

**SOPHIA COLLEGE (AUTONOMOUS)  
BOARD OF STUDIES IN MASS MEDIA**

**MINUTES OF THE MEETING HELD ON SEPTEMBER 25, 2018**

Welcome and introduction were given by the Principal, Dr. (Sr.) Ananda Amritmahal, and the Chairperson of the Board of Studies, Dr. M. Colaço.

The Chairperson granted leave of absence to the following Board of Studies members:

- Prof. Vispi R. Balaporia
- Prof. (Dr.) Anjali Monteiro
- Prof. (Dr.) K. P. Jayasankar

Lavanya Varadrajan presented the plan for this semester for the BMM Department with a Power Point presentation, discussing the following:

- The teaching-learning ethos of the Department
- The need to find a way to integrate classroom teaching with contemporary industry trends and demands
- Visiting faculty as stakeholders in the department
- Creating a Sophia BMM Faculty Network through which teachers and students can network on industry trends and job opportunities
- The Sophia BMM Studio Programme: to mirror an honours programme in the Humanities and Social Sciences through mentoring, master classes, and opportunities to complete assignments with industry experts
- The subjects of Semesters I, II, III and V (Advertising and Journalism)
- The Course Titles of Papers to be taught in Semesters IV and VI (Advertising and Journalism)
- Patterns of Assessment: Internal Assessment and Semester End Examinations (except for papers like Advertising Design and News Design in Semester V, which will be assessed by an external examiner on the basis of a project and a Viva Voce examination)
- Co-curricular activities of the department in the form of the weekly Enrichment programme, the film society, the photography society, the documentary film festival; and workshops each semester like:
  - The Advanced Computer Skills Workshop for TYBMM students
  - The Theatre and Performance Workshop for SYBMM students
  - The Filmmaking Workshop for SY and TYBMM students
  - The Research and Academic Writing Workshop for FYBMM students

- The Agency Internship programme which was successfully introduced in the TYBMM Advertising class this semester
- The upcoming project to create and manage a Sophia BMM website with its own student-run newsroom and marketing/advertising team

**The Board of Studies addressed issues like:**

- Holistic education, inculcating a value system and work ethic and producing original work without plagiarism
- Giving students the opportunity to understand workplace ethos, and the ecosystem of the organisations into which they will eventually find employment
- The importance of having Sophia BMM alumnae return to College as visiting faculty to engage newer batches of students on various subjects
- The need to facilitate a system of communication and feedback from the industry that employs our students, to get a sense of the strengths and weaknesses of the programme and identify ways to fill any gaps
- The need to improve articulation and conceptual thinking among our students through a re-assessment of the current syllabi in the coming academic year, especially for the FYBMM students
- The need to revise the criteria for admission into the BMM programme by introducing a written examination and personal interview
- The need to introduce assignments that focus on conceptual thinking, and encourage curiosity about the world outside the classroom
- The need to bring in subject experts and organisations like Amazon, Google and Twitter on board the BMM Studio programme
- The need to make students engage with Journalism as much as they do with Advertising as a specialisation in the final year, despite better salaries and job opportunities in the advertising industry
- Compelling students to think beyond marks, and to explore their creative, intellectual and social potential

**Suggestions made by the Members of the Board of Studies included:**

- A rethink on the syllabi of all twelve papers in the FYBMM curriculum
- A rethink on titles of papers in Semesters IV and VI, including Radio and TV
- A rethink on the content of the Brand Building Paper in Semester V (Advertising) to make it more industry-relevant
- A rethink on the Cultural Studies and Media Studies papers to see if they can be collapsed into a single paper in Semester III of the SYBMM curriculum

- A rethink on the Principles of Management and Principles of Marketing papers in Semester II of the FYBMM curriculum
- A rethink on the syllabus of the Digital Media paper (with a greater focus on data analytics and content) in Semester VI of the TYBMM curriculum

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Dr. M. Colaço M. Colaço

Dr. Tina Chakravarty Tina Chakravarty

Ms. Lavanya Varadrajan Lavanya Varadrajan

Prof. (Dr.) Yasmeen Lukmani Y. M. Lukmani

Mr. Goutam Rakshit Goutam Rakshit

Prof. Vispi R. Balaporia V. R. Balaporia

Mr. Sumanta Ganguly \_\_\_\_\_

Dr. Alope Thakore Alope Thakore

Ms. Jane Borges Jane Borges

Prof. (Dr.) Anjali Monteiro Anjali Monteiro

Prof. (Dr.) K. P. Jayasankar K. P. Jayasankar