



# **SOPHIA COLLEGE**

(AUTONOMOUS)

Affiliated to the University of Mumbai

## **Syllabi for Semester IV**

**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 IV

CLASS	SEM	PAPER NO	PAPER NAME	COURSE CREDITS	SUBJECT CODE
SY	IV	1	Strategic Communication – II	03	SBMMED401
SY	IV	2	Journalism – II	03	SBMMED402
SY	IV	3	Writing – II	03	SBMMED403
SY	IV	4	Digital Media	03	SBMMED404
SY	IV	5	Research Methods – II	03	SBMMED405
SY	IV	6	Contemporary Issues – II	03	SBMMED406

# SEMESTER IV

## STRATEGIC COMMUNICATION – II

---

### **Learning Objectives:**

1. To continue the exploration of the components and facets of Strategic Communication and their role in Marketing that was begun in Semester III
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. develop a public relations strategy for a brand
2. examine the importance of creating the right media strategy for a brand
3. create a strategy for a digital and data driven communication campaign
4. evaluate the impact of marketing communications and their use on society

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

#### **I. Public Relations**

- a. Definition, Characteristics, Key Concepts
- b. Public Opinion, Reputation: Goodwill, Trust and Integrity
- c. How does PR Work?
- d. Tools of Public Relations
- e. How Public Relations Contributes to Brand Perception

#### **II. Media Planning and Strategy**

- a. An Overview of Media Planning
- b. Establishing Media Objectives and Developing a Media Plan
- c. The Media Mix
- d. Scheduling, Reach, Frequency, Budget, Evaluation
- e. Evaluation of Different Media: Print, Broadcast, Digital, OOH

#### **III. Data Driven Marketing**

- a. Definition, Key Concepts
- b. The Role of Data Driven Marketing in the IMC Programme
- c. Data Driven Marketing Objectives

- d. Developing a Database
- e. Data Driven Marketing Strategies and Media

#### **IV. Digital Marketing**

- a. Definition, Characteristics, Key Concepts
- b. Types of Digital Marketing: Search Engine Optimisation, Pay-per-Click Advertising, Blogging, Content Marketing, Display Advertising, Mobile, Video, Social Media Marketing
- c. Building and Maintaining a Website
  - i. Types of Websites
  - ii. Need for Websites in the Digital Age
  - iii. Leveraging a Website for Strategic Communication

#### **V. Media Advocacy: Cause Related Marketing**

- a. The Societal Marketing Concept: Using Marketing Communication to Modify Social, Political, Environmental, Cultural Behaviour
- b. An Introduction to Social Marketing

### **REFERENCES:**

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

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

Danesi, Marcel. *Brands*. (Routledge Introductions to Media and Communications) Routledge, 2006.

Jenkins, Joanna L. *The Convergence Crisis: An Impending Paradigm Shift in Advertising*. Peter Lang Inc., 2014.

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

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

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 IV JOURNALISM – II**

---

### **Learning Objectives:**

1. To enable the students to develop news sense
2. To examine the process of news gathering and news making
3. To introduce the students to basic reporting and editing skills required for different news media
4. To encourage the students to write and edit simple news stories that directly affect them

### **Learning Outcomes:**

At the end of the semester, the students will:

1. define a news peg and a story idea
2. examine the components of a news story
3. conduct interviews with people to build knowledge of how to interact with subjects
4. write news stories across different news media
5. identify the components of long format writing
6. edit news stories for facts, grammar and style

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

This semester introduces students to news gathering and news making, on issues and events that directly impact them. The lectures will necessarily continue to draw on concepts discussed in the previous semester, along with a special focus on practising the basic skills required to be a journalist. This can be done through short, regular tasks, both within the class and in the form of assignments.

#### **I. Finding a Story: The Story Idea**

- a. Difference between Idea and a Story Idea
- b. Understanding the News Peg
- c. Pitching the Story

#### **II. Researching the Story**

- a. Observation
- b. Asking the Right Questions
- c. Persons
- d. Sources and Documents
- e. Gathering and Verifying Information
- f. Handling Quotations and Attributions

### **III. Interviewing**

- a. Slippers: Speaking to Ordinary People – Shopkeepers, Police Constable, Security Guard, Bus Drivers, *Panwala*, Clerks and so on
- b. Suits: Speaking to Those in Authority, Positions of Power, Celebrities
- c. Conversations
- d. Note-Taking: Recording Observations, Interviews

### **IV. Writing the Story**

- a. Writing the Lead
- b. The 5Ws and H
- c. Checking Facts
- d. Sources
- e. Visuals
- f. Balance
- g. Writing for Different Media

### **V. Writing for Features**

News Story vs. Feature Story:

- a. Content
- b. Structure
- c. Lead
- d. Sources and Angle

### **VI. Editing the story**

- a. Checking for Facts, Grammar, Style
- b. Writing to be Read
- c. Writing the Lead, Headlines, Captions
- d. Style Guides

## **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.
- Chapman, Jane, and Marie Kinsey, Editors. *Broadcast Journalism: A Critical Introduction*. First Edition. Routledge, 2009.
- Czarniawska, Barbara. *Cyberfactories: How News Agencies Produce News*. Edward Elgar Pub, 2012.
- Fleming, Carole, et al. *An Introduction to Journalism*. Sage Publications, 2006.
- Franklin, Bob, and Matt Carlson, Editors. *Journalists, Sources, and Credibility: New Perspectives*. Routledge, 2013.
- Friskin, Amanda. *Graphic News: How Sensational Images Transformed Nineteenth-Century Journalism*. Urbana, Chicago; Springfield: University of Illinois Press, 2020.
- Harcup, Tony. *Journalism: Principles and Practice*. Sage Publication, 2011.
- 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*. HarperCollins, 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 IV WRITING – II**

---

### **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 compare the basic components of writing for non-fiction
2. compose non-fiction stories
3. examine the various facets of persuasive writing
4. develop structures and strategies for marketing communication
5. edit stories for grammar, accuracy and style

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

There should be a section of the lectures in this semester dedicated to a continued understanding of the key concepts discussed in the Writing I syllabus from Semester III, with a special emphasis on words and their usage, the lead and the ending, basic grammar and punctuation and unity in writing.

The students must be encouraged to pursue their knowledge of the basics of writing in the form of regular exercises and tasks that explore these concepts both within the class and in the form as assignments.

#### **I. Writing for Non-Fiction (Short and Long-Form Writing)**

- a. Travel Writing
- b. Memoir
- c. Interview
- d. Profile
- e. Sports Writing
- f. Political Writing
- g. Lifestyle Writing

- h. Review Writing
- i. News Report Writing

## **II. Persuasive Writing | Writing for Marketing Communication**

- a. Content Writing
- b. Copywriting
- c. Blogging
- d. Social Media Communication
- e. Email Writing (Direct Marketing)

## **III. Editing**

- a. Editing for Accuracy and Fairness
- b. Editing for Language and Grammar
- c. Editing for Style

## **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.

Clark, Roy Peter. *The Art of Creative Writing: The Classic Guide to Writing Fiction*. Little, Brown Spark, 2008.

*Gotham Writers' Workshop Fiction Gallery: Exceptional Short Stories Selected by New York's Acclaimed Creative Writing School*. Bloomsbury, 2004.

Egri, Lajos. *The Art of Creative Writing: The Classic Guide to Writing Fiction*. Citadel, 2020.

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

Forsyth, Mark. *The Elements of Eloquence: How to Turn the Perfect English Phrase*. Icon Books, 2016.

Franklin, Jonathan. *Writing for Story: Craft Secrets of Dramatic Nonfiction*. Plume, 1994.

Gutkind, Lee. *You Can't Make This Stuff up: The Complete Guide to Writing Creative Nonfiction--from Memoir to Literary Journalism and Everything in between*. Da Capo Lifelong Books, 2012.

LaPlante, Alicia. *The Making of a Story: A Norton Guide to Creative Writing*. WW Norton, 2009.

- Leech, Geoffrey, et. al. *English Grammar for Today: A New Introduction*. Palgrave, 1982.
- McKee, Robert. *Story: Style, Structure, Substance, and the Principles of Screenwriting*. It Books, 1997.
- MLA Handbook*. 8<sup>th</sup> Ed. Modern Language Association of America, 2016.
- Morely, David, and Philip Neilson. *The Cambridge Companion to Creative Writing*. Cambridge University Press, 2012.
- Pinker, Steven. *The Sense of Style: The Thinking Person's Guide to Writing in the 21st Century*. Penguin, 2015.
- Strunk Jr., William, and E. B. White. *The Elements of Style*. 4<sup>th</sup> Ed. Pearson, 1999.
- 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.
- Truss, Lynne. *Eats, Shoots & Leaves: The Zero Tolerance Approach to Punctuation*. Avery, 2006.
- 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 IV

## DIGITAL MEDIA

---

### Learning Objectives:

1. To introduce the students to the difference between traditional and digital media, and its impact on consumer purchase behaviour
2. To underscore the exponential growth in the use of technology in the building and sustaining of brands in today's day and age
3. To explore the importance of content and social media marketing in communicating with consumers in new and innovative ways in the online marketplace
4. To lay the groundwork for the students to understand search engine marketing, display, video, mobile marketing and user experience design to be explored in Semester VI

### Learning Outcomes:

At the end of the semester, the students will:

1. identify the basic principles of new media and technology
2. examine the differences between inbound and outbound marketing
3. evaluate the role of content marketing in meeting the business needs of an organisation
4. plan a long-term content strategy for a hypothetical brand
5. develop a digital promotional strategy with specific content assets
6. use tools to measure the performance of their content marketing campaign
7. build and evaluate a social media strategy for a hypothetical brand

### Lectures per Week: 04

#### I. Key Concepts in Digital Media

- a. Principles of New Media: Lev Manovich
- b. Traditional vs. Digital Media
- c. The Evolution of the Internet
- d. Web 2.0 and Consumer 2.0

#### II. Digital Marketing

- a. Inbound and Outbound Marketing
- b. The Digital Marketing Promotional Mix
- c. The Digital Marketing Plan

#### III. Content Creation and Marketing in the Digital Age

- a. The Importance of Content-Based Communication Today
- b. Using Content Marketing to Improve Business Goals

- c. The role of Content Marketing in Long-Term Branding
- d. The Need to Tell Brand Stories: Exploring Storytelling Techniques
- e. Generating Brand Content: Researching and Unpacking High-Quality Ideas

#### **IV. Planning a Long-Term Content Strategy**

- a. Identifying and Organising Initiatives and Campaigns that Demand Content Creation
- b. Creating Realistic Goals for the Target Audience: Building Buyer Personae
- c. Performing Audits to Identify Content Needs and Gaps to Build a Relevant Content Journey for the Personae
- d. Generating a Content Creation Roadmap
- e. Steps to Create a Content Marketing Strategy

#### **V. Building Content Assets**

- a. Blogs/ Vlogs
- b. E-newsletters
- c. Videos
- d. Illustrations/Photos
- e. Infographics
- f. Online Presentations
- g. Content Hubs
- h. Mobile Apps
- i. Books
- j. Podcasts
- k. Social Media Content

#### **VI. Measuring Content Marketing Performance**

- a. Understanding ROI on the Basis of Key Performance Indicators
- b. Platforms used to Measure Content Marketing Performance

#### **VII. Social Media Marketing in the Digital Age**

- a. How to Build a Successful Social Media Strategy
- b. Social Listening
- c. Strategy Implementation
- d. Measurement and Improvement
- e. Social Entertainment

#### **VIII. Organic and Paid Strategies for Different Social Media Platforms**

- a. Facebook
- b. LinkedIn
- c. Twitter
- d. Snapchat
- e. Instagram

f. YouTube

## **IX. Social Media Management Tools**

- a. Scheduling and Monitoring
- b. Analytics

## **REFERENCES:**

Connolly, Barry. *Digital Trust: Social Media Strategies to Increase Trust and Engage Customers*. Bloomsbury, 2020.

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, USA, 2012.

Gupta, Seema. *Digital Marketing*. 2<sup>nd</sup> Ed. McGraw Hill (India), 2020.

Heinz, Alexej, et al. (Ed). *Digital and Social Media Marketing: A Results-Driven Approach*. Routledge, 2016.

Kagan, Jeremy, and Siddharth Shekhar Singh. *Digital Marketing: Strategy and Tactics*. Wiley India, 2021.

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

Pulizzi, Joe. *Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing*. McGraw-Hill Education, 2013.

Rodriguez, Mimi. *Brand Storytelling: Put Customers at the Heart of Your Brand Story*. Kogan Page, 2020.

## SEMESTER IV RESEARCH METHODS – II

---

### Learning Objectives:

1. To enable students to articulate problems for research
2. To design a research project and conduct research
3. To introduce students to methods of data analysis
4. To discuss the ethics of social research

### Learning Outcomes:

At the end of the semester, the students will:

1. identify research problems
2. use the research proposal from the previous semester to design a comprehensive research project
3. analyse qualitative and quantitative data
4. examine and analyse the ethics and politics of conducting research

### Lectures per Week: 04

#### I. Asking Questions, Finding Answers

- a. From Interest to Topics to Questions
- b. From Questions to a Problem: Understanding Research Problems, Common Structure of Problems; Finding a Good Research Problem
- c. Problems to Sources: Types of Sources, Locating and Evaluating Sources, Using People for research

#### II. Research Project

- a. Designing Research Projects:
  - i. Conceptualisation
  - ii. Choice of Research Method
  - iii. Operationalisation
  - iv. Literature Review
  - v. Population and Sampling
  - vi. Observations
  - vii. Data Processing
  - viii. Analysis
  - ix. Application
  
- b. Making Good Arguments

- c. Assembling Reasons and Evidence
- d. Incorporating Sources
- e. Communicating Evidence Visually
- f. Introduction and Conclusion

### **III. Analysis of Data**

- a. Analysing Qualitative Data
- b. Analysing Quantitative Data
- c. Methods of Analysis

### **IV. Ethics and Politics of Research**

- a. Ethics of Using People as Sources of Data
- b. Ethics of Data Analysis
- c. Ethics of Reading and Writing Social Research

## **REFERENCES:**

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

Babbie, Earl R. *The Practice of Social Research*. Cengage Learning Asia Pte 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.

Booth, Wayne C., et al. *The Craft of Research*. The University of Chicago Press, 2017.

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

Dawson, Catherine. *Introduction to Research Methods: A Practical Guide for Anyone Undertaking a Research Project*. How to Books, 2009.

Gupta, D. *Interrogating Caste: Understanding Hierarchy and Difference in Indian Society*. New Delhi: Penguin Books India, 2000.

Hesse-Biber, Sharlene Nagy, and Michelle L. Yaiser. *Feminist Perspectives on Social Research*. Oxford University Press, 2004.

Mertens, Donna M., and Pauline E. Ginsberg. *The Handbook of Social Research Ethics*. Sage Publications, 2009.



Miller, Robert L., and John D. Brewer. *The A-Z of Social Research: A Dictionary of Key Social Science Research Concepts*. SAGE, 2003.

Mishra, R. K., et al. *Social Science Research in India and the World*. Routledge India, 2017.

Pólya George. *How to Solve It: A New Aspect of Mathematical Method*. Princeton University Press, 2014.

Reinharz, Shulamit, and Lynn Davidman. *Feminist Methods in Social Research*. Oxford University Press, 1992.

Schutt, Russell K. *Investigating the Social World: The Process and Practice of Research*. SAGE Publications, Inc., 2019.

Thorat, Sukhadeo, and Samar Verma. *Social Science Research in India: Status, Issues, and Policies*. Oxford University Press, 2017.

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

## **SEMESTER IV CONTEMPORARY ISSUES – II**

---

### **Learning Objectives:**

1. To continue with the ideas discussed in Contemporary Issues – I: discussing the issues that are seen and unseen in the news media
2. To introduce students to key social, political, 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 health, environment, security, the justice system and the economy 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. illustrate the impact of healthcare in society
2. analyse the role of human life and consumption on the environment
3. assess the strategies for mitigating violence in conflict-ridden states
4. examine the role of the justice system in a society
5. design small socioeconomic, political and cultural strategies to reduce the gap between the haves and the have nots in our society

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

#### **I. Health**

- a. Access to Healthcare
- b. Government Healthcare vs Private Healthcare
- c. Public Health Infrastructure
- d. Preventable Diseases and Lifestyle Diseases: Rural and Urban Healthcare
- e. Health and Sanitation
- f. Crises Management (Pandemics)

#### **II. Environment**

- a. Air, Water, Soil
- b. Energy
- c. Climate Change and Sustainable Development

- d. Indigenous Movements
- e. Governance, Environment Policies and Protection

### **III. Security**

- a. Policing and Violence
- b. Terrorism in India
- c. Insurgency and Extremism: Right-Wing Extremism, Naxalism, Fight for Autonomy and Statehood
- d. Conflict Zones and Anti-Terror Laws
- e. Terrorism and Security Forces

### **IV. Justice System**

- a. Colonial Legacy and Law
- b. Pendency of Cases and Problem of Undertrials
- c. Appointment of Judges
- d. Investigating Agencies

### **V. Economy**

- a. Commanding Heights to Liberalisation
- b. Problems of Agriculture
- c. Manufacturing
- d. Growth of Services
- e. Trade Imbalances
- f. Consumerism

## **REFERENCES:**

Agnes, Flavia. *Law, Justice, and Gender: Family Law and Constitutional Provisions in India*. Oxford University Press, 2011.

Ambedkar, B. R. *Castes in India: Their Mechanism, Genesis and Development*. Notion Press, 2019.

Bayly, Susan. *The New Cambridge History of India: Caste, Society and Politics in India from the Eighteenth Century to the Modern Age*. Cambridge University Press, 1999.

Bhasin, Kamla. *What is Patriarchy?* Kali for Women, 1993.

Bhuthalia, Urvashi, and Anita Roy. *Women Changing India*. Zubaan, 2013.

Bisen, Ankur. *Wasted: The Messy Story of Sanitation in India, A Manifesto for Change*. Pan Macmillan, 2019.

Centre for Environmental Health. *Air Pollution and Health in India: A review of the current evidence and opportunities for the future*. Public Health Foundation of India, 2017.

Chakravarti, Sudeep. *Red Sun: Travels in Naxalite Country*. Penguin India, 2009.

Chalam, K. S. *Caste-Based Reservations and Human Development in India*. SAGE Publications, 2007.

Chandhoke, Neera and Praveen Priyadarshi; editors. *Contemporary India: Economy, Society, Politics*. Pearson Education India, 2009.

Copson, Andrew. *Secularism: A Very Short Introduction*. Oxford University Press, 2019.

Day, Gary. *Class* (The New Critical Idiom Series). Routledge, 2001.

Gadgil, Madhav, and Ramachandra Guha. *This Fissured Land: An Ecological History of India*. Oxford University Press, 2012.

Ghoshal, Anindita. *Refugees, Borders and Identities*. Routledge, 2020.

Ghurye, G. S. *Caste and Race*. Sage India, 2016.

Glover, David, and Cora Kaplan. *Genders* (The New Critical Idiom Series). Routledge, 2000.

Guha, Ramachandra. *How Much Should a Person Consume? Thinking through the Environment*. Hachette India, 2010.

Gupta, Akhil. *Postcolonial Developments: Agriculture in the Making of Modern India*. Duke University Press, 1998.

Klein, Naomi. *This Changes Everything: Capitalism vs. the Climate*. Penguin, 2015.

Kumar, Radha. *The History of Doing: The Women's Movement in India*. Verso, 1994.

Kumar, Rajiv. *India's Liberalisation Experience: Hostage to the WTO?* SAGE Publications, 2007.

Mahdi, Syed Sheraz. *Climate Change and Agriculture in India: Impact and Adaptation*. Springer International Publishing, 2019.

Mohanty, Manoranjan. *Class, Caste, Gender: Readings in Indian Government and Politics*. Sage India, 2004.

O'Hanlon, Rosalind. *Caste, Conflict and Ideology: Mahatma Jotirao Phule and Low Caste Protest in Nineteenth-Century Western India*. Cambridge University Press, 2002.

Ossewaarde, Martin J. *Introduction to Sustainable Development*. Sage, 2018.

- Prasad, Purendra, and Amar Jesani. *Equity and Access: Health Care Studies in India*. Oxford University Press, 2018.
- Priyam, Manisha, et al. *Human Rights, Gender and the Environment*. Pearson Education, 2009.
- Ramani, K. V. *Global Public Health Policies: Case Studies from India on Planning and Implementation*. Business Expert Press, 2015.
- Rege, Sharmila. *Writing Caste/Writing Gender Narrating Dalit Women s Testimonios*. Zubaan, 2004.
- Roday, S. *Food Hygiene and Sanitation*. McGraw Hill India, 2011.
- Sachdeva, Pardeep. *Local Government in India*. Pearson Education India, 2011.
- Sankaran, Kamala and Ujjwal Kumar Singh; editors. *Towards Legal Literacy: An Introduction to Law in India*. Oxford University Press, 2008.
- Sen, Amartya. *Identity and Violence: The Illusion of Destiny*. Penguin UK, 2007.
- Shah, Alpa. *Nightmarch: A Journey into India's Naxal Heartlands*. HarperCollins, 2018.
- Singh, Ghanshyam. *Social Movements in India: A Review of Literature*. Sage India, 2004.
- Singh, Ujjwal Kumar. *The State, Democracy and Anti-Terror Laws in India*. SAGE Publications, 2007.
- Srinivas, M. N. *Caste: Its Twentieth Century Avatar*. Penguin India, 2000.
- Sriram, M. S., Editor. *Talking Financial Inclusion in the Liberalised India: Conversations with Governors of the Reserve Bank of India*. Routledge, 2018.
- Sundar, Nandini. *The Burning Forest: India's War in Bastar*. Juggernaut, 2016.
- Taylor, Charles. *A Secular Age*. Belknap Press of Harvard University Press, 2007.
- Tong, Rosemarie. *Feminist Thought*. Routledge, 2018.
- Yengde, Suraj. *Caste Matters*. Penguin Random House India Pvt. Ltd., 2019.