reform in India: a case study in the uses of comparative media law</i>. New Delhi: Sage.</p> <p>TRAI recommendations on FM radio auctions, CAS, pricing of services, uplinking, DTH, HITS, mobile communications, IPTV</p> <p>Khosla report on film censorship, I&B reports on import and export of films, exhibition, infrastructure, film as industry, entertainment tax, tax exemptions, subsidies</p> <p>IT Act of 2008, Cyber law in India, draft Convergence Bill, Broadcast Bill</p> <p><i>Media Ethics: Making and Breaking News</i> by PranjoyGuhaThakurta, OUP, 2012.</p> <p><i>Cyber Laws and IT protection</i> by Harish Chander, PHI Learning, 2012</p> <p><i>Introduction to the Constitution of India</i> By D DBasu</p>
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M.A. Journalism and Mass Communication (NEP)

SEMESTER IV (January – April 2026)

Course title	Dissertation (core)
Category	A
Course code	MAJMCC699
Semester	IV
Number of credits	5
Maximum intake	30
Day/Time	Tuesday & Wednesday, 4:00 Pm – 6:00 Pm
Name of the teacher/s	All teachers
Course description	<p>i) A brief overview of the course: The Dissertation is the practical extension of the course offered in Semester III, titled Media Research where the process of writing a dissertation was discussed. The students are expected to work on a topic that is suitable for research and complete it by the end of the semester. The students who register for this course are allotted a supervisor from the department faculty who would interact with them regularly. The details of the dissertation would be discussed in the classroom after registration.</p> <p>ii) Objectives of the course:</p> <p>PO8 Identify research problems and apply relevant research methodologies</p> <p>PO8 Develop research question and evaluate the strengths and limitations of different research methods</p> <p>PO 9 Develop a critical understanding of the subject understanding of the relevant literature, theories, and methodologies</p> <p>PO 10 Write an original research paper</p> <p>Learning outcomes:</p> <p>a) Domain specific Develop expertise in a specific area of study, showing a deep Research local, regional and national issues and problematise them.</p> <p>b) Value addition Critically analyse issues and find optimal solutions through systematic and scientific methods of enquiry.</p> <p>c) Skill enhancement Students will be able to collect and analyze data using appropriate methods Students will be able to interpret and present their research finding</p>
Course delivery	Project work

Evaluation scheme	Evaluation: is continuous with weekly updates and presentations with 40% weightage while 60% would be for the completed dissertation.
Readings	---

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SEMESTER IV (January – April 2026)

Course title	Documentary Production (Elective) (skill enhancement)
Category	A
Course code	MAJMCC606
Semester	IV
Number of credits	5
Maximum intake	30
Day/Time	Friday 9Am-1Pm
Name of the teacher/s	Dr. Nagraj
Course description	<p>i) A brief overview of the course: The term documentary suggests a short-duration film that is topical, informative and based in actuality. However, documentary is much more than just a focused elaboration or visual-telling of issues, it is also a creative process that has the potential to impact large masses. This course will focus on producing a short documentary and facilitate the creative expression of students with topics of their choice.</p> <p>ii) Objectives of the course:</p> <p>PO 4 Acquiring skills of 'documenting' through a goal oriented and focused approach.</p> <p>PO 6 Mastering three practical areas of documentary production: a) Ideating, Scripting, Research and Planning, b) On Location Production/Video Shooting, c) Post-Production/Editing and Report Writing.</p> <p>iii) Learning outcomes:</p> <p>c) Skill enhancement</p> <ul style="list-style-type: none"> ● To help students understand and perform the various processes of documentary production so as to prepare them for the professional world. ● To understand how the documentary film is applied for various scenarios such as: ethnographic research, opinions and news making, formal and creative experiments, corporate branding, advertisement etc.
Course delivery	Documentary filmmaking
Evaluation scheme	This is a project-based course thus its completion depends on fulfilling the requirement of producing a short documentary film in the duration of this semester. The class schedule will be announced at the time of course registration.
Readings	Rosenthal, Alan. <i>Writing, Directing, and Producing Documentary Films and Videos</i> . Southern Illinois University Press: Illinois. 2002

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SEMESTER IV (January – April 2026)

Course title	Business Communication (Elective) (skill enhancement)
Category	NEW COURSE
Course code	MAJMCE619
Semester	IV
Number of credits	04
Maximum intake	30
Day/Time	Wednesday 11Am – 1Pm & Thursday 2Pm – 4Pm
Name of the teacher	Prof. Sujatha Mukiri

Course description

Objectives in terms of Programme Specific Outcomes:

This course is designed to develop advanced communication skills essential for effective professional practice in today's global business environment. Aimed at postgraduate students, the course emphasizes strategic, persuasive, and ethical communication across diverse organizational contexts. Students will enhance their ability to communicate clearly and confidently through written, oral, and digital channels while adapting messages for varied audiences and cultures.

The course covers key areas such as managerial and corporate communication, professional writing, business presentations, interpersonal and team communication, negotiation, and cross-cultural communication. Special attention is given to communication in leadership, decision-making, conflict resolution, and change management. Students will also analyze real-world business cases to understand how communication influences organizational effectiveness and corporate reputation.

By the end of the course, students will be able to design and deliver impactful business messages, produce high-quality professional documents, and apply communication strategies to complex business scenarios. The course is highly interactive and practice-oriented, preparing students to meet the communication challenges of managerial and leadership roles in contemporary organizations.

UNIT-1: Introduction to Business Communication – Types of communication – Inter personal communication – Group communication – Verbal, non-verbal and cross-cultural communication

UNIT-2 : Developing Communicative Competence- Understanding audience and the purpose of communication - Barriers - Strategic communication - Active listening - Critical thinking for better communication

UNIT-3: Oral communication – Conversational skills -Telephonic and teleconferencing skills –Team work - Group discussions and meetings - Public Speaking

UNIT-4: Written Communication - Writing messages, emails, letters and memos – Writing short business reports

UNIT-5: – The Internet Era - Social Media campaigns and communication – Writing for the electronic media - Messages and blogs

Learning outcomes—

- Understand the principles of effective oral and written communication skills pertaining to business and the importance of language in communication and its usage to improve their prospects in academics and at work place.
- Identify different types of audience, understand the purpose of the messages, demonstrate efficacy in drafting various types of messages and select the right channel to transmit them.
- Improve their oral communication skills to maintain goodwill with the internal and external publics of the organization, hold effective in person and telephonic conversations, speak in meetings, participate in group discussions and make persuasive short and long public speeches.
- Demonstrate good skills in drafting business messages, emails, letters, blogs and reports.

- Critically analyze and evaluate situations and problems at workplace and

Course delivery	Lecture/Seminar
Evaluation scheme	<p>Internal (modes of evaluation):</p> <p>a) Oral presentation</p> <p>b) Written test</p> <p>End-semester (mode of evaluation):</p> <p>a) Written test</p>
Reading list	<p>Clampitt, P. G. (2013). Understanding communication. <i>Communicating for Managerial Effectiveness: Problems, Strategies, and Solutions</i>. Thousand Oaks, California: SAGE Publications, Inc.</p> <p>Wallace, M. & Wray, A. (2011). Getting started on critical reading. <i>Critical Reading and Writing for Post Graduates</i>. Thousand Oaks, California: SAGE Publications Inc.</p> <p>Guffy, M.E. (2010). Business presentations. <i>Essentials of Business Communication</i>. Mason, OH: South-Western Cengage Learning.</p> <p>Matthukutty M. Monipally (2013). <i>Business Communication: From Principles to Practice</i>. Mc Graw Hill Education(India) Pvt Ltd.</p> <p>John, V Thill, 2016. <i>Excellence in Business Communication</i> (12 Edition), Pearson Education</p>

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M.A. Journalism and Mass Communication (NEP)

SEMESTER IV (January – April 2026)

Course title	Philosophy of Communication (Elective)
Category	New course
Course code	MAJMCE615
Semester	IV
Number of credits	04
Maximum intake	30 (on first-come-first-served-basis for MA courses only)
Day/Time	Friday, 2Pm – 6Pm
Name of the teacher	Dr. Srinivas Lankala

Course description	<p>As a field of study that lies at the crossroads of several disciplinary traditions, Communication is ideally placed to offer a new perspective on philosophy and the essential questions of being, knowledge, ethics and truth. This course explores multiple ways of understanding both the process of human communication as well as the material form and historical location of the media. The course first takes a historical approach to rethink the origins of the discipline away from the Anglo-American approaches of the previous century towards other humanistic sources of knowledge such as rhetoric and philosophy, and non-anglophone theoretical streams. The course will also study the evolution of media technology as a cultural and historical phenomenon, from the role of paper, writing and print to the contemporary questions around new media and artificial intelligence. It concludes with an exploration of the role of media in our society of crisis, and the future of communication in a post-human world. At the end of the course, students are expected to have a broad understanding of the multiplicity of sources of communication theory and knowledge as well as explore new ways of thinking about communicative processes, language, ideology and media forms and technologies.</p> <p><i>Objectives in terms of Programme Specific Outcomes:</i></p> <ul style="list-style-type: none"> acquire broad knowledge of the historical evolution of communication and media theories (PO1) understand the linkages between media and society, and their effects on culture, technology and the public sphere (PO2) use research methods to identify problems and issues in media and society and provide solutions (PO8) create new knowledge in the field of Communication and Journalism that reflects current technological contexts and is relevant to the needs of society, and to communicate such knowledge to the public sphere (PO9) write original research papers, and engage with issues in communication and journalism at national and international research fora (PO10) <p><i>Learning outcomes—a) domain specific outcomes:</i></p> <ul style="list-style-type: none"> To develop an understanding of human communication rooted in different philosophical traditions. To study the influences of diverse contemporary intellectual schools on the discipline of communication To demonstrate the relationship of communication theory with social thought To evaluate the philosophical basis for key concepts in communication, media, technology, and culture To understand the ethical dimensions of interpersonal and mass communication To develop an awareness of the relationship of language, literature, art, and technology to the practice of communication
Course delivery	Lecture/Seminar
Evaluation scheme	<p>Internal (modes of evaluation):</p> <ul style="list-style-type: none"> c) Oral presentation and written review of an assigned text: 20% d) Short essay on an applied topic: 20% <p>End-semester (mode of evaluation):</p> <ul style="list-style-type: none"> b) Research paper on a topic to be decided in consultation with the Course Instructor: 60%

Reading list	<p>Arneson, Pat, ed. 2007. <i>Perspectives on Philosophy of Communication</i>. Purdue Univ. Press.</p> <p>Cadava, Eduardo, Peter Connor, and Jean-Luc Nancy, eds. 1991. <i>Who Comes After the Subject?</i> Routledge.</p> <p>Chang, Briankle G., and Garnet C. Butchart, eds. 2012. <i>Philosophy of Communication</i>. MIT Press.</p> <p>Chang, Briankle G. and Florian Spengler, eds. 2018. <i>Thinking Media and Beyond: Perspectives from German Media Theory</i>. Routledge.</p> <p>Cook, Melissa A., and Annette M. Holba, eds. 2008. <i>Philosophies of Communication: Implications for Everyday Experience</i>. Peter Lang.</p> <p>Floridi, Luciano. 2011. <i>The Philosophy of Information</i>. Oxford University Press.</p> <p>Mangion, Claude. 2011. <i>Philosophical Approaches to Communication</i>. Intellect.</p> <p><i>Other readings to be circulated in class.</i></p>
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M.A. Journalism and Mass Communication (NEP)

SEMESTER IV (January – April 2026)

Course Title	Financial News Analysis (Elective) (skill enhancement)
Category	New course
Course Code	MAJMCE 620
Semester	IV
Number of Credits	04
Maximum Intake	20
Day/Time	Monday & Thursday, 4Pm – 6Pm
Name of the Teacher	Dr. Ranjith T.

Course Description	<p>i) A brief overview of the course: The course aims to train learners in analysing financial news with a special emphasis on the fundamental analysis of financial markets. It introduces them to the principles, practices, and challenges of researching and writing about economic and financial issues. It focuses on understanding key financial indicators, public budgeting, interpreting market data, the basics of fundamental analysis, corporate reports, public policies, and communicating complex financial information to general and specialised audiences. Learners will engage in the critical analysis of financial news coverage, identify biases, and produce data-driven media content. The course bridges journalism, economics, and data literacy, preparing learners for analytical and interpretive roles in business and financial media.</p> <p>ii) Objectives of the course in terms of the Programme Specific Outcomes: By aligning with the broader goals of the programme, the course seeks to: PO 2 Enhance analytical literacy in interpreting financial and economic data relevant to public communication using digital resources and Artificial Intelligence Tools. PO 3 Integrate interdisciplinary perspectives from economics, policy studies, and journalism to improve financial storytelling and analysis. PO 5 Develop ethical and credible media practice, emphasising accuracy, transparency, and accountability. PO 4 Train students in the use of financial databases and fundamental data analytics tools. PO 6 Promote critical engagement with how media shapes public understanding of financial systems, markets, and policy decisions.</p> <p>iii) Learning Outcomes: a) Domain-specific outcomes: Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> ● Analyse and interpret company financial statements, government budgets, and economic surveys. ● Evaluate financial reportage in print, television, and digital media for accuracy, depth, and bias. ● Contextualise financial developments within broader socio-political and global frameworks. <p>b) Value Addition:</p> <ul style="list-style-type: none"> ● Builds awareness of the interconnection between the economy, business, and media. ● Encourages data-driven and evidence-based media practice. ● Strengthens credibility and trustworthiness in journalistic output. ● Promotes informed citizenship through a better understanding of economic issues ● Informs about the emergent technology-driven peer-to-peer system of decentralised finance (DeFi), and digital currencies. <p>c) Skill Enhancement:</p> <ul style="list-style-type: none"> ● Analytical Skills: Interpreting data, economic trends, budget analysis and annual reports of businesses. Learn to use financial databases (Screener, Tijorifinance, Tickertape, CMIE, RBI Data Portal, Bloomberg, etc.), and artificial intelligence tools for business and financial analysis. ● Writing Skills: Producing concise, accurate, and engaging financial stories based on research and analysis. ● Critical Thinking: Deconstructing financial narratives and identifying misinformation. ● Fact-checking, source evaluation, and ethical decision-making in the field of business and financial journalism. <p>d) Employability Quotient: This course prepares students for careers such as:</p> <ul style="list-style-type: none"> ● Freelance Financial Journalist / Business Correspondent ● News Analyst/ Financial Market Analyst ● Research Associate in media think tanks or policy institutions ● Corporate Communication / Investor Relations Specialist ● Content Analyst for financial news portals or fintech companies, and research organisations.
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Course Delivery	Lectures, Seminar Presentations, Written Assignments, Daily Financial News Analysis, Daily Market Analysis, Fundamental Analysis, advanced writing exercises and Screenings.
Evaluation Scheme	<p>e) Internal Assessments: 40%</p> <p>i) Financial News Analysis- 10%</p> <p>ii) Seminar Presentation(s)- 20%</p> <p>iii) Written assignment- 10%</p> <p>f) External Evaluation: 60%</p> <p>A written examination or project work, as decided by the course instructor.</p>
Reading List	<ul style="list-style-type: none"> ● Buffet, Mary and Clark, David. 2008. <i>Warren Buffett and the Interpretation of Financial Statements</i>. London: Simon & Schuster UK Business ● Chadha, Kalyani & Koliska, Michael. eds. 2021. <i>Business Journalism: A Critical Political Economy Approach</i>. New Delhi: Routledge. ● Dougal, Casey et al. 2012. “Journalists and the Stock Market”. <i>The Review of Financial Studies</i>, March Vol. 25, No. 3, March, 639-679, Oxford University Press. ● Karnam, Gayatri. ed. 2018. <i>Public Budgeting in India: Principles and Practices</i>. New Delhi: Springer. ● Mehta, Nalin. 2023. <i>The New Republic: The Rise of Business and Political Media in India</i>. HarperCollins. ● Mishkin, Frederic S. 2022. <i>The Economics of Money, Banking, and Financial Markets</i>. Pearson. ● Prasad, Praksh Charan.1977. <i>Foreign Trade and Commerce in Ancient India</i>. New Delhi: Abhinav Publications. ● RBI & Ministry of Finance Publications – <i>Economic Survey of India, Union Budget Documents, RBI Annual Report</i>. ● Schlesinger, Philip. ed. 2017. <i>Reporting the Economy</i>. Routledge. ● Sen, Amartya. 2000. <i>Development as Freedom</i>. Oxford University Press. ● Tambini, Damian. 2010. <i>What is Financial Journalism for? Ethics and Responsibility in a Time of Crisis and Change</i>. London: POLIS Journalism and Society. Report. (University of the Art, London College of Communication) ● Veeramani, C. and Nagaraj R. ed. 2016. <i>International Trade and Industrial Development in India</i>. Hyderabad: Oriental Blackswan. <p>Filmography:</p> <ul style="list-style-type: none"> ● The Big Short: Inside the Doomsday Machine (2015) by Michael Lewis ● The Scam: Who Won, Who Lost, Who Got Away ● Boiler Room (2000) ● Too Big to Fail (2011, HBO) ● Enron: The Smartest Guys in the Room (2005, dir. Alex Gibney) ● Money for Nothing: Inside the Federal Reserve (2013) ● The Social Dilemma (2020) ● American Factory (2019) ● Dirty Money: “The Confidence Man” (episode on Donald Trump) (series, 2020)

