



O.P. JINDAL GLOBAL
INSTITUTION OF EMINENCE DEEMED TO BE
UNIVERSITY
A Private University Promoting Public Service



Jindal School of
Journalism & Communication
India's First Global Media School

MASTER OF ARTS (M.A.) *in* POLITICAL COMMUNICATION

Jindal School of Journalism & Communication
O.P. Jindal Global University



ABOUT THE PROGRAMME

The M.A. in Political Communication at Jindal School of Journalism & Communication is a globally benchmarked, interdisciplinary, and first-of-its-kind, professionally oriented Master's programme responding to the rapidly changing role of media and communication in contemporary politics, elections, governance, public opinion, and democratic life.

Political communication today is shaped by the rise of digital platforms, new forms of political strategy, a sharper understanding of audience and voter behaviour and the evolving forms of media that are linked to the rise of new technologies like artificial intelligence. This programme equips students to critically examine and evaluate the linkages between political thought and communication systems in order to enable them to become professionals who can strategically craft and shape political narratives across various political contexts and media forms.

The programme balances theoretical rigour with experiential learning, combining canonical texts and new-age technologies with a futuristic pedagogy that is supplemented by case studies, simulations, campaign labs, and practitioner-led modules.

The programme is designed for both career-oriented professionals and research-oriented learners looking for comparative perspectives that balance the local, regional and international contexts.



Dean's Message



Kishalay Bhattacharjee

Professor and Dean

*Jindal School of Journalism
& Communication*

At a time when public opinion is created and shaped on social media platforms through smartly presented narratives and short-form content, understanding the connections between media and politics becomes imperative.

In the new world order, political messaging has gone beyond rallies and mass media tools like radio or television. Elections are now steered by large-scale control rooms where teams of people pour over reams of data to determine granular insights about voters so that they can receive targeted messaging. Like all other forms of media consumption, even political narratives, have become a lot more targeted and aimed at micro units of society. None of this is possible without fully understanding the linkages between political thought, media trends and communication strategies.

The M.A. in Political Communication is our endeavour to bring to the fore the critical connection between storytelling and politics and how understanding this is necessary to make sense of the future.

While politics is about governance, rights and democracy, it cannot have an impact without a medium for the movement of these ideas and an opportunity to explore shared connections. Our programme is designed to create engaged citizens who can deeply examine the links between smart storytelling, diverse ideological systems, democratic ideas, and the new world order.

As part of the programme, students will be introduced to the foundational themes in communication studies and political thought along with alternative and new approaches to political communication. They will examine the nuances of political messaging and the importance of effective communication in sharing the ideas of the future with the relevant stakeholders. The programme combines canonical theoretical frameworks with hands-on practical components so that students are empowered to successfully apply the concepts learnt in class to real-time situations.

CAREER PATHWAYS



Political Campaign Management



Social Media Management



Policy Consulting



Political Strategy and Analysis



Public Relations and Publicity Management



Branding and Creative Strategies



Public Affairs Management



Leadership Communication



Data Analysis for Policy



Stakeholder Management and Government Relations



Legislative Research



Advocacy Communication



Political Speech Writing



Election Management



Regulatory Compliance



Advertising and Media Relations

PROGRAMME OVERVIEW

Academic
Credits

60

Academic Structure



4 Quarters



12 taught courses
(3 per quarter)



5 credits per course
60 credits



ABOUT JSJC

Jindal School of Journalism and Communication (JSJC) is India's first global media school that prides itself on offering courses that respond quickly to shifts in the media landscape, while creating smart communicators for the future. Rooted in an ethos of ethical storytelling, JSJC places a strong emphasis on combining theoretical insight with application-based modules held together by a framework premised on intellectual curiosity combined with professional skill-building.

The programme lies at the intersection of political science and media and communication studies while adopting an interdisciplinary lens by borrowing concepts from political psychology, data analytics, stakeholder management and strategy. As a school that is interdisciplinary in its course structure and transdisciplinary in its pedagogy, JSJC is the ideal institution to offer a programme that combines key concepts from different disciplines to graduates who can ably respond to the needs of the fast-changing, global political landscape.



Media
Studies



Political
Science



Evidence-Based
Research



Communication
and strategy



Honorable Minister of State for Law and Justice, Government of India, Shri Arjun Ram Meghwal inaugurating India's first Constitution Museum and The Rights and Freedoms Academy, O.P. Jindal Global University

GRADUATE ATTRIBUTES



Critical analysis of different forms of political communication across media systems



Evidence-based design of political communication strategy



Application of behavioural insight to political messaging



Data-based campaign planning and evaluation



Evaluation of ethical, legal, and democratic implications of political communication



Responsible engagement with AI, algorithms, and platform-based media



Shri Om Birla, Hon'ble Speaker of the Lok Sabha; Shri Arjun Ram Meghwal, Minister of State for Law and Justice; Mr. Naveen Jindal, Member of Lok Sabha & Chancellor, JGU, at the inauguration of India's first Constitution Museum and The Rights and Freedoms Academy, O.P. Jindal Global University

CURRICULUM

Quarter 1

- Foundations of Political Communication
- The Political Economy of Media
- Parties, Politics and Stakeholders in Indian Elections

Quarter 2

- Voter Behaviour
- Alternative Approaches to Political and Cross-Cultural Communication
- History of Political Communication in India

Quarter 3

- Strategic Narratives and Political Messaging
- Digital Strategy and Audience Engagement on Social Media
- Research Methods in Political Communication

Quarter 4

- Political Leadership and Communication Styles
- Campaign Lab and Simulation
- Media Literacy and AI

Key Facts

Programme	Master of Arts (M.A.) in Political Communication	
Course Duration	1 Year	
Minimum Eligibility for Application	<p>Successful completion of Bachelor's degree* in any stream from a recognized university in India or abroad.</p> <p>Please note: Students with an International Bachelor's degree, must submit an equivalency certificate from the Association of Indian Universities (AIU).</p> <p><i>*Applicants with a three-year undergraduate degree are eligible to apply, subject to meeting minimum credit requirements.</i></p>	
Admission Criteria	<p>Applications are shortlisted through a holistic process conducted over three stages.</p> <p>A. Review of the application form and personal statement, B. Performance in online entrance examination (Political Communication Entrance Test) C. Personal Interview conducted on an online video platform.</p>	
Application Fee	₹ 1000/-	
Tuition Fee :	₹ 3,00,000/-	Refundable security deposit : ₹ 50,000/-**

**Fully refundable Security deposit of Rs. 50,000 shall be collected at the time of admission as per university rules.

Admission Procedure

Applicants can apply through our online admission form available at our website. Kindly scan QR code / follow URL to visit our admission page.



Scan for Admissions



<https://jgu.edu.in/admissions/>

+91 74197 48901

+91 74044 42088

Education Loans

Suggested Financial Institutions to apply for an education loan.



Scholarships

At O.P. Jindal Global University, scholarships are awarded on the basis of merit and means. Marks secured in the qualifying examination, graduation scores for PG students, entrance examination score, and faculty interview scores are parameters taken into consideration for the award of the scholarship.

JSJC Faculty

Prof. Kishalay Bhattacharjee Professor and Dean

Award-winning journalist and author
Director, New Imaginations
Former Resident Editor, NDTV

Prof. (Dr.) Abhija Ghosh
Assistant Professor
Programme Coordinator, FNM
Film Studies scholar
Ph.D. from Jawaharlal Nehru University

Prof. Aditya Singh
Assistant Professor of Practice
Sound Designer
P.G. Diploma from Film and Television
Institute of India

Prof. Anubhab Kabir
Assistant Professor
Cinematographer and film educator
P.G. Diploma from Satyajit Ray Film &
Television Institute

Prof. (Dr.) Arundhathi
Assistant Professor
Gender Studies scholar
Ph.D. from Tata Institute of Social Sciences

Prof. Ipsita Chakravarty
Assistant Professor of Practice
Journalist
M.A. Literature from University of York

Prof. (Dr.) Ishan Mukherjee
Associate Professor and Associate Dean
(Office of Academic Affairs)
Historian
Ph.D. from Trinity College,
University of Cambridge

Prof. Kajori Sen
Associate Professor and
Assistant Dean (Admissions and Outreach)
Former reporter and anchor
Formerly with Network 18 and NDTV

Prof. N Ramakrishnan
Associate Professor of Practice
Radio producer, Filmmaker and Media educator,
M.A. Mass Communication
Jamia Millia Islamia

Prof. N. Lavanya Ramaiah
Assistant Professor of Practice
Film editor
P.G. Diploma from Film and Television
Institute of India

Prof. (Dr.) Rituparna Sengupta
Assistant Professor
Literary and Cultural Studies Scholar
Ph.D. from Indian Institute of Technology,
Delhi

Prof. (Dr.) Ritika Pant
Associate Professor
Programme Coordinator, JMS
Media Studies scholar
Ph.D. from Jawaharlal Nehru University

Prof. (Dr.) Ruchira Sen
Associate Professor and
Assistant Dean (Admissions and Outreach)
Heterodox economist
Ph.D. from the University of
Missouri-Kansas City

Prof. (Dr.) S. Krithi
Associate Professor
Economist
Ph.D. from Jawaharlal Nehru University

Prof. (Dr.) Saumya Agarwal
Assistant Professor
Art historian and Cultural Studies scholar
Ph.D. from Heidelberg University

Prof. Tuhinabha Majumdar
Professor
Film Director, Writer and Editor
P.G. Diploma from Satyajit Ray Film
Television Institute

Prof. Venu Arora
**Associate Professor of Practice and
Assistant Dean (International Collaboration)**
Radio producer, filmmaker and media educator
M.A. Mass Communication, Jamia Millia Islamia

ADJUNCT FACULTY

Prof. Ambreen Khan
Head-Corporate Communications
& Partnerships, *The Indian Express*

Prof. Saba Naqvi
Former Political Editor, *Outlook*
Political Commentator

Prof. Sayantani M. Roy
Chief Strategy Officer, PR Pundit Havas

Prof. Sonali Negi Das
Former Senior Vice President, Weber Shandwick

Prof. Sarah Zia
Assistant Professor
Programme Coordinator, CCPA
Journalist and independent researcher,
Formerly with HT Media Ltd
M.A. Mass Communication from
Jamia Millia Islamia

Prof. Supriya Shukla
Assistant Professor
Theatre practitioner and actor
P.G. Diploma from National School of Drama

Prof. Uttaran Das Gupta
Associate Professor of Practice
Journalist, editor, and author
Formerly with *Business Standard*
M.A English from Jadavpur University

JSJC STUDIOS

Mr. Mukesh Mohan Kumar **Mr. Manish Kumar**
Studio Manager Studio Manager

Mr. Suresh Rajedev Yadav **Mr. Satpal Singh**
Studio Manager Junior Executive

Mr. Sumit
Senior Electrician

EXECUTIVE OFFICERS

Mr. Arjun Dalal
Senior Manager

Mr. Yogesh Kumar
Manager

JGU *at a* GLANCE



16000+
Students



1100+
Faculty



4000+
Faculty & Administrative Staff
from **54** countries



15000+
Alumni Network
World-Wide

12 SCHOOLS

50+
Programmes

30+ Undergraduate Programmes
20+ Postgraduate Programmes
Doctoral Programme



RESEARCH

6 Research & capacity building institutes



9200+
Publications



65+
Interdisciplinary
research centres



INTERNATIONAL COLLABORATIONS



600+
Collaborations with
International Universities &
Higher Education Institutions



10
Forms
of Global
Partnerships



80+
Countries
& Regions



300+
Faculty & Student
Exchange Collaborations



160+
Countries
represented by
Students

RANKINGS & RECOGNITIONS

RANKED
35
for
LAW

RANKED
90
for
POLITICS &
INTERNATIONAL
STUDIES

TOP
200
for
BUSINESS &
MANAGEMENT
STUDIES

INDIA'S NO. 1 RANKED UNIVERSITY

PUBLIC & PRIVATE

LAW
POLITICS &
INTERNATIONAL
STUDIES

BUSINESS &
MANAGEMENT
STUDIES

PRIVATE
SOCIAL
SCIENCES &
MANAGEMENT

ARTS &
HUMANITIES

ECONOMICS &
ECONOMETRICS

RANKED
232
for
SOCIAL
SCIENCES &
MANAGEMENT

RANKED
323
for
ARTS &
HUMANITIES

TOP
500
for
ECONOMICS &
ECONOMETRICS

IN THE WORLD



RANKED
NO. 1
IN INDIA
FOR
LAW
TIMES HIGHER EDUCATION
SUBJECT RANKINGS 2026

RANKED
NO. 2
IN INDIA
FOR
PSYCHOLOGY
TIMES HIGHER EDUCATION
SUBJECT RANKINGS 2026

THE Times
Higher
Education

AMONG
6%
B-SCHOOLS
GLOBALLY
WITH
AACSB
ACCREDITATION



CONFERRED
THE STATUS OF AN
**Institution of
Eminence**
BY THE
GOVERNMENT OF INDIA



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