



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

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.

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:

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*. 4th 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*. 11th 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.

S.Y.B.A.(S.C.J.) | SEMESTER III
STRATEGIC COMMUNICATION – I
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 V – 15 marks

Q. 2. [A or B] Topics from Modules I to V – 15 marks

Q. 3. [A or B] Topics from Modules I to V – 15 marks

Q. 4. [A or B] Topics from Modules I to V – 15 marks

SEMESTER III

JOURNALISM – I

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

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.

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*. 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.

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JOURNALISM – I
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 V – 15 marks

Q. 2. [A or B] Topics from Modules I to V – 15 marks

Q. 3. [A or B] Topics from Modules I to V – 15 marks

Q. 4. [A or B] Topics from Modules I to V – 15 marks

SEMESTER III WRITING – I

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

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*. 4th Ed. (Chicago Guides to Writing, Editing, and Publishing). University of Chicago Press, 2016.

Burroway, Janet. *Writing Fiction – A Guide to Narrative Craft*. 10th 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.

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- Zinsser, William. *On Writing Well: The Classic Guide to Non-Fiction*. Harper-Perennial, 2006.

S.Y.B.A.(S.C.J.) | SEMESTER III
WRITING – I
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 IV – 15 marks

Q. 2. [A or B] Topics from Modules I to IV – 15 marks

Q. 3. [A or B] Topics from Modules I to IV – 15 marks

Q. 4. [A or B] Topics from Modules I to IV – 15 marks

SEMESTER III

UNDERSTANDING CINEMA

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

Lectures per Week: 01

- 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.
- Berger, John. *Ways of Seeing*. Penguin UK, 2008.
- Bergman, Ingmar. *Images: My Life in Film*. Arcade Publishing, 2016.
- Bergman, Ingmar. *The Magic Lantern – An Autobiography*. University of Chicago Press, 2008.
- Bird, Robert. *Andrei Tarkovsky: Elements of Cinema*. Reaktion Books: 2017.
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- Kurosawa, Akira. *Something like an Autobiography*. RHUS, 1983.
- Levy, Shawn. *Dolce Vita Confidential: Fellini, Loren, Pucci, Paparazzi and the Swinging High Life of 1950s Rome*. Weidenfeld & Nicolson: 2016
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- Monaco, James. *How to Read a Film: Movies, Media and Beyond*. Oxford: Oxford University Press, 2009
- Monaco, James. *The New Wave: Truffaut Godard Chabrol Rohmer Rivette*. Harbour Electronic Publishing: 2009
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- Straus, Frederic. *Almodóvar on Almodóvar*. Faber, 2006.
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**SYBA(SCJ) | SEMESTER III
UNDERSTANDING CINEMA
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 VII – 15 marks

Q. 2. [A or B] Topics from Modules I to VII – 15 marks

Q. 3. [A or B] Topics from Modules I to VII – 15 marks

Q. 4. [A or B] Topics from Modules I to VII – 15 marks

SEMESTER III RESEARCH METHODS – I

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

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

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 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.
- Booth, Wayne C., et al. *The Craft of Research*. The University of Chicago Press, 2017.
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- Gupta, D. *Interrogating Caste: Understanding Hierarchy and Difference in Indian Society*. New Delhi: Penguin Books India, 2000.
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S.Y.B.A.(S.C.J.) | SEMESTER III
RESEARCH METHODS – I
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 IV – 15 marks

Q. 2. [A or B] Topics from Modules I to IV – 15 marks

Q. 3. [A or B] Topics from Modules I to IV – 15 marks

Q. 4. [A or B] Topics from Modules I to IV – 15 marks

SEMESTER III CONTEMPORARY ISSUES – I

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

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:

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

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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.

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- Copson, Andrew. *Secularism: A Very Short Introduction*. Oxford University Press, 2019.
- Day, Gary. *Class* (The New Critical Idiom Series). Routledge, 2001.
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- Ghoshal, Anindita. *Refugees, Borders and Identities*. Routledge, 2020.
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- Priyam, Manisha, et al. *Human Rights, Gender and the Environment*. Pearson Education, 2009.

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- 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.
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- Sriram, M. S., editor. *Talking Financial Inclusion in the Liberalised India: Conversations with Governors of the Reserve Bank of India*. Routledge, 2018.
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- Tong, Rosemarie. *Feminist Thought*. Routledge, 2018.
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S.Y.B.A.(S.C.J.) | SEMESTER III
CONTEMPORARY ISSUES –I
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 VI – 15 marks

Q. 2. [A or B] Topics from Modules I to VI – 15 marks

Q. 3. [A or B] Topics from Modules I to VI – 15 marks

Q. 4. [A or B] Topics from Modules I to VI – 15 marks