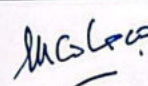
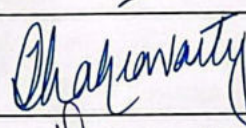

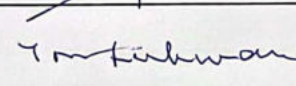
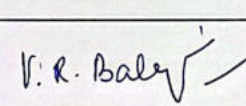
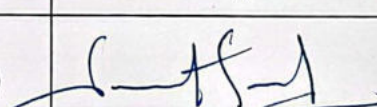
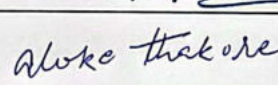
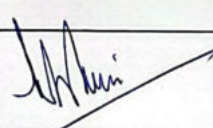



SOPHIA COLLEGE (AUTONOMOUS)
MEETING OF THE BOARD OF STUDIES IN MASS MEDIA
SATURDAY, AUGUST 31, 2019

SOPHIA COLLEGE (AUTONOMOUS)
BOARD OF STUDIES IN MASS MEDIA
ATTENDANCE FOR THE MEETING HELD ON AUGUST 31, 2019

No.	NAME	SIGNATURE
1	Dr. M. Colaço (Chairperson)	
2	Dr. Tina Chakravarty (BMM Faculty)	
3	Ms. Lavanya Varadrajan (BMM Faculty)	
4	Prof. (Dr.) Yasmeen Lukmani (Vice-Chancellor's Nominee)	
5	Prof. Vispi R. Balaporia (Subject Expert outside the College)	
6	Mr. Sumanta Ganguly (Subject Expert outside the College)	
7	Dr. Alope Thakore (Subject Expert outside the College)	
8	Mr. Goutam Rakshit (Representative from the Industry)	
9	Prof. (Dr.) Anjali Monteiro (Subject Expert from outside the Parent University)	
10	Prof. (Dr.) K. P. Jayasankar (Subject Expert from outside the Parent University)	
11.	Ms. Jane Borges (Postgraduate Meritorious Alumna)	

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

MINUTES OF THE MEETING HELD ON AUGUST 31, 2019

Welcome and introduction were given by the Chairperson of the Board of Studies, Dr. M. Colaço.

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

1. Prof. Anjali Monteiro
2. Prof. K. P. Jayasankar

Lavanya Varadrajan read out the minutes of the previous Board of Studies meeting held on March 30, 2019. The minutes were ratified and signed by the members.

The following were discussed through a Powerpoint presentation and approved by the Board of Studies members:

1. The replacement of the FYBMM: Semester I paper, Introduction to Computers, with Political, Philosophical and Economic Thought in the existing syllabus, along with an introduction to its key modules
2. The replacement of the SYBMM: Semester III paper, Advanced Computers, with Content Creation and Marketing in the existing syllabus, along with an introduction to its key modules
3. The new curriculum plan for semesters I, II, III, IV, V and VI to be instituted for the incoming batch of 2020-23
4. The modified examination pattern and conduct for the SYBMM: Semester III Understanding Cinema paper
5. The lecturers, paper setters and assessors for all papers in Semesters I, III and V

Suggestions made by the Members of the Board of Studies on the new curriculum plan (2020 – 2023):

- That the FYBMM Communication Skills papers be titled "Communication Skills in English"
- That the FYBMM Photography paper be a mix of theory and practice
- That there be an emphasis on Digital Media and Marketing in the new plan
- That User Experience and Customer Experience be introduced into the teaching-learning, either within the syllabus or in the form of a co-curricular programme taught by an industry expert

E-mail Suggestions made by Prof. Anjali Monteiro and Prof. K. P. Jayasankar which were made on the new curriculum plan (2020 – 2023):

- That the term "Mass Communication" be replaced by "Media Studies" (as discussed in the meeting, "Mass Communication" is not a term being used in the new curriculum plan)
- That there be a stronger component studying global digital cultures, Internet studies, cyber culture etc. (as discussed in the meeting, this component will be addressed in papers like Introduction to Mass Media, Understanding Mass Media and Digital Media)
- That Research Methods include qualitative approaches and methods such as ethnography (as discussed in the meeting, these will be included in the paper).
- That Radio and TV be disaggregated from one another so as to offer better opportunities to understand their growth trajectories and audience engagement (as discussed in the meeting, this may not be viable in the context of the number of papers to be taught in the programme; the suggestions will be implemented in the theory paper)
- That the title "Broadcasting and Digital" be modified, and that the phrase "real world news room" be elaborated upon further (as discussed in the meeting, these will be addressed in the drafting of the syllabus for Broadcasting and Digital I & II)

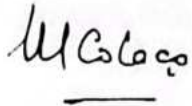


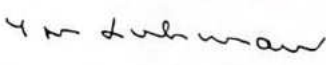
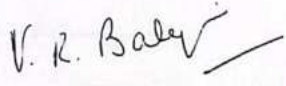



Discussion on the Modification of the Examination Pattern and Conduct of SYBMM: Semester III Understanding Cinema:

- That the focus of the exam be on a strong practical analysis component in three of the four questions asked in the 60-mark paper
- That the exam duration be increased to 2^{1/2} hours to accommodate the new pattern
- That there be no internal choice in the three questions that focus on practical film analysis, and that each question begin with the screening of a 2-3 minute clip from a film for the students to analyse
- That there be internal choice in the last question that will be based on an understanding of the principal themes, camera, lighting, sound, editing, production design etc. from the films that they have been exposed to in class

Lavanya Varadrajan read out the resolutions which were passed by the members of the Board of Studies.

Dr. Colaço offered the vote of thanks.

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

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