Course Manual

Course Title:	Media & Communication Studies
Course Code:	J-ET-0165
Credits	3
Course Type	Cross Listed Elective
Course Instructor(s)	Ambreen Khan
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Office Hours	By appointment

Course Description

* This course helps in examining ethical constraints that professionals from corporate and media communications stream should be aware of, understanding ethical practices that directly affect organisation's image & brand positioning with impact on bottom lines. It trains you to navigate your way through policy and govt regulations.

* Awareness building of the evolving ethical and social responsibilities that professionals will encounter in today's time and age. And, corporate houses will have a better understanding over media management. It helps in understanding history of ethical thinking, and performing professional tasks

* Contemporary approaches, diversity issues, and best practices. – Ethical practices in media and communication focussed on diversity, fair representation, and combating misinformation. Best practices include fact-checking, transparency, and responsible use of AI in media.

* Nuanced promotion techniques, new-age approaches of PR & corporate communication – Modern PR relies on strategic storytelling, digital media, influencer marketing. Ethical CSR, crisis management, and transparency are key to building credibility and trust

* Research and copywriting, navigation of arguments like lawyers. To be effective and ethical communicators, overall.

Prerequisites: understanding

* Students should possess an innate curiosity about media and business communication; ethics and the evolving landscape of journalism and media, PR, and corporate communication. It should help them navigate complex ethical dilemmas in professional settings.

* Understanding how media and PR shape public perception is crucial. This requires a keen eye for bias, a grasp of strategic messaging, and the ability to differentiate between responsible storytelling and manipulative communication.

* Students must be ready to engage with new technologies while upholding integrity, accuracy, and ethical communication practices.

* In corporate communication space, ethical persuasion is key. Students should be prepared to craft compelling brand narratives, handle crisis situations with transparency, and use storytelling to build trust rather than manipulate audiences.

About the faculty:

Ms. Ambreen Khan is a highly experienced and renowned communications and brand professional in the country. Over the past three decades, she has studied cultures worldwide and mastered the art of developing ideas that attract diverse groups of people and organizations, helping them build unique brands. She joined The Indian Express, one of India's leading newspapers, in 2006 and currently heads its Communications and Strategic Partnerships. She has also maintained long-term associations with Tata Trusts and the Cadila Foundation, which inspire her to work harder for the upliftment of the underprivileged. Additionally, she collaborates with Taj Hotels, contributing to their cultural initiatives and new-age innovations in the food and lifestyle space. Committed to imparting industry insights to young minds, she serves as a visiting faculty member at AJKMCRC, Jamia Millia Islamia, a leading centre for Journalism and Mass Communication Studies.

Session Plan and Readings

Week 1: Introduction to the Course – Manual Overview & Reflective Activities

The first week will introduce students to the course framework through an overview of the course manual. To set the pace, we will dive into the dynamic media landscape of India and beyond, analyzing influential brands and global trends. Engaging, in-class reflective exercises on the ethics of care in media and communication will encourage critical thinking. Interactive discussions will spark curiosity, ensuring a strong foundation for the journey ahead.

Week 2: Watch a film "Shattered Glass"

Class discussion on media and business ethics, credibility, and the consequences of journalistic fraud, and business exposes. Exploration of the film's relevance to real-world media integrity. Short essay questions will be assigned at the end of class.

Week 3: Understanding economics of media in India and the world.

How Money, Digital Platforms, and Governments Control the News

Readings:

In the Service of Power: Media Capture and the Threat to Democracy: Edited by Anya Schiffrin

Week 4: Conflict of Interest in Media

We take a closer look at how media professionals must "show their work" in a digital age and demonstrate intellectual honesty to the public. Above all, any conflicts of interest, and the appearance of conflicts of interest, must be avoided.

Readings:

Margaret Sullivan "Perfectly Reasonable Question: Quoting a Person or a Prepared Statement?"; "Conflict of Interest in T Magazine's Tech Article," New York Times, Aug./Oct. 2015.

"Conflicted: The New York Times and the Bias Question," Knight Case Studies Initiative, Columbia University.

Week 5: Watch a film "Absence of Malice"

Libel Defamation. It is used in journalism classes to illustrate the conflict between disclosing damaging personal information and the public's right to know.

Readings:

Franklin Foer, "The Source of the Trouble," New York Magazine, May 2005.

Week 6: Know your rights Case studies involving unethical or questionable media practice

Readings:

- CPJ and Trust Law: Know your rights guide for journalists in India

Week 7: Case studies involving unethical or questionable journalistic practice

High-profile scandals and controversial stories involving unethical or questionable journalistic practice, including the cases of Janet Cooke, Jayson Blair and Stephen Glass.

Readings:

- Janet Cooke, "Jimmy's World" , Washington Post, 1980; Richard Prince, "Janet Cooke's Untold story," .

Hanna Rosin, "Hello, My Name is Stephen Glass, and I'm Sorry," The New Republic, Nov. 2014.

Week 8: Misinformation

Readings:

 - Columbia Global Center --Faultlines and Deadlines: Rebuilding Trust in Journalism in the Age of Misinformation.

Week 9:

- CSR and ESR

Readings:

- From Corporate to Social Media Critical Perspectives on Corporate Social Responsibility in Media and Communication Industries- Marisol Sandoval

From Corporate to social media | Critical Perspectives on Corporate So

Week 10: Case Studies (Brands)

Exploring how powerful storytelling and PR strategy has shaped iconic brands, built loyalty, and created lasting legacies through strategic narratives.

Scheme of Evaluation and Grading

Grading scheme

Letter Grade	Percentage of Marks	Grade Points	Interpretation
O	80 and above	8	Outstanding: Exceptional knowledge of the subject matter, thorough understanding of issues; ability to synthesize ideas. rules and principles and extraordinary critical and analytical ability.
A+	75- 79	7.5	Excellent: Sound knowledge of the subject matter, thorough understanding of issues; ability to synthesize ideas, rules, and principles, and critical and analytical
A	70 - 74	7	Very Good: Sound knowledge of the subject matter, excellent organizational capacity, ability to synthesize ideas, rules, and principles, critically analyze existing material, and originality in thinking and presentation.
A-	65-69	6	Good: Good understanding of the subject matter, ability to identify issues and provide balanced solutions to problems and good critical and analytical skills.
B+	60-64	5	Fair: Average understanding of the subject matter, limited ability to identify issues and provide solutions to problems, and reasonable critical and analytical skills.
B	55 - 59	4	Acceptable: Adequate knowledge of the subject matter to go to the next level of the study and reasonable critical and analytical skills.
B-	50-54	3	Marginal: Limited knowledge of the subject matter and irrelevant use of materials, and poor critical and analytical skills
F	Below 50	0	Fail Poor comprehension of the subject matter; poor critical and analytical skills and marginal use of the relevant materials. Will require repeating the course.

Keywords:

- Media; Business best practices, Capture, crisis management