



# **SOPHIA COLLEGE**

(AUTONOMOUS)

Affiliated to the University of Mumbai

## **Syllabi for Semester III**

**Programme:**

Bachelor of Arts (Strategic Communication and  
Journalism)

**[Formerly known as Bachelor of Mass Media (B.M.M.)]**

**With effect from June 2021**

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

# LIST OF COURSE TITLES AND COURSE CODES

## S.Y.B.A.(S.C.J.) SEMESTER III

CLASS	SEM	PAPER NO	PAPER NAME	COURSE CREDITS	SUBJECT CODE
SY	III	1	Strategic Communication – I	03	SBMMED301
SY	III	2	Journalism – I	03	SBMMED302
SY	III	3	Writing – I	03	SBMMED303
SY	III	4	Understanding Cinema	03	SBMMED304
SY	III	5	Research Methods – I	03	SBMMED305
SY	III	6	Contemporary Issues – I	03	SBMMED306

# SEMESTER III

## STRATEGIC COMMUNICATION – I

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### **Learning Objectives:**

1. To explore the components and facets of Strategic Communication and their role in Marketing
2. To understand Integrated Marketing Communications as a broad discipline
3. To lay the foundation to study Strategic Communication as a specialisation in the third and final year of the programme
4. To enable students to see Strategic Communication in application across different sectors: consumer goods and services, politics, health, education, technology etc.

### **Learning Outcomes:**

At the end of the semester, the students will:

1. define marketing and employ its key concepts in an assignment
2. examine the role of the consumer in key marketing communications decisions
3. plan communications objectives for a brand in keeping with its business objectives
4. design a branding and advertising strategy for a hypothetical campaign

### **Lectures per Week: 04**

#### **I. Marketing**

- a. Definition, Characteristics, Key Concepts
- b. The Marketing Mix: Product, Price, Place, Promotion
- c. Integrated Marketing Communication
- d. IMC: The Promotional Mix

#### **II. Understanding the Consumer**

- a. Factors Influencing Consumer Purchase Behaviour
- b. Positioning and Targeting
- c. Consumer Motivation, Perception, Learning, Personality
- d. Target Group Segmentation

#### **III. Strategic Planning**

- a. Definition, Key Concepts
- b. Business Plan, Marketing Plan, Communication Functions Plan
- c. Key Strategic Decisions: Communication Objectives, Brand Identity Strategy, Brand Positioning
- d. Marrying Business Objectives with Communication and Consumer Insights

#### **IV. Advertising**

- a. Definition, Characteristics, Key Concepts
- b. Types of Advertising
- c. Advertising Agencies and Their Functioning
- d. Creative Strategy in Advertising: Planning, Development, Implementation, Evaluation
- e. Advertising across Platforms: Print, Outdoor, Broadcast, Digital

#### **V. Branding**

- a. Definition, Characteristics, Key Concepts
- b. How Brand Communication Works
- c. Facets of Brand Perception and Impact: Perception, Cognition, Persuasion, Behaviour, Association, Cognition

### **REFERENCES:**

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Kohli-Khandekar, Vanita. *The Indian Media Business*. 4<sup>th</sup> Ed. Sage, 2013.

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Kotler, Philip, et al. *Marketing 4.0: Moving from Traditional to Digital*. Wiley, 2016.

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

Moriarty, Sandra, et al. *Advertising & IMC: Principles & Practice*. 11<sup>th</sup> ed., Pearson: New York, 2019.

Ries, Al, and Laura Ries. *The Fall of Advertising and the Rise of PR*. Harper Business, 2004.

Smith, Ron. *Public Relations: The Basics*. Routledge, 2013.

# SEMESTER III

## JOURNALISM – I

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### Learning Objectives:

1. To define Journalism, its elements, and role in society for the students
2. To examine the professional field of Journalism
3. To enable students to understand the structure of news organisations
4. To understand and compare Journalism in each medium: print, radio, TV and online
5. To explain the process of news gathering and news making
6. To introduce the students to the skills required for Journalism

### Learning Outcomes:

At the end of the semester, the students will:

1. define the elements and purpose of Journalism as a discipline
2. assess the role and evolution of Journalism in society
3. use newsgathering techniques to identify story ideas
4. identify the roles and responsibilities and hierarchies that exist within a news organisation
5. read, write, take notes, conduct interviews, and produce news stories

### Lectures per Week: 04

#### I. What is Journalism

- a. Elements of Journalism: News, Reporting, Language, Narrative, Interpretive Method
- b. Purposes of Journalism: Recording, Commenting, Judging, Speaking Truth to Power
- c. Journalism as a Democratic Art

#### II. History of Journalism

- a. From Craft to Profession
- b. Journalism and Technology
- c. Journalism's Role in Society

#### III. What is News, How It Is Gathered and Narrated

- a. Conversations and Storytelling
- b. Identifying, Researching, Writing Stories
- c. Sources
- d. Gathering Information
- e. Conducting Interviews
- f. Making News for Print, Radio, Television, Online

#### **IV. Structure of News Organisations**

- a. Roles and Responsibilities
- b. Print
- c. Radio
- d. Television
- e. Online

#### **V. Skills needed for Journalism**

- a. Curiosity, Interest in People
- b. Observation and Attention to Detail
- c. Reading
- d. Writing
- e. Conversation
- f. Note-taking
- g. Software and Technical Skills – Editing (Text, Image, Audio, Video), Designing

#### **REFERENCES:**

Adam, G. Stuart. *Notes Towards a Definition of Journalism*. Poynter Institute for Media Studies, 1993.

Adam, G. Stuart; Clark, Roy Peter. *Journalism: The Democratic Craft*. Oxford University Press, 2006.

Batabyal, Somnath. *Making News in India: Star News and Star Ananda*. First Edition. Routledge, 2012.

Carlson, Matt. *On the condition of anonymity: unnamed sources and the battle for journalism*. Urbana: University of Illinois Press, 2011.

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Czarniawska, Barbara. *Cyberfactories: How News Agencies Produce News*. Edward Elgar Pub, 2012.

Fleming, Carole, et al. *An Introduction to Journalism*. Sage Publications, 2006.

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Friskin, Amanda. *Graphic News: How Sensational Images Transformed Nineteenth-Century Journalism*. Urbana, Chicago; Springfield: University of Illinois Press, 2020.

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- Hargeaves, Ian. *Journalism: A Very Short Introduction*. Oxford University Press, 2005.
- Hemmingway, Emma. *Into the Newsroom: Exploring the Digital Production of Regional Television News*. First Edition. Routledge, 2008.
- Horton, Brian. *Associated Press Guide to Photojournalism*. Second Edition. McGraw-Hill Education, 2010.
- Mehta, Nalin. *Behind a Billion Screens: What Television Tells Us about Modern India*. Harper Collins, 2015.
- Morel, Gaëlle, and Thierry Gervais. *The Making of Visual News: A History of Photography in the Press*. Bloomsbury, 2017.
- 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.
- Schmitz, Joseph; Mary Murphy and Joan Van Tassel. *The New News: The Journalist's Guide to Producing Digital Content for Online & Mobile News*. First Edition. Routledge, 2020.



## **SEMESTER III WRITING – I**

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### **Learning Objectives:**

1. To introduce the students to the tools and techniques of writing with coherence and cohesion
2. To enable them to explore different registers and genres of writing
3. To improve the overall linguistic competence of the students as future practitioners of the media
4. To encourage them to implement the concepts discussed in class in practical application through exercises and assignments

### **Learning Outcomes:**

At the end of the semester, the students will:

1. list and illustrate the basic components of writing with fluency
2. outline the components of academic writing
3. develop a hypothesis and argument for an academic piece
4. evaluate the key components of writing short fiction
5. develop plot, narrative, character for short fiction
6. analyse plot, character and dialogue in the process of screenwriting

### **Lectures per Week: 04**

#### **I. Key Concepts in Writing**

- a. Basic Grammar and Punctuation
- b. Words and their Usage
- c. The Lead and the Ending
- d. Unity in Writing: Coherence & Cohesion
- e. Writing Register: Tenor, Mode, Domain
- f. Understanding the Reader
- g. Simplicity and Economy

#### **II. Academic Writing**

- a. Understanding the Objective of Writing
- b. Creating an Overall Structure: Building and Developing an Argument, Introduction and Conclusion, Paragraphing
- c. Incorporating Evidence: Interpreting Existing Data
- d. Synthesising Others' Work into One's Own: Paraphrasing and Quoting; Source Attribution

- e. Citing References | Bibliography
- f. Plagiarism and Its Consequences

### **III. Writing for Prose Fiction (Short Story)**

- a. Story vs. Plot
- b. Character Arc and Journey
- c. Fiction Genres: Comedy, Tragedy, Horror, Drama, Science Fiction, Romance, Fantasy, Thriller
- d. Narrative Themes and Devices
- e. Style

### **IV. Writing for the Screen**

- a. The Three-Act Structure
- b. Developing a Plot: Situation, Conflict and Resolution
- c. Building Character Arcs
- d. Exposition vs Action
- e. Building a Scene
- f. Writing Dialogue

## **REFERENCES:**

Booth, Wayne C., et al. *The Craft of Research*. 4<sup>th</sup> Ed. (Chicago Guides to Writing, Editing, and Publishing). University of Chicago Press, 2016.

Burroway, Janet. *Writing Fiction – A Guide to Narrative Craft*. 10<sup>th</sup> Ed. (Chicago Guides to Writing, Editing, and Publishing). University of Chicago Press, 2019.

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- LaPlante, Alicia. *The Making of a Story: A Norton Guide to Creative Writing*. WW Norton, 2009.
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- Sugarman, Joseph. *The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters*. Wiley, 2007.
- Trottier, David. *The Screenwriter's Bible: A Complete Guide to Writing, Formatting, and Selling Your Script*. Silman-James Press, 2019.
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- Turabian, Kate L. *Manual for Writers of Research Papers, Theses*. 7th Ed. (Chicago Guides to Writing, Editing, and Dissertations). University of Chicago Press, 2007.
- Wharton, Edith. *The Writing of Fiction*. Editing History, 2021.
- Zinsser, William. *On Writing Well: The Classic Guide to Non-Fiction*. Harper-Perennial, 2006.

## **SEMESTER III**

# **UNDERSTANDING CINEMA**

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### **Learning Objectives:**

1. To sensitise the students towards Cinema as a medium of mass communication and to help them to become critical viewers of movies today
2. To enable students to study the similarities and differences between various Cinema cultures
3. To encourage students to study Indian Cinema through its similarities and differences with both Indian and Western traditions of art and culture

### **Learning Outcomes:**

At the end of the semester, the students will:

1. assess and evaluate the role and function of cinematic narratives across fiction and non-fiction
2. analyse the language and grammar of cinema
3. inspect the impact of technology in modern cinematic texts
4. identify the difference in use of cinematic techniques by different filmmakers from around the world

### **Lectures per Week: 04**

- I.** Introduction to Cinema as a Medium, Language of Cinema, Cinema Narratives
- II.** Introduction to films from Various Movements, Time Periods and Countries; Italian Neorealism, the French New Wave, Russian Cinema, Swedish and Polish Masters, Other European Cinema, Hollywood, Independent American Cinema and Indian Parallel Cinema
- III.** Introduction to the Cinema of Indian Masters, with Reference to the Development of Their Own Film Language, or the Adaptation of an Existing Film Language to the Indian Context
- IV.** Basic Introduction to the Technology Used in Cinema: The Movement of Cinema from Film to Digital and Its Impact on Film Production, Distribution and Viewing
- V.** Introduction to a Few Important Techniques Employed by Different Filmmakers

- VI. Introduction and Basic Discussion to Cover a Broad Range of Films: Documentaries, Short Films etc.
- VII. An Introduction to the Unique and Distinct Characteristics of Black & White Films and Films Made in Colour

## REFERENCES:

- Alexander-Garrett, Layla. *Andrei Tarkovsky: The Collector of Dreams*. Glagoslav: 2012.
- Bailey, Jason. *Pulp Fiction: The Complete Story of Quentin Tarantino's Masterpiece*. Voyageur Press, 2013.
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- Tarkovsky, Andrei. *Sculpting in Time: Reflections on the Cinema*. University of Texas Press, 1988.
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- Wood, Robin et al. *Ingmar Bergman: New Edition*. Wayne State University Press: 2012.

# SEMESTER III RESEARCH METHODS – I

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## **Learning Objectives:**

1. To introduce the students to the foundations of Social Science research and its implications in Media research
2. To explain the process of conducting research in the Social Sciences
3. To help students formulate questions for research
4. To study various methods of conducting research

## **Learning Outcomes:**

At the end of the semester, the students will:

1. Identify the process and problems in social science research
2. explain the process of conducting research in the Social Sciences
3. analyse the qualitative and quantitative components of data collection
4. outline a research proposal on a given topic

## **Lectures per Week: 04**

### **I. Science and Social Research**

- a. Science, Society, and Social Research
- b. The Process and Problems of Social Research
- c. Foundations of Social Science: Theory, Social Regularities, Concepts and Variables
- d. Purposes of Social Research
- e. Qualitative and Quantitative Data
- f. The Research Proposal

### **II. Inquiry, Theory, and Paradigms**

- a. Paradigms in Social Sciences: Macrotheory and Microtheory, Introduction to Paradigms (Symbolic Interactionism, Structural Functionalism, Feminist Paradigm)
- b. Elements of Social Theory: Theory (Axioms, Propositions, Hypothesis), Operationalisation, Observation
- c. Deductive and Inductive Reasoning
- d. Constructing Theory

### **III. The Structuring of Inquiry: Quantitative and Qualitative**

- a. Purposes of Research
- b. Units of Analysis: Individuals, Groups, Organisations, Social Interactions, Social Artefacts

- c. Elements of a Research Proposal: Problem Statement or Objective, Literature Review, Subjects for Study, Measurement, Data Collection, Analysis

#### **IV. Modes of Observation: Quantitative and Qualitative**

- a. Guidelines for Asking Questions
- b. Questionnaire Construction
- c. Interviews
- d. Survey

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Abbott, Andrew Delano. *Methods of Discovery: Heuristics for the Social Sciences*. Norton, 2004.

Babbie, Earl R. *The Practice of Social Research*. Cengage Learning Asia Pvt Ltd, 2021.

Barzun, Jacques, and Henry F. Graff. *The Modern Researcher*. Wadsworth Cengage Learning, 2012.

Bayly, S. *Caste, Society and Politics in India from the 18th Century to the Modern Age*. Cambridge: Cambridge University Press, 1999.

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Bunker, Barbara Benedict, et al. *A Student's Guide to Conducting Social Science Research*. Human Sciences Press, 1975.

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Wimmer, Roger D., and Joseph R. Dominick. *Mass Media Research: An Introduction*. Wadsworth Publishing Company, 2014.

## SEMESTER III CONTEMPORARY ISSUES – I

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### **Learning Objectives:**

1. Using the news media and their content to discuss the issues that are seen and unseen across different news media platforms
2. To introduce students to key social, political and economic issues both within India and the rest of the world
3. To enable them to use the learnings from India since Independence and Political, Social and Economic Thought, to understand vital concepts and ideas that will help them in their journey as media students
4. To help students explore aspects of gender, religion, caste, tribe, and education through examples and case studies that are relevant to these areas, and understand media coverage of these

### **Learning Outcomes:**

At the end of the semester, the students will:

1. explain the key themes in the Indian democracy
2. inspect the impact of patriarchy on the lives of women
3. evaluate the role of religious and secular thought in India
4. discuss caste and tribe as key markers of identity in the Indian context
5. illustrate the importance of education as a basic right of all individuals
6. formulate and present arguments on various issues that pervade our social, economic and cultural fabric

### **Lectures per Week: 04**

#### **I. Themes in Indian Democracy**

- a. Discrimination and Representation
- b. Inequality
- c. Oppression
- d. Violence
- e. Administration of Justice
- f. Democracy, Citizenship and Rights

#### **II. Gender**

- a. What is Patriarchy?
- b. Women's Movements in India

- c. Women and Caste
- d. Women and Religion
- e. Women and Environment
- f. The Other Genders: Discrimination, Rights, Law and Society

### **III. Religion**

- a. Secularism and its Forms
- b. Nationalism: Ethnic and Civic
- c. Personal Laws in India and Uniform Civil Code
- d. Religious Conflict
- e. Religion and Caste

### **IV. Caste**

- a. Caste and Violence: Inter-Caste Marriage, Honour Killing, Anti-Jihad
- b. Caste and Reservation
- c. Caste and Politics

### **V. Tribe**

- a. Tribal Religion and Culture
- b. Tribes and Development
- c. Tribes and the Struggle for Autonomy

### **VI. Education**

- a. Nationalism and Mass Education
- b. Public Education and Privatisation of Education
- c. Education and Language: English Language, Home Language
- d. Education for the Marginalised
- e. Education as a Right
- f. Education Policies and Implementation

## **REFERENCES:**

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