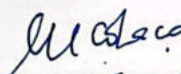
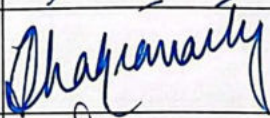
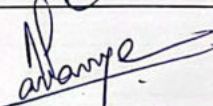
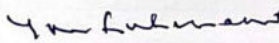
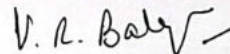
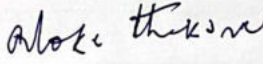
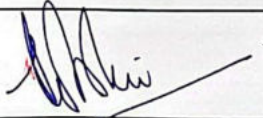
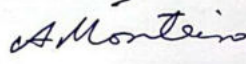
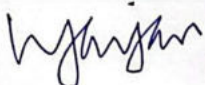



**SOPHIA COLLEGE (AUTONOMOUS)**  
**MEETING OF THE BOARD OF STUDIES IN MASS MEDIA**  
**SATURDAY, MARCH 30, 2019**

**SOPHIA COLLEGE (AUTONOMOUS)**  
**BOARD OF STUDIES IN MASS MEDIA**  
**ATTENDANCE FOR THE MEETING HELD ON MARCH 30, 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 MARCH 30, 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. Mr. Sumanta Ganguly

Lavanya Varadrajan read out the minutes of the previous Board of Studies meeting held on September 25, 2018. 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 course titles and syllabi for Semesters II, IV and VI (Advertising and Journalism)
2. The lecturers, paper setters and examiners for all papers in Semesters II, IV and VI (Advertising and Journalism)
3. The examination and assessment pattern for all papers in Semesters II, IV and VI (Advertising and Journalism)

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

- The changing nature of media functions in disciplines like Advertising and Journalism: the inclusion of content generation under the aegis of traditional journalism and lead generation in advertising
- Digital platforms as disrupting traditional media industries (including the news media) and driving content on the basis of data analytics
- The decline in employment in advertising and journalism, and the growth of exploitative trends like unpaid internships across media industries
- The need to re-think the orientation of the BMM papers in keeping with a changing job market and industry requirements while staying true to its academic fundamentals
- Creating a formal system of feedback from our BMM graduates to understand employment trends, and also their inclination for further studies
- Changing the examination pattern for Broadcast Journalism to create an application-based exam in which students work on TV and Radio scripts and audio-visual news packages

- The declining ability of students to grasp information and knowledge with an overload of 37 papers over three years

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

- 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 Introduction to Computers in the FYBMM Semester I curriculum and Advanced Computers in the SYBMM Semester III curriculum
- The need to perhaps decrease the number of courses taught to the students each semester to focus on key papers and deepening their academic ideas and insights in those papers
- The need to create foundational papers that root the students in the social, economic, political and cultural realities of the world they live in
- The need to get the students to engage with news media (by reading newspapers regularly)
- The need to create Readers for the students across papers, so they are introduced to short essential readings in different subjects
- The need to use different kinds of media texts (fiction and non-fiction films, news articles, novels etc.) to get students to engage with different issues
- Encouraging students to read books like *India after Gandhi* by Ramachandra Guha, *Imagined Communities* by Benedict Anderson, and *The Worldly Philosophers* by Robert Heilbroner

Dr. Tina Chakravarty 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)**

Dr. M. Colaço \_\_\_\_\_

Dr. Tina Chakravarty \_\_\_\_\_

Ms. Lavanya Varadrajan \_\_\_\_\_

Prof. (Dr.) Yasmeen Lukmani Yasmeen Lukmani

Mr. Goutam Rakshit Goutam Rakshit

Prof. Vispi R. Balaporia V. R. Balaporia

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

Dr. Alope Thakore Alope Thakore

Ms. Jane Borges J. B.

Prof. (Dr.) Anjali Monteiro \_\_\_\_\_

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