SOPHIA COLLEGE
(AUTONOMOUS)
Affiliated to the University of Mumbai

Syllabi for Semester I
Program: B. M. M.

SYLLABUS FOR THE YEAR 2018 – 19

(Choice Based Credit System with effect from the year 2018-19)

LIST OF COURSE TITLES AND COURSE CODES

FYBMM SEMESTER I

CLASS	SEM	PAPER NO	PAPER NAME	COURSE CREDITS	SUBJECT CODE
FYBMM	I	1	Effective Communication Skills – I	03	SBMMED101
FYBMM	I	2	Landmarks of World History with Special Reference to India	03	SBMMED102
FYBMM	I	3	Fundamentals of Mass Communication	03	SBMMED103
FYBMM	I	4	Introduction to Sociology	03	SBMMED104
FYBMM	I	5	Introduction to Economics	03	SBMMED105
FYBMM	I	6	Introduction to Computers	03	SBMMED106

EFFECTIVE COMMUNICATION SKILLS – I

Learning Objectives:

To enable the student to read articles, books relating to the media, and to general issues written about in the media, to understand lectures, take notes from written or oral discussions to write up as newspaper articles, make outlines for TV or on-line programmes.

In order to do this,

1. a) the following language skills will have to be enhanced, as far as possible, in relation to the media, but also relating to the other subjects of study in this programme: **reading, listening, writing, speaking**

(b) the use of English for reference work for classroom projects, and later, for use in professional life/ work will need to be facilitated through acquiring appropriate **reference skills**

2. the linguistic competence of students will have to be improved, in terms of:

   (a) the use of selected grammatical structures and sentences in text/ discourse, especially in connection with media-related work.
   (b) development of vocabulary, in order to use it appropriately, precisely, and with elegant variation.

Learning Outcomes:

At the end of the semester, the students will:
   1. analyse texts for literal and inferential meaning
   2. interpret texts for local and global meaning
   3. analyse the structure of written texts
   4. identify the purpose and structure of discourse
   5. write with focus and clarity
   6. use devices that allow for coherence and cohesion in writing
   7. speak with fluency, correct pronunciation, and stress

Lectures per Week: 04

READING SKILLS

   Reading Techniques:

Effective eye span movement; reading in meaningful units; speed reading; skimming, scanning.

Reading Comprehension:

- Analysing texts for **literal and inferential meaning**
- **Interpretation** of statements
- Search for '**local' and 'global' meanings** in a text
- Drawing out the strands of the **argument**, **diverse view-points**, the **general point of view**, and the manner of **development of ideas**
- Establishing the **structure of the text**.

Types of comprehension passages:

a) Informative/ Factual
b) Discursive (requiring argument)

LISTENING SKILLS

Getting the main idea, and distinguishing this from the subsidiary ideas in the spoken medium:

- To understand **the purpose and structure of the discourse**
- To become familiar with **the type of language (and accent) used** in different types of contexts, whether relating to the media or other events/ occasions

Types of listening material, such as:

(a) Radio, television broadcasts
(b) Announcements
(c) Recorded lectures, relating to their subjects of study
(d) Dialogue, speeches

WRITING SKILLS

Learning to write with **clarity**, and to appropriately signal the statement of ideas and their inter-relationships

- To write with **focus** on the important ideas
- To achieve **coherence** through textual or organisation and the rhetorical development of ideas
- In addition, to be **concise,** avoiding wordiness and flashy language, and also **precise** in the choice of words

- To acquire **elegant variety** in vocabulary and sentence patterns, e.g. fronting of words for emphasis, avoidance of clichés and jargon
- To be able to achieve appropriate **subordination** in clause structure, in order to highlight or subordinate ideas
- To use appropriate **cohesive devices** for achieving clarity

Types of rhetorical styles in writing to be developed:

(a)   Factual, informative writing
(b)   Argumentative writing
(c)   Writing in different registers / styles (such as newspaper headlines, writing a short report)

SPEAKING SKILLS:

- Learning to speak **with fluency, correct pronunciation and stress**
- **To organise one's material** in terms of the requirements of the specific spoken mode chosen, **achieve clarity** through the appropriate ordering of ideas, and **communicate relevantly** with the interlocutor(s).

Activities to develop both formal and informal speaking skills**,** such as**:**

(a) Effective reading of a prepared speech
(b) Expressing ideas and views in informal discussion and in specific situations of various degrees of formality
(c) Speaking in different capacities at a meeting or gathering (e.g., summing up discussions, formal greeting; introducing people (speaker, acquaintances); proposing a vote of thanks); announcing at entertainment programmes, sports meets)

REFERENCES:

READING

Grellet, Francoise. *Developing Reading Skills*. Cambridge University Press,1981
Greenall, Simon, and Michael Swan. *Effective Reading*. Cambridge University Press, 1986.
Moore, John. *Reading and Thinking in English*. Oxford University Press,1980.
Nuttall, Christine E. *Teaching Reading Skills in a Foreign Language.* 3rd ed., Macmillan Education, 1982.
Bellare, Nirmala. *Reading & Study Strategies*, Books 1 & 2. 1997. Oxford University Press, 1998.
Harri-Augstein, Sheila, et al. *Reading to Learn.* Metheun, 1982.

WRITING

Shaunessy, Mina P. *Errors and Expectations*. Oxford University Press, 1979.

Hamp-Lyons, Liz, and Ben Heasley. *Study Writing*. Cambridge University Press,1987.

Bander, Robert G. *American English Rhetoric*. Holt, Rinehart & Winston, 1971.

LISTENING & SPEAKING

Sadanand, Kamlesh. *Teaching Listening & Speaking*: A *Handbook for English Language Teachers and Teacher Trainers.* Orient BlackSwan, 2012.

Lynch, Tony. *Study Listening: A Course in Listening to Lectures and Note Taking,* 2nd ed.*,* Cambridge University Press, 2004.

Maley, Alan, and Alan Duff. *Drama Techniques in Language Learning.* Cambridge University Press, 1982.

Tannen, Deborah. *That's Not What I Meant: How Conversational Style Makes or Breaks Relationships.* 1986. Ballantine, 1987.

ALL SKILLS

Harmer, Jeremy. *The Praxtice of English Language Teaching*. Longman, 1983.

GENERAL

Truss, Lynne. *Eats, Shoots & Leaves*. Fourth Estate, 2009.

Swan, Michael. *Practical English Usage*. Oxford University Press,1980.

Allen, J.P.B., and H. G. Widdowson. *English in Social Studies*. Oxford University Press, 1978.

Aitchison, Jean, and Diana M. Lewis, editors. *New Media Language*. Routledge, 2003.

SEMESTER I
LANDMARKS OF WORLD HISTORY WITH SPECIAL REFERENCE TO INDIA

Learning Objectives:
1. To be aware of some of the major events of the world and in India.
2. To understand its impact on society.
3. To be able to understand how events in the past have shaped the present.

Learning Outcomes:

At the end of the semester, the students will:
1. analyse the causes and impact of the major revolutions and movements that transformed political and economic systems in the world
2. analyse the wars and conflicts that divided the world
3. assess the major developments in the post-World War II era
4. analyse the nationalist movement in India
5. outline the state of India post-independence

Lectures per Week: 04

REVOLUTIONS THAT TRANSFORMED POLITICAL AND ECONOMIC SYSTEMS

1. American Revolution
2. French Revolution
3. Industrial Revolution
4. Russian Revolutions

MOVEMENTS THAT IMPACTED SOCIETY

1. Religious Movements: Reformation and Counter Reformation
2. Civil Rights Movement in U.S.A. and South Africa
3. Women's Movement for political rights.
4. Environmental Movements for Sustainable Development

WARS AND CONFLICTS THAT DIVIDED THE WORLD

1. World War I
2. World War II
3. Arab-Israel Conflict

    4. Cold War

MAJOR DEVELOPMENTS IN THE POST-WORLD WAR II ERA

1. Rise of China
2. Rise of Japan
3. Decolonisation of Africa
4. Decolonisation of Asia.

THE NATIONALIST MOVEMENT OF INDIA

1. The Great Revolt of 1857
2. The Freedom Struggle from 1885-1915
3. Gandhi Era
4. Independence

INDIA AFTER INDEPENDENCE

1. Partition of India and its aftermath
2. Integration of States
3. Re-organisation of States
4. Main features of the Nehru Government's Domestic and Foreign Policies.

INTERNAL ASSESSMENT –

Two topics from each module may be given for Project Work and the same may be presented in class by the students.

REFERENCES:

Modules I to IV

Brower, Daniel R. *The World Since 1945: A Brief History*. 2nd ed., Pearson, 2004.
Cornwell, R. D., *World History in the Twentieth Century*. New Edition, Longman 1981.
Ergang, Robert, *Europe: From the Renaissance to Waterloo*. Literary Licensing, 2011.
Ergang, Robert, and Donald G. Rohr. *Europe since Waterloo*. 3rd revised ed., Heath, 1967.
Lowe, Norman. *Mastering World History*, Macmillan Education, 1985.
Palmer R. R., et al. *A History of the Modern World*, 9th ed., Knopf, 2002.
Sauvain, Philip. *What Happened in the World, Nineteenth Century, 1815-1919*. A. E. Press, 1986.
---. *What Happened in the World, Twentieth Century, 1919 Onwards*. A. E. Press, 1986.

Spellman, W. M. *A Concise History of the World since 1945*; *States and Peoples*. Palgrave MacMillan, 2006.

Strayer, Joseph R., et al. *The Mainstream of Civilisation: 1350-1815*. 2nd ed., Harcourt Brace Jovanovich, 1974.

Wallbank, Thomas Walter, and Alastair MacDonald Taylor. *Civilization Past and Present.* HarperCollins, 1992.

Modules V and VI

Bandopadhhyaya, Sekhar. *From Plassey to Partition*: *A History of Modern India.* Orient Longman, 2004

Chandra, Bipan. *History of Modern India.* Orient BlackSwan, 2009.

Chandra, Bipan, et al. *India after Independence, 1947-2000.* Penguin, 2000.

Grover, B.L., and S. Grover. *A New Look at Modern History: From 1707 to Modern times*. S. Chand and Company, 2007.

Mehra, Parshotam. *A Dictionary of Modern Indian History:* 1707-1947. Oxford University Press, 1985.

Mishra, Girish. *An Economic History of Modern India.* Pragati, 1994.

Sarkar, Sumit. *Modern India: 1885-1947.* Macmillan India, 1983.

FUNDAMENTALS OF MASS COMMUNICATION

Learning Objectives:

- To introduce students to the history, evolution and the development of mass communication in the world
- To study the evolution of mass media as an important social institution
- To understand the development of mass communication models
- To develop a critical understanding of mass media
- To understand the concept of new media and media convergence and its implications

Learning Outcomes:

At the end of the semester, the students will:
1. identify and outline the forms and process of communication
2. analyse the barriers to communication
3. examine the history of each media form
4. compare and contrast the different media industries
5. explain the importance of convergence in the media industry
6. assess the impact of media on society
7. synthesise their learnings to analyse media representation

Lectures per Week: 04

COMMUNICATION AND MASS COMMUNICATION
- Definition of Communication
- Forms of Communication- Intra-personal, Interpersonal, Group, Public, Mass
- Elements of Communication
- Process of Communication
- Functions of Communication
- Barriers to Communication
- Difference between Mass Communication and Mass Media
- Communication Models- Gate Keeping, Mc Luhan's Model, Gerbner's Model, Laswell's Model

DIFFERENT FORMS OF MASS MEDIA
- Introduction- History of the development of each media form

THE MEDIA INDUSTRY (Global/India)
- The Internet Industry
- The Book Industry

- The Newspaper Industry
- The Magazine Industry
- The Recording Industry
- The Radio Industry
- The Movie Industry
- The Television Industry
- The Video Game Industry
- Advertising/Outdoor
- Public Relations

NEW MASS MEDIA
- Media Convergence- concept, technological dimension, economic dimension, socio-cultural dimension
- Introduction to related terms: Information Economy, Information Society, Digital Multimedia Convergence, Information Superhighway, Channel Abundance

THE NATURE AND BUSINESS OF MEDIA
- Understanding Mass Media, Convergence, and the Importance of Media Literacy
- Making Sense of Research on Media Effects and Media Culture
- The Business of Media
- Financing and Shaping the Media: Advertising, Public Relations, and Marketing Communications
- Understanding Controls on Media Content: Government Regulation, Self-Regulation, and Ethics

IMPACT OF MASS MEDIA ON SOCIETY
- Education
- Children/Youth
- Women
- Culture
- Development

REFERENCES:

McQuail, Denis. *Towards a Sociology of Mass Communications.* Collier Macmillan, 1969.
Krijnen, Tonny, and Sofie Van Bauwel. *Gender and Media: Representing, Producing, Consuming.* Routledge, 2015.
Kumar, K. *Mass Communication in India.4 th ed., Jaico, 2012*

Turow, Joseph. *Media Today: An Introduction to Mass Communication.* 5th ed., Routledge, 2013.

Kohli-Khandekar, Vanita. The Indian Media Business. 4th ed., Sage, 2013.

SEMESTER I
INTRODUCTION TO SOCIOLOGY

Learning Objectives:
- To acquaint the students with the basic foundations of Sociology
- To establish the relationship between Sociology and Mass Media
- To discuss Mass Media from a sociological perspective

Learning Outcomes:

At the end of the semester, the students will:
1. identify and outline the definition of and perspectives in sociology
2. explain key concepts with regard to society, social interaction and social institutions
3. examine sociological approaches to mass media
4. outline the role of mass media in culture and cultural identity
5. explain the process of socialisation in the context of media consumption
6. outline the role of social control and social change in groups

Lectures per Week: 04

I. Introduction to Sociology

- Significance of Sociology
- Definition of Sociology
- Role of Theory
- Sociological Theory/ Perspectives
    1. Functionalism (Auguste Comte, Herbert Spencer, Vilfred Pareto, Emile Durkheim)
    2. Conflict Theory (Max Weber (more Functionalist than Conflict), Karl Marx, the Frankfurt School
    3. Symbolic Interactionism
    4. The Feminist Perspective

II. Understanding Society

- Society
    1. Definition
    2. Types
- Social Interaction
    1. What is Social Interaction
    2. Forms of Social Interaction- Cooperation, Competition, Conflict, Assimilation, Accommodation and Integration
- Social Institution
    1. What is a Social Institution?

2. Types of Social Institution- Family, Marriage, Education, Religion, Economy, Religion, State etc.

III. Sociology and Mass Media

1. Sociology's Approaches to the Study of Mass Media

- Sociology of News
   1. Definition of News
   2. Types of News
   3. News Values
   4. Sociological significance of news

IV. Culture

- The Meaning of Culture
- Elements , types, features of culture
- Concepts related to Culture- Popular Culture, Sub-Culture, Ethnocentrism, Acculturation, Cultural relativism, Culture Shock, Culture Lag
- Culture and Media

V. Stratification

VI. Socialisation

- Meaning
- Need
- Agencies of Socialisation – with reference to Media

VII. Social Groups

- Meaning
- Type

VIII. Social Control and Social Change

- Social Control- meaning, factors influencing Social Control, Agencies of Social Control
- Social Change

REFERENCES:

Beteille, Andre. *Sociology: Essays in Approach and Method*. Oxford University Press, 2002.

Berger, Peter. *Invitation to Sociology.* Penguin, 1963.

Ritzer, George. *Classical Sociological Theory*. McGraw Hill, 2000.

Giddens, Anthony. *Sociology.* Polity, 2010.

Radcliffe-Brown, A.R. *Structure & Function in Primitive Society.* Free Press, 1965.

Merton, R. *Social Theory and Social Structure.* Free Press, 1968.

Cohen, Percy. *Modern Social Theory*. Heinemann Educational, 1979.

Bottomore, Tom. *Dictionary of Marxist Thought*, Blackwell, 1991.

Marx, Karl, and Friedrich Engels. *The Communist Manifesto*. Signet Classic, 1998.

Mills, C. Wright. The *Sociological Imagination.* 40th ed., Oxford University Press, 2000.

Wallace, Ruth A., and Alison Wolf. *Contemporary Sociological Theory: Expanding the Classical Tradition.* 6th ed., Pearson, 2005.

Bierstedt, Robert. *Social Order*, McGraw Hill, 1974.

Ritzer, George. *The McDonaldization of Society*. Pine Forge Press, 2004.

Beteille, Andre, editor. *Social Inequality: Selected Readings*. Penguin Books, 1969.

Srinivas, M.N. *Caste in Modern India and Other Essays*. Asia Publishing House, 1962.

Xaxa, V., "The Transformation of Tribes in India: Terms of Discourse." *Economic and Political Weekly.* 1999. Vol. 34, Issue 24, pp.1519-1524.

INTRODUCTION TO ECONOMICS

Learning Objectives:

- To introduce the basic concepts of Micro and Macro Economics to first year BMM students
- To offer them a basic understanding of the Indian economy, and sensitise them to the economic issues relevant to India

Learning Outcomes:

At the end of the semester, the students will:
1. identify the meaning and scope of microeconomics and macroeconomics
2. explain the role of supply and demand in an economy
3. examine how markets work and explain market structure
4. outline the role of the RBI in money supply
5. analyse key economic concepts in the context of governance
6. discuss the salient features of the Indian economy

Lectures per Week: 04

SECTION I | BASIC CONCEPTS IN MICROECONOMICS

NATURE AND SCOPE OF MICROECONOMICS

1. Meaning and Scope of Microeconomics
2. Scarcity and Trade-Off, Opportunity Cost, Thinking at the Margin, Markets
3. Positive vs. Normative Economics

SUPPLY AND DEMAND

1. Competitive Marks and price Taking
2. Determinants of an Individual's demand; the Demand Schedule; the Demand Curve; Market Demand; Shifts in the Demand Curve vs. Movement along the Demand Curve; Price Elasticity of Demand
3. Determinants of Supply, the Supply Schedule, the Supply Curve, Market Supply, Shifts in the Supply Curve vs. Movement along the Supply Curve

HOW MARKETS WORK

1. Determination of Market Equilibrium

2. Analysing Changes in Market Equilibrium
3. The Role of Prices in resource allocation
4. Price Floors and Price Ceilings
5. How Taxes Affect Markets
6. Elasticity and Tax Incidence

COST AND PRODUCTION

1. Concepts of Cost -- Total, Fixed, Variable, Marginal, Average Costs; Implicit and Explicit Costs; Short Run and Long Run Costs
2. Production Function: Short Run and Long Run Production Function

MARKET STRUCTURE

1. Features of Perfect Competition; Monopoly; Monopolistic Competition and Oligopoly

SECTION II | MACROECONOMICS

INTRODUCTION:

1. Meaning and Scope of Macroeconomics
2. Concepts of National Income
3. GNP, GDP, NNP, NDP, Per Capita Income
4. Limitations of GDP as an Indicator of Welfare
5. Concept of Green GDP
6. Circular Flow of Income
7. Trade Cycles
8. Features and Phases

MONEY AND INFLATION:

1. Meaning and Function of Money
2. Constituents and Determinants of Money Supply
3. Velocity of Circulation of Money
4. RBI's APPROACH TO Money Supply
5. Demand for Money
6. Inflation – Meaning, Causes, Effects, Measures to Control Inflation
7. Measurement of Inflation: WPI and CPI
8. Monetary Policy
9. Functions of Commercial Banks and Central Bank

10. Capital Market – Components

BRIEF UNDERSTANDING OF GOVERNMENT:

1. Fiscal Policy
2. Sources of Public Revenue
3. Areas of Public Expenditure
4. Union Budget
5. Budget Deficit; Fiscal Deficit – Concepts
6. Social Expenditure
7. Millennium Development Goals
8. Financial Relations between the Centre, State and Local Government Bodies

OVERVIEW OF THE INDIAN ECONOMY

1. Structure and Macroeconomic Scenario
2. Salient Features
3. Challenges and Economic Issues – Poverty, Unemployment, Infrastructure (Urban and Rural), Population
4. India's Position in the World Economy – Share in the World GDP, Trade and Capital Flows

INTRODUCTION TO THE EXTERNAL SECTOR:

1. Balance of Payments
2. Exchange Rates
3. Trade Policy
4. Free Trade and Protectionism
5. FDI
6. FII
7. World Institutions – IMF, World Bank and WTO
8. India in a Globalised World
9. Trade Blocs: EU, SAARC etc.

REFERENCES:

Samuelson, Paul A. *Economics: An Introductory Analysis*. 1948. McGraw-Hill, 1998.
Mankiw, Gregory N. *Principles of Economics*. 6th ed., Cengage Learning, 2012
Begg, David, et al. *Economics*. McGraw-Hill, 1987.

Stonier, Alfred W., and Douglas C. Hague. *A Textbook of Economic Theory*. 5th ed., Pearson Education India, 2003.

Lipsey, Richard G., and Peter O. Steiner. *Economics*. 8th ed., Longman Higher Education, 1987.

Koutsoyiannis, A. *Modern Microeconomics*. 2nd ed., Macmillan, 2015.

Ministry of Finance, Government of India. "Economic Survey of India". *Union Budget*. https://owl.english.purdue.edu/owl/resource/747/01/. Accessed 30 December 2016.

INTRODUCTION TO COMPUTERS

Learning Objectives:

- To equip the students with a general understanding of computer basics for everyday use
- To train them to use this understanding to supplement their presentation skills
- To equip the students with basic knowledge of use of technology in the media industry

Learning Outcomes:

At the end of the semester, the students will:
1. identify and outline the basic concepts in computers and computer networks
2. explain the role of the internet in the use of digital communication
3. use basic MS Office software to write and edit and design content
4. use basic desktop software to create rudimentary layouts for design

Lectures per Week: 04

THEORY

BASICS

- Type of Computers, Input/ output devices (definition), Use of Printer, Scanner, microphone speaker. Memory, storage, storage devices, RAM, ROM, Processor, Processing speed and RAM, Hard Disk and RAM. What does one mean by the speed of a computer?
- Operating Systems, Windows Operating System, Windows basics, windows commands and keyboard shortcuts
- File Management, importance of organizing work in folders, Disk partitions, physical and logical drives, etc.

NETWORKING BASICS

- Introduction to networks, Types of networks (peer to peer, client server, Importance of networks in a media organization, Networking in editing studios, television networks, knowledge management, access to archives, Networking through satellites, transfer of footage through OB Vans

INTRODUCTION TO INTERNET

- Domain names, webservers, URL and parts of a URL

- Types of websites - static and dynamic websites, portals (horizontal and vertical portals). services (email, search engines, ftp, etc.)
- Searching on the web, keywords etc., internet security, threats, legal challenges – copyright issues, technology issues, political issues, social issues; economic issues – ethical issues
- Importance of internet in media, effect of internet on journalism, Newsrooms and the internet, internet and research, journalists and the internet. Media and Internet: advantages, limitations

INTRODUCTION TO DESIGNING

- Types of communication; what is design; types of design; colour theory; hierarchy in a design; typography (fonts & typefaces, type of fonts); observation & visualization; perspective
- Unicode: installing and using Unicode

PRACTICALS:

SCRATCH PROGRAMMING

- Scratch programming; Introduction to scratch project, sprite and movements, types of statements and sequencing.

TEXT AND DOCUMENTS EDITING AND PRESENTATION MICROSOFT WORD

- Creating, saving documents; editing documents (formatting characters, lines and paragraphs, section & Page Breaks, Headers & Footers, Tool, index)
- Language Tools (spelling, grammar thesaurus Inserting images, cut, copy, paste
- Creating Tables
- Mail merge, use of keyboard shortcuts

MICROSOFT EXCEL

- Introduction to spreadsheet, rows, columns, cell address, Workbook, worksheet Entering data, formulae, functions, editing sheets, formatting
- Finding, replacing and filling data, database management, sorting, preparing charts, Use of keyboard shortcuts.

POWER POINT

- Introduction to presentations, create, save; types of presentation layouts, slides, outlines, slide sorter, presentation, formatting, tables, cliparts, pictures, organization charts, charts, etc. Animation (preset, custom) Setting up slide show, timings on clicks, hyperlinks, etc. Inserting images, videos and sounds,
- Power Point presentation, Power Point show, presentation skill, keyboard shortcuts

INTRODUCTION TO COREL DRAW

- Corel Draw terminology and concepts: drawing ellipses, circles, arcs, and pie shapes. Drawing lines in Corel Draw. Drawing rectangles, squares, polygons and stars; cloning objects, applying colour and tone effects

PAGE LAYOUT (PAGEMAKER, INDESIGN AND QUARKXPRESS)

- Introduction to different page making software, tools, menus, tools, making pages in Quark Express / Pagemaker. Inserting a photograph / graphics for print, creating blurbs, using drop caps, etc., differences between QuarkXpress and Pagemaker
- Creative page layouts in different media (flyers, brochures, books, newspapers, etc.); basics of newspaper layout, folds, importance of placement of news above and below the fold, preparing a dummy newspaper

PHOTOSHOP

Introduction to graphics, difference between vector and bitmap images, CMYK and RGB; image size, canvas size, resolution and DPI; learning tools (all tools of the toolbox), colour separation; different graphic formats (PSD, JPG, GIF, etc.); scanning and colour correction; touching up photographs; importance of highlights; mids and shadows; cloning; duplicating and adjustment; working with Image, giving effects to image; cropping and resizing images; masking; working with layers; preparing images for the web; print medium and films

INTRODUCTION TO ILLUSTRATOR: TOOLS AND PANELS

- Creating a new document; drawing and painting; working with points – paths – layers – colours; working with graphics; manipulation and effects.
- Exporting the file; proof reading and optimization for printing; creating for artwork design for web and devices
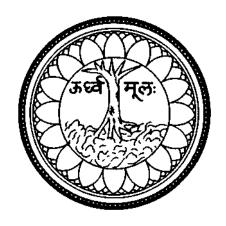
Reference Reading:

Balter, Alison. *SAMS Teach Yourself Microsoft Office Access 2003 in 24 Hours*. Sams Publishing, 2004.
Gupta, Shalini, and Aditi Gupta. *Photoshop CS2 in simple steps*. Dream Tech Press, 2006.
Falkner, Andrew, and Conrad Chavez. *Adobe Photoshop CC 2015 Release*. *Classroom in a Book: The Official Training Book from Adobe*. Pearson Education, 2016.
Johnson, Steve. *Adobe Illustrator CS6 on Demand.* Perspection Inc, 2012.
Steuer, Sharon. *The Adobe Illustrator WOW! Book for CS6 and CC*. Peachpit, 2012.

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SYLLABUS FOR THE YEAR 2018 – 19

(Choice Based Credit System with effect from the year 2018-19)

LIST OF COURSE TITLES AND COURSE CODES

FYBMM SEMESTER II:

CLASS	SEM	PAPER NO	PAPER NAME	COURSE CREDITS	SUBJECT CODE
FYBMM	II	1	Effective Communication Skills – II	03	SBMMED201
FYBMM	II	2	Principles of Marketing	03	SBMMED202
FYBMM	II	3	Principles of Management	03	SBMMED203
FYBMM	II	4	Introduction to Media Psychology	03	SBMMED204
FYBMM	II	5	Introduction to Literature	03	SBMMED205
FYBMM	II	6	Political Concepts and the Indian Political System	03	SBMMED206

SEMESTER II
EFFECTIVE COMMUNICATION SKILLS – II

Learning Objectives:

To enable the student to read articles, books relating to the media, and to general issues written about in the media, to understand lectures, take notes from written or oral discussions to write up as newspaper articles, make outlines for TV or on-line programmes

In order to do this,

1. a) the following language skills will have to be enhanced, as far as possible, in relation to the media, but also relating to the other subjects of study in this programme: **reading, listening, writing, speaking**

(b) the use of English for reference work for classroom projects, and later, for use in professional life/ work will need to be facilitated through acquiring appropriate **reference skills**

2. the **linguistic competence** of students will have to be improved, in terms of:

   (a) the use of selected **grammatical structures** and sentences in text/ discourse, especially in connection with media-related work
   (b) development of **vocabulary**, in order to use it appropriately, precisely, and with elegant variation

Learning Outcomes:

At the end of the semester, the students will:
   1. analyse texts for literal and inferential meaning
   2. interpret texts for local and global meaning
   3. analyse the structure of written texts
   4. identify the purpose and structure of discourse
   5. write with focus and clarity
   6. use devices that allow for coherence and cohesion in writing
   7. speak with fluency, correct pronunciation, and stress

Lectures per Week: 04

READING SKILLS

- Analysing texts for **literal** and **inferential meaning**
- **Interpretation** of statements

- Search for **local and global meaning**
- Drawing out the **strands of argument**, **diverse view-points**, the **general point of view**, the manner of **development of ideas**
- Establishing **the structure of the text**

Types of reading comprehension passages:

(a) Narrative/ Descriptive
(b) Discursive (requiring argument)

LISTENING SKILLS

Getting **the main idea**, and distinguishing this from the **subsidiary ideas** in the spoken medium.

- To understand the **purpose and structure of the discourse**
- To become familiar with the type of **language (and accent) used in different types of contexts,** whether relating to the media or other events/ occasions

Types of listening comprehension passages, such as:

(a) Radio, television broadcasts
(b) Announcements
(c) Recorded material

WRITING SKILLS

Learning to write with **clarity**, and to appropriately signal the statement of ideas and their inter-relationships

- To write with **focus** on the important ideas
- To achieve **coherence** through textual or organisation and the rhetorical development of ideas
- In addition, to be **concise,** avoiding wordiness and flashy language, and also precise in the choice of words
- To acquire **elegant variety** in vocabulary and sentence patterns, e.g. fronting of words for emphasis, avoidance of clichés and jargon
- To be able to achieve appropriate **subordination** in clause structure in order to highlight or subordinate ideas
- To use appropriate **cohesive devices** for achieving clarity

Types of writing tasks:

(a) **Persuasive writing. Activities** such as:

i. Copy writing (for advertising) to market a product; brochures for an organisation/ event
ii. Drafting a letter asking for a donation for a cause, etc
    a. Making out a case for a particular reform, or change in a system of functioning

(b) **Discursive writing**. **Activities**, such as:
i. Writing an analysis of a particular (current) event from a specific (political or social) point of view
ii. Analysing an issue/ event/ situation into its component parts

(c) **Dialogue writing**

(d) **Summarisation**:
i. Statement of **generalisation versus particulars**/ facts
ii. **Logical statement** of material
iii. **Focus** on **relevant** points, separating **central ideas** from **subsidiary ideas** and from **examples**

Activities, such as:

(a) Taking notes from different reference materials for an assignment
(b) Writring a summary of each different position on a particular issue in a given text
(c) Condensing a given text, making it a statement of the major ideas.
(d) (The focus is on a clear statement of the major ideas, the language of the given text may be used wherever appropriate)

SPEAKING SKILLS

Learning to speak with fluency, correct pronunciation and stress

- To organise one's material in terms of the requirements of the specific spoken mode chosen
- To achieve clarity through the appropriate ordering of ideas, and communicate relevantly with the interlocutor(s)

Activities to develop both formal and informal speaking skills**,** such as**:**

(a) Interviewing people for a newspaper report, news broadcast, market survey and so on
(b) Speaking on formal occasions, such as, job interviews, group discussions.
(c) Expressing ideas and views in informal discussion and in specific situations of various degrees of formality

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Hamp-Lyons, Liz, and Ben Heasley. *Study Writing*. Cambridge University Press,1987.
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ALL SKILLS

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GENERAL

Truss, Lynne. *Eats, Shoots & Leaves*. Fourth Estate, 2009.
Swan, Michael. *Practical English Usage*. Oxford University Press,1980.
Allen, J.P.B., and H. G. Widdowson. *English in Social Studies*. Oxford University Press, 1978.
Aitchison, Jean, and Diana M. Lewis, editors. *New Media Language*. Routledge, 2003.

PRINCIPLES OF MARKETING

Learning Objectives:

- To introduce FYBMM students to basic marketing concepts like marketing mix, the marketing environment, market segmentation, and integrated marketing communication
- To enable them to understand the importance of strategic and holistic marketing in the global environment

Learning Outcomes:

At the end of the semester, the students will:
1. outline the meaning, scope and process of marketing
2. explain the key components of the marketing mix
3. explore the marketing environment
4. identify consumer markets and compare market segments
5. explain the concepts of products, services and ideas
6. create omnichannel marketing communication for products and services

Lectures per Week: 04

WHAT IS MARKETING?

- The Scope of Marketing
- Core Marketing Concepts
- Company Orientation towards the Marketplace
- The Four Ps of Marketing
- Marketing Management Tasks

MARKETING STRATEGIES AND PLANS

- Business Unit Strategic Planning
- Product Planning: The Nature and Contents of a Marketing Plan

MARKETING ENVIRONMENT AND MARKETING RESEARCH

- Components of a Modern Marketing Information System
- Internal Records
- Marketing Intelligence
- Analysing the Macroenvironment
- The Marketing Research Process

ANALYSING CONSUMER MARKETS AND IDENTIFYING MARKET SEGMENTS

- Factors Influencing Consumer Behaviour
- Key Psychological Processes
- The Buying Decision Process: The Five Stage Model
- Bases for Segmenting Consumer Markets

BRAND POSITIONING AND BRAND EQUITY

- Developing and Establishing a Brand Positioning
- What is Brand Equity?

PRODUCTS, SERVICES AND PRICING

- Product Characteristics and Classifications
- Products and Services Differentiation
- The Nature of Services
- Understanding Pricing
- Setting the Price

DESIGNING AND MANAGING INTEGRATED MARKETING CHANNELS AND COMMUNICATIONS

- Marketing Channels and Value Networks
- The Role of Marketing Communications Developing Effective Communications Deciding on the Marketing Communications Mix
- Managing the IMC Process

REFERENCES:

Kotler, Philip, et al. *Principles of Marketing: A South Asian Perspective.* 13th ed., Pearson Education India, 2010.

Kotler, Philip, et al. *Marketing Management: A South Asian Perspective*. Dorling Kindersley (India), 2013.

Kazmi, S.H.H. *Marketing Management: Text and Cases*. Excel Books, 2010.

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Godin, Seth. *All Marketers Tell Stories: The Underground Classic That Explains How Marketing Really Works -- and Why Authenticity Is the Best Marketing of All*. Penguin, 2012.

Belch, George E., et al. *Advertising and Promotion: An Integrated Marketing Communications Perspective.* 9th ed., McGraw-Hill Education India, 2013.

PRINCIPLES OF MANAGEMENT

Learning Objectives:

- To introduce students to basic management concepts, and the need for planning, organising and leadership in the global business and media environment
- To enable them to understand the theories of management, and importance of current management trends, and the social aspect of management

Learning Outcomes:

At the end of the semester, the students will:
1. outline the meaning, scope and process of management
2. explain the history and evolution of management as a discipline
3. explore the process and importance of decision making in an organisation
4. identify and resolve potential conflicts in an organisation
5. assess contemporary management trends in organisations

Lectures per Week: 04

INTRODUCTION TO MANAGEMENT
- Concept
- Contemporary Management

HISTORY OF MANAGEMENT THOUGHT: CONTRIBUTIONS
- F W Taylor
- Henri Fayol
- Elton Mayo
- Chester Bernard
- Peter Drucker
- Behavioural Science Approach
- Contingency Approach

MANAGEMENT FUNCTION
- Planning
- Organising
- Staffing
- Directing
- Coordinating

- Reporting
- Budgeting

DECISION MAKING

LEADERSHIP
- Approaches: Traditional and Contemporary

GROUPS AND TEAMS
- Definition
- Kinds of Groups
- Teams
- Working with Teams

CONFLICT
- Conflict Management
- Stress and Stress Management

CONTEMPORARY MANAGEMENT TRENDS
- Social Responsibility
- Crisis Management
- Change Management
- Total Quality Management

REFERENCES:

Koontz, Harold. *Essentials of Management*. McGraw-Hill, 2010.

Bajaj, P. S., and V. S. P. Rao. *Management Process and Organisation.* Excel Books, 2004.

Prasad, L. M. *Principles and Practice of Management*. Sultan Chand and Sons, 2004.

Brevis T., and M. J. Vrba, editors. *Contemporary Management Principles*. Juta Legal and Academic Publishers, 2013

Sineck, Simon. *Leaders Eat Last*: *Why Some Teams Pull Together and Others Don't*. Penguin, 2014

-----. *Start with Why: How Great Leaders Inspire Everyone to Take Action*. Penguin, 2011.

SEMESTER II
INTRODUCTION TO MEDIA PSYCHOLOGY

Learning Objectives:
- To impart knowledge of the basic concepts and modern trends in psychology
- To provide an interdisciplinary study of concepts in the field of media, communication and psychology
- To expose students to a multicultural understanding, use, influence and impact of the media
- To prepare students for a future filled with opportunities in the field of media and communication

Learning Outcomes:

At the end of the semester, the students will:
1. outline the definition, goals and different perspectives in psychology
2. explain the relationship between the media and psychology
3. explore research methods in media psychology
4. evaluate the use of psychology in the media
5. evaluate the impact of media messages on different consumers
6. discuss media use and influence on individuals of different age groups

Lectures per Week: 04

INTRODUCTION TO PSYCHOLOGY

- Definition and Goals of Psychology
- Different Perspectives/Schools of Thought: Structuralists, Functionalists, Gestalt, Behaviorism, Social Learning, Psychoanalysis, Humanism
- Contemporary Perspectives: Biological Perspective, Socio-cultural Perspective

INTRODUCTION TO MEDIA PSYCHOLOGY

- Relationship Between Media and Psychology
- Media Research Approaches: McLuhan, Post Modernism, Effects Research Tradition, Uses and Gratification Research
- Media Psychology as a field of study

RESEARCH METHODS

- Research Methods in Psychology and Media Psychology

USE OF PSYCHOLOGY IN MEDIA

- Memory
- Thinking
- Perception
- Cognitive and Behavioural Effects of Media
- Effects of Media Violence
- Pro Social Effects of Media
- Advertising

PERSONALITY THEORIES

- Trait Theory
- Cognitive Theory
- Psychoanalytic Theory

DEVELOPMENTAL ISSUES IN MEDIA PSYCHOLOGY

- Young Children and Media (TV)- socialization
- Media Use and Influence during Adolescence

SOCIAL PSYCHOLOGY AND MEDIA

- Attitude Formation
- Persuasion
- Prejudice
- Social Influence: Conformity, Compliance, Obedience, Indoctrination
- Gender Representation in the Media
- Violence and Aggression

FUTURE OF MEDIA PSYCHOLOGY

- Internet/Media Convergence
- Audience participation and Reality TV
- Representation of minority groups, mental health and disability
- Ethical issues involved

REFERENCES:

Giles, David. *Media Psychology*. Lawrence Erlbaum Associates, 2003.

Lahey, Benjamin B. *Psychology: An Introduction*. 10th ed., McGraw-Hill, 2008.

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Baym, Nancy K. *Personal Connections in the Digital Age*. Polity, 2009.

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Suler, John. *The Psychology of Cyberspace*. http://truecenterpublishing.com/psycyber/psycyber.html. Accessed 30 December 2016.

SEMESTER II
INTRODUCTION TO LITERATURE

Learning Objectives

1. Through Literature to enable students to evolve into more thinking and sensitive human beings, as well as to deepen and widen their understanding of themselves and of life. These qualities should be the foundation of a good media person.
2. To expose students to good writing to help them become effective communicators.
3. To introduce students to the various genres of literature, and to the elements pertaining to each genre.

Learning Outcomes:

At the end of the semester, the students will:
1. analyse the key characteristics of the novel, short stories, poetry and drama as literary forms
2. improve their ability to read a literary text closely
3. evaluate the role of plot, character and narrative style in novel, short story and drama
4. investigate the key formal aspects of poetry in English
5. examine the diverse themes and concerns in writing by authors, playwrights and poets from different parts of the world

Lectures per Week: 04

THE NOVEL

Achebe, Chinua, **Things Fall Apart**

SHORT STORIES

(i)   Allende, Isabel, **And of Clay Are We Created**
(ii)   Hemingway, Ernest, **A Clean Well-Lighted Place**
(iii)   Faulkner, William, **A Rose for Emily**
(iv)   Pande, Mrinal, **Girls**
(v)   Mahasveta Devi, **Draupadi**

POETRY

(i)	Angelou, Maya, *When I Think About Myself*
	The Lie
(ii)	Frost, Robert, *Mending Wall, The Hill Wife*
(iii)	Eliot, T. S. *Journey of the Magi*
(iv)	Ezekiel, Nissim, *Night of the Scorpion*
(v)	Dharker, Imtiaz, *Namesake*
	Adam from New Zealand
(vi)	Chitre, Dilip, *Father Returning Home*

DRAMA

Miller, Arthur, **All My Sons**

REFERENCES:

Abrams, M. H. and Geoffrey Harpham. *A Handbook of Literary Terms*. Cengage Learning India, 2009.

Bate, Jonathan. *English Literature: A Very Short Introduction.* Oxford University Press, 2010.

Drabble, Margaret and Jenny Stringer, editors. *The Concise Oxford Companion to English Literature*. 3rd ed., Oxford University Press, 2007

Mehrotra, Arvind Krishna. *A Concise History of Indian Literature in English*. Orient Black Swan, 2010.

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Naik, M. K. *A History of Indian English Literature*. Sahitya Akademi, 2004.

Rogers, Pat, editor. *The Oxford Illustrated History of English Literature*. Oxford University Press, 2001.

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Stauffer, Donald Barlow. *A Short History of American Poetry*. E.P. Dutton & Co, 1974.

Walsh, William. *Indian Literature in English*. Longman Literature in English Series, 1990.

SEMESTER II
POLITICAL CONCEPTS AND THE INDIAN POLITICAL SYSTEM

Learning Objectives

- To be aware of fundamental political concepts and of the Indian Constitution.
- To understand political dynamics (India and Maharashtra)
- To orient students to contemporary issues in Indian politics

Learning Outcomes:

At the end of the semester, the students will:
1. outline and define key political concepts
2. explain the salient features of the Indian Constitution
3. compare fundamental rights and fundamental freedoms
4. explore the agenda and practices of political parties in India
5. examine contemporary issues in Indian politics
6. examine contemporary issues in the politics of Maharashtra as a state

Lectures per Week: 04

POLITICAL CONCEPTS

- State: definition and elements; interaction between State and society
- Nation: definition, factors in nation building
- Democracy: definition, types, principles, institutions, evaluation of democracy
- Non-democratic forms of government: characteristics, monarchy, oligarchy, dictatorship

INDIAN CONSTITUTION

- The Constituent Assembly
- Salient features of the Indian constitution
- Preamble and philosophy of the constitution.
- Fundamental Rights (characteristics, restrictions, Articles-12-35)
- Directive Principles of State Policy (classification of DPSP, Articles 36-51,evaluation of DPSP)
- Comparison of Fundamental Rights and DPSP

- Fundamental Duties- features, significance, criticism, list of fundamental duties (Article 51 A).
- Indian federation
- Federal structure, unitary features of the constitution
- Changing dynamics of centre-state relations
- National Commission to review the working of the Constitution

POLITICAL DYNAMICS (INDIA)

- Indian party system: evolution, salient features of party system in India
- National parties: INC, BJP, NCP, Communist Parties, BSP
- Regional parties outside Maharashtra: Telugu Desam, DMK, AIADMK, Akali Dal
- Coalition governments since 1977
- Indian electoral system: features, Election Commission, electoral reforms
- Local self-government -- organization of local bodies, Panchayati Raj, 73rd – 74th amendment, Evaluation of Panchayati Raj System

CONTEMPORARY ISSUES IN INDIAN POLITICS

- Caste: characteristics of caste system in India, role of caste in Indian politics, Reservations based on caste, evaluation of reservations
- Role of religion in Indian politics, communalism; Uniform Civil Code
- Politics and media
- Role of media in a democracy
- Political campaigning using new media
- Internal threats to security in India: Naxalism, insurgency in Jammu and Kashmir, North-East

POLITICAL DYNAMICS (MAHARASHTRA)

- Evolution of party system in Maharashtra; regional parties of Maharashtra: Shiv Sena, Maharashtra Navnirman Sena (MNS), RPI etc.
- Subregionalism in Maharashtra (Western Maharashtra, Marathwada, Vidharbha)
- Farmers agitations, co-operative sector
- Dalit movement in Maharashtra
- Mumbai's political history

REFERENCES:

Robertson, David. *The Penguin Dictionary of Politics.* Penguin India, 1993

Sharma. Urmila, and S. K. Sharma. *Principles and Theory of Political Science.* 2nd ed., Atlantic, 2007.

Narang, A. S. *Indian Government & Politics.* Gitanjali Publishing House.

Jain, M. C., and M. C. Kagzi. *The Constitution of India.* State Mutual Book & Periodical Service, 1988.

Basu, Durga Das. *Introduction to the Indian Constitution*. 22nd ed., Lexis Nexis, 2015.

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Lakshmikanth, M. *Indian Polity: for Civil Service Examinations*. 5th ed., McGraw Hill Education, 2016.

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SOPHIA COLLEGE
(AUTONOMOUS)
Affiliated to the University of Mumbai

Syllabi for Semester III
Program: B. M. M.

SYLLABUS FOR THE YEAR 2018 – 19

(Choice Based Credit System with effect from the year 2018-19)

LIST OF COURSE TITLES AND COURSE CODES

SYBMM SEMESTER III

CLASS	SEM	PAPER NO	PAPER NAME	COURSE CREDITS	SUBJECT CODE
SYBMM	III	1	Introduction to Creative Writing	03	SBMMED301
SYBMM	III	2	Introduction to Cultural Studies	03	SBMMED302
SYBMM	III	3	Understanding Cinema	03	SBMMED303
SYBMM	III	4	Introduction to Public Relations	03	SBMMED304
SYBMM	III	5	Introduction to Media Studies	03	SBMMED305
SYBMM	III	6	Advanced Computers	03	SBMMED306

INTRODUCTION TO CREATIVE WRITING
SUBJECT CODE: SBMMED301

Learning Objectives:

- To encourage and enable students to write short sketches, descriptive and narrative passages and to make them aware of their own ability to compose original and creative pieces of writing during class
- To realise the above objective by exposing the students to different styles of narration and expression in various literary texts, eg., short stories, poems, and plays, so as to enable them to read sensitively and critically
- To enable them to use these techniques in their own writing

Learning Outcomes:

At the end of the semester, the students will:
1. identify and discuss the formal aspects of a short story
2. analyse the formal aspects of poetry
3. analyse the formal aspects of drama
4. identify and discuss the formal aspects writing for audio-visual media
5. write a short story based on a brief given to them

Lectures per week: 04

  I.   **Formal Aspects of the Short Story**
- Genre (science fiction, horror, romance)
- Theme
- Plot
- Character
- Setting
- Point of View

Several classical as well as contemporary short stories will be read and discussed so that students will be able to write a short story and submit it as their project.

  II.   **Formal Aspects of Poetry**
- Theme
- Diction
- Imagery
- Symbolism
- Figures of Speech
- Rhyme and Meter

- Structure and Form

Analyse different poems for poetic language, imagery etc. This would enable students to write a few lines of verse and submit that as part of classwork for peer correction/appreciation.

III.   Formal Aspects of Drama
- Theme
- Character
- Plot
- Dialogue
- Form

Extracts from some plays will be analysed and students will write short skits on socially relevant themes

IV.   Formal Aspects of Script/ Screen writing for Visual Media
- Building a Character
- Endings and Beginnings
- The Sequence
- Writing the Screenplay
- Screenplay Form

Reference Reading:

Petersen, S. *How to Write Short Stories*. Thomson-Arco, 2011

Bell, Julia, and Paul Magrs. *The Creative Writing Coursebook: Forty Authors Share Advice and Exercises for Fiction and Poetry*. Macmillan, 2001

James, Howell F., and Dean Memering. *Brief Handbook for Writers*. 3rd Ed. Pearson, 1992

Manser, Martin H. *Guide to Good Writing*. Viva Books, 2015

Strunk Jr., William, and E. B. White. *The Elements of Style*. 4th Ed. Pearson, 1999

Kane, Thomas S., and Leonard Peters. *Writing Prose: Techniques and Purposes*. USA: Oxford University Press, 1986

Optner, Ruth. *Writing from the Inside Out*.

Brooks, Cleanth, and Robert Penn Warren. *Understanding Poetry*. 4th Ed. USA: Heinle & Heinle, 1976

Field, Syd. *Screenplay: The Foundations of Screenwriting*. RHUS, 2005

Goldman, William. *Adventures in the Screen Trade*. USA: Hachette Book Group, 1989

Trottier, David. *The Screenwriter's Bible: A Complete Guide to Writing, Formatting and Selling Your Script*. USA: Silman-James Press, 2014

INTRODUCTION TO CULTURAL STUDIES
SUBJECT CODE: SBMMED302

Learning Objectives:

1. To create awareness on cultural theories and its relevance in media
2. To discuss the importance of cultural studies and its role in mass media
3. To understand the cultural concepts and their impact on the media

Learning Outcomes:

At the end of the semester, the students will:
1. discuss and outline the evolution, need and significance of cultural studies as a discipline
2. analyse cultural theory and its relevance to the media
3. assess the factors in the construction of culture
4. explore and examine the representation of cultural concepts and images in the media
5. inspect the impact of globalisation on culture

Lectures per Week: 04

I. Introduction to Cultural Studies:

(A) Evolution, Need and Significance of Cultural Studies

Key Concepts in Cultural studies- Representation, Materialism, Non-Reductionism, Articulation, Power, Popular Culture, Texts and Readers, Subjectivity and Identity

(B) Theories and Their Relevance in the Media

 a. Diffusionism- Alfred Kroeber
 b. Cultural Materialism- Raymond Williams
 c. Functionalism- B. Malinowski, and R. Brown
 d. Social Interaction- G.H. Mead and C. H. Cooley
 e. Popular and Mass Culture, Circuit of Culture, Encoding and Decoding - Stuart Hall
 f. Culture and Industry – John Fiske

II. Factors in the Construction of Culture

 a. Social
 b. Economic
 c. Political

d. Religious

e. Technological

III. Re- Representation and Media Culture

a. Language

b. Gender

c. Race

d. Class

e. Ethnicity

f. Kinship and Terminology

IV. Globalisation and Cultural Studies

a. Popular Culture- Trends, Transformation and Its Impact on Society

b. Commodification of Culture and Its Impact on Lifestyle

c. Changing Values, Ideologies and Its Relevance in the Contemporary Society

d. Global Economic Flow, Global Cultural Flows, Homogenisation and Fragmentation, Glocalisation, Creolisation, Globalisation and Power

e. Digital Media Culture

V. Cultural Expressions and Media

a. Oral Traditions- Folklore

b. Fashions and Fads

c. Cuisine

d. Festivals

e. Sports

f. Art and Architecture

Reference Readings:

Durham, Meenakshi Gigi, and Douglas M. Kellner. *Media and Cultural Studies.* Blackwell Publishing, 2012.

Barker, Chris. *The Sage Dictionary of Cultural Studies*. Sage, 2004.

Barker, Chris and Emma A. Jane. *Cultural Studies: Theory and Practice*. Sage, 2003.

Nayar, Pramod K. *An Introduction to Cultural Studies*. Viva Books, 2016.

Keesing, Roger, and Andrew Strathern. *Cultural Anthropology: A Contemporary Perspective*. Harcourt Brace,1998

During, Simon. Editor. *The Cultural Studies Reader*. Routledge, 2007.

Miller, Barbara D. *Cultural Anthropology*. Pearson Education, 2015.

Crapo, Richley H. *Cultural Anthropology: Understanding Ourselves and Others*. McGraw Hill, 2001.

Schaefer, Richard. *Sociology: A Brief Introduction*. Tata McGraw Hill, 2006.

Storey, John. *Cultural Theory and Popular Culture: An Introduction*. Routledge, 2015.

Storey, John. *What is Cultural Studies: A Reader*. Rawat, 2005.

UNDERSTANDING CINEMA
SUBJECT CODE: SBMMED303

Learning Objectives:

- This paper should aim to sensitise the students towards Cinema as a medium of Mass Communication and help them to become critical viewers of movies today.
- The students should get to study the similarities and differences between various cinema cultures.
- The students should get to study Indian cinema through its similarities and differences with both Indian & Western traditions of art and culture.

Learning Outcomes:

At the end of the semester, the students will:
1. identify and discuss the formal aspects of filmmaking
2. inspect and analyse the use of a specific language in cinematic storytelling
3. identify and compare the different genres of cinematic narratives
4. discuss the contribution of Indian filmmakers to world cinema
5. synthesise their understanding of cinematic language by breaking down and unpacking key sequences in films

Lectures per Week: 04

I. Introduction to Cinema as a Medium, Language of Cinema, Cinema Narratives, Evolution of Cinema covering Hollywood as well as Indian Cinema from the early beginnings to its status today.

II. Introduction to Genres, Understanding Diverse Film Genres, with a special mention of Italian Neorealism, French New Wave, Russian Cinema, Swedish and Polish Masters, and Indian Parallel Cinema.

III. In the Indian Context: Contribution and Impact of Regional Cinema

IV. Basic Introduction to the technology used in Cinema

V. Introduction to a few important techniques employed by different film makers

VI. Introduction and basic discussion to cover a broad range of films: Documentaries, Short Films etc.

Suggested Bibliography

Monaco, James. *How to Read a Film: Movies, Media and Beyond*. Oxford: Oxford University Press, 2009

Peary, Gerald. Ed. *Quentin Tarantino: Interviews, Revised and Updated*. Mississippi: University Press of Mississippi, 2013

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Bergman, Ingmar. *The Magic Lantern – An Autobiography*. University of Chicago Press, 2008.

Bergman, Ingmar. *Images: My Life in Film*. Arcade Publishing, 2016.

Kalin, Jesse. *The Films of Ingmar Bergman*. Cambridge: Cambridge University Press, 2003

Wood, Robin et al. *Ingmar Bergman: New Edition*. Wayne State University Press: 2012

Mandelbaum, Jacques. *Masters of Cinema: Ingmar Bergman*. Phaidon Press, 2011.

Alexander-Garrett, Layla. *Andrei Tarkovsky: The Collector of Dreams*. Glagoslav: 2012

Tarkovsky, Andrei. *Sculpting in Time: Reflections on the Cinema*. University of Texas Press, 1988.

Bird, Robert. *Andrei Tarkovsky: Elements of Cinema*. Reaktion Books: 2017

Brody, Richard. *Everything Is Cinema: The Working Life of Jean-Luc Godard*. Metropolitan Books; Reprint Edition: 2008

Ray, Satyajit. *Our Films Their Films*. Orient BlackSwan, 2001.

Ray, Satyajit. *Deep Focus: Reflections on Cinema*. Harper, 2013

Ray, Satyajit. *Speaking of Films*. Penguin India, 2005.

Ray, Satyajit: *My Years with Apu*. Penguin India: New Edition, 2000

Chatterjee, Shoma A. *Ritwik Ghatak*. Rupa Publications: 2004

Ghatak, Ritwik. *Rows and Rows of Fences*. Seagull Books, 2000.

Straus, Frederic. *Almodóvar on Almodóvar*. Faber, 2006.

Sotinel, Thomas. *Masters of Cinema: Pedro Almodóvar*. Phaidon Press, 2010.

Berger, John. *Ways of Seeing*. Penguin UK, 2008.

Kurosawa, Akira. *Something like an Autobiography*. RHUS, 1983.

Joo, Woojeong. *The Cinema of Ozu Yasujiro: Histories of the Everyday*. Edinburgh University Press, 2017.

SEMESTER III
INTRODUCTION TO PUBLIC RELATIONS
SUBJECT CODE: SBMMED304

Learning Objectives:

1. To prepare students for effective & ethical public communication on behalf of organisations
2. To help students acquire basic skills in the practical aspects of media relations and crisis management
3. To equip students with basic skills to write & develop press releases & Other PR communication
4. To design a public relations campaign

Learning Outcomes:

At the end of the semester, the students will:
1. discuss and outline the evolution and significance of public relations as a discipline
2. inspect and analyse the use of propaganda in public relations
3. evaluate the tools and skills needed to be a PR professional
4. examine the importance of crisis communication in public relations
5. design a public relations strategy and campaign

Lectures per Week: 04

I.   Definition of Public Relations (PR)
- Nature
- Scope
- Stakeholders

II.   Evolution of PR with a Special Focus on India

III.   PR, Propaganda, Public Opinion & Publicity

IV.   PR and Marketing PR & Advertising, PR and Branding

V.   Objectives, Functions of PR, Skills needed to be a PR Professional
- In-house PR and PR Consultancy: Advantages & Disadvantages
- Internal and External PR: With focus on Corporate Communications

VI. Corporate Image Management

VII. PR Tools:

A. Media tools

- Press release
- Press conference
- Others

B. Non-Media

- Seminars
- Exhibitions / trade fairs
- Sponsorship
- Others

C. Content Development in PR:

- Development of profile: Company / Individual
- Drafting a Pitch note/ Proposal
- Writing for Social Media

IV. New age PR: Digital PR (To be taught with contemporary cases)

V. PR process with emphasis on developing a PR campaign

VI. Crisis communication (With case studies):
- Preparing a crisis plan
- Handling crisis

VII. Social responsibility & PR (With case studies)

VIII. Ethics in PR: Code of Conduct (With case studies)

Reference Reading:

Grunig, James E. *Excellence in Public Relations and Communication Management*. Routledge, 1992.

Fearn-Banks, Kathleen. *Student Workbook to Accompany Crisis Communications: A Casebook Approach*. Routledge, 2016.

Bernays, Edward L. *Public Relations*. Snowball Publishing, 2016.

Olasky, Marvin N. *Corporate Public Relations: A New Historical Perspective*. Routledge, 2011

Treadwell, Donald, and Jill Treadwell. *Public Relations Writing: Principles in Practice*. Sage, 2005.

Duhé, Sandra C. *New Media and Public Relations*. Peter Lang Publishing, 2017.

Phillips, David, and Philip Young. *Online Public Relations: A Practical Guide to Developing an Online Strategy in the World of Social Media*. Kogan Page, 2009.

Cutlip, Scott, Alan Cnter and Glen Broom. *Effective Public Relations*. Pearson, 2008.

Dunn, Jim. *Public Relations Techniques that Work*. Crest Publishing, 2007.

Ries, Al, and Laura Ries. *The Fall of Advertising and the Rise of PR*. Harper Business, 2015.

Lattimore, Dan, Otis Baskin, Suzette Heiman and Elizabeth Toth. *Public Relations: The Profession and the Practice*. McGraw Hill Education, 2009.

Philip, Lesley. *A Handbook of Public Relations and Communication*. McGraw Hill Education, 2002.

Newsom, Doug, Judy Turk and Dean Kruckeberg. *This is PR: The Realities of Public Relations*. Wadsworth Publishing, 2012.

Learning Objectives:

- To introduce the students to critical perspectives that have evolved within and around the discipline of mass media
- To discuss the impact of media in society, its role in informing and shaping socio-political and cultural discourse the world over
- To get them to engage with the history of, and current trends, in various mass media platforms

Learning Outcomes:

At the end of the semester, the students will:
1. discuss and outline the evolution and significance of media studies as a discipline
2. inspect and analyse critical perspectives on mass media
3. evaluate the impact of the media in social representation
4. examine the challenges in contemporary media

Number of Lectures per Week: 04

I.   The Relevance of Media Studies in Contemporary Times

II.   Exploring the Evolution of Mass Media: Print, Film, Broadcast, New Media

III.   Critical Perspectives on Mass Media:
- Propaganda: its evolution and use in political discourse through the 20th Century; Noam Chomsky and Edward Hermann's Propaganda Model
- The Lippmann vs. Dewey Debate on Information and Public Opinion in a Democracy
- The Two-Step Flow Model of Information and Influence by Paul Lazarsfeld
- The Uses and Gratification Theory
- Agenda Setting and Its Impact on News Dissemination
- Michel Foucault's Notion of Power and Authority, and his Model of the Panopticon
- Marshall McLuhan's Views on Digital Media

IV.   Media and Representation:
- Representations of Race
- Representations of Gender and Sexuality
- Representation of Ethnicity and Religion

V.   The Challenges in Contemporary Media:
   - Current Trends in Media Platforms
   - Media and Consumerism
   - Intellectual Property and New Media

Reference Reading:

Baran, Stanley J. and Dennis K. Davis. *Mass Communication Theory: Foundations, Ferment and Future*. Cengage Learning, 2015.

Baran, J. Stanley. *Introduction to Mass Communication. Media Literacy and Culture*. McGraw Hill Education, 2015.

McQuail, Denis. *Mass Communication Theory*. 6th Ed. India: Om Books, 2016.

Fiske, John. *Introduction to Communication Studies*. Taylore and Francis, 2010.

Mulvey, Laura. *Visual and Other Pleasures*. Palgrave Macmillan, 2009.

Foucault, Michel. *Power: Essential Works of Michel Foucault 1954-1984*. Vol 3. UK: Penguin, 2002.

Schirato, Tony, Geoff Danahar and Jenn Webb. *Understanding Foucault: A Critical Introduction*. Sage, 2012.

McLuhan, Marshall and Lewis H. Lapham. *Understanding Media: The Extensions of Man*. MIT Press, 1994.

McLuhan, Marshall. *Understanding Media*. Routledge, 2001.

Chomsky, Noam and Edward S. Herman. *Manufacturing Consent: The Political Economy of Mass Media*. UK: Random House, 1995.

Dewey, John. *Democracy and Education*. Merchant Books, 2009.

Said, Edward. *Orientalism: Western Conceptions of the Orient*. India: Penguin, 2001.

Said, Edward. *Culture and Imperialism*. UK: Random House, 1994.

McCombs, Maxwell. *Setting the Agenda: Mass Media and Public Opinion*. Polity Press, 2014.

Nandy, Ashis. *The Intimate Enemy: Loss and Recovery of Self Under Colonialism*. India: Oxford University Press, 2002.

Sunstein, Cass R. *#Republic: Divided Democracy in the Age of Social Media*. Princeton University Press, 2017.

Curran James, Natalie Fenton and Des Freedman. *Misunderstanding the Internet*. Routledge, 2016.

Curran, James, and David Hesmondhalgh. Editors. *Media and Society*. 6th Edition. USA: Bloomsbury Academic, 2018.

SYBMM | SEMESTER III
ADVANCED COMPUTERS
SUBJECT CODE: SBMMED306

Learning Objectives:

- To equip the students with an understanding of industry knowledge required to make a career in the field of Print and Advertising, Digital Marketing, Television Media, Film etc.
- To train them with the software knowledge required in the above-mentioned industries

Learning Outcomes:

At the end of the semester, the students will:
1. discuss and outline the basics of online marketing and animation
2. inspect and analyse the use of HTML 5 with CSS
3. describe the basics of web designing, and audio-video editing
4. examine the basics of 3D animation

Lectures per Week: 04

I. Basics of Online Marketing

a. Building an Online Marketing Foundation
b. Planning and Building the Website
c. Content Marketing
d. Blogging
e. Social Media Marketing
f. Web Analytics (Google Analytics)
g. Search Engine Optimisation / How Google Works
h. Online Advertising / Search Engine Marketing (Google Adwords)
i. Email Marketing / Webinar
j. Online Public Relations
k. Managing Multitasking Web Marketing

II. Basics of Animation

a. Understanding Animation (Adobe Flash may be used)
b. Working with Fills and Outline, Layers and Pen tool
c. Understanding Layers and Symbols

d. Working with Text and Mask Layers

e. Creating Frame by Frame Animation

f. Motion Tweening and Motion Editor

g. Classic Tweening and Shape Tweening

h. Working with Sound and Video and Publishing a Movie

III. HTML 5 with CSS

a. Introduction to the Web

b. Introduction to HTML5

c. Formatting Text Using Tags

d. Creating Hyperlinks and Anchors

e. Introduction to CSS3

f. Formatting Using Style Sheets

g. Displaying Graphics and CSS3 Animation

h. Creating Navigational Aids and Division Based Layout

i. Creating Tables

j. HTML Forms

k. HTMLS Audio and Video

IV. Web Designing

a. Getting Started with Web Designing (Dreamweaver CS 6 may be used)

b. Working with Lists, Tables, Links and Frames

c. Forms, CSS, Behaviors and Snippets

d. Working with Multimedia Objects

e. Testing a Website

f. Working with Dynamic Websites

V. Basics of Audio / Video Editing

a. Introduction to Adobe Audition

b. Working with Audio Editing

c. Working with Multi-Track Editor and Recording Audio

d. Working with Audio Effect

e. Introduction to Digital Video Editing

f. Starting with Adobe Premiere Pro CS6

g. Capturing Clips and Using Tools

h. Video Editing

i. Animating, Effects, Transitions and Exporting Video

j. Working with Audio

k. Creating Titles and Superimposing

l. Previewing & Rendering Output

VI. Basics of 3D Animation

a. Overview
b. Working with Objects
c. Transforming and Grouping
d. Shapes and Modifiers
e. Compound Objects
f. Low Poly Modelling
g. High Poly Modelling
h. Creating Models with Nurbs
i. Patch Modelling and Surface Tool
j. Modifying Objects
k. Integration of Various Modelling Techniques
l. Creation of Morph Targets

Reference Reading:

Thomas, Laurie. *The McGraw-Hill 36-Hour Course: Online Marketing*. McGraw Hill Education, 2011.

Franklin, Adam, and Toby Jenkins. *Web Marketing That Works: Confessions from the Marketing Trenches*. Wright Books, 2014.

Bain, David. *13 Pillars of Internet Marketing*. Purple Internet Marketing Limited, 2007. Zimmerman Jan, and Deborah N.G. Social Media Marketing – All in One for Dummies. Wiley, 2017.

Clifton, Brian. *Advanced Web Metrics with Google Analytics*. Sybex, 2012.

Geddes, Brad. *Advanced Google Adwords*. Wiley, 2015.

Gerantabee, Fred. *Adobe Flash Professional CS6 Digital Classroom*. John Wiley & Sons, 2012.

Grover, Chris. *Flash CS5: The Missing Manual*. O'Reilly, 2010.

Smith, Jerron. *Premiere Pro CS5 and CS5.5 Digital Classroom*. John Wiley & Sons, 2011.

Smith, Jerron, *Adobe After Effects Digital Classroom*. John Wiley & Sons, 2010.

Adobe Creative Team. *Adobe Audition CS6 Classroom in a Book*. Adobe, 2012.

Lowery, Joseph. *Adobe Dreamweaver CS6 Bible*. Wiley, 2012.

Lamberta, Billy, and Keith Peters. *Foundation HTML5 Animation with JavaScript*. Apress, 2011.

Beane, Andy. *3D Animation Essentials*. John Wiley, 2012.

Derakhshani, Randi L., Dariush Derakhshani. *Autodesk 3Ds Max Essentials*. Sybex, 2012.

SOPHIA COLLEGE
(AUTONOMOUS)
Affiliated to the University of Mumbai

Courses for Semester IV
Program: B. M. M.

SYLLABUS FOR THE YEAR 2018 – 19

(Choice Based Credit System with effect from the year 2018-19)

SYBMM SEMESTER IV

CLASS	SEM	PAPER NO	PAPER NAME	COURSE CREDITS	SUBJECT CODE
SYBMM	IV	1	Introduction to Journalism	03	SBMMED401
SYBMM	IV	2	Introduction to Advertising	03	SBMMED402
SYBMM	IV	3	Introduction to Photography	03	SBMMED403
SYBMM	IV	4	Mass Media Research	03	SBMMED404
SYBMM	IV	5	Organisational Behaviour	03	SBMMED405
SYBMM	IV	6	Radio and TV	03	SBMMED406

SEMESTER IV
INTRODUCTION TO JOURNALISM
SUBJECT CODE: SBMMED401

Learning Objectives:

To help media students to acquaint themselves with an influential medium of journalism which holds the key to awareness and opinion formation

Learning Outcomes:

At the end of the semester, the students will:
1. discuss and outline the evolution and significance of journalism as a media discipline
2. inspect the role of technology and new media in the growth of journalism
3. compare and contrast hard news and soft news
4. examine the process of news gathering and dissemination
5. explain the criteria for newsworthiness
6. analyse the components of a news story
7. write a news story

Lectures per Week: 04

I. **Changing Face of Journalism from Gutenberg to New Media**

II. **Journalism in India:**

    a. Earliest publications
    b. The rise of nationalist press
    c. Post 1947
    d. The Emergency 1975
    e. Post Emergency
    f. Post liberalisation of the economy boom in magazines niche journalism

III. **The role of Technology Advancement in the Media**

IV. **New Media with Special Reference to the Rise of Citizen Journalism**

V. **Definition of News; Hard News / Soft News and Blend of the Two**

VI. **The News Process from the Event to the Reader**

VII. **Criteria for News Worthiness**

VIII. **News Reports; Features; Editorials**

IX. **Components of a News Story**

a. Finding a new angle
b. Writing a lead
c. Types of Lead
d. Inverted pyramid format

X. **Role of Journalism with Special Emphasis on its Role to Educate**

a. Interpretation
b. Transmission of values
c. Development
d. Entertainment

XI. **Principles of Journalism**

a. Objectivity
b. Accuracy
c. Without fear or favour
d. Balance

XII. **Writing for the Print, Television and Online Platforms**

XIII. **Latest Trends and Issues in Journalism**

XIV. **The Press Council of India and the Audit Bureau of Circulation**

Reading References:

Rich, Carole. *Workbook for Writing and Reporting News: A Coaching Method*. Wadsworth Publishing, 2009.

Rudin, Richard, and Trevor Ibbotson. *Introduction to Journalism: Essential Techniques and Background Knowledge*. Routledge, 2015.

Harcup, Tony. *Journalism: Principles and Practice*. Sage Publication, 2011.

Fleming, Carole, Emma Hemingway, Gillian Moore and David Welford. *Introduction to Journalism*. Sage, 2005.

Mehta, Nalin. *Behind a Billion Screens: What Television Tells Us about Modern India*. HarperCollins, 2015.

INTRODUCTION TO ADVERTISING
SUBJECT CODE: SBMMED402

Learning Objectives:
- To enable the students to see Advertising as a form of strategic communication by which they can target readers and audiences
- To introduce students to the various aspects and processes involved in Advertising
- To get them to recognise the role played by Advertising in integrated marketing communications

Learning Outcomes:

At the end of the semester, the students will:
1. discuss and outline the evolution and significance of advertising as a media discipline
2. inspect the role of advertising in the integrated marketing communication process
3. identify the key concepts and players in advertising
4. examine the departments in an advertising agency
5. explain the types of advertising and advertising platforms
6. categorise audiences into segments
7. create an advertising campaign

Lectures per Week: 04

I. Integrated Marketing Communication
- The Marketing Mix: Product, Price, Place, Promotion
- Definition and Elements of the IMC Process
- Why Advertising has a Key Role in IMC

II. Introduction to Advertising
- Definition of Advertising
- The Basic Roles and Functions of Advertising
- The Key Players in the Advertising Process
- Types of Advertising

III. The Evolution of Advertising
- Broad Eras of Advertising: From the Advent of Printing Technology to the Social Media Revolution
- Changes and Developments in Contemporary Advertising Communication

IV. The Advertising Agency
- The Role of the Advertising Agency

- Types of Advertising Agencies
- Departments in a Full-Service Agency: Account Management, Creative, Media Planning and Buying, Print Production, Account Planning

V. Advertising Platforms
- Print (Newspaper and Magazine)
- Out-of-Home (Traditional and Ambient)
- Broadcast (TV and Radio)
- Digital (The Internet and Social Media)

VI. Creativity in Advertising
- Marketing Communication Plan and Strategies
- The Creative Process: Preparation, Incubation, Illumination, Verification, Revision
- Writing a Creative Brief
- Building Message Strategies
- Managing Creative Strategies
- Visual and Verbal Creativity in Advertising Messages

VII. Target Group Segmentation
- Segmentation and Targeting Audiences for Strategic Communication
- Types of Segmentation: Demography, Psychographic, Behavioural

VIII. Advertising and Brand Communication
- What is Brand Communication and How It Works
- The Facets Model of Effects: Perception, Emotion, Persuasion, Behaviour, Association and Cognition
- The Impact of Brand Communication in Society

Reference Reading

Moriarty, Sandra, Nancy D. Mitchell and William D. Wells. *Advertising and IMC: Principles and Practice*. 10th Edition. India: Pearson Education, 2016.

Belch, George E., Michael A. Belch and Keyoor Purani. *Advertising and Promotion: An Integrated Marketing Communications Perspective*. 9th Edition. India: McGraw Hill Education, 2013.

Batra, Rajeev, John G. Meyers and David A. Aaker. *Advertising Management*. 5th Edition. Pearson Education, 2002.

Kohli-Khandekar, Vanita. *The Indian Media Business*. 4th Edition. India: Sage, 2017.

Ogilvy, David. *Ogilvy on Advertising*. RHUS, 1985.

Pandey, Piyush. *Pandeymonium: Piyush Pandey On Advertising*. India: Penguin, 2015.

SEMESTER IV
INTRODUCTION TO PHOTOGRAPHY
SUBJECT CODE: SBMMED403

Learning Objectives:

- To help students understand the principles and practice of photography
- To enable students to enjoy photography as an art

Learning Outcomes:

At the end of the semester, the students will:
1. discuss and outline the evolution and significance of photography as a discipline
2. compare and contrast still and film photography
3. examine the basics of lighting and exposure and composition
4. explore the impact of new media on modern photography
5. investigate the social and political impact of photography

Lectures per Week: 04

I. History of Photography

- The pioneers of photography and photo journalism
- The role of photography in historic events such as World War I, and II, The Bhopal Gas Tragedy, and more recently with the refugee crisis in Greece

II. Film Photography

- Loading film, shooting, developing film
- The difference in form, texture, and mood of film vs. digital photography
- Using 35mm film to decipher mood

III. Basic Principles

- Properties of light, reflection, transmission, refraction, types of light sources and their properties, controlling light, types of light, forms of light
- Types of cameras, virtual image formation, types and uses of lenses – wide angle, telephoto, normal, zoom)

IV. Exposure

- Mechanism of aperture, shutter, ISO

- Correct exposure

V. Concepts of Composition

- Looking at photo-books
- Photo appreciation

VI. Cell Phone Photography and Social Media

- Working with new tools and developing an eye
- Working on photo essays on Instagram, self-portraits, and creating a portfolio on Instagram
- The rise of cell phone photography with photographers using Iphones to shoot covers, including reputed publications like *Time Magazine*
- Studying popular photography handles on social media that are doing path-breaking work. (The Nepal Photo Project, Humans of New York, Somewhere Magazine, Burn Diary etc.)

VII. Ethics and Photography

- The impact of photography as a medium of power
- Using photography consciously
- Use examples of The Steve Mccury Photoshop scandal, The World Press Photo 2018 scandal, and The Vulture and the Little Girl as case studies
- Being aware that there's a fine line between invading one's space, and documentation
- Commercial Aspects of Photography
- Learning the difference between editorial, fashion, commercial, and documentary styles

MASS MEDIA RESEARCH
SUBJECT CODE: SBMMED404

Learning Objectives:

1. To introduce students to debates in Research approaches and equip them with tools to carry on research
2. To understand the scope and techniques of mass media research

Learning Outcomes:

At the end of the semester, the students will:
1. discuss and outline the relevance and scope of media research
2. identify the steps in the media research process
3. compare and contrast qualitative and quantitative research techniques in media research
4. examine the basics of data collection in media research
5. design a questionnaire to conduct a survey on a media-related issue / question
6. examine the process of sampling
7. outline steps in tabulation of research data and report writing

Lectures per Week: 04

I. Relevance, Scope of Mass Media Research

II. Steps involved in the Research Process

III. Qualitative and Quantitative Research

IV. Data – Collection Methodology:

a. Primary Data – Collection Methods

   i.   Depth interviews
  ii.   Focus group
 iii.   Surveys
 iv.   Observations

b. Secondary Data Collection Methods

V. Designing Questionnaire and Measurement Techniques:

    a. Types and basics of questionnaire design
    b. Biased vs unbiased questions
    c. Open ended and closed ended questions
    d. Ranking and rating questions
    e. Projective techniques
    f. Measurement scales

VI. Sampling Process

    a. Universe vs Sample
    b. Types of sample : random, stratified, cluster
    c. Standard and relative error

VII. Data Tabulation and Research Report Format

VIII. Application of Research in Mass Media

    a. Indian readership survey
    b. BARC TV survey

References:

Malhotra, Naresh, and Satyabhushan Dash. *Marketing Research*. 7th Edition. Pearson Education India, 2015.

Kothari C. R., and Gaurav Garg. *Research Methodology: Methods and Techniques*. New Age International Publishers.

Nargundkar, Rajendra. *Marketing Research: Text and Cases*. 3rd Edition. McGraw Hill Education, 207.

Mytton, Graham, Peter Diem, and Piet Hein Van Dam. *Media Audience Research: A Guide for Professionals*. India: Sage, 2015.

Barrie, Gunter. *Media Research Methods: Measuring Audiences, Reactions and Impact*. Sage, 1999.

Lowery, Shearon A., and Melvin L. DeFleur. *Milestones in Mass Communication Research*. 3rd Edition. Pearson. 1994.

Dixon, Bouma, Atkinson; *A Handbook of Social Science Research*; OUP

Riffe, Daniel; Stephen Lacy and Frederick Fico. *Analyzing Media Messages: Using Quantitative Content Analysis in Research*. 3rd Edition. Routledge, 2013.

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SEMESTER IV
ORGANISATIONAL BEHAVIOUR
SUBJECT CODE: SBMMED405

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Learning Objectives:

- To impart knowledge of the basic concepts and facets of organisational behavior
- To highlight the role of psychological factors and process at work
- To foster management skills among students

Learning Outcomes:

At the end of the semester, the students will:
1. outline the concept of organisational behaviour, its scope and the environments in which it is applicable
2. compare and contrast different organisational cultures
3. examine the theories of motivation and their use in management
4. explore the impact of group dynamics in an organisation
5. investigate the importance of leadership in an organisation, especially in times of stress

Lectures per Week: 04

I. **Nature of Organisational Behaviour**

   a. Definition of Organisation & Types
   b. Concept of Organisational Behaviour & Its Scope
   c. Models of Organisational Behaviour
   d. Organisational Structure & Its Environment
   e. Organisation and Its environment
   f. Formal Organisation: Design & Structure
   g. Divisions of Work and Task Interdependence

II. **Organisation Culture**

   a. Sources of Organisational Culture
   b. Types of Organisational Culture
   c. Manifestation & Managing Organisational Culture
   d. Work Force Diversity - Gender, Ethnic & Community issues & Personality Factors

III. **Motivation**

a. Theories of Motivation – Need & Process Theory

b. Application of Motivation Theories

IV. Group Dynamics in Organisation

a. Concepts of Group & Types of Group

b. Group Norms & Group Cohesion

c. Concept of Team Work

V. Decision Making

a. Decision Making – Definition & Process

b. Group Think, Risky Shift & Polarisation

c. Techniques for Improving Decision Making- MIS (Management Information System)

VI. Leadership

a. Importance & Characteristics of Control

b. Qualities of an Effective Leader

c. Leadership Style & Effective Communication

VII. Dynamics of Stress

a. Concept.

b. Causes & Effects

c. Coping Strategies

Reference Reading:

Newstorm, J.W., and Keith Davis. *Organisational Behaviour: Human Behaviour at Work.* 12th Edition. McGraw-Hill Higher Education, 2011.

Robbins, Stephen P., Timothy A. Judge and Neharika Vohra. *Organizational Behavior.* 16th Edition. Pearson Education, 2016.

Luthans, Fred. *Organizational Behavior.* 12th Edition. McGraw Hill Education, 2010.

RADIO & TV
SUBJECT CODE: SBMMED406

Learning Objectives

To acquaint students with the working of two powerful media, i.e., radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.

Learning Outcomes:

At the end of the semester, the students will:
1. discuss and outline the relevance and scope and history of radio and TV in broadcast media
2. identify the importance of sound and video in radio and TV
3. compare and contrast the different radio and TV formats
4. explore the process of television programming
5. assess the different roles in the process of radio and TV production

Lectures per Week: 04

I. Introduction

    a. A Short History of Radio & TV in India
    b. All India Radio
    c. Doordarshan
    d. Prasar Bharti
    e. Convergence Trends

II. Introduction to Sound for both TV & Radio

    a. Types of Sound: Natural, Ambient, Recorded
    b. The Studio Setup
    c. The Sound Equipment: Mixer, Control Panel
    d. Tape Recording (Overview only)
    e. Digital Recording (DAW)
    f. Outdoor Recording and sync sound.
    g. Types of Microphones (Condenser, Dynamic, Cardioid, Bi-directional and Omni-directional).
    h. The Editing Suite

III. Introduction to Visuals

a. The Power & Influence of Visuals
b. The Video-camera: types of shots, camera positions, shot sequences, shot length
c. Lighting: The importance of lighting
d. Television setup: The TV studio, difference between Studio & on-location shoots

IV. Introduction to Radio Formats

Broad guidelines -classifications

a. News
b. Documentary
c. Feature
d. Talk Show
e. Music shows
f. Radio Drama
g. Sports Broadcasting

V. Introduction to Television Programming

a. Broad guidelines and classification
b. News
c. Documentary
d. Feature
e. Talk Shows
f. TV serials & Soaps
g. Sports
h. Reality
i. Animation

VI. Different Roles

a. Community Radio-role and importance
b. Contribution of All India Radio
c. The Satellite and Direct to Home challenge

VII. Other Requirements

a. Story board
b. Linear and Non-Linear Editing
c. On-line Editing and Offline Editing
d. Educational TV with reference to Jamia-Milia, etc. virtual classrooms

VIII. Broadcast Production

a. Pre-Production
b. Production
c. Post-Production

Reference Readings:

Messere, Frank, Carl Hausman, Lewis B. O'Donnell and Phillip Benoit. *Modern Radio Production: Production Programming & Performance*. 9th Edition. Cengage Learning, 2012.

Gilmurray, Bob. *The Media Student's Guide to Radio Production*. Lulu.com, 2013.

McLeish, Robert, and Jeff Link. *Radio Production*. Routledge, 2015.

Wurtzel, Alan. *Television Production (The McGraw-Hill Series in Mass Communication)*. McGraw-Hill, 1989.

SOPHIA COLLEGE

(AUTONOMOUS)

Affiliated to the University of Mumbai

Syllabi for Semester V (Advertising)
Program: B. M. M.

SYLLABUS FOR THE YEAR 2018 – 19

(Choice Based Credit System with effect from the year 2018-19)

LIST OF COURSE TITLES AND COURSE CODES

TYBMM (Advertising) SEMESTER V:

CLASS	SEM	PAPER NO	PAPER NAME	COURSE CREDITS	SUBJECT CODE
TYBMM	V	1	Advertising in Contemporary Society	04	SBMMEDA501
TYBMM	V	2	Copywriting	04	SBMMEDA502
TYBMM	V	3	Consumer Behaviour	04	SBMMEDA503
TYBMM	V	4	Media Planning and Buying	04	SBMMEDA504
TYBMM	V	5	Brand Building	04	SBMMEDA505
TYBMM	V	6	Advertising Design	04	SBMMEDA506

SEMESTER V
ADVERTISING IN CONTEMPORARY SOCIETY
SUBJECT CODE: SBMMEDA501

Learning Objectives:
- To understand the environment in Contemporary Society
- To understand Liberalisation and its impact on the economy
- To study contemporary advertising and society

Learning Outcomes:

At the end of the semester, the students will:
1. Examine the changes in the Indian economy post Liberalisation
2. Analyse the impact of Liberalisation on business, marketing, advertising, and lifestyle
3. Describe marketing environments in other countries
4. Define and describe the process of social marketing
5. Analyse the issues that pervade contemporary advertising

Lectures per Week: 04

I. Change in Environment:

- Post-Independence Policy
- Policy 1990 onwards

II. Study of Environment post-independence and post 1991 Liberalisation Policy:

- Effects of Liberalisation on the Economy, Business, Employment, Advertising, and Lifestyle

III. International & Global Advertising & Marketing:

- The Environmental Analysis of All Foreign Countries
- The Use of this Analysis in Marketing and Advertising

IV. Social Marketing:

- Definition
- The Need for Social Marketing
- The Difficulties of Social Marketing
- The Various Subjects for Social Marketing

- The Effects of Social Marketing

V. Advertising:

- The effect of Advertising on Society
- Criticism against Advertising
- Advertising and Women
- Advertising and Children
- Advertising and Senior Citizens
- Controversial Advertising
- Gender Bias
- Advertising and Popular Culture
- Social Implication of Advertising
- The Role of Advertising on the Economy

VI. Types of Advertising

- Political Advertising
- B to B Advertising
- Consumer Advertising
- Retail Advertising
- Industrial Advertising
- Financial Advertising

VII. The Internet

- Digital Marketing

Reference Reading:

Arens, William F., Michael F. Weingold and Christian Arens. *Contemporary Advertising*. McGraw Hill Higher Education, 2012.

Ramaswamy, V.S., and S. Namakumari. *Marketing Management: Indian Context Global Perspective*. India: Sage, 2018.

Deshpande, Sameer, and Nancy R. Lee. *Social Marketing in India*. Sage Response, 2013.

Belch, George E., Michael A. Belch and Keyoor Purani. *Advertising and Promotion: An Integrated Marketing Communication Perspective*. McGraw Hill, 2013.

Nixon, Sean. *Advertising Cultures: Gender, Commerce, Creativity*. Amazon, 2018.

Parameswaran, Ambi. *Nawabs, Nudes, Noodles: India through 50 Years of Advertising*. Pan Macmillan India, 2016.

Berger, Arthur Asa. *Ads, Fads, and Consumer Culture: Advertising's Impact on American Character and Society*. Rowman & Littlefield, 2015.

de Burgh-Woodman, Hélène. *Advertising in Contemporary Consumer Culture*. Palgrave Macmillan, 2018.

COPYWRITING
SUBJECT CODE: SBMMEDA502

Learning Objectives:
- To familiarise the students with the concept of copywriting as selling through writing
- To learn the process of creating original, strategic, compelling copy for various media
- To train students to generate, develop and express ideas effectively
- To learn the rudimentary techniques of advertising – writing headline and body copy

Learning Outcomes:

At the end of the semester, the students will:
1. Outline the importance of creative thinking and ideation in advertising
2. Examine techniques of idea generation
3. Design a marketing and creative brief
4. Illustrate the use of different appeals in advertising
5. Compose copy for different advertising campaigns across media
6. Analyse the issues that pervade contemporary advertising

Lectures per Week: 04

I. Introduction to Copywriting

- Basics of Copywriting
- Responsibility of Copywriting

II. Creative Thinking
- How to Inculcate a 'Creative Thinking Attitude'

III. Idea Generation Techniques
- Theories of ideation
- Idea generation techniques

IV. Briefs:
- Marketing brief
- Creative brief

V. Writing Persuasive Copy:

- The CAN Elements (Connectedness, Appropriateness, and Novelty)
- Getting Messages to "Stick": Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling

VI. Writing Copy for Various Media:
- Print: Headlines, sub headlines, captions, body copy, and slogans
- Television: Storyboard, Storyboarding Techniques, Balance between words and visuals | Power of silence, formats of TVCs
- Outdoor posters
- Radio
- Digital: email, web pages

VII. Writing Copy for Various Audiences
- Children
- Youth
- Women
- Senior Citizens
- Executives

VIII. How to Write Copy for:
- Direct mailer
- Classified
- Press release
- Advertorial
- Informercial

IX. Various Types of Advertising Appeals and Execution Styles:
- Rational appeals
- Emotional appeals: humour, fear, sex appeal
- Various advertising execution techniques

Reference Readings:

W. Bly, Robert. *The Copywriter's Handbook: A Step-By-Step Guide to Writing Copy that Sells*. 3rd Edition. Holt Paperbacks, 2006.

Sullivan, Luke. *Hey Whipple, Squeeze This: The Classic Guide to Creating Great Ads*. 5th Edition. Pan Macmillan India, 2016.

Sugarman, Joseph. *The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters*. John Wiley & Sons, 2007.

Ogilvy, David. *Ogilvy on Advertising*. RHUS, 1985.

Maslen, Andy. *Persuasive Copywriting: Using Psychology to Engage, Influence and Sell*. Kogan Page, 2015.

Redlich-Galindo, Carlos. *The Copywriting Playbook: How to Make People Buy Your Sh*t, Even If You Suck at Selling*. Createspace Independent Publishing, 2016.

M & S Saatchi, and Lord Maurice Saatchi. *Brutal Simplicity of Thought: How It Changed the World*. St. Martin's Press, 2016.

Shaw, Mark. *Copywriting: Successful Writing for Design, Advertising and Marketing*. Laurence King Publishing, 2012.

Blake, Dale. Copywriting for Beginners: Copywriting Secrets Guide to Writing a Successful Copy That Sells. Mihails Konoplovs, 2015.

Pricken, Mario. Creative Advertising. 2nd Edition. Thames and Hudson, 2008.

Trott, Dave. *One Plus One Equals Three: A Masterclass in Creative Thinking*. Macmillan, 2015.

Kolster, Thomas. *Goodvertising: Creative Advertising that Cares*. Thames and Hudson, 2012.

CONSUMER BEHAVIOUR
SUBJECT CODE: SBMMEDA503

Learning Objectives:
- To understand role of marketing in influencing consumer behaviour
- To analyse the role of marketer and the consumer in advertising
- To sensitise the students to the changing trends in consumer behaviour

Learning Outcomes:

At the end of the semester, the students will:
1. Outline the basic concepts in consumer behaviour
2. Examine various segmentation techniques and their use in differentiating consumers
3. Compare and contrast different strategies for positioning and targeting
4. Examine the psychological determinants in consumer behaviour
5. Assess the sociocultural aspects that underpin consumer behaviour and decision making
6. Design an advertising campaign keeping the consumer as the clear focus

Lectures per Week: 04

I. Introduction to Consumer Behaviour
- Basic Concepts in Consumer Behaviour
- Factors Influencing Consumer Behaviour
- Changing Trends in Consumer Behaviour

II. Market Segmentation
- Demographic Segmentation: Age, Gender, Family Lifecycle, Race and Ethnicity, Income, Education and Social Class
- Psychographic Segmentation: Values and Lifestyle
- Hybrid Segmentation: Geodemographics, Green Consumers, Benefit Segmentation, Media-based Segmentation, Usage Rate Segmentation, Usage Occasion Segmentation

III. Positioning and Targeting
- Types of Positioning: Umbrella Positioning, Premier Position, Positioning against, Competition, Key Attribute based Segmentation, Un-owned Position, Repositioning
- Tracking Online Navigation, Tracking Purchase Behaviour, Geographic Location and Mobile targeting, the Information "Arms Race"

IV. Psychological Determinants and Consumer Behaviour
- Motivation: the Dynamics of Motivation (Needs and Goals); Maslow's Hierarchy of Needs; A Trio of Needs
- Personality: The Facets of Personality; Theories of Personality; Personality Traits and Consumer Behaviour; the Self and Self-Image
- Attitude: Formation of Attitudes; Tri-component Attitude Model; Changing the Motivational Functions of Attitudes, the Elaboration Likelihood Model, Cognitive Dissonance and Resolving Conflicting Attitudes

V. Relevance of Perception & Learning in Consumer Behaviour
- Elements of Perception; Perceptual Selection, Organisation and Interpretation
- Elements of Consumer Learning; Classical Conditioning, Stimulus Generalisation and Product Differentiation; Instrumental Conditioning; Observational Learning, Information Processing

VI. Designing Strategic Marketing Communication
- Components, Process of Marketing Communication
- Persuading Consumers: Designing Persuasive Messages; Advertising Appeals

VII. Social and Cultural Aspects of Marketing & Its Impact on Consumer Behaviour
- Reference Groups: Source Credibility; Credibility of Spokespersons, Endorsers; Word of Mouth and Opinion Leadership; Diffusion of Innovations (Segmenting by Adopter Categories)
- Culture: Role and Dynamics, Learning Cultural Values, Tapping Cross-Cultural Markets; Global Marketing Opportunities
- Indian Core Values and Changing Cultural Trends in Indian Urban Markets

VIII. Consumer Decision Making
- The Decision Making Model
- Diffusion and Adoption of Innovations

Reference Reading:

Schiffman, Leon G., Joseph Wisenblit and S. Ramesh Kumar. *Consumer Behavior*. Delhi: Pearson, 2016.

Sutherland, Max. *Advertising and the Mind of the Consumer: What Works, What Doesn't and Why.* Allen & Unwin, 2010.

Kumar, S. Ramesh. *Consumer Behaviour: The Indian Context (Concepts and Cases)*. Delhi: Pearson Education, 2017.

Bhat, Harish. *The Curious Marketer: Expeditions in Branding and Consumer Behaviour*. Penguin Random House India: 2017.

Loudon, David, and Albert J. Della Bitta. *Consumer Behavior*. McGraw Hill Education, 2017. Hawkins, Del I., David L. Motherbaugh and Amit Mookerjee. *Consumer Behavior: Building Marketing Strategy*. McGraw Hill Education, 2017.

Solomon, Michael R. *Consumer Behavior: Buying, Having and Being*. Pearson Education India, 2015.

MEDIA PLANNING AND BUYING
SUBJECT CODE: SBMMEDA504

Learning Objectives:

- To Develop Knowledge of the Characteristics of Different Media
- To Understand the Procedures, Requirements, and Techniques of Media Planning and Buying
- To Study the Media Mix and its Implementation
- To Understand Budget Allocation for a Media Plan

Learning Outcomes:

At the end of the semester, the students will:

1. Identify and outline key concepts in media planning
2. Assess the sources of media research
3. Compare and contrast the suitability of media options across different platforms
4. Inspect the media planning process in detail
5. Identify the criteria for media selection
6. Examine the process of digital media planning
7. Create a media plan for an advertising campaign

Lectures per Week: 04

I. Introduction to Media Planning and Selection

- An Overview of Media Planning
- Basic Terms and Concepts
- The Function of Media Planning in Advertising
- The Role of a Media Planner
- The Challenges in Media Planning
- Media Brief
- NCCS Grid

II. Sources of Media Research

- Broadcast Audience Research Council (BARC)
- Audit Bureau of Circulation (ABC)
- Radio Audience Measurement (RAM)
- Comscore - Digital

- Indian Readership Survey (IRS)

V. Selecting suitable Media options and Media Buying
- Newspaper
- Magazine
- Television (National, Regional and Local)
- Radio
- Outdoor and Out-of-Home
- Cinema Advertising
- Digital Advertising

III. Media Planning Process
- Situation Analysis
- Setting Media Objectives
- Determining Media Strategy
- Selecting Broad Media Classes
- Selecting Media within Classes
- Budget and Media Buying
- Evaluation

IV. Criterion for Selecting Media Vehicles
- Reach
- Frequency
- GRPS / GVT Ratings
- TVT Ratings
- Cost Efficiency
- Cost per Thousand
- Cost per Rating
- Waste
- Circulation
- Pass-Along Rate (Print)

VI. Negotiation skills in Media Buying
- Negotiation Strategies

VII. Digital Media Planning
- Various Digital Channels
- Search Engine Optimisation
- Search Engine Marketing
- Email marketing – (Cost per Email Open (CPO), Cost per Email Sent (CPS), Cost per Visit, Cost per Click, Cost per Transaction, Cost per Form Filled or Cost per Lead (CPL) Targeting / Remarketing

- Mobile Advertising (WAP & APP)

VIII. Types of Digital Media
- Display Advertising Ads and its Advertisement Formats
- Video Advertising and Its Advertisement Formats
- Types of Social Media (Text + Visual, FB, Twitter, Instagram, Snap Chat etc.)
- Google Display Network (GDN)

IX. Digital Media Buying
- Buying Digital Advertising: An Overview (Paid Media, Owned Media and Earned Media)
- Direct Buys from the Websites
- Programmatic Buying: [DSP (Demand Side Platform) or RTB (Real Time Bidding)]
     a. Cost per Action (CPA), or Pay per Action (PPA)
     b. Cost per Conversion or Revenue Sharing or Cost per Sale
- Advertising via Premium Publishers
- Advertising via Networks and Exchanges
- Affiliate Network (Clickbank, Commission Junction, Adfuncky, 7search.com)
- The Local Publishing Market

Reference Books:

Menon, Arpita. *Media Planning and Buying: Principles and Practice in the Indian Context*. India: McGraw Hill Education, 2017.

Baron, Roger, and Jack Sissors. *Advertising Media Planning*. 7th Edition. India: McGraw Hill Education, 2017.

Kohli-Khandekar, Vanita. *The Indian Media Business*. 4th Edition. Sage India, 2017.

Geskey, Ronald. *Media Planning & Buying in the 21st Century: Integration of Traditional & Digital Media*. 4th Edition. Marketing Communications LLC, 2017.

BRAND BUILDING
SUBJECT CODE: SBMMEDA505

Learning Objectives:

- To study the concept of Brands
- To study the process of building brands
- To study its importance to the consumer and advertisers

Learning Outcomes:

At the end of the semester, the students will:
1. Identify and define the important concepts in branding
2. Examine the use of brand identity, brand positioning, brand personality and brand leverage
3. Compare and contrast different branding strategies
4. Analyse the process of brand repositioning
5. Assess brand equity models
6. Create a communications campaign that emphasises brand strategy

Lectures per Week: 04

I. Brand

- Definition
- Importance of branding
- Difference between Brand and Product
- Process of branding

II. Brand Identity

- Core Identity
- Extended Identity
- Brand Identity Traps

III. Brand Positioning

- Definition
- Importance of Brand Positioning
- Perceptual Mapping

IV. Brand Personality

- Definition
- The importance of creating Brand Personality
- Attributes that affect Brand Personality
- Factors that affect Brand Personality
- Brand Personality Models
  - Relationship Model
  - Self-Expressive Model
  - Functional Benefit Model
- The Big Five
- User Imagery

V. Brand Leverage

- Line Extension
- Brand Extension
- Moving Brand up / down
- Co-branding

VI. Branding Strategies

- The three perspective of Brand Strategic customer analysis
- Completion Self Analysis
- Multi Product Branding
- Multi Branding
- Mix Branding
- Brand Licensing
- Brand Product Matrix
- Brand Hierarchy
- Brand Building Blocks

VII. Brand Repositioning

- Meaning
- Occasion of use
- Falling sales
- Making the brand contemporary
- New customers
- Changed market conditioning
- Differentiating brands from competitors
- Case studies such as Vicks Vapour, Milkmaid etc.

VIII. Brand Equity

- Definition
- Step in creating Brand Equity
- Awareness
- Perceived Quality
- Brand Association
- Brand Loyalty
- Other Brand Assets

IX. Brand Equity Management Models

- Brand Equity Ten
- Y & R (BAV)
- Equi Trend
- Interbrand

X. Brand Building Imperative

- Co-ordination across organisation
- Co-ordination across media
- Co-ordinating strategy & tactics across markets

XII. Digital Branding

Reference Reading:

Aaker, David A. *Building Strong Brands*. Simon & Schuster, 2010.

Ries, Al, and Laura Ries. *The 11 Immutable Laws of Internet Branding*. Harper Collins, 2001.

Moorthi, Y.R.L. *Brand Management: The Indian Context*. Vikas Publication House, 2007.

Sengupta, Subroto. *Brand Positioning: Strategies for Competitive Advantage*. McGraw Hill Education, 2005.

Keller, Kevin Lane, Ambi Parameswaran and Isaac Jacob. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. 4th Edition. Pearson Education India, 2015.

Ryan, Damian. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. Kogan Page, 2016.

Rowles, Daniel. *Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics, Tools and Measurement*. Kogan Page, 2017.

ADVERTISING DESIGN
SUBJECT CODE: SBMMEDA506

Learning Objectives:
- To make students understand the process of planning & production of advertisements across different media platforms
- To highlight the importance of design as a form of visual communication in advertising

This paper does not have a written exam. There will be a viva voce examination conducted by a qualified external examiner to assess a campaign conceived and produced by each individual student at the end of the semester, along specific design parameters.

Learning Outcomes:

At the end of the semester, the students will:
1. Identify the elements of design
2. Explore the use of design principles
3. Design corporate identity and stationery
4. Explore the use of layout and colour in print, out-of-home and digital design
5. Synthesise the various concepts taught to them in the form of an advertising campaign

Lectures per Week: 04

I. Understanding Design: Design as a Language of Emotions/ Communication
- Elements of Design: Point/ Line/ Shape/ Tone/ Colour/ Texture
- Principles of Design: Proportion/ Contrast/ Harmony/ Balance/ Rhythm/ Unity
- Introducing Students to the Rules: Proximity/ Closure/ Similarity/ Continuation/ Figure & Ground

II. Introduction to the Concept of Space in Design
- The Use of Positive and Negative Space in Layouts

III. Introduction to Word Expression
- How Word Meaning is Expressed through the Appearance of Words/ Visuals
- Calligraphy and Typography

IV. Designing Corporate Identity
- Understanding the Design of Corporate Identity with respect to Consumer Needs

- Elements of Logo: Shape/ Typeface/ Treatment/ Colours/ Symbol
- Tagline: Typeface/ Alignment/ Placement etc.
- Designing Stationery

V. Introduction to Layout
- Types of Layout: All Text/ Text Dominant/ Picture Dominant/ Picture Window

VI. Use of Visuals and Typography in an Advertisement
- Choosing a Picture
- Headline Size/ Break/ Highlight/ Two Tone Head
- Subhead Size/ Style
- Body Copy Type: Descriptive/ Pointer/ Bulleted
- Classification of typefaces & combinations
- Size/Weight/Posture etc.

VII. Introduction to Art Direction for different Media:
- Role of an Art Director
- Difference in Design for Magazine Newspaper Advertisements
- Outdoor & Indoor Advertisements
- Transit advertisements
- TVC/ Radio
- Digital Media: Advertising on the Internet
- Direct Mailers

VIII. Campaign planning: Rest of the lectures in guiding the students through developing the campaign

- Introduction to the Process of Idea Generation
- Understanding Brand
- Understanding the Target Audience
- Understanding Buying Motives/ Habits/ Influences
- Understanding product/ Market (Segmentation)/ Client/ Deriving Message/ Creative Brief
- Arriving at a Big idea/Copy Platform
- Layout Stages & Final Design
- Corporate Stationery & Brand Manual
- Ad Campaign Printing & Presentation

Internal Assessment:

- **Sketch Book:** To be Used to Document Examples and Sketches Done in Class.
- **Classwork on Graphic Principles:** Exploring Aspects of Balance, Contrast, Rhythm, Harmony, Word Expression, Negative Space, Colour

Elements of the Campaign for External Submission:

Each student will have to produce a comprehensive advertising campaign for a brand (in keeping with faculty instructions) comprising the following elements:

1. Corporate Identity (Logo and/ or Symbol) for the Brand
2. Brand Stationery (letterhead, envelope, business card and other attendant stationery)
3. Press Advertisements (3)
4. Magazine Advertisements (3)
5. Outdoor Advertisements (3)
6. Storyboard for a TVC or the Basic Layout for a Website (at least 4 pages)
7. Web Banner Advertisements (3)
8. Point of Purchase (1)
9. Any Additional Merchandise

Reference books:

Munari, Bruno. *Design as Art*. UK: Penguin, 2009.

Sherwin, David. *Creative Workshop: 80 Challenges to Sharpen Your Design Skills*. How Books, 2010.

de Soto, Drew. *Know Your Onions: Graphic Design: How to Think Like a Creative, Act Like a Businessman and Design Like a God*. Thames & Hudson, 2014.

Kleon, Austin. *Steal Like An Artist*. Adams Media, 2014.

Heller, Steven, and Gail Anderson. *The Graphic Design Idea Book: Inspiration from 50 Masters*. Laurence King Publishing, 2016.

Bierut, Michael. *How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the World.* Thames & Hudson, 2015.

Heller, Steven. *100 Ideas That Changed Graphic Design*. Adams Media, 2014.

Sherwin, David. *Success by Design: The Essential Business Reference for Designers*. HOW Books, 2012.

Hyndman, Sarah. *Why Fonts Matter*. Virgin Books, 2016.

Lupton, Ellen. *Thinking with Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students (Design Briefs)*. Princeton Architectural Press, 2010.

Adams, Morioka and Terry Stone. *Color Design Workbook: A Real World Guide to Using Color in Graphic Design*. Rockport, 2008.

Airey, David. *Logo Design Love: A Guide to Creating Iconic Brand Identities*. Peachpit Press, 2014.

Lupton, Ellen, and Jennifer Cole Phillips. *Graphic Design: The New Basics*. Princeton Architectural Press, 2015.

SOPHIA COLLEGE

(AUTONOMOUS)

Affiliated to the University of Mumbai

Syllabi for Semester V (Journalism)
Program: B. M. M.

SYLLABUS FOR THE YEAR 2018 – 19

(Choice Based Credit System with effect from the year 2018-19)

LIST OF COURSE TITLES AND COURSE CODES

TYBMM (Journalism) SEMESTER V:

CLASS	SEM	PAPER NO	PAPER NAME	COURSE CREDITS	SUBJECT CODE
TYBMM	V	1	Reporting	04	SBMMEDJ501
TYBMM	V	2	Editing	04	SBMMEDJ502
TYBMM	V	3	Feature and Opinion	04	SBMMEDJ503
TYBMM	V	4	Journalism and Public Opinion	04	SBMMEDJ504
TYBMM	V	5	Indian Regional Journalism	04	SBMMEDJ505
TYBMM	V	6	News Design	04	SBMMEDJ506

REPORTING
SUBJECT CODE: SBMMEDJ501

Learning Objectives:

- To enable students to become reporters, which is supposed to be a prerequisite to enter the field of journalism
- To give them a basic understanding of the ethos of news and news-gathering
- To prepare them to write or present copy in the format of news
- To train them in the skills of news-gathering with traditional and modern tools
- To inculcate the skills for investigative journalism
- To give them knowledge about the various reporting beats

Learning Outcomes:

At the end of the semester, the students will:
1. Define key concepts to do with news and news values
2. Examine the basic principles of reporting
3. Identify techniques of news gathering and news writing
4. Compare and contrast the different reporting beats
5. Assess the impact of technology on reporting practices
6. Examine the ethics of news reporting and citizen journalism
7. Report the news

Lectures per Week: 04

I.   **What is News?**
    a. Definition of News
    b. News values
    c. Elements of news/ news sense

II.   **Basic Principles of Reporting:**
    a. The ABC of Reporting: Accuracy, Balance/Brevity and Clarity
    b. Objectivity as the basic principle: is it possible to adhere to the principle?
    c. Other basic principles such verification, attribution of sources, speed; do these principles clash with each other?

III.   **News Gathering:**
    A. How do reporters gather news? Press conference, public meetings, press releases, interviews, rallies, official programmes, incident/ on-the-spot coverage

B. Sources:
   a. Primary & secondary, official & unofficial or Hidden or Confidential; off-the-record sources/ self-developed sources
   b. The role of anonymous sources
   c. New-age technological sources
   d. How to develop sources
   e. Reliability and confidentiality of sources

IV. News-writing:
   a. How to write a news story
   b. Constructing the news: intro, dateline, credit-line, body text.
   c. The inverted pyramid style
   d. Use of news parlance: verbs, adjectives, comments

V. Follow-up Story

VI. Beat System in Reporting
   a. What is the beat system? Why is it necessary? How does it help?
   b. What are the requirements of various beats?
   c. The basic beats: crime, civic affairs/local administration, law & courts, politics, state administration, transport (road, rail, waterways and aviation), infrastructure, education, health, entertainment, defence
   d. New upcoming beats: community, women & child welfare, technology, science & environment, youth & career, consumer

VII. Citizen Journalism: participation of citizens in breaking news-stories

VIII. Importance of new tools in the hands of reporters:
   a. RTI, recorders, camera, spy camera and spy tools, being undercover
   b. The use/misuse of these tools; the authenticity and credibility of these tools
   c. The significance of pictorial/graphic element and support to a news story or any such extra audiovisual material supporting that story

IX. Coverage of disasters do's and don'ts:
   a. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any
   b. Precautions and responsibilities
   c. Study these with special in-depth reference to the 26/7 deluge in Mumbai and 26/11 Mumbai Terrorist Attack. The references of Tsunami, Nepal Earthquake and Uttarakhand floods may also be studied.

X. Investigative journalism history of investigative journalism in the world and India:
   a. How to cover an investigative story

b. The role of investigative reporters in bringing about change in the respective establishments/society or the system
c. Limitations/ obstacles in covering an investigative story
d. Role of whistle blowers and also news tools
e. Sting operations

XI.   Ethical Issues in reporting/ Credibility of Reporters:
a. Yellow journalism and its comparison with other forms
b. Privileges/extra powers to reporters: myth or reality?
c. Imminent Dangers or threats in Reporting

XII. Case Studies:
a. Watergate Scandal
b. Tehelka - West End Deal Sting
c. Bofors Gun scandal
d. Nira Radia Case
e. 2 G Scam

XIII. Reporting in the Age of Social Media

The Case studies are to be studied in the light of coverage done by reporters. The tools and techniques learnt in earlier sections from 1 to 11 should be applied in studying these.

Reference Readings:

Remnick, David. *Reporting: Writings from the New Yorker*. Picador, 2008.

Youngblood, Steven. *Peace Journalism Principles and Practices: Responsibly Reporting Conflicts, Reconciliation, and Solutions*. Routledge.

Pilger, John. Editor. *Tell Me No Lies: Investigative Journalism and Its Triumphs*. RHUK; UK ed. Edition, 2005.

Mair, John, and Richard Lance Keeble. *Investigative Journalism; Dead or Alive?*. Arima Publishing, 2011.

Spark, David. *Investigative Reporting: A Study in Technique*. Focal Press, 1999.

EDITING
SUBJECT CODE: SBMMEDJ502

Learning Objectives

- As an important segment of newspaper production, editing is a vital function. The syllabus lays stress on language skill improvement.
- It aims at orienting students to gain more practical knowledge in the print media scenario.
- The syllabus encompasses the current trends of digital media as well as writing for e-editions of papers.
- The syllabus tackles editing from various beats points of view.
- Editing of editorials, columns, etc. is included to acquaint the students about responsible journalism. With global media and changing advertising concepts lay-outs in modern times can be imparted.

Learning Outcomes:

At the end of the semester, the students will:
1. Define and outline different writing styles
2. Describe the various aspects of writing and rewriting news copy
3. Compare and contrast types of headlines, sub-headlines and slugs
4. Compare and contrast the process and style of writing for broadsheets and tabloids
5. Examine the process of copy editing for digital news platforms
6. Examine the use of numerical data in news writing
7. Write and edit news copy

Lectures per Week: 04

I.   Covering different writing styles, writing for broadsheet and tabloids, e papers and improving language skills; commonly made mistakes

II. Rewriting news; holistic composition with general rules regarding editing; familiarising national, international abbreviations, local usages, etc.

III. Justification of news placements; beat speciality in writing news

IV. Art of writing headlines; types of headlines, strap lines, sub-headlines and slugs; the difference between headline writing for broadsheets and tabloids

V. Layout- and design; different types of layouts

VI. Requirements of copy (sub) editor; using search engines and maintaining data and other duties of the sub editor; additional responsibilities due to changes in printing technology etc.

VII. Copy editing techniques for digital media and e editions; multi-editional papers

VIII. Judging newsworthiness and knowing wire services

IX. Organisation and hierarchy chart for editorial department and functions at each level

X. Vocabulary, changing usages of mixed coding and guidelines for writing according to stylebooks

XI. Writing with numbers: interpreting big data

XII. Photo and visual selection, writing captions, ethics for visuals

XIII. Case Studies:
- Tabloid- *Mumbai Mirror*, *Sandhyakal* (Marathi)/ *Mumbai Chapher*
- Broadsheet- *The Times of India*, *Asian Age*
- Broadsheet: Regional *Lokmat*
- International tabloid- *The Sun*
- International Broadsheet: *The Washington Post*

Reference Reading:

Gilmore, Gene. *Modern Newspaper Editing*. Iowa: Iowa State Press, 1990.

Ludwig, Mark, and Gene Gilmore. *Modern News Editing*. 5th Edition. Wiley-Blackwell, 2010.

Grosvenor Bleyer, Willard. *Newspaper Writing and Editing*. Forgotten Books, 2017.

Milnor Hyde, Grant. *Newspaper Editing: A Manual for Editors, Copyreaders, Readers, and Students of Newspaper Desk Work*. Forgotten Books, 2018.

Truss, Lynne. *Eats, Shoots and Leaves*. Fourth Estate, 2010.

Sanyal, Jyoti. *Indlish: The Book for Every English Speaking Indian*. Viva Books, 2006.

FEATURE AND OPINION
SUBJECT CODE: SBMMEDJ503

Learning Objectives:

- Understanding the differences between reporting and feature writing
- Understanding the other types of soft stories
- Learning the skills for writing features/ opinion/soft stories and of interviewing

Learning Outcomes:

At the end of the semester, the students will:
1. Define and outline the differences between hard news and soft news
2. Describe the different feature writing styles
3. Formulate a story idea and write a feature pitch
4. Outline the characteristics of seasonal, nostalgic, human interest and trend stories
5. Investigate the various aspects of conducting and writing interviews

Lectures per Week: 04

I. **The difference between 'hard' news, feature stories and how the demarcation is blurring**

II. **What is a feature?**
   A. difference between news reports and features
   B. difference between features for newspapers and magazines

III. **Writing a feature:** formulating a story idea and writing a pitch

IV. **Other aspects of feature writing:**
   A. Collecting facts and opinions/anecdotes/quotes
   B. Types of leads
   C. Adding colour and imagery

V. **Outline of:**
   A. Seasonal stories
   B. Nostalgic stories
   C. Human interest stories
   D. Trend stories

VI. The art of the interview:
  A. Preparing for face-to-face interview
  B. Structuring the questions
  C. Attitude during interview
  D. Transcribing: notes or recording
  E. Writing the interview: question-answer format and descriptive format

VII. Outline and special techniques needed for the following interviews:
  A. Phone
  B. Email
  C. Television

VIII. Writing reviews: Format, ethics involved and qualities/ skilled required
  A. Books
  B. Films
  C. Eateries

IX. Obituary:
  A. What is an obituary?
  B. How to write an obituary?
  C. Can obituaries be critical?

X. Columns:
  A. What is a column
  B. Types: analytical, advisory, interactive and agony aunt columns
  C. Ethics involved

XI. Editorial page:
  A. What is an editorial?
  B. Importance of editorial page
  C. Layout of editorial page
  D. Transformation of the page: fading of op-ed, middle,
  E. Erosion of editorial independence with growing commercialisation

XII. Profile:
  A. What is a profile?
  B. How to write a profile
  C. Profile of: Kumar Ketkar, Vinod Mehta, P Sainath

XIII. Snippets:
  A. What are snippets
  B. Writing snippets with catchy headlines

Reference Readings:

Sumner, David E., and Holly G. Miller. *Feature and Magazine Writing: Action, Angle and Anecdotes*. Wiley-Blackwell, 2009.

Friedlander, Edward Jay., and John Lee. *Feature Writing for Newspapers and Magazines: The Pursuit of Excellence*. Pearson, 1999.

Perlich, Martin. *The Art of the Interview: A Guide to Insightful Interviewing*. USA: Silman-James Press, 2008.

Zinsser, William. *On Writing Well: The Classic Guide to Writing Nonfiction*. Harper Perennial, 2016.

Wells, Ken, and Michael Lewis. *Floating Off the Page: The Best Stories from The Wall Street Journal's Middle Column*. Simon & Schuster, 2003.

Lamott, Anne. *Bird by Bird: Some Instructions on Writing and Life*. Anchor Books, 1995.

Brande, Dorothea. *Becoming a Writer*. TarcherPerigee, 1981.

Orlean, Susan. *The Bullfighter Checks Her Makeup: My Encounters with Extraordinary People*. Random House, 2002.

Kramer, Mark, and Wendy Call. *Telling True Stories: A Nonfiction Writers' Guide from the Nieman Foundation at Harvard University*. USA: Penguin, 2007.

Blundell, William E. *The Art and Craft of Feature Writing: Based on The Wall Street Journal Guide*. USA: Penguin, 1988.

Remnick, David. Editor. *Life Stories: Profiles from The New Yorker*. RHUS, 2001.

Boynton, Robert. *The New New Journalism: Conversations with America's Best Nonfiction Writers on Their Craft*. Vintage, 2005.

SEMESTER V
JOURNALISM & PUBLIC OPINION
SUBJECT CODE: SBMMEDJ504

Learning Objectives:

- To examine the concept of public opinion and its relation to journalism (where journalism will not merely imply news and opinion, but also the marketing and advertising industry that sustains news media as we know it)
- To study the historical sweep of the concept of public opinion, the various theoretical approaches to the understanding of public opinion before moving to specific paradigms that explain public opinion vis-à-vis media
- To look at both the news media and the advertising and public relations industry – journalism and strategic communication – that symbiotically feed off each other and understand how public opinion is sought to be influenced in matters of public policy, law-making, consumer choices and elections
- To determine whether public opinion can be measured or known, how it is projected back to the public and the relation between public opinion and democracy

Learning Outcomes:

At the end of the semester, the students will:
1. Define and outline the concept of public opinion
2. Describe the history and evolution of public opinion
3. Examine the psychological and the sociological approach to public opinion
4. Examine the contradictions between public opinion and reality
5. Analyse the impact of public opinion on news gathering and news writing
6. Assess the importance public opinion in any democracy

Students should note that while the readings for the course are drawn from scholarship in the field conducted in the United States and Europe, the examples and class discussions, including the final project and potentially some of the questions in the exams, will focus on India. Hence, it is imperative that the students should familiarise themselves by reading newspapers, magazines and websites. It is to that end that this class has a required pre-class reading.

Required Pre-Class Reading: Guha, Ramchandra. *India after Gandhi*. New Delhi: Harper Collins, 2007.

Lectures per Week: 04

I.   Introduction to the Concept of Public Opinion

Reference Reading:

Weeks I & II:

Glynn, C.J., S. Herbst, G. J. O'Keefe, and R. Y Shapiro. "The History of Public Opinion" – Ch 2. In C.J. Glynn et al, editors. *Public Opinion*. Boulder, CO: Westview Press, 1999 (pp. 31-64).

Beaud Paul. "Common Knowledge on Historical Vicissitudes of the Notion of Public Opinion". In *Réseaux,* 1993, volume 1 n°1. (pp.119-137).

Peters, J. D. "Historical Tensions in the Concept of Public Opinion". In T. L. Glasser and C.T. Salmon, editors. *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 177-216).

Week III:

Burstein, P. "The Impact of Public Opinion on Public Policy: A Review and an Agenda." In *Political Research Quarterly*, 2003. 56 (1) (pp. 29–40).

Monroe, A. D. "Public opinion and Public Policy, 1980-1993", in *Public Opinion Quarterly*, 1998, 62 (pp. 6-28).

Page, Benjamin I., and Robert Y. Shapiro. "Effects of Public Opinion on Policy" in *American Political Science Review,* 1983, 77:1 (pp.75-90).

Week IV:

Glynn, C.J., S. Herbst, G. J. O'Keefe, and R. Y. Shapiro. "Psychological Perspectives" - Ch 4. In C.J. Glynn et al., editors. *Public Opinion*. Boulder, CO: Westview Press 1999 (pp. 119-166).

Glynn, C.J., S. Herbst, G. J. O'Keefe, and R. Y. Shapiro. "Psychological Perspectives" - Ch 6. In C.J. Glynn et al., editors, *Public Opinion*. Boulder, CO: Westview Press, 1999

Week V:

Glynn, C.J., S. Herbst, G. J. O'Keefe, and R. Y. Shapiro. "Stereotyping, Social Norms, and Public Opinion" - Ch 5. In C.J. Glynn et al., editors, *Public Opinion*. Boulder, CO: Westview Press, 1999 (pp. 167-211).

Price, V & Oshagan, H. "Social-Psychological Perspectives on Public Opinion". In Glasser, T.L., & Salmon, C.T. editors, *Public Opinion and the Communication of Consent*. New York: Guilford Press, 1995 (pp. 177-216).

Krippendorff, K. "The Social Construction of Public Opinion". Pp. 129-149 in E. Wienand; J. Westerbarkey; & A. Scholl. editors, *Kommunikation über Kommunikation. Theorie, Methoden und Praxis*. Festschrift für Klaus Merten. Wiesbaden: VS-Verlag, 2005

Week VI:

Glynn, C. J., Ostman, R. E. & McDonald, D. G. "Opinions, Perception and Social Reality". In Glasser, T.L., & Salmon, C.T. editors, *Public Opinion and the Communication of Consent*. New York: Guilford Press. 1995 (pp. 177-216).

Eveland, W. P. "The Impact of News and Entertainment Media on Perceptions of Social Reality". In Dillard, J. P. and Pfau, M. editors, *The Persuasion Handbook*. Thousand Oaks, CA: Sage, 2002. (pp. 691-727).

Davison, W. P. *The Third-Person Effect in Communication*

Perloff, R. M. "The Third Person Effect". In Bryant, J. & Zillmann, D. editors, *Media Effects: Advances in Theory and Research*. Mahwah, NJ: Erlbaum, 2002. (489-506)

WEEK VII:

McCombs, M. "A Look at Agenda-Setting: Past, Present and Future". *Journalism Studies*, 2002, 6(4), 543-557.

Chong, D., & J. N. Druckman, "A Theory of Framing and Opinion Formation in Competitive Elite Environments". *Journal of Communication*, 2007, 57(1), 99-118.

Entman on Framing

WEEK VIII:

Glynn, C.J., S. Herbst, G. J. O'Keefe, and R. Y. Shapiro. "Methods for Studying Public Opinion" – Ch 3. In C.J. Glynn et al., editors. *Public Opinion*. Boulder, CO: Westview Press, 1999 (pp. 65-100).

Babbie, E. "Survey Research". Ch. 9 in E. Babbie, *The Practice of Social Research*. 11th edition. Belmont, CA: Thomson Wadsworth, 2007.

Babbie, E. "Content Analysis". Ch. 11 in E. Babbie, *The Practice of Social Research*. 11th edition. Belmont, CA: Wadsworth.Babbie, 2001.

WEEK IX:

Blumler, Herbert. "Public Opinion and Public Opinion Polling" in *American Sociological Review*, Vol. 13, No. 5 (Oct., 1948), pp. 542-549.

Herbst, S. *On the Disappearance of Groups: 19th- and Early 20th-Century Conceptions of Public Opinion.*

Salmon, C.T., and T. L. Glasser. "The Politics of Polling and the Limits of Consent". In Glasser, T.L., and C. T. Salmon, editors. *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 177-216).

Bourdieu, P. "Public Opinion Does Not Exist". In *Sociology in Question*. London: Sage, 1993. (149-157).

Jaffrelot, C. *The Caste Based Mosaic of Indian Politics*. Seminar, University of Toronto Press, 2012, pp.49-53.

WEEK X:

Lippmann, Walter. *Public Opinion*. Martino Fine Books, 2012.

Dewey, John. *The Public and Its Problems: An Essay in Political Inquiry*. Swallow Press, 2016.

WEEK XI:

Schoenbach, K., and L. B. Becker. "Origins and Consequences of Mediated Public Opinion". In T. L Glasser and C. T. Salmon, editors. *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 323-347).

Glynn, C.J., S. Herbst, G. J. O'Keefe, and R. Y. Shapiro. "Public Opinion and Democratic Competence". In C.J. Glynn et al., editors. *Public Opinion*. Boulder, CO: Westview Press, 1999 (pp. 283-354).

WEEK XII:

Olien, C.N., G. A. Donohue and P. J Tichenor. "Conflict, Consensus, and Public Opinion". In T. L. Glasser and C. T. Salmon, editors. *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 323-347).

Glynn, C.J., S. Herbst, G. J. O'Keefe, and R. Y. Shapiro (1999). "Communicating, Campaigning, and the Public". In C.J. Glynn et al. editors, *Public Opinion*. Boulder, CO: Westview Press, 1999 (pp. 405-476).

WEEK XIII:

Carey, J. W. "The Press, Public Opinion, and Public Discourse". In T. L Glasser and C. T. Salmon, C.T. (Eds.) *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 373-402).

Boyte, H. "Public Opinion as Public Judgement". In T. L. Glasser and C. T. Salmon, editors. *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 417-436).

WEEK XIV:

Christians, C. G. "Propaganda and the Technological System". In T. L. Glasser and C. T. Salmon, editors. *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 177-216).

L'Etang, J. (2004) "Propaganda, Information, and Intelligence: 1914–1945". In *Public Relations in Britain: A History of Professional Practice in the 20th Century*. London: Lawrence Erlbaum. (pp. 15-33.)

Herman, E. & Chomsky, N. "A Propaganda Model". In *Manufacturing Consent: The Political Economy of the Mass Media*. New York: Pantheon, 1988. (1-35).

WEEK XV:

Miller, P. V. "The Industry of Public Opinion". In T. L. Glasser and C. T. Salmon, editors. *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 177-216).

Cutlip, S. M. "The Unseen Power: A Brief History of Public Relations". In Caywood, C., editor. *The Handbook of Strategic Public Relations and Integrated Communications*, New York: McGraw-Hill, 1997.

L'Etang, J. "Establishing the Profession: 1945–1960". In *Public Relations in Britain: A History of Professional Practice in the 20th Century*. London: Lawrence Erlbaum, 2004. (pp. 15-33.)

Bardhan, N. and K Sriramesh. "Public Relations in India: A Profession in Transition". In K. Sriramesh. *Public Relations in Asia: An Anthology*, Singapore: Thompson Publishing, 2004.

INDIAN REGIONAL JOURNALISM
SUBJECT CODE: SBMMEDJ505

Learning Objectives:

- To study the history and role of Indian press other than in English
- To understand the contribution and role of certain publications and stalwarts
- To study the present day regional press and television

Learning Outcomes:

At the end of the semester, the students will:
1. Describe the evolution of Journalism in India during the British Raj
2. Examine the role of the Hindi and Marathi press in the Indian freedom movement
3. Examine the role of the Bengali and Urdu press in the Indian freedom movement
4. Examine the role of the Malayalam, Tamil and Telugu press in the Indian freedom movement
5. Investigate the functioning of regional broadcast media in India
6. Assess the impact of digital technology on Indian regional journalism

Lectures per Week: 04

I. **Regional press during the British Raj:** an overview

II. **Hindi Press**

- Birth and earliest publications
- Role during the freedom movement
- Role in social reforms
- Evolution post-1947
- Hindi media today (overview)

III. **Marathi Press**

- Role during the freedom movement
- Role in social reforms and shaping cultural identity
- Contribution of *Kesari*

- Evolution post 1947
- Role in the Samyukta Maharashtra Movement
- Marathi media today (overview)
- *Sakaal*. *Saamna* and *Lokmat*

IV. **Bengali Press**

- Earliest publications
- Role in social reforms and renaissance
- Role during the freedom movement
- *Amrit Bazar Patrika*, *Anand Bazar Patrika*
- Bengali Media today (overview)

IV. **Urdu Press**

- Birth and growth pre-1947
- Contribution of *Al Hilal*
- Role in freedom movement
- Press role in social reforms and establishing cultural identity
- Urdu press today

V. **Malayalam Press**
- Birth and earliest publications
- Role during freedom struggle and social awakening
- *Malayalam Manorama* and *Mathrubhumi*
- Malayam media today (overview)

VI. **Telugu Press**

- Evolution & Development
- *Eenadu*

VII. **Tamil**

- Evolution & Development
- Tamil media today (overview)

VIII. **Regional television channels**

- Growth
- Content
- Ownership

- Political patronage

IX. **Increasing ownership and dominance of families with political connections over regional newspapers**

X. The business of regional media & its growth prospects across print and TV

XI. **Impact of the digital revolution on regional media**

- Role of regional e-papers and web portals in the national political conversation
- Localised digital content in languages beyond Hindi and English
- Importance of making news content youth friendly
- Regional infotainment: a growing business in the digital world

Reference Books:

Jeffrey, Robin. *India's Newspaper Revolution: Capitalism, Politics and the Indian Language Press*. Delhi: Oxford University Press, 2009.

Parthasarathy, R. *Journalism in India*. Sterling Publishers, 2009.

Ravindranath, P. K. *Indian Regional Journalism*. Authors Press, 2012

Ninan, Sevanti. *Headlines from the Heartland: Reinventing the Hindi Public Sphere*. New Delhi: Sage India, 2017

Kohli-Khandekar, Vanita. *The Indian Media Business*. 4th Ed. India: Sage Publications, 2017

Sen Narayan, Sunetra, and Shalini Narayan. *India Connected: Mapping the Impact of New Media*. India: Sage Publications, 2016

Athique, Adrian, et al. Ed. *The Indian Media Economy*. (2 Volumes). India: Oxford University Press, 2017

SEMESTER V
NEWS DESIGN
SUBJECT CODE: SBMMEDJ506

Learning Objectives:

- To introduce students to the principles of graphic design as it pertains to the presentation of news – in print (newspapers, magazines, journals, newsletters), in television and on the Internet (websites and apps).
- To introduce students to principles of design and then look at the specific demands of the form in which news is presented to the reader and viewer.

Readings are limited to introducing principles and the rest of the class will be devoted to understanding these principles from observation. Students are expected to sketch or doodle their ideas and then to convert them using software. Students are expected to know Adobe Photoshop, Adobe InDesign and Adobe Dreamweaver.

The readings in the class are expected to introduce students to the key concepts that will determine and guide the design process.

This paper does not have a written exam. There will be a viva voce examination conducted by a qualified external examiner to assess the project elements conceived and produced by each individual student at the end of the semester, along specific news design and layout parameters.

Learning Outcomes:

At the end of the semester, the students will:

1. Demonstrate understanding of basic principles of design
2. Design a newspaper
3. Design a news magazine
4. Design a news website

Lectures per Week: 04

I. Introduction to News Design

II. What is Graphic Design?

III. Point, Line, Plane; Rhythm and Balance; Scale

IV: Introduction to Type

V: Introduction to Colour

VI. Elements of a Grid System

VII. Structure in Design

VIII. Design Hierarchy

IX. Illustration & Photography, Infographics

X. Cover Design

XI. Elements of Web Design

Internal Assessment:

This part of the paper will be assessed by the faculty that teaches the paper based on the design work done in class.

External Assessment:

Each student will have to submit the following project pieces as part of their final external assessment:

    a. A newspaper (broadsheet)
    b. A magazine (32 pages)
    c. A news website

Reference Readings:

WEEKS I & II:

Golombisky, K & R. Hagen. *White Space is not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design*. A K Peters CRC Press, 2017, 138-180.

Arntson, Amy E. *Graphic Design Basics*. Cengage Learning, 2011, 41-57; 187-211.

Week III:

Lupton, Ellen and Jennifer Cole Phillips. *Graphic Design: The New Basics*. Princeton Architectural Press, 2008, pp. 13-51.

Week IV:

Golombisky, K & R. Hagen. *White Space is not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design*. A K Peters CRC Press, 2017, 87-114.

Arntson, Amy E. *Graphic Design Basics*. Cengage Learning, 2011, 89-109

Heller, Steven. *Design Literacy. Understanding Graphic Design*. Skyhorse Publishing, 2014, 151-190.

Week V:

Lupton, Ellen and Jennifer Cole Phillips. *Graphic Design: The New Basics*. Princeton Architectural Press, 2008, pp. 71-83.

Golombisky, K & R. Hagen. *White Space is not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design*. A K Peters CRC Press, 2017, 115-136.

Week VI:

Graver, Amy and Ben Jura. *Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design Principles*-Rockport Publishers, 2012, pp. 12-25.

Lupton, Ellen and Jennifer Cole Phillips. *Graphic Design: The New Basics*. Princeton Architectural Press, 2008, pp. 174-183.

Week VII:

Graver, Amy and Ben Jura. *Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design Principles*-Rockport Publishers, 2012, pp. 26-53.

Lupton, Ellen and Jennifer Cole Phillips. *Graphic Design: The New Basics*. Princeton Architectural Press, 2008, pp. 158-173.

Week VIII:

Graver, Amy and Ben Jura. *Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design Principles*-Rockport Publishers, 2012, pp. 54-77; 92-156.

WEEK IX:

Lupton, Ellen and Jennifer Cole Phillips. *Graphic Design: The New Basics*. Princeton Architectural Press, 2008, pp. 114-126.

Graver, Amy and Ben Jura. *Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design Principles*-Rockport Publishers, 2012, pp. 68-90.

WEEK X:

Arntson, Amy E. *Graphic Design Basics*. Cengage Learning, 2011, 151-171

Golombisky, K & R. Hagen. *White Space is not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design*. A K Peters CRC Press, 2017, 138-180.

WEEK XI:

Heller, Steven. *Design Literacy. Understanding Graphic Design*. Skyhorse Publishing, 2014, pp. 53-54, 58-65, 75-147, 370-372.

Week XII:

Krug, Steve. *Don't Make Me Think: A Common Sense Approach to Web Usability*, 2nd Edition. New Riders Press, 2005, pp. 11-19, 21-29, 51-93.

Week XIII:

Golombisky, K & R. Hagen. *White Space is not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design*. A K Peters CRC Press, 2017, 198-244.

NEWSPAPER AND MAGAZINE MAKING
ASSESSMENT PATTERN

Internal Assessment: 40 marks

Semester End Examination: Viva Voce Examination of 60 marks

INTERNAL ASSESSMENT:

- **Class Assignments** – 35 marks
- **Class Participation and Attendance** – 5 marks

This paper does not have a written exam. There will be a viva voce examination conducted by a qualified external examiner to assess the project conceived and produced by each individual student at the end of the semester, along specific news design and layout parameters.

SOPHIA COLLEGE

(AUTONOMOUS)

Affiliated to the University of Mumbai

Course Titles for Semester VI (Advertising)
Program: B. M. M.

SYLLABUS FOR THE YEAR 2018 – 19

(Choice Based Credit System with effect from the year 2018-19)

TYBMM (Advertising) SEMESTER VI:

CLASS	SEM	PAPER NO	PAPER NAME	COURSE CREDITS	SUBJECT CODE
TYBMM	VI	1	Advertising and Marketing Research	04	SBMMEDA601
TYBMM	VI	2	Legal Environment and Advertising Ethics	04	SBMMEDA602
TYBMM	VI	3	Financial Management for Marketing and Advertising	04	SBMMEDA603
TYBMM	VI	4	The Principles and Practice of Direct Marketing	04	SBMMEDA604
TYBMM	VI	5	Agency Management	04	SBMMEDA605
TYBMM	VI	6	Contemporary Issues	04	SBMMEDAJ606
TYBMM	VI	7	Digital Media	04	SBMMEDAJ607

ADVERTISING AND MARKETING RESEARCH
SUBJECT CODE: SBMMEDA601

Learning Objectives:

- To inculcate analytical abilities and research skills among the students
- To understand research methodologies – qualitative vs quantitative
- To understand the scope and techniques of advertising and marketing research

Learning Outcomes:

At the end of the semester, the students will:
1. outline the fundamentals of marketing research
2. explain the key components of research design
3. examine the process of sampling and data collection
4. identify research techniques and explain the process of report writing
5. outline the importance and use of advertising research
6. synthesise their understanding of research concepts to design a marketing research plan

Lectures per Week: 04

I. Fundamentals of Research:

- Meaning and objectives of advertising/marketing research
- Concepts in Research: variables, qualitative and quantitative
- Stages in research process

II. Research Design:

- Meaning, definition, need and importance, scope of research design
- Questionnaire design :framing the right questions

III. Sampling:

- Meaning of Sample and Sampling
- Process of Sampling
- Methods of Sampling:
    - Non Probability Sampling – convenient, judgment, quota, snow ball
    - Probability Sampling – simple random, systematic, stratified, cluster, multi stage
- Errors in sampling : statistical and non-statistical

IV. Data Collection:

- Types of data and sources -- primary and secondary data sources
- Methods of collection of primary data:
  - Observation
  - Experimental
  - Interview Method:
    - Personal interview
    - Focused group
    - In depth interviews
    - Survey
    - Survey instrument: questionnaire designing
  - Scaling techniques:

V. Projective Techniques in Qualitative Reserach:

- Association
- Completion
- Construction
- Expressive

VI. Report Writing:

- Essential of a good report
- Content of report
- Steps in writing a report
- Footnotes and bibliography

VII. Advertising Research:

1. Introduction to Advertising Research
2. Copy Research:
- Concept testing
- Name testing
- Slogan testing
3. Copy testing measures and methods:
- Free association
- Direct questioning
- Depth interviews
- Focus groups
- Mass media research

4. Pretesting:
A. Print Pretesting:
  - Consumer jury test
  - Portfolio test
  - Mock magazine test
B. TV Ad Pretesting:
- Trailer tests
- Theatre tests

- Live telecast tests
- Clutter tests

4. Post testing:

- Recall tests
- Recognition test
- Sales effect tests
- Millward brown model

VIII. Neuroscience in Advertising Research:

- Neuroscience: A New Perspective
- When to Use Neuroscience

IX. Physiological Rating Scales:

- Eye-movement camera
- Brain pattern analysis

X. Marketing Research:

- New product research
- Branding research
- Pricing research
- Usage & Attitude studies
- Tracking studies
- Research at point-of-sale
  - Nielsen retail audit
  - shopper studies

Reference Reading:

Green, Paul E., *Research for Marketing Decisions*. Paul E. Green, Donald S. Tull

Cooper, Donald, Pamela Schindler and J. K. Sharma. *Business Research Methods.* 12th Edition. McGraw Hill Education, 2018.

Malhotra, Naresh. *Essentials of Marketing Research*. India: Pearson Education, 2016.

Nargundkar, Rajendra. *Marketing Research: Text and Cases*. McGraw Hill Education, 2017.

Page, Graham. "Neuroscience, A New Perspective". Millward Brown, 2010.

http://www.millwardbrown.com/docs/default-source/insight-documents/points-ofview/MillwardBrown_POV_NeurosciencePerspective.pdf

SEMESTER VI
LEGAL ENVIRONMENT AND ADVERTISING ETHICS
SUBJECT CODE: SBMMEDA602

Learning Objectives:

Objectives: To create an awareness amongst media students about the importance of ethical advertising and the role of the ethical advertising in creating marketing solutions.

Learning Outcomes:

At the end of the semester, the students will:
1. outline the meaning, scope and use of regulation in advertising
2. examine the ethical issues in advertising
3. analyse the process of consumer guidance and concerns
4. identify and analyse the social criticisms of advertising
5. conduct a critique of advertising through a reading of seminal texts

Lectures per Week: 04

I. **Self-Regulation in Advertising**

- Need for Self-Regulation
- Introduction to ASCI & Its Code of Conduct
- Laws that Affect Advertising in India
- The Competition Act
- Drug and Cosmetics Act
- Drugs and Magic Remedies (Objectionable Advertisements) Act
- Copyright Act, Trademarks Act, Patents Act
- The Prasar Bharati Bill
- Indecent Representation of Women (Prohibition) Act
- Emblems and Names (Prevention of Improper Use) Act

II. **Ethical Issues in Advertising:**

- The Importance of Ethics
- Advertising Directed at Cultural and Religious Minorities
- Advertising to Children
- Use of Women in Advertising

- Portraying Minorities and Women in 'Traditional' Roles and Occupations
- Depiction of Senior Citizens
- Stereotyping Ethnic and Racial Minorities
- LGBT
- Puffery
- Surrogate Advertising
- Subliminal Advertising
- Political Advertising
- Manipulation of Research in Advertising
- Deceptive and Unfair Trade Practices and False Promises
- False & Misleading Comparisons
- False Testimonials
- Small Print Clarification

III. Consumer Guidance and Concerns:

- Consumer Protection Act 1986
- Essential Commodities Act
- Standard of Weights and Measures Act
- Packaged Commodities Act
- Prevention of Food Adulteration Act
- AGMARK, ISI
- Role of PDS and Consumer Co-Operatives
- Consumer Forums
- CGSI, CFBP, CERC, Grahak Panchayats
- Case Studies of Select Ads that Violate Legal and Ethical Concerns

IV. Social Criticism of Advertising:

- Increasing the Prevalence of Materialism
- Creating Artificial Needs
- Idealizing the 'Good Life' Stressing Conformity with Others
- Encouraging Instant Gratification and a Throwaway Society
- Promoting the Good of the Individual over the Good of the Society
- Creating Unrealistic 'Ideal' Characterisations
- Using Appeals that Prey on Feelings of Inadequacy
- Manipulation by Advertising
- Social Responsibilities of Advertising: Advertising as a Moulder of Thought, Opinion and Values

V. Critique of advertising:

- A study of Vance Packard's *The Hidden Persuaders*
- A study of Jean Kilbourne's *Can't Buy My Love*
- A study of Naomi Woolf's *The Beauty Myth*
- A study of Noam Chomsky's *Understanding Power*

Reference Reading:

Arens, William F., Michael F. Weingold, and Christian Arens. *Contemporary Advertising*. International Edition. McGraw Hill Education, 2013.

Chomsky, Noam. *Understanding Power: The Indispensable Chomsky*. Vintage, 2003.

Divan, Madhavi Goradia. *Facets of Media Law*. 2nd Edition. Eastern Book Company.

Kilbourne, Jean. *Can't Buy My Love: How Advertising Changes the Way We Think and Feel*. Free Press, 2000.

Klein, Naomi. *No Logo*. Fourth Estate. 2010.

Neelamalar, M. *Media Law and Ethics*. 2nd Edition. Prentice Hall India, 2009.

Packard, Vance. *The Hidden Persuaders*. Ig Publishing, 2007.

Sawant, P. B. *Advertising Laws and Ethics*. Universal Law Publication.

Wolf, Naomi. *The Beauty Myth: How Images of Beauty Are Used against Women*. Vintage, 1991.

FINANCIAL MANAGEMENT FOR MARKETING AND ADVERTISING
SUBJECT CODE: SBMMEDA603

Learning Objectives:

- To provide a brief over view of the basic concepts, goals, functions and types of finance available for new and existing business and marketing units
- To enable the understanding of the need for financial planning through budgets and their benefits
- To enable students to evaluate the financial implications of marketing decisions through simple analytical tools

Learning Outcomes:

At the end of the semester, the students will:
1. outline the fundamentals of financial management
2. explain the key components of financial planning and budgets
3. examine working capital estimation, financial statements and ratio analysis
4. analyse the process of costing
5. synthesise their learnings through the semester by analysing the budget statements of different organisations

Lectures per Week: 04

I. Introduction of Financial Management:

Meaning of Financial Management – Definition – Goals -- Functions -- Role of Finance in Marketing & Advertising -- Types of Finance -- Owned and Borrowed – Long Term and Short Term Finance – Sources of Long term & Short Term Finance

How to Read Financial Statements: Profit and Loss Accounts, Balance Sheets and Cash Flows

II. Financial Planning & Budgets:

Financial Planning for a Marketing Unit – through Budgets -- Proforma financial Statements and Spread Sheets

Budgeting -- Types of Budgets -- Functional Budgets -- Master Budget -- Zero Based Budget – Sales Budget -- Cash Budget (Application from Sales Budget and Cash Budget only)

Elements of Marketing Budgets -- Advertising Agency Budget – Budgeting for Films -- Broadcast Print and Electronic Media

III. Working Capital Estimation:

Working Capital -- Concept of Operating Cycle -- Types of Working Capital -- Factors Influencing Working Capital -- Methods of Calculating Working Capital (Theory and Basic Application)

IV. Financial Statements & Ratio Analysis:

Vertical Financial Statements – Financial Decision Making Using Financial Statements Analysis -- Ratio Analysis -- Debt Equity Ratio, Current Ratio, Proprietary Ratio, Stock to Working Capital Ratio, Gross Profit Ratio, Net Profit Ratio, Operating Ratio, Debtors Turnover Ratio, Creditors Turnover Ratio, Selling Expenditure Ratio.

V. Introduction to Costing:

Costing -- Types of Cost -- Their Relevance in Marketing Decision Making

Classification of Costs -- Traceability, Functionality and Level of Activity

Estimation of Profit/Loss using Cost Volume Profit Analysis -- Break Even Analysis, Calculation of Profit Volume Ratio, Break-Even Point, Margin of Safety, Sales Required in Units and Rupees (Theory and Application)

Reference Reading:

Chandra, Prasanna. *Finance Sense - An Easy Guide for Non-Finance Executives.* McGraw Hill Education, 1999.

Subramanyam, K. R., and John J. Wild. *Financial Statement Analysis*. McGraw Hill Education, 2014.

Shaw, Robert, and Devid Merrick. *Marketing Payback: Is Your Marketing Profitable?* Prentice Hall, 2005.

Sharan, Vyuplakesh. *Fundamentals of Financial Management*. Pearson Education India, 2011.

Bodhanwala, Ruzbeh J. *Financial Management Using Excel Spreadsheet*. Taxman Publications Private Limited, 2009.

Brigham, Eugene F., and Joel F. Houston. *Fundamentals of Financial Management*. Cengage Publications, 2015.

Khan, M. Y., and P. K. Jain. *Financial Management: Text, Problems and Cases*. McGraw Hill Education, 2018.

THE PRINCIPLES AND PRACTICE OF DIRECT MARKETING
SUBJECT CODE: SBMMEDA604

Learning Objectives:

- To understand the concept and importance of direct marketing
- To understand the various techniques of direct marketing and its advantages

Learning Outcomes:

At the end of the semester, the students will:
1. outline the fundamentals of direct marketing
2. explain the key components of direct marketing
3. examine the types of approaches to direct marketing
4. analyse the use of database management in direct marketing
5. explain customer relationship management and customer lifetime value
6. outline the latest trends in direct marketing

Lectures per Week: 04

I. Introduction to Direct Marketing:

- Meaning and Introduction to Marketing
- Traditional Versus Direct Marketing Techniques

II. The Basics of Direct Marketing:

- Meaning, Definition, Importance of Direct Marketing
- Advantages and Disadvantages of Direct Marketing
- Reasons for the growth of Direct Marketing
- Managing Valuable Customers

III. Direct Marketing Approaches:

- Types of Direct Marketing Strategies
- Mediums of Direct Marketing

IV. Database Management:

- Meaning and Importance of Database
- Functions of Database
- Sources of Database
- Types of Database
- Steps in developing a database
- Techniques of Managing Database

V. Customer Relationship Management:

- What is Customer Relationship Management (CRM)?
- Importance of CRM
- Planning and Developing CRM
- Relationship Marketing - Customer Loyalty

VI. Customer Life Time Value:

- What is customer Life Time Value (LTV)
- Factors affecting Life Time Value
- How we use LTV
- Calculating LTV

VII. Market Segmentation:

- The Pareto's Principle
- Segmenting by Purchase Data
- Segmenting by Profile Information

VIII. Economics of Direct Marketing

- Measurement Metrics
- Direct Marketing Costs
- Creating a Direct Marketing Budget

IX. Direct Marketing Today

- One to One Digital Marketing and Phygital
- Customization/ Personalization - traditional and online
- Single view of the customer - CRM softwares
- The role of customer service
- Product customization

- Offer Management
- Scope for Loyalty programs

Reference Reading:

Tapp, Alan. *Principles of Direct and Database Marketing*. Prentice Hall, 2000

Bird, Drayton, *Commonsense Direct Marketing*. Kogan Page, 1996

Sterne, Jim and Anthony Prior. *E-mail Marketing*. John Wiley and Sons, 2000

Fairlie, Robin, *Database Marketing and Direct Mail*. Exley Publications, 1990

AGENCY MANAGEMENT
SUBJECT CODE: SBMMEDA605

Learning Objectives:

- To familiarise students with the different aspects of running an agency
- To acquaint the students with concepts, techniques for managing a client account in an agency
- To inculcate competencies to undertake professional work in the field of marketing agencies

Learning Outcomes:

At the end of the semester, the students will:
1. outline the types of advertising agencies and their functions
2. explain the financial management of advertising agencies
3. examine the process of growing an agency
4. analyse the roles performed by client servicing and account planning in an agency
5. write a creative brief on the basis of the client's marketing plan
6. inspect the process of campaign management within an agency

Lectures per Week: 04

I. Advertising Agencies:

- Types of Agencies
    - Is Google an Agency?
    - Advertising vs 360 vs Omnichannel
    - Digital Agencies – Problem or Opportunity?
- The Organisational Structure
- Roles & Functions
    - Classical – Planning & Creative & Accounts + Ops, Finance, HR
    - New – Strategy & Media & Content + Business Teams
- Marketscape of Marketing Agencies – Threats and Opportunities

II. Agency Finance

- How Agencies Make Money Today, with historical Perspective and Future Models
- How to Cost for a Business
- Business Viability / Business Case for an Account

III. Growing the Agency

- The Pitch: Request for Proposal (RFIs, RFPs), Speculative Pitches, Pitch Process (Theory – Practice Covered in Account Planning)
- Agency Credentials – a Sales Tool
- Awards – a Marketing Tool
- Thought Leadership
- How Agencies Gain Clients – New Business Process

IV. Client Servicing:

- The client -- Agency Relationship
- Evaluation Criteria in Choosing an Ad Agency - What makes a Good Agency – Client Perspective
- The roles of Advertising Account Executives / Brand Servicing / Business Teams
- Skills Required in an Account/Business Role –
    - Project Management - the JSR – Job Status Reports
    - Network Plans – Campaigns, Film Production, Social Media
    - Writing Proposals
    - Emails
- Managing Client Expectations – Most Important Skills

V. Account Planning:

- Role of Account Planning in Advertising
- Difference between Strategy & Planning
- Types of Account Planning
    - Communication Planning
    - Engagement Planning
    - Digital Strategy
    - Content Planning
- Account Planning Process –
    - Consumer Behaviour – Revision
    - Cultural Insights - Revision
    - Examples of Classic Agency Frameworks
    - Emerging Frameworks from Google and Facebook and Amazon
    - Customer Journeys & ZMOT (Zero Moment of Truth)
- Writing a Creative Brief
    - Evaluating Creative Work basis a Brief

VI. Marketing Plan of the Client:

- The Marketing Brief – Client or Agency?
    - Marketing objectives, marketing Problems and Opportunity
    - Sales-Oriented Objectives – Performance Campaigns
    - Communications Objectives - Brand Uplift –

- Awareness / Salience / Purchase intent / Recall / Comprehension etc
- Marketing Audit – Competition Scanning & Gap analysis

VII. Advertising Campaign Management:

- Campaign Objectives & KPIs – Key Performance Indicators
- Campaign Networks – Timeline Plans
- Campaign Measurements and Reporting
  Brand Track Research – KPIs
  Digital Reporting and Analytics

VIII. Types of Campaigns – and required management in each: (overview of each)

- TVC
- Print
- Outdoor
- Radio
- Digital Banners
- Experiential
- Sales Promotions

IX. Setting up an Agency:

- Business Plan Introduction
- Finding a Differentiator in a Cluttered and Lookalike Agency Offerings
  Agency as a Start-up

Reference Reading:

Belch, George E, Michael A. Belch and Keyoor Purani. *Advertising and Promotion: An Integrated Marketing Communications Perspective*. 9th Edition. McGraw Hill Education, 2017.

Shimp, Terence A. *Advertising Promotion and Other Aspects of Integrated Marketing Communications*. 9th Edition. South Western, 2015.

Ogilvy, David. *Ogilvy on Advertising*. Vintage Books, 1985.

Rothenberg, Randall. *Where the Suckers Moon: The Life and Death of an Advertising Campaign*. Vintage, 1995.

Edwards, Helen. *Creating Passion Brands*. Kogan Page India, 2012.

CONTEMPORARY ISSUES
SUBJECT CODE: SBMMEDAJ606

Learning Objectives:
- To understand and analyse some of the present day environmental, political, economic and social concerns and issues
- To highlight the importance of human rights and its implementation in India
- To understand the present day problems and challenges and its implications on development

Learning Outcomes:

At the end of the semester, the students will:
1. outline the issues to do with changing ecology
2. explain the key issues surrounding human rights both internationally and in India
3. examine causes of political conflict in India
4. analyse social and developmental challenges in India
5. examine the global migration situation

Lectures per Week: 04

I. Ecology and Its Related Concerns

- Climate Change and Global Warming: Causes, Consequences and Remedial Measures
- Costal Regulatory Zones: Need and Importance, CRZ Act
- Sustainable Development: Concept, Need and Significance
- Displacement and Development

II A. Human Rights:

- UDHR and its significance (using case studies from North East and Kashmir)

B. Legislative Measures with Reference to India

- Women: CEDAW, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013
- Child: Protection of Children from sexual offence Act -2012 (POCSO), Child Labour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000.
- Education: Right to Education Act 2009

- Health: National Health Policy of 2015 (rural areas, urban areas), Mental Health

III. Political Concerns and Challenges

- Corruption: RTI Act, Lokpal Bill, Whistle Blowers Protection Act 2011
- Conflict and identity politics:
  1. Anti-State Violence - Naxalism,
  2. Insurgency in the North East (Assam, Manipur, Armed Forces Special Protection Act)
  3. Terrorism

IV. Social and Development Issues and Challenges:

- Special Economic Zone: Its Role and Significance in Maharashtra
- Agrarian Issues: Rural Indebtedness, Farmers' Suicides and Their Implications.
- Tribal Issues: Marginalisation of tribals, Forest Rights Act, Land Acquisition Act

V. Global Issues: Immigration

Reference Reading:

Rush, Ramona, Carole Oukrop and Pamela Creedon. *Seeking Equity for Women in Journalism and Mass Communication Education: A 30-year Update*. Routledge, 2013.

Coleman, Benjamin. Editor. *Conflict, Terrorism and Media in Asia*. Routledge, 2006.

Ranganathan, Maya, and Usha Rodrigues. *Indian media in a Globalised World*. Sage, 2010.

Humphries, Drew. Editor. *Women, Violence and Media: Readings from Feminist Criminology*. UPNE, 2009.

Berns, Nancy. Framing the Victim: Domestic Violence, Media, and Social Problems. Routledge, 2004.

Bareh, Hamlet. Encyclopedia of North-East India: Assam. 2001.

Freedman Des and Daya Kishan Thussu. Editors. *Media and Terrorism: Global Perspectives*. Sage Publications, 2011.

Talwar, Rajesh. *Courting Injustice: The Nirbhaya Case and Its Aftermath*, Hay House, 2013.

Swami, Praveen. *An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir*. London: Routledge, 2007.

Kak, Manju, Prajnashree Tripathy and Manjula Lal. *Whose Media? A Woman's Space: The Role of the Press in Projecting the Development Needs of Women*. Concept Publishing House, 2007.

Uma, Kapila. Editor. *Indian Economy: Performance and Policies.* Academic Foundation, 2013.

Puri, V. K. and S. K. Misra. Editors. *Indian Economy*. Himalaya Pub Publishing, 2013.

Bajpai, Asha. *Child Rights in India: Law, Policy, and Practice*. India: Oxford University Press, 2017.

Ramaswamy, B., and Nitin Shrirang Mane. *Human Rights: Principles and Practices*. Pragun Publications, 2012.

Kataria, R. P., and Salah Uddin. *Commentary on Human Rights*. Orient Publishing, 2013.

Vadackumchery, James. *U.N. Universal Declaration of Human Right and Criminal Justice: The Total Revision*. Concept Publishing, 2012.

Ahuja, Ram. *Indian Social Problems*. Rawat Publications, 2012.

Shah, Ghanashyam. *Social Movements in India*. Sage Publications, 2011.

Desai, A. R. *Rural Sociology in India*. Popular Prakashan, 2011.

Brown, Marilyn A., and Benjamin K.Sovacool. *Climate Change and Global Energy Security: Technology and Policy Options*. MIT Press, 2011.

McKibben, Bill. *The End of Nature*. RHUS, 2006.

Spratt, David, and Philip Sutton. *Climate Code Red: The Case for Emergency Action*. Amazon Asia-Pacific Holdings Private Limited, 2008.

Sachs, Jeffrey D., and Ban ki Moon. *The Age of Sustainable Development*. Columbia University Press, 2015.

Magazines and Journals:

Down to Earth: Science and Environment Fortnightly

Economic and Political Weekly

DIGITAL MEDIA
SUBJECT CODE: SBMMEDAJ607

Learning Objectives:

- To introduce the students to the scope of creating and marketing content using digital platforms
- To enable them to explore the various aspects and implications of digital communication (in the context of advertising and journalism), in the age of the Internet

Learning Outcomes:

At the end of the semester, the students will:
1. outline the key concepts in new media and digital communication
2. explain the ways in which an effective website can be created
3. examine search engine optimisation and search engine marketing
4. analyse the use of social media and content marketing in digital advertising
5. examine the use of video and mobile marketing in a changing digital landscape
6. outline the facets of data analytics in digital marketing
7. analyse and apply user centric design to create a digital campaign

No. of lectures per week: 04

I. Introduction to Digital Media:
- Lev Manovich's Principles of New Media
- The History of Digital Technology and the Internet
- Traditional versus Digital Communication (Characteristics of Digital Media)
- Types of Digital Media Channels
- The Emergence of Web 2.0 and Consumer 2.0

II. Website Communication:
- Building an Effective Website: Homepage, Links, Navigation, Multimedia
- Choosing a Domain Name
- Hosting the Website
- Writing and Creating Web Content

III. Search Engine Optimisation:
- Types of Search Engines
- How Search Engines Work
- Search Engine Optimisation: On-Page and Off-Page

- Advertising on Search Engines
- Paid Search Marketing
- Black Hat SEO

IV. Social Media Communication and Marketing:
- Social Media Platforms: Facebook, Twitter, LinkedIn, Instagram, Snapchat
- Building an Effective Social Media Strategy
- Social Media Dashboards
- Viral Marketing

V. Content Marketing
- What is Content Marketing?
- Types of Content
- Content Strategy and Promotion
- Native Advertising
- The Future of Online Content

VI. Mobile Marketing
- Uses of Mobile Marketing
- Mobile Applications
- Location-based Services and Advertising

VII. Video Marketing
- When to Use Video in Marketing
- Essentials of a Video Marketing Campaign

VIII. Digital Analytics
- Performance Management for Digital Channels
- Types of Data Analytics
- Data Analytics Tools

IX. User Experience (UX):
- What is UX?
- How to Achieve Good UX
- Designing for Usability

Reference Readings:

Ryan, Damian. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. New York: Kogan Page, 2017.

Chaffey, Dave, and Fiona Ellis-Chadwick. *Digital Marketing: Strategy, Implementation and Practice*. 6th Ed. Edinburgh: Pearson, 2016.

Kotler, Phillip. *Marketing 4.0: Moving from Traditional to Digital*. Wiley, 2017.

Dodson, Ian. *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*. Wiley, 2016.

Kosorin, Dominik. *Data in Digital Advertising: Understand the Data Landscape and Design a Winning Strategy*. Dominik Kosorin, 2018.

Qualmann, Erik. *Socialnomics: How Social Media Transforms the Way We Live and Do Business*. John Wiley & Sons, 2012.

Rowles, Daniel. *Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics, Tools and Measurement*. Kogan Page, 2017.

Martin, Gail Z. *The Essential Social Media Marketing Handbook: A New Roadmap for Maximizing Your Brand, Influence and Credibility*. India: Rupa, 2018.

Bhatia, Puneet Singh. *Fundamentals of Digital Marketing*. Pearson Education, 2017.

DIGITAL MEDIA
ASSESSMENT PATTERN

Internal Assessment: 40 marks

Semester End Examination: 60 marks

INTERNAL ASSESSMENT:

- **Project** – 20 marks
- **Class Test:** On any syllabus topic(s) of the lecturer's choice – 15 marks
- **Class Participation and Attendance** – 5 marks

SEMESTER END EXAMINATION (THEORY):

Q. 1. [A or B] Topics from Modules I to IX – 15 marks

Q. 2. [A or B] Topics from Modules I to IX – 15 marks

Q. 3. [A or B] Topics from Modules I to IX – 15 marks

Q. 4. [A or B] Topics from Modules I to IX – 15 marks

SOPHIA COLLEGE

(AUTONOMOUS)

Affiliated to the University of Mumbai

Course Titles for Semester VI (Journalism)
Program: B. M. M.

SYLLABUS FOR THE YEAR 2018 – 19

(Choice Based Credit System with effect from the year 2018-19)

TYBMM (Journalism) SEMESTER VI:

CLASS	SEM	PAPER NO	PAPER NAME	COURSE CREDITS	SUBJECT CODE
TYBMM	VI	1	Press Laws and Ethics	04	SBMMEDJ601
TYBMM	VI	2	Broadcast Journalism	04	SBMMEDJ602
TYBMM	VI	3	Business and Magazine Journalism	04	SBMMEDJ603
TYBMM	VI	4	Issues in the Global Media	04	SBMMEDJ604
TYBMM	VI	5	News Media Management	04	SBMMEDJ605
TYBMM	VI	6	Contemporary Issues	04	SBMMEDAJ606
TYBMM	VI	7	Digital Media	04	SBMMEDAJ607

PRESS LAWS AND ETHICS
SUBJECT CODE: SBMMEJ601

Learning Objectives:

- To study laws pertaining to the media in India
- To understand the role that the media plays in upholding the laws of a land

Learning Outcomes:

At the end of the semester, the students will:
1. outline the key concepts in the legal system in India
2. explain the workings of the Press Council of India
3. examine laws that pertain to the media with relevant case studies
4. analyse the laws that pertain to the dissemination of information on the internet
5. examine the role of intellectual property in the media context
6. examine laws concerning copyright and right to privacy
7. assess the role of ethics in the creation and dissemination of media content

Lectures per Week: 04

I. Introduction to Law

a) A brief introduction to Indian Constitution- (Salient features, Preamble, Fundamental Rights)
b) History and evolution of law, social relevance of law, law and society.
c) India's legal system – Structure and hierarchy of Indian judiciary- the various levels of courts for civil and criminal action.
d) Brief overview of the IPC (Indian Penal Code) and Cr.P.C. (The Code of Criminal Procedure)

II. Press Council of India

a) Its organisational structure, functions, history and rationale behind its establishment
b) Powers – the debate over punitive powers
c) PCI's intervention in cases of communal rioting and protection of Press freedom
d) Code of conduct for journalists
e) Comparison with the News Broadcasting Standards Authority (NBSA)

III. Laws Regulating the Media

a) Laws related to freedom of the Press — Article 19 clause (1) sub-clause (a) of Indian Constitution and how it guarantees freedom of the press
b) Clause 2 of article 19 and reasonable restrictions
c) Defamation –sections 499,500
d) Contempt of Courts Act 1971
e) Public Order – sections 153 A&B,295A,505
f) Sedition (124A)
g) Obscenity (292,293)

IV. Introduction to Laws Connected with the Internet

a) Information Technology Act 2000 and the Amendment Act of 2008
b) Study of Section 66 and 67 of the Act that govern publishing of material on the internet

Article 21 of the Constitution and Right to Privacy

a) Right to Privacy versus Right to Know
b) Right to Information Act 2005
c) Official Secrets Act and conflict with RTI
d) Whistle Blowers Protection Act 2011-Implications and challenges

Indian Evidence Act

a) Primary, Secondary, Direct and Indirect evidence
b) Confession and its evidentiary value

Copyright Act 1957:

Introduction to Intellectual Property: Trademarks, Patents and Copyrights (General Overview)

A Discussion on Intellectual Property Rights in the context of changing global environment

Contempt of Parliament

a) Breach of Privilege Rules
b) Clash between Judiciary and Legislature
c) Is It a Threat to Media Freedom?

Working Journalists Act: Its Effectiveness in the Current Scenario

Press and Registration of Books Act

Introduction to Contracts Act:

Agreements, Proposal, Acceptance, Validity of Contracts (Void and Voidable), Capacity to Contract and Basic Media Contracts (with examples).

V. Introduction to Ethics

  a) Discussion of importance of ethics in the era of TRP fuelled tabloid journalism
  b) Conflict of interest
  c) Paid news
  d) Trial by media
  e) Ethical issues related to television debates
  f) Confidentiality of sources
  g) Ethics of sting operations
  h) Fakery and fabrication of news
  i) Using shock value in language and visuals

Reference Reading

Basu, Durga Das. *Introduction to the Constitution of India*. Lexis Nexis, 2013.

Ratanlal Dhirajlal: Evidence Act. *(It should be a Wadhwa, Lexis Nexis Publication)*

Ratanlal Dhirajlal: Indian Penal Code.

Noorani, A. G. *Constitutional Questions in India: The President, Parliament and the States*. Delhi: Oxford University Press, 2003.

Ravindranath, P. K. *Press Laws and Ethics of Journalism*. Authors Press, 2004.

Parthasarathy, Rangaswami. *Journalism in India: From the Earliest Times to the Present Day*. South Asia Books, 1995.

Kamath, M. V. *The Journalist's Handbook*.

Guha Thakurta, Paranjoy. *Media Ethics*. Oxford University Press, 2011.

Online References:

www.indiankanoon.org

www.prasarbharathi.gov.in.

www.lawzonline.com

www.presscouncil.nic.in

www.thehoot.org

BROADCAST JOURNALISM
SUBJECT CODE: SBMMEJ602

Learning Objectives:

- To introduce the students to the specific forms of broadcast news
- To enable them to write for both radio and television
- To enable them to write and produce simple stories for both radio and television

Learning Outcomes:

At the end of the semester, the students will:
1. outline the key concepts in broadcasting
2. create broadcast scripts that are written for the ear
3. employ audio recording and editing techniques to produce radio content
4. employ video recording and editing techniques to produce TV and digital content

No. of lectures per week: 04

I. Introduction to Broadcasting:
- Exemplars of radio and television broadcasting
- Orson Welles's *War of the World*

II. **Writing for the ear:**
- Simple, concise and conversational writing
- Use of numbers
- Use of contractions
- Subject-Verb-Object

III. Introduction to Audio Recording & Editing:
- Use of natural sound
- Basic Editing
- Narrating stories

IV. Writing to pictures and shooting:
- Shooting visuals that tell the story
- Shooting interviews

V. Introduction to Video Recording & Editing
- B-Roll
- Stand-up or Piece to Camera
- Use of natural sound

Reference Readings:

Dotson, Bob. *Make It Memorable: Writing and Packaging Visual News with Style.* London: Rowman & Littlefield, 2016.

Hewitt, John. *Air Words: Writing Broadcast News in the Internet Age.* New York: Oxford University Press, 2018.

Stephens, Mitchell. Broadcast News. New York: Cengage, 2004.

Tompkins, Al. *Aim for the Heart: Write, Shoot, Report and Produce for TV and Multimedia.* Thousand Oaks: CQ Press, 2017.

Wulfmeyer, Tim K. *Beginning Radio and TV Newswriting: A Self–Instructional Learning Experience.* Oxford: Wiley-Blackwell, 2007.

BUSINESS AND MAGAZINE JOURNALISM
SUBJECT CODE: SBMMEJ603

Learning Objectives:

- To understand the tools of business journalism and an overview of the economy
- To study magazine journalism and its specialisation

Learning Outcomes:

At the end of the semester, the students will:
1. outline the key concepts in business and magazine journalism
2. examine the different financial systems in India and study their coverage through case studies
3. analyse the banking sector in India
4. discuss the Annual Union Budget and the various financial scams that have rocked the country
5. compare and contrast different kinds of magazines and their content
6. examine the creation of special interest magazines and their ability to cater to different readerships
7. Create business and magazine content

Lectures per Week: 04

SECTION I | BUSINESS JOURNALISM

I. Introduction to Business Journalism

II. A General Overview of the Financial Systems in India

A. Planning Commission & NITI Aayog, Reserve Bank of India – Role, Functions. A General Understanding about, RBI's Involvement in Formulation of Monetary Policy, Interest Rate Mechanism and RBI

B. Securities and Exchange Board of India (SEBI) – Role, Function and Objectives

C. The Banking Sector in India – A Brief Analytical Study

- Functions of Commercial Banks
- Use of Modern Technology in Banking Sector and Its Use

- Core Banking: Its Advantage, Social Benefits and Use of Banking in Financial Inclusion
- Government Schemes Related to Banking- Jan Dhan Yojana, Pension Plans, Insurance Schemes, Cash Subsidy Transfer via Bank Account

III. Union Budget (The Finance Bill) – Salient Features of the Latest Union Budget

IV. The Concept of "Subsidies" in the Context of the Indian Economy: An Introductory Study

V. "Foreign Exchange Reserves" in India and a Basic Study of Fiscal Deficit Problem with Reference to the Indian Economy

VI. Scams in the Indian Financial System:

- The Satyam Saga
- The Sahara Scam
- The Saradha Chit Fund Embezzlement

VII. The Bombay Stock Exchange, National Stock Exchange, Concept of SENSEX and NIFTY and Impact of Their Volatility. Retail Market – The Indian Scenario; The World Bank, The Asian Development Bank, BRICS Development Bank – Functions

VIII. Business Journalism: a Brief Study of Leading Business Magazines, Leading Financial Dailies in India

SECTION II | MAGAZINE JOURNALISM (NICHE JOURNALISM)

I. Introduction to Magazine Journalism. Fundamental point of differences between "Newspaper" and "Magazine". Special Skills Required for a Person Working in Magazines

II. Scope for Modern Age Magazines in Various Segments of Journalism in India; Competition of Magazines with Electronic Media; A General Analytical Study of Magazines of Different Genres: Women's Magazines, Travel Magazines, General Interest Magazines, Health Magazines, Technology Magazines, Automobile Magazines

III. A Detailed Study of Women's Magazines Covering Specific Female Related Issues and Other Routine Issues

IV. Sports Journalism: A Comparative Study of Coverage of Sports Events by Magazines and audio Visuals and Press

V. Environmental Journalism and Its Importance; A Very Brief Study of Global Warming, Ozone Depletion, Issues Related to Deforestation. Issue of Western Ghats and Its Environmental Importance.

VI. Civic Issues and Their Coverage in Various Modern Day Alternative Media, Social Networking Avenues; Civic Issues of the Latest Year to Be Considered

Reference Reading:

Hayes, Keith. *Business Journalism: How to Report on Business and Economics*. APress, 2013.

Shaw, Ibrahim Seaga. *Business Journalism: A Critical Political Economy Approach*. Routledge, 2015.

Roush, Chris. *Profits and Losses: Business Journalism and Its Role in Society*. Marion Street Press, 2012.

Leslie, Jeremy. *The Modern Magazine: Visual Journalism in the Digital Era*. Laurence King Publishing, 2013.

Porterfield, Christopher. Editor. *Time: 85 Years of Great Writing*. 2008.

The Editors of New York Magazine. *Highbrow, Lowbrow, Brilliant, Despicable: Fifty Years of New York Magazine*. Simon & Schuster, 2017.

Jack, Ian. *News*. Granta, 2016.

The Economic Survey – A Government of India Publication (Ministry of Finance)

www.indiabudget.nic.in for updates related to the Annual Budget

Report of the Western Ghats Ecology Expert Panel Submitted to the Ministry of Environment and Forests, Government of India, 2011.

ISSUES IN THE GLOBAL MEDIA
SUBJECT CODE: SBMMEJ604

Learning Objectives:

- To introduce the students to the idea of a 'global' media
- To introduce them to the challenges of a truly 'global' media
- To introduce them to the issues pertaining to the promise of the internet and the present state of the world wide web
- To introduce the students to some of the key issues that are reported in the 'global' media

Learning Outcomes:

At the end of the semester, the students will:
1. outline the key concepts and issues in globalisation and the creation of a global media
2. examine the realities surrounding the dissemination of information using the Internet
3. analyse the structure and functioning of global news conglomerates
4. discuss the Annual Union Budget and the various financial scams that have rocked the country
5. assess the key issues in global media and their coverage

No. of lectures per week: 04

I. Introduction to Globalisation and the problems of construing a 'global' media:
- Globalisation
- International Politics & Globalisation
- Flows

II. Historical challenges of a truly 'global' media:
- NWICO
- MacBride Report

III. The promise of the internet and reality today:
- Networked Society
- Internet

IV. Global Media Conglomerates:
- News Flows
- Wire Services

- Global News Networks

V. Key Issues in 'Global' Media and their coverage
- War & Conflict
- Trade
- Poverty
- Disasters
- Human Rights
- Medicine
- Environment
- Sports
- Entertainment

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Readings from CNN, *The Guardian*, *The Times of India*, *The Economist*, *The New York Times*, *The New Yorker*, *The Indian Express*, Reuters, *The Washington Post*

NEWS MEDIA MANAGEMENT
SUBJECT CODE: SBMMEJ605

Learning Objectives:

- To give students an in-depth understanding of the functioning of newsrooms
- To teach them the art of new spotting and understanding different formats of content creation in the print & digital world

Learning Outcomes:

At the end of the semester, the students will:
1. examine the workings of a print newsroom
2. examine the different kinds of beat reporting
3. analyse the banking sector in India
4. identify the key components of a news website
5. compare and contrast the content created for print versus the internet
6. analyse the role and function of OTT platforms in generating branded content

Lectures per week: 04

1) **Making News: An Overview**
   - Truth, ideology & news work

2) **Introduction to the Print Newsroom**
   - Understanding the constitution of a newsroom
   - Role and responsibility of reporters, desk, designers, photo-journalists, resident and group editors.
   - Deadlines, sources, ethics & PR plugs
   - How to find a news peg

3) **Beat Reporting**

A) **Overview**:
   - Understanding the importance of beat reporting & responsibilities of a beat custodian
B) **Crime & Investigation:**
   - Understanding jurisdiction & responsibility of the local police, crime branch & ATS. An overview of CrPC & IPC.
   - Understanding the structure & hierarchy of Mumbai police & how to cultivate sources

- Interviewing victims versus sensitivity
- Analysing important crime stories

C) Court Reporting
- High Court, Sessions Court, Metropolitan Courts & Family Courts: Understanding the difference between cases filed in each of these and learning the basics of court reporting

D) BMC & Mantralaya
- Learning the difference between their roles & functioning. Understanding the responsibilities of a reporter assigned to cover the beats.

E) Political Reporting
- Government, opposition & individual political parties and alliances

F) Health, Education, Environment
- The increasing importance of these beats and the basics of reporting from these beats

G) Entertainment, Lifestyle
- Difference between Bollywood, fashion, art & culture reporting

H) Feature Reporting & Writing

I) Crisis Reporting & Special Stories

4) Digital Media & Content Generation
- Evolution of digital media
- Understanding different types of digital media platforms across news & non-news segments

5) HOW TO BUILD, POPULATE & RUN A WEBSITE
- Finding a niche
- Start-up & expansion
- The workflow & structure of digital organisations
- The art & science of getting more traction

6) DIFFERENCE IN CONTENT CREATION FOR WEB VERSUS PRINT
- Language, style & tonality of content
- Youth-friendliness & going viral

7) DIGITAL MEDIA CASE STUDIES
Scroll.in, Pinkvilla, Arre.com

8) BRANDED CONTENT & CONTENT GENERATION FOR OTT PLATFORMS

CONTEMPORARY ISSUES
SUBJECT CODE: SBMMEAJ606

Learning Objectives:
- To understand and analyse some of the present day environmental, political, economic and social concerns and issues
- To highlight the importance of human rights and its implementation in India
- To understand the present day problems and challenges and its implications on development

Learning Outcomes:

At the end of the semester, the students will:
6. outline the key concepts in new media and digital communication
7. explain the ways in which an effective website can be created
8. examine search engine optimisation and search engine marketing
9. analyse the use of social media and content marketing in digital advertising
10. examine the use of video and mobile marketing in a changing digital landscape
11. outline the facets of data analytics in digital marketing
12. analyse and apply user centric design to create a digital campaign

Lectures per Week: 04

I. Ecology and Its Related Concerns

- Climate Change and Global Warming: Causes, Consequences and Remedial Measures
- Costal Regulatory Zones: Need and Importance, CRZ Act
- Sustainable Development: Concept, Need and Significance
- Displacement and Development

II A. Human Rights:

- UDHR and its significance (using case studies from North East and Kashmir)

B. Legislative Measures with Reference to India

- Women: CEDAW, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013
- Child: Protection of Children from sexual offence Act -2012 (POCSO), Child Labour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000.

- Education: Right to Education Act 2009
- Health: National Health Policy of 2015 (rural areas, urban areas), Mental Health

III. Political Concerns and Challenges

- Corruption: RTI Act, Lokpal Bill, Whistle Blowers Protection Act 2011
- Conflict and identity politics:
  1. Anti-State Violence - Naxalism,
  2. Insurgency in the North East (Assam, Manipur, Armed Forces Special Protection Act)
  3. Terrorism

IV. Social and Development Issues and Challenges:

- Special Economic Zone: Its Role and Significance in Maharashtra
- Agrarian Issues: Rural Indebtedness, Farmers' Suicides and Their Implications.
- Tribal Issues: Marginalisation of tribals, Forest Rights Act, Land Acquisition Act

V. Global Issues: Immigration

Reference Reading:

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Sachs, Jeffrey D., and Ban ki Moon. *The Age of Sustainable Development*. Columbia University Press, 2015.

Magazines and Journals:

Down to Earth: Science and Environment Fortnightly

Economic and Political Weekly

DIGITAL MEDIA
SUBJECT CODE: SBMMEAJ607

Learning Objectives:

- To introduce the students to the scope of creating and marketing content using digital platforms
- To enable them to explore the various aspects and implications of digital communication (in the context of advertising and journalism), in the age of the Internet

Learning Outcomes:

At the end of the semester, the students will:
13. outline the key concepts in new media and digital communication
14. explain the ways in which an effective website can be created
15. examine search engine optimisation and search engine marketing
16. analyse the use of social media and content marketing in digital advertising
17. examine the use of video and mobile marketing in a changing digital landscape
18. outline the facets of data analytics in digital marketing
19. analyse and apply user centric design to create a digital campaign

No. of lectures per week: 04

I. Introduction to Digital Media:
- Lev Manovich's Principles of New Media
- The History of Digital Technology and the Internet
- Traditional versus Digital Communication (Characteristics of Digital Media)
- Types of Digital Media Channels
- The Emergence of Web 2.0 and Consumer 2.0

II. Website Communication:
- Building an Effective Website: Homepage, Links, Navigation, Multimedia
- Choosing a Domain Name
- Hosting the Website
- Writing and Creating Web Content

III. Search Engine Optimisation:
- Types of Search Engines
- How Search Engines Work
- Search Engine Optimisation: On-Page and Off-Page

- Advertising on Search Engines
- Paid Search Marketing
- Black Hat SEO

IV. Social Media Communication and Marketing:
- Social Media Platforms: Facebook, Twitter, LinkedIn, Instagram, Snapchat
- Building an Effective Social Media Strategy
- Social Media Dashboards
- Viral Marketing

V. Content Marketing
- What is Content Marketing?
- Types of Content
- Content Strategy and Promotion
- Native Advertising
- The Future of Online Content

VI. Mobile Marketing
- Uses of Mobile Marketing
- Mobile Applications
- Location-based Services and Advertising

VII. Video Marketing
- When to Use Video in Marketing
- Essentials of a Video Marketing Campaign

VIII. Digital Analytics
- Performance Management for Digital Channels
- Types of Data Analytics
- Data Analytics Tools

IX. User Experience (UX):
- What is UX?
- How to Achieve Good UX
- Designing for Usability

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