

	MAHATMA GANDHI UNIVERSITY Kottayam, Kerala Undergraduate Programmes (HONOURS) 2025 Admission Onwards
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SYLLABUS									
SIGNATURE COURSE									
Name of the College	Rajagiri College of Management & Applied Sciences, Kakkanadu								
Faculty/ Discipline	English								
Programme	BA (Hons) English								
Course Coordinator	Geethu Johny								
Contributors									
Course Name	Global Media and International Relations								
Type of Course	VAC								
Specialization title	This Signature Course does not have a specialization.								
Course Code	MG3VACENGA01								
Course Level	200								
Course Summary	This course examines the relationship between global media ecosystems and international relations. Students will explore how journalism, social media, diplomacy, and digital platforms influence geopolitics, public opinion, and international policy. Through theory, practicals, and an Industrial Visit (IV), students will develop professional competencies applicable to careers in journalism, foreign policy, digital communication, and global affairs.								
Semester	3	Credits	3						
Course Details	<table><tr><td>Learning Approach</td><td>Lecture</td><td>Total Hours</td></tr><tr><td>Credits</td><td>3</td><td>45</td></tr></table>			Learning Approach	Lecture	Total Hours	Credits	3	45
	Learning Approach	Lecture	Total Hours						
Credits	3	45							
Pre-requisites, if any									

Course Outcomes (CO)

Number of COs		4	
CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand and explain the role of media as an instrument of power in international relations, including its influence on diplomacy and global governance.	U	PO1, PO3
2	Analyse the role of global news agencies, social media, and OTT platforms in shaping foreign policy narratives and public opinion.	An	PO1, PO3
3	Critically evaluate propaganda, disinformation, and media warfare in contemporary geopolitics using theoretical and empirical frameworks.	E	PO3
4	Apply practical skills in news reporting, documentary, and data journalism, and demonstrate understanding of diplomatic communication and public diplomacy through experiential learning.	C	PO3

*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

CO-PO Articulation Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	2	-	2	-	-	-	-	-	-	-
CO 2	1	-	3	-	-	-	-	-	-	-
CO 3	-	-	3	-	-	-	-	-	-	-
CO 4	-	-	3	-	-	-	-	-	-	-

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

Course Content

Content for Classroom transaction (Units)

Module	Units	Course Description	Hrs	CO No.
1	Global Media Systems and Power Structures			
	1.1	Media theories in IR: Agenda-setting, Framing, Gatekeeping	3	["1"]
	1.2	The CNN Effect and media influence on foreign policy	3	["1"]
	1.3	World Systems Theory and global information flows	3	["1", "2"]
	1.4	North-South media divide and control over global narratives UNESCO's NWICO and debates on information inequality	3	["1", "2"]
	1.5	Global news agencies: AP, Reuters, AFP, Xinhua, TASS Media conglomerates and political power (Murdoch, Meta, Alphabet)	3	["1", "2"]
2	Digital Diplomacy, Soft Power and Information Warfare			
	2.1	Digital diplomacy and Twiplomacy in international relations Cyber sovereignty vs open internet debates	3	["1", "3"]
	2.2	Algorithms, echo chambers, and global opinion formation State-sponsored digital influence campaigns	3	["3"]
	2.3	Joseph Nye's Soft Power Theory	3	["1", "3"]
	2.4	Case studies: K-Pop, Bollywood, Hollywood as global influence tools Role of state broadcasters (BBC World Service, VOA, DD India) and Public diplomacy	6	["3", "4"]
3	Media in Conflict, Crisis and Applied Practice			
	3.1	War reporting and embedded journalism: ethics vs access	3	["3"]
	3.2	Case studies: Gulf War, Iraq War, Ukraine, Gaza Humanitarian crises and media responsibility	3	["2", "3"]
	3.3	Visual politics: photojournalism in conflict	2	["3"]
	3.4	Evolution of propaganda (WWII to digital age) Deepfakes, synthetic media, and geopolitical manipulation	2	["2", "3"]
	3.5	Deepfakes, synthetic media, hybrid warfare Fact-checking ecosystems (Bellingcat, Alt News, Snopes) Fact-Checking Workshop and Portfolio	2	["3", "4"]
	3.6	Comparative analysis of International news coverage	3	["4"]

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) The course begins with teaching through lectures, where key are explained in an easy and relatable manner. Classes will be interactive, with students encouraged to ask questions and discuss current international events. News videos, short documentaries, and media clips will be used to make concepts easier to understand. Along with theory, classroom activities will play an important role. These include group discussions, debates, news reporting, and mock press. These activities help students improve their communication skills and understand different perspectives. Case studies will be used throughout the course. Students will analyse real-world examples such as media coverage of wars, political campaigns, or international crises. They will compare how different media organisations present the same event and identify bias or framing. This helps students develop critical thinking and a better understanding of global media. The course also includes practical sessions. Students will learn basic skills such as rewriting news reports, analysing social media data, and verifying information using simple digital tools. These sessions are designed to give hands-on experience and make learning more engaging and useful. A key part of the course is continuous assessment through a portfolio. Students will collect their work over time, such as fact-check reports, media analysis, and small projects. This helps them stay involved throughout the course and see their own progress. Field exposure is also encouraged wherever possible. Students may visit media organisations, government communication units, or research centres. Students will be encouraged to actively take part in discussions, group work, and presentations. Participation will be considered as part of the evaluation to ensure active involvement.
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Assessment Types	MODE OF ASSESSMENT Mode of Assessment: Theory
	A. Continuous Comprehensive Assessment (CCA) • Theory - 25 Marks Viva, Group Discussion, Quiz
	B. End Semester Evaluation (ESE) • Theory - 50 Marks Assessment Methods - Written Examination Duration of Examination - 1.50 Hrs Pattern of examination for Theory - Non-MCQ Different parts of written examination - Part - A , B , C , D , E Answer Type: ◦ PART - A ◦ MCQ - (5 out of 5) - $5 \times 1 = 5$ ◦ PART - B ◦ One Sentence - (10 out of 12) - $10 \times 1 = 10$ ◦ PART - C ◦ Short answer - (5 out of 8) - $5 \times 2 = 10$ ◦ PART - D ◦ Short Essays - (2 out of 4) - $2 \times 5 = 10$ ◦ PART - E ◦ Essays - (1 out of 2) - $1 \times 15 = 15$

References

- Thussu, D.K. – International Communication: Continuity and Change • McQuail, D. – Mass Communication Theory • Nye, J.S. – Soft Power: The Means to Success in World Politics • Morozov, E. – The Net Delusion: The Dark Side of Internet Freedom • Selected readings from Foreign Affairs, The Diplomat, Reuters Institute Digital News Report • Case studies from Bellingcat, Al Jazeera Journalism Review, Columbia Journalism Review

Affidavit

- We, Rajagiri College of Management & Applied Sciences, Kakkanadu and Geethu Johny, retain the copyright of this syllabus and expressly prohibit its distribution in complete form to any institution outside our own.
- We, Rajagiri College of Management & Applied Sciences, Kakkanadu, agree to appoint a new course coordinator for the proposed Global Media and International Relations in the event of the unavailability of the currently nominated coordinator. This appointment will ensure the continued coordination of course delivery, assessments, and all related academic responsibilities necessary for the successful implementation of the signature course, for as long as the college offers this programme.
- We, Rajagiri College of Management & Applied Sciences, Kakkanadu and Geethu Johny, declare that no part of this signature course submitted here for approval has been taken from the course content developed by, or from any of the course titles prepared by, the BoS/expert committee in the same discipline under our University.

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