



**DAYANANDA SAGAR
UNIVERSITY**

College of Journalism and Mass Communication PhD Entrance Examination — Syllabus 2026-27 *Media, Journalism and Mass Communication*

Programme	Doctor of Philosophy (PhD)
Department	College of Journalism and Mass Communication (CJMC)
Academic Year	2026-27
Exam Type	PhD Entrance Examination
Subject	Media, Journalism and Mass Communication
Total Modules	5 (Five)
Revised in	June 2026 — Updated with AI use in Media and Journalism

PROGRAMME OBJECTIVES

The examination is designed to:

- Test the research student's in-depth knowledge of media and journalism
- Evaluate understanding of contemporary issues and challenges facing the media industry
- Assess awareness of specific problems at the intersection of media and society
- Gauge knowledge of emerging trends, including AI-driven transformations in media
- Enable candidates to identify core research interests and demonstrate capacity for impactful scholarly analysis

PROGRAMME OUTCOMES (POs)

On successful completion of the PhD programme, graduates will be able to:

PO	Programme Outcome Description
P01	Advanced Research Competency: Conduct rigorous, independent, and original research

	in journalism, mass communication, and media studies
P02	Critical Media Analysis: Critically evaluate media content, structures, and institutions using multidisciplinary theoretical frameworks
P03	Technology & AI Literacy: Apply digital technologies, AI tools, and data science methods to understand and advance contemporary media practices
P04	Ethical Leadership: Demonstrate ethical reasoning, journalistic integrity, and responsible decision-making in complex media environments
P05	Societal Impact & Development: Relate media and communication to broader socio-cultural, economic, and developmental goals, including the UN SDGs
P06	Innovation & Entrepreneurship: Devise innovative approaches to media business models, content strategy, and media start-up ecosystems
P07	Scholarly Communication: Produce and disseminate high-quality academic output — research papers, dissertations, and conference presentations
P08	Interdisciplinary Synthesis: Integrate insights from sociology, psychology, economics, and computer science into media and communication research

PROGRAMME SPECIFIC OUTCOMES (PSOs)

In addition to broad programme outcomes, PhD scholars in Journalism and Mass Communication will:

PSO	Programme Specific Outcome Description
PS01	Apply advanced journalism theory and practice to investigate contemporary issues in Indian and global media
PS02	Design and execute original empirical or theoretical research using qualitative, quantitative, and mixed methods
PS03	Critically assess the role of AI, algorithms, and automation in shaping news production, distribution, and consumption
PS04	Evaluate media economy dynamics, ownership structures, and business models in the context of digital disruption
PS05	Understand policy, regulatory frameworks, and legal dimensions governing media in India and internationally

COURSE OUTCOMES (COs)

At the end of each module, students will demonstrate the following outcomes:

CO	Module	Course Outcome Statement
C01	Module 1: Media Foundations & AI	Trace the evolution of media from traditional forms to AI-driven platforms and analyse how algorithmic systems reshape representation and storytelling
C02	Module 2: Journalism & Society	Critically evaluate the social, ethical, and gender dimensions of journalism and assess the impact of fake news, media literacy, and data-driven journalism
C03	Module 3: Technology & AI in Media	Examine the role of AI, automation, computer vision, and generative AI in transforming journalism workflows, visual media, and audience engagement
C04	Module 4: Media Economy	Analyse media ownership, information economy, revenue models, and the transformative impact of AI on media business strategy and ROI
C05	Module 5: Marketing & Analytics	Evaluate branding, PR, advertising, and marketing analytics in news and entertainment, including AI-powered personalisation and social media insights

CO-PO MAPPING MATRIX

Correlation: ✓ = Mapped (blank) = Not directly mapped

CO \ PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	✓	✓	✓					✓
C02		✓		✓	✓		✓	✓
C03	✓	✓	✓			✓		✓
C04		✓	✓	✓	✓	✓	✓	
C05		✓	✓		✓	✓		

BLOOM'S TAXONOMY MAPPING

Cognitive domain levels targeted by each Course Outcome:

CO	Description	Remember	Understand	Apply	Analyse	Evaluate
C01	Evolution of media & AI-driven	✓	✓			

	platforms					
C02	Journalism ethics, fake news, data journalism		✓	✓	✓	
C03	AI, automation & visual media transformation		✓	✓	✓	✓
C04	Media economy, ownership & AI in business			✓	✓	✓
C05	Marketing analytics & AI personalisation		✓	✓		✓

MODULE 1: Introduction to Media & AI-Driven Communication

Core Topics

- Communication Process — Models (Shannon-Weaver, Osgood-Schramm, Berlo), Functions and Contexts
- Storytelling, Narratives, and Mediated Realities
- Representation and Semiotics in Traditional and Digital Media
- Traditional Theatre and Folk Media as Communication Systems
- Evolution of Media: Radio, Newspaper, Advertising, PR, Television, Cinema, and Digital Platforms

AI & Emerging Technology Topics

- Algorithmic Media: How recommendation engines shape content exposure and public narratives
- Generative AI in Storytelling: ChatGPT, Gemini, Stable Diffusion — implications for content creation
- AI-Generated News and Synthetic Media (Deepfakes, Voice Cloning): ethical and legal considerations
- Computational Propaganda and Automated Influence Operations
- Platform Economy: Role of Meta, Google, YouTube, and X (Twitter) in reshaping media ecosystems
- Digital Public Sphere: Filter bubbles, echo chambers, and algorithmic curation

Suggested Assessment

- Research note on how AI has disrupted one traditional media form (500 words)
- Critical reading of a peer-reviewed journal article on algorithmic storytelling

MODULE 2: Journalism and Society

Core Topics

- Social Psychology and Journalism — Agenda Setting, Framing, and Priming
- Role of Journalism as the Fourth Estate: Theory and Critique
- Content Creation and Consumption Trends in the Digital Age
- Journalism and Gender: Intersectional Perspectives
- Journalism for the New-age Consumer: Mobile-first and Short-form Content
- Fake News, Misinformation, Disinformation, and Infodemic
- Media Literacy: Frameworks, Competencies, and Policy Interventions
- Data-driven Journalism: Methods, Tools, and Case Studies
- Development Journalism and Media Alignment with UN SDGs
- Culture and Journalism: Reporting Diversity, Identity, and Heritage
- Ethics in Journalism: Codes, Conflicts, and Case Analysis
- Writing and Language as a Tool for Effective Journalism
- The Rise of the Journalism Influencer and Citizen Journalism

AI & Emerging Technology Topics

- Automated Fact-checking Tools: Overview of ClaimBuster, Full Fact, Google Fact Check Tools API
- AI in Newsroom Decision-making: Algorithmic curation, personalisation, and editorial bias
- Computational Journalism: Text mining, NLP, and large-scale data analysis for investigative reporting
- AI and Press Freedom: Surveillance, source protection, and the digital security of journalists
- Synthetic Media and Verification: Tools and protocols for detecting deepfakes in journalism
- Responsible AI in Journalism: Guidelines from Reuters, BBC, and Associated Press

Suggested Assessment

- Case study analysis: An instance of AI-generated misinformation and its societal impact
- Essay: The ethical responsibilities of a journalist in the age of generative AI

MODULE 3: Technology, AI, and Journalism

Core Topics

- Role of Technology and Trends in Visual Media
- Social Media and Traditional Media: Convergence and Competition
- Technology Impact on Radio and Television: Streaming, Podcasting, OTT
- Role of Animation, Graphics, and Design in Multimedia Journalism
- Impact of Artificial Intelligence in Journalism (Foundation)

AI & Emerging Technology Topics

Foundations of AI for Journalists

- Machine Learning concepts: Supervised, Unsupervised, and Reinforcement Learning — Journalistic applications
- Natural Language Processing (NLP): Automated transcription, translation, and summarisation
- Large Language Models (LLMs): GPT-4, Gemini, Claude — capabilities, limitations, and newsroom use cases
- Prompt Engineering for Journalists: Structuring effective queries for AI-assisted research

Computer Vision and Visual Journalism

- Image recognition and object detection in photojournalism (Google Lens, AWS Rekognition)
- Automated image captioning and video summarisation
- Deepfake detection: Tools, techniques, and media forensics
- Satellite imagery analysis for investigative journalism

Automation and Newsroom AI Tools

- Automated Insights and Narrative Science: Robot journalism for financial and sports reporting
- AI-powered content curation: Tagging, classification, and distribution
- Chatbots and AI assistants in newsrooms: Use cases from Bloomberg, Reuters, and AP
- AI-enhanced video editing and production workflows

Agentic AI and the Future of Journalism

- AI Agents: Autonomous systems for continuous monitoring, alerts, and investigative leads
- Multimodal AI: Integrating text, image, audio, and video for immersive journalism
- AI in the Metaverse: Virtual reality news experiences and spatial storytelling
- Emerging risks: Over-reliance on AI, loss of editorial judgment, and accountability gaps

Suggested Assessment

- Hands-on exercise: Using an LLM to assist with investigative data synthesis (with critique)
- Comparative analysis: AI-generated news article vs. human-written counterpart

MODULE 4: Media Economy and Business

Core Topics

- Ownership of News and Non-news Media: Monopoly, Oligopoly, and Independent Media
- Political and Economic Linkages in Indian Media
- Traditional versus New Media Organisation Structures
- Information Economy: Attention, Data, and the Platform Economy
- Paid Content, Paywalls, and Subscription Models
- Content Marketing and Native Advertising
- Issues Affecting the Media Business in India: Regulatory, Economic, and Social

- Media Start-ups and Innovation Ecosystems
- Revenue Models, Investments, and Return on Investment (RoI)
- Role of Government in Media Business: Policy, Subsidies, and Censorship

AI & Emerging Technology Topics

- AI-driven Audience Analytics: Predictive modelling of reader behaviour and content performance
- Programmatic Advertising: How AI automates ad buying, targeting, and yield optimisation
- Dynamic Paywall Technology: ML models that personalise subscription prompts
- AI in Media Mergers & Acquisitions: Data valuation, audience intelligence, and due diligence
- Generative AI and Cost Structures: Reducing content production costs vs. job displacement debates
- Platform Dependency and Algorithmic Revenue Risk: The Facebook Instant Articles lesson
- AI Start-ups in the Indian Media Ecosystem: Case studies from Newslaundry, The Ken, and HT Media

Suggested Assessment

- Case study: Business model analysis of an Indian digital media start-up using AI
- Policy brief: Regulatory recommendations for AI adoption in Indian newsrooms

MODULE 5: News and Non-News Marketing, Analytics & AI

Core Topics

- Role of Branding and Marketing in News Media and Entertainment
- Music and Cinema Marketing: Digital Strategies and Fandom
- Podcasting: Audience Development, Monetisation, and Measurement
- Role of Public Relations in an AI-driven Media Landscape
- Advertising and Events in Media: Sponsorship, Live Streaming, and Experiential
- Social Media Marketing: Platforms, Algorithms, and Organic vs. Paid Reach
- Marketing Analytics: Key Metrics, Attribution Models, and Campaign Measurement

AI & Emerging Technology Topics

- AI-powered Personalisation Engines: Netflix, Spotify, and news recommendation systems
- Sentiment Analysis and Social Listening: Tools for real-time brand monitoring
- Generative AI in Advertising: AI-created ad copy, images, and video (OpenAI DALL-E, Sora)
- Influencer Analytics: Authenticity scoring, engagement quality, and bot detection
- Programmatic PR: AI in press release distribution, media monitoring, and crisis management
- Search and Conversational AI: Impact of AI overviews (Google AIO) on SEO and audience traffic
- Audience Segmentation using Machine Learning: Clustering techniques for targeted campaigns

Suggested Assessment

- Campaign analysis: Evaluate an AI-personalised marketing campaign from a media brand
- Reflection: Opportunities and risks of using generative AI in advertising and PR

ESSENTIAL READING AND REFERENCES

Foundational Texts

- Media Management: A Casebook Approach — Sylvie, Wicks, LeBlanc & Hollifield
- Handbook of Media Management and Economics — Albarran, Chan-Olmsted & Wirth
- Managing Media Services: Theory and Practice — Schmidt & Rieck
- Communication: A First Look at Communication Theory — Em Griffin (8th ed., McGraw Hill, 2011)
- Handbook of Communication Models, Perspectives, Strategies — Uma Narula (Atlantic Publishers, 2006)
- Communication for Development and Social Change (Sage India, 2007)
- Communication and Human Behaviour — Ruben & Stewart (5th ed., 2008)
- Media in Modern India — Manoj Rajan
- Dictionary of Media and Journalism — Chandrakant P. Singh
- No Limits: Media Studies — Ravi Sundaram
- Media in the Swirl — Ravi K. Dhar & Pooja Rana
- Media, Gender and Popular Culture in India — Dasgupta, Sinha & Chakravarti

AI, Data Journalism & Digital Media

- The Alignment Problem — Brian Christian (W. W. Norton, 2020)
- Weapons of Math Destruction — Cathy O'Neil (Crown Publishers, 2016)
- Journalism AI: A Guide for Practitioners — Reuters Institute for the Study of Journalism (2023)
- Data Journalism Handbook — Jonathan Gray & Liliana Bounegru (Open Access, 2021)
- Automating the News — Nicholas Diakopoulos (Harvard University Press, 2019)
- The Filter Bubble — Eli Pariser (Penguin Press, 2011)
- Computational Propaganda: Political Parties, Politicians, and Political Manipulation — Woolley & Howard (Oxford, 2019)
- Reuters Institute Digital News Report (latest annual edition) — reutersinstitute.politics.ox.ac.uk
- Nieman Lab — niemanlab.org (ongoing industry intelligence)
- AP Stylebook: AI Chapter — Associated Press (2024 edition)