



SOPHIA COLLEGE FOR WOMEN (AUTONOMOUS)

Affiliated to the University of Mumbai

Programme: Strategic Communication and Journalism (Single Core Discipline Specific Programme)

Programme Code: SBMMED

Syllabus for the Academic Year 2024-2025
based on the National Education Policy 2020



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DEPARTMENT OF BASCJ

Year- II				
Semester- III	Course Type	Course Title	Course Credit	Course Code
1	DSC 7	Basics of Strategic Communication	4	MDSC231
2	DSC 8	Basics of Journalism	4	MDSC232
3	DSC 9	Political and Social Thought	4	MDSC233
4	OE 5	Digital Media and Society	2	MOE301
5	AEC 5	Cinematic Appreciation	2	MAEC301
6	VSC 3	Designing Digital Profiles	2	MVSC301
7	CC 1	Writing for Multimedia	2	MCC301
8	FP 1	Research Project	2	MFP301
		Total Credits:	22	



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Year- II				
Semester- IV	Course Type	Course Title	Course Credit	Course Code
1	DSC 10	Navigating Strategic Communication	4	MDSC241
2	DSC 11	Fundamentals of Journalism	4	MDSC242
3	DSC 12	Economic Thought	4	MDSC243
4	OE 6	Interacting with Ideas	2	MOE401
5	AEC 6	Life Writing	2	MAEC401
6	VSC 4	Conceptualizing Your Podcast	2	MVSC401
7	CC 2		2	MCC401
8	CEP 1		2	MCEP401
		Total Credits:	22	



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Preamble:

The Bachelor of Arts in Strategic Communication and Journalism programme blends theory with practice to prepare an individual for a dynamic career in the ever-evolving media landscape. Over three years, our curriculum emphasizes hands-on learning, interactive courses, and real-world experiences to hone your skills as a strategic communicator and/or a journalist. From multimedia storytelling to public relations strategies, you'll engage in immersive learning experiences that bridge theory and application. Our faculty, composed of industry experts and experienced academics, will guide you through a journey of exploration and discovery, fostering creativity and critical thinking along the way. We welcome students to embark on this exciting journey together, shaping the future of communication and journalism through collaboration, innovation, and hands-on learning.

PROGRAMME OBJECTIVES

PO 1	To give learners in the programme a clear introduction to mass media as an all-encompassing ideological and communication experience globally
PO 2	To enable learners in the programme to understand the political, economic, social, cultural and environmental implications of consuming media messages
PO 3	To provide learners of the programme the opportunities to acquire the necessary skills to produce forms of media messages and content from strategic communication (including advertising, branding, public relations, media planning, and digital marketing) to journalism across different platforms
PO 4	To train learners in the programme through contemporary theory and practical application, in their role as future creators of media messages in a constantly evolving and demanding industry



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PO 5	To teach learners in the programme the need for the ethical application of the ideas taught in the programme to become responsible consumers and producers of media content
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PROGRAMME SPECIFIC OUTCOMES

PSO 1	Examine mass media as an all-encompassing ideological and communication experience globally
PSO 2	Discuss and investigate the political, economic, social, cultural and environmental implications of consuming media messages
PSO 3	Design and create media messages and content, from strategic communication (including advertising, branding, public relations, media planning, and digital marketing) to journalism across different platforms
PSO 4	Evaluate, through contemporary theory and practical application, their role as future creators of media messages in a constantly evolving and demanding industry
PSO 5	Prioritize the need for the ethical application of the ideas taught in the programme to become responsible consumers and producers of media content.



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Programme: STRATEGIC COMMUNICATION AND JOURNALISM SINGLE CORE DISCIPLINE PROGRAMME	Semester – 3
Course Title: Basics of Strategic Communication	Course Code: MDSC231
<u>COURSE OBJECTIVES:</u> 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 provide students with a comprehensive understanding of marketing principles, including the marketing mix and integrated marketing communication. 4. To equip students with strategic planning skills, focusing on aligning communication objectives with business goals and consumer insights 5. To lay the foundation to study Strategic Communication as a specialization in the third year of the programme	
<u>COURSE OUTCOMES:</u> By the end of the course, students will be able to: 1. Learners will demonstrate proficiency in understanding marketing fundamentals, including the elements of the marketing mix and consumer behavior factors influencing purchase decisions.	



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<p>2. Learners will be able to develop strategic communication plans, integrating business objectives with communication strategies and consumer insights.</p> <p>3. Learners will gain practical knowledge of advertising principles, including types of advertising, creative strategy development, and media planning across different platforms.</p> <p>4. Learners will develop a deep understanding of branding concepts, including brand identity, brand positioning, and the strategic importance of branding in marketing efforts</p>			
Lectures per week (1 Lecture is 60 minutes)		4	
Total number of Hours in a Semester		60	
Credits		4	
Evaluation System	Summative Assessment	2 Hours	50 marks
	Cumulative Assessment	--	50 marks

UNIT 1 Marketing (1 Credit)	1.1	Definition, Characteristics, Key Concepts	15 hours
	1.2	Introduction to the Marketing Mix: Product, Price, Place, Promotion	
	1.3	Introduction to Integrated Marketing Communication	
	1.4	IMC: The Promotional Mix	
	1.5	Understanding the Consumer: <ul style="list-style-type: none"> ● Factors Influencing Consumer Purchase Behaviour ● Target Group Segmentation – Demographic, Psychographic, Behavior, Geographic 	
UNIT 2	2.1	Definition, Key Concepts	15 hours
	2.2	Key Strategic Decisions: Communication	



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Strategic Planning & Strategic Communication (1 Credit)		Objectives, Brand Identity Strategy, Brand Positioning	
	2.3	Marrying Business Objectives with Communication and Consumer Insights	
UNIT 3 Advertising (1 Credit)	3.1	Definition, Characteristics, Key Concepts	15 hours
	3.2	Types of Advertising	
	3.3	Advertising Agencies and Their Functioning	
	3.4	Creative Strategy in Advertising: Planning, Development, Implementation, Evaluation	
	3.5	Advertising across Platforms: Print, Outdoor, Broadcast, Digital	
	3.6	Basics of Media Planning & Buying	
UNIT 4 Branding	4.1	Definition, Characteristics, Key Concepts	15 hours
	4.2	Introduction to Brand Identity	
	4.3	Understanding Brand Positioning	

ASSESSMENT

Cumulative Assessment (CA): 50 marks

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- CA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the CA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATKT.

Summative Assessment (SA): 50 marks

- A learner should get a minimum of 20 marks in SA to be declared PASS in the course.
- All units of the syllabus will be covered in SA.
- An additional SA will be held for those who are absent, owing to valid reasons, for the main/regular SA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the



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SA ATKT.

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1. Kotler, Philip, et al. Principles of Marketing: A South Asian Perspective. 13th ed., Pearson Education India, 2010.
2. Kotler, Philip, et al. Marketing Management: A South Asian Perspective. Dorling Kindersley (India), 2013.
3. Belch, George E., et al. Advertising and Promotion: An Integrated Marketing Communications Perspective. 9th ed., McGraw-Hill Education India, 2013.
4. Moriarty, Sandra, et al. Advertising & IMC: Principles & Practice. 11th ed., Pearson: New York, 2019.
5. Bernays, Edward L. Public Relations. Snowball Publishing, 2016.
6. Chakravarti, Mohan. Consumer Behavior in Indian Perspective. McGraw Hill Education, 2014.
7. Meenakshi N., et al. Services Marketing: Text and Cases. Pearson Education India, 2013.
8. Ramaswamy, V.S., and S. Namakumari. Marketing Management: Global Perspective Indian Context. Macmillan Publishers India Ltd., 2013.
9. Desai, R. Marketing Financial Services: A Customer-Centric Approach. Pearson Education India, 2012.
10. Saxena, Rajan. Marketing Management: Text and Cases. McGraw Hill Education, 2017

Programme: STRATEGIC COMMUNICATION AND JOURNALISM SINGLE CORE DISCIPLINE PROGRAMME	Semester – 3
Course Title: Basic of Journalism	Course Code: MDSC232
<u>COURSE OBJECTIVES:</u> <ul style="list-style-type: none">● To understand the fundamental concepts and principles of journalism.● To familiarize students with the various elements of news publishing, such as newspaper structures, layouts, etc● To develop student's skills in generating story ideas, understanding news pegs, pitching stories, and crafting story briefs.● To equip the students with the necessary skills to write effective news stories.● To enhance student's abilities in incorporating visuals into news stories, including choosing appropriate visuals, understanding data visualization, and utilizing lead visuals effectively.	
<u>COURSE OUTCOMES:</u>	



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- Learners will be able to analyze and identify the core elements of journalism.
- Learners will demonstrate competence in deconstructing the components of newspapers, understanding layouts both in print and online formats, analyzing page 1 structures, and distinguishing between soft and hard news.
- Learners will be proficient in generating story ideas, recognizing news pegs, pitching stories effectively, crafting concise story briefs, and participating in brainstorming sessions typical of newsroom environments.
- Learners will exhibit proficiency in writing news stories, including composing engaging leads.
- Learners will showcase skills in integrating visuals into news stories, including selecting appropriate visuals to enhance storytelling, understanding principles of data visualization, and utilizing lead visuals to complement written content effectively.

Lectures per week (1 Lecture is 60 minutes)	4		
Total number of Hours in a Semester	60		
Credits	4		
Evaluation System	Summative Assessment	2 Hours	50 marks
	Cumulative Assessment	--	50 marks

UNIT 1 What is Journalism (1 Credit)	1.1	Elements of Journalism (News, Reporting, Language, Narrative)	15 hours
	1.2	Purposes of Journalism (Recording, Commenting, Judging, Speaking Truth to Power)	
	1.3	Objectivity in journalism (finding balance, interpretive method, editorializing)	
UNIT 2 Elements of news publishing	2.1	Deconstructing the news cycle across media (social media, digital, audio-video and newspapers)	15 hours



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(1 Credit)	2.2	Understanding differences and similarities in different media platforms	
	2.3	Understanding news hierarchy in media (page 1 in newspapers, headlines on tv)	
	2.4	Understanding different approaches to news events (hard news, soft features, hooks)	
UNIT 3 The Story Idea (1 Credit)	3.1	Difference between Idea and a Story Idea	15 hours
	3.2	Understanding the News Peg	
	3.3	Pitching the story	
	3.4	Writing the story brief	
	3.5	Brainstorming and ideas meeting in newsrooms	
Unit 4 The news story	1.1	The lede	15 hours
	1.2	The 5Ws and H	
	1.3	Finding an angle	
	1.4	Checking Facts	
	1.5	News story vs features: lede, nut graf and structure	
	1.6	Necessary skills - observation, attention to detail, curiosity, note-taking, conversation	
	1.7	Visuals - choosing visuals, data visualisation, lead visuals	



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ASSESSMENT

I. Cumulative Assessment (CA): 50 marks

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- CA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the CA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATKT.

II. Summative Assessment (SA) 50 marks

- A learner should get a minimum of 20 marks in SA to be declared PASS in the course.
- All units of the syllabus will be covered in SA.
- An additional SA will be held for those who are absent, owing to valid reasons, for the main/regular SA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the SA ATKT.

READING LIST

1. Adam, G. Stuart. Notes Towards a Definition of Journalism. Poynter Institute for Media Studies, 1993.
2. Adam, G. Stuart; Clark, Roy Peter. Journalism: The Democratic Craft. Oxford University Press, 2006.
3. Batabyal, Somnath. Making News in India: Star News and Star Ananda. First Edition. Routledge, 2012.
4. Carlson, Matt. On the condition of anonymity: unnamed sources and the battle for journalism. Urbana: University of Illinois Press, 2011.
5. Chapman, Jane and Marie Kinsey, editors. Broadcast Journalism: A Critical Introduction. First Edition. Routledge, 2009.
6. Czarniawska, Barbara. Cyberfactories: How News Agencies Produce News. Edward Elgar Pub, 2012.
7. Fleming, Carole, et al. An Introduction to Journalism. Sage Publications, 2006.
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9. Hemmingway, Emma. Into the Newsroom: Exploring the Digital Production of Regional Television News. First Edition. Routledge, 2008.
10. Horton, Brian. Associated Press Guide to Photojournalism. Second Edition. McGraw-Hill Education, 2010.
11. Mehta, Nalin. Behind a Billion Screens: What Television Tells Us about Modern India. Harper Collins, 2015.
12. Pillai, Sangeeta. Television News and the Public Sphere in India: Journalism, Democracy, and the Political Imaginary. Cambridge University Press, 2019. In-Text Citation Example: (Pillai 2019)
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Programme: STRATEGIC COMMUNICATION AND JOURNALISM SINGLE CORE DISCIPLINE PROGRAMME	Semester – 3
Course Title: Political and Social Thought	Course Code: MDSC233
<u>COURSE OBJECTIVES:</u> 1. To introduce the students to key ideologies that have shaped modern political, social, economic and philosophical thought around the world 2. To explore vital aspects of and perspectives on these ideologies, and also to introduce the students to key thinkers and proponents of these ideologies	
<u>COURSE OUTCOMES:</u> At the end of the semester, the students will: 1. Learners will outline the key concepts in political and social thought	



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2. Learners will identify the salient characteristics of different forms of governance
3. Learners will be able to analyse the ends of governance
4. Learners will be able to compare schools of political thought in the context of organising governance
5. Learners will be able to discuss the growth of industrial society
6. Learners will be able to evaluate the various interacting forces at work in Indian society

Lectures per week (1 Lecture is 60 minutes)		4	
Total number of Hours in a Semester		60	
Credits		4	
Evaluation System	Summative Assessment	2 Hours	50 marks
	Cumulative Assessment	--	50 marks

UNIT 1 Introduction to Political Thought (1 Credit)	1.1	What is Political Thought?	15 hours
	1.2	Formation of the State: Ancient Greek, Social Contract, Modern theories.	
	1.3	Ideologies: Liberalism, Socialism, Conservatism, Utilitarianism, Communitarianism, Cosmopolitanism, Feminism	
UNIT 2	2.1	Aristocracy	15 hours
	2.2	Monarchy	



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Organising Governance (1 Credit)	2.3	Democracy	
	2.4	Nationalism	
	2.5	Fascism	
UNIT 3 Introduction to Social Thought (1 Credit)	3.1	What is social thought?	15 hours
	3.2	Introduction to society and sociology	
	3.3	Engaging diversity: Multiculturalism, Rights of refugees, Ethnicity, differently abled	
	3.4	Inclusion and Exclusion, Deprivation and Marginalization	
UNIT 3 Social Awareness (1 Credit)	4.1	Caste and related contemporary issues	15 hours
	4.2	Gender and related contemporary issues	
	4.3	Race and related contemporary issues	
	4.4	Religion and related contemporary issues	
	4.5	Class and related contemporary issues	

ASSESSMENT

Cumulative Assessment (CA): 50 marks

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- CA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the CA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATKTK. Summative Assessment (CA): 50 marks

● A learner should get a minimum of 20 marks in SA to be declared PASS in the course.

- All units of the syllabus will be covered in SA.
- An additional SA will be held for those who are absent, owing to valid reasons, for the main/regular SA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the SA ATKTK.

REFERENCES



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1. Heilbroner, Robert L. The Wordly Philosophers: The Lives, Times and Ideas of the Great Economic Thinkers. Simon & Schuster, 1999.
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Programme: STRATEGIC COMMUNICATION AND JOURNALISM SINGLE CORE DISCIPLINE PROGRAMME	Semester – 3
Course Title: Digital Media and Society	Course Code: MOE301
<u>COURSE OBJECTIVES:</u> 1. Investigate the role of digital media in shaping public opinion and political discourse. 2. Discuss ethical considerations in digital media production and consumption, such as privacy and misinformation. 3. Analyze the impact of digital media platforms on society. 4. Explore social media trends, including influencer culture and algorithmic bias.	
<u>COURSE OUTCOMES:</u>	



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1. Learners will be able to understand the societal implications of digital media platforms. 2. Learners will be able to identify and analyze emerging trends in social media. 3. Learners will be able to evaluate the influence of digital media on public discourse and political narratives. 4. Learners will be able to demonstrate awareness of ethical issues in digital media and develop strategies for responsible consumption			
Lectures per week (1 Lecture is 60 minutes)		2	
Total number of Hours in a Semester		30	
Credits		2	
Evaluation System	Summative Assessment	–	–
	Cumulative Assessment	--	50 marks

UNIT 1 Digital Media Landscape (1 Credit)	1.1	Overview of digital media platforms and their impact on society.	15 hours
	1.2	Analysis of social media trends, including the rise of influencers, algorithmic bias, and filter bubbles.	
	1.3	Discussion on the role of digital media in shaping public opinion, political discourse, polarizing views, etc.	
	1.4	Exploration of ethical considerations in digital media production and consumption, such as privacy concerns and misinformation	
UNIT 2 Social Justice Movements and Media	2.1	Understanding how media shapes public discourse, activism, and policy responses	15 hours
	2.2	Analyzing how media coverage can either amplify or diminish the legitimacy of social	



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(1 Credit)		justice movements through framing, selective reporting, and agenda-setting.	
	2.3	Media representations of social justice movements in a global context such as Black Lives Matter, Me Too, etc.	
	2.4	Media representations of social justice movements in the Indian context such as farmer protests, Indian Wrestlers protest, etc	

ASSESSMENT

Cumulative Assessment (CA): 50 marks

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- IA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the CA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATKT.

REFERENCES

1. Pariser, Eli. *The Filter Bubble: How the New Personalized Web Is Changing What We Read and How We Think*. Penguin Books, 2011.
2. Carr, Nicholas. *The Shallows: What the Internet Is Doing to Our Brains*. W. W. Norton & Company, 2011.
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12. Banaji, S. News Behind the News: Voices from Goa's Press. Other India Press, 2005. In-Text Citation Example: (Banaji 2005)

Programme: STRATEGIC COMMUNICATION AND JOURNALISM SINGLE CORE DISCIPLINE PROGRAMME	Semester – 3
Course Title: Cinematic Appreciation	Course Code: MAEC301
<u>COURSE OBJECTIVES:</u> 1. To sensitize the students towards Cinema as a medium of mass communication and to help them to become critical viewers of films. 2. To enable students to explore the similarities and differences between various Cinema styles and movements. 3. To have a working knowledge of the basics of film language. 4. To understand the relationship between the intention behind a film and the way this is	



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reflected in the use of the medium : Camera, light, sound, color, screenplay, editing, performance etc.

5. To study seminal works from Indian and global cinema.

COURSE OUTCOMES:

1. Learners will be able to assess and evaluate the role and function of cinematic narratives across fiction and non-fiction.
2. Learners will be able to grasp the language and grammar of cinema and be able to use this to communicate about films.
3. Learners will be able to identify the difference in use of cinematic techniques, approaches and styles by different filmmakers from around the world at different points in time.
4. Learners will be able to “read” a film at multiple levels, from the content to the craft.

Lectures per week (1 Lecture is 60 minutes)		2	
Total number of Hours in a Semester		30	
Credits		2	
Evaluation System	Summative Assessment	–	–
	Cumulative Assessment	--	50 marks

UNIT 1 (1 Credit)	1.1	Introduction to Cinema as a Medium, Language of Cinema, Cinema Narratives	15 hours
	1.2	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	
	1.3	Introduction to the Cinema of Indian Masters.	



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UNIT 2 (1 Credit)	2.1	Introduction to a Few Important Techniques Employed by Different Filmmakers	15 hours
	2.2	Introduction and Basic Discussion to Cover a Broad Range of Films: Documentaries, Short Films etc.	
	2.3	An Introduction to the Unique and Distinct Characteristics of Black & White Films and Films Made in Colour	

ASSESSMENT

Cumulative Assessment (CA): 50 marks

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- CA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the CA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATKT.

REFERENCES

1. Alexander-Garrett, Layla. Andrei Tarkovsky: The Collector of Dreams. Glagoslav, 2012..
2. Berger, John. Ways of Seeing. Penguin UK, 2008.
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5. Brody, Richard. Everything Is Cinema: The Working Life of Jean-Luc Godard. Metropolitan Books, 2008.
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8. Joo, Woojeong. The Cinema of Ozu Yasujiro: Histories of the Everyday. Edinburgh



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

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

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

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

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Programme: STRATEGIC COMMUNICATION AND JOURNALISM SINGLE CORE DISCIPLINE PROGRAMME	Semester – 3
Course Title: Designing Digital Profiles	Course Code: MVSC301
<u>COURSE OBJECTIVES:</u> 1. Understand the principles of personal branding and its importance in the digital age. 2. Develop strategies for creating and maintaining an authentic and compelling online presence across various digital platforms. 3. Learn techniques for engaging with online audiences, building meaningful connections,	



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and managing one's online reputation effectively.

COURSE OUTCOMES:

1. Learners will be able to articulate their personal brand identity, including their values, interests, and unique qualities, through the development of a clear personal brand statement.
2. Learners will be able to demonstrate proficiency in optimizing their online profiles.
3. Learners will be able to develop practical skills in content creation, engagement, and reputation management, enabling them to navigate the digital landscape with confidence and professionalism.

Lectures per week (1 Lecture is 60 minutes)	2
Total number of Hours in a Semester	30
Credits	2
Evaluation System	Summative Assessment -- --
	Cumulative Assessment -- 50 marks

UNIT 1 Establishing Your Online Presence (1 Credit)	1.1	Understanding Your Digital Footprint	15 hours
	1.2	Crafting Your Personal Brand	
	1.3	Selecting the Right Platforms	
	1.4	Optimizing your Profile	
UNIT 2 Engaging and Managing Your Online Persona (1 Credit)	2.1	Content Creation Strategies	15 hours
	2.2	Building Meaningful Connections	
	2.3	Monitoring and Maintaining the Profile	
	2.4	Ensuring Privacy and Security	



SOPHIA COLLEGE FOR WOMEN (AUTONOMOUS)

ASSESSMENT

Cumulative Assessment (CA): 50 marks

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- CA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the CA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATKT.

REFERENCES

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3. Hyatt, Michael. *Platform: Get Noticed in a Noisy World*. Thomas Nelson, 2012.
4. Schaefer, Mark W. *Known: The Handbook for Building and Unleashing Your Personal Brand in the Digital Age*. Mark W. Schaefer, 2017.
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8. Mehta, Rashmi. *Leadership by Proxy: The Story of Women in Corporate India*. HarperCollins India, 2017. In-Text Citation Example: (Mehta 2017)
9. Bhargava, Rohit. *Likeonomics: The Unexpected Truth Behind Earning Trust, Influencing Behavior, and Inspiring Action*. Portfolio, 2012. In-Text Citation Example: (Bhargava 2012)
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12. Krishnamurthy, Gopal. *Entrepreneurship Development and Small Business Enterprises*. PHI Learning Pvt. Ltd., 2016. In-Text Citation Example: (Krishnamurthy 2016)



SOPHIA COLLEGE FOR WOMEN (AUTONOMOUS)

Programme: STRATEGIC COMMUNICATION AND JOURNALISM SINGLE CORE DISCIPLINE PROGRAMME		Semester – 4	
Course Title: Navigating Strategic Communication		Course Code: MDSC241	
<p><u>COURSE OBJECTIVES:</u></p> <ol style="list-style-type: none"> 1. To continue the exploration the components and facets of Strategic Communication and their role in Marketing that began in Semester III 2. To understand Integrated Marketing Communications as a broad discipline 3. Provide an understanding of fundamental concepts, characteristics, and tools of Public Relations, including its role in shaping public opinion and brand perception. 4. Explore the definitions, key concepts, and strategies of Direct Marketing within the Integrated Marketing Communication (IMC) framework, emphasizing its role in achieving marketing objectives. 5. To lay the foundation to study Strategic Communication as a specialisation in the third year of the programme 			
<p><u>COURSE OUTCOMES:</u></p> <ol style="list-style-type: none"> 1. Students will demonstrate a comprehensive understanding of Public Relations principles, including the management of public opinion, reputation, and brand perception. 2. Students will be able to analyze and apply Direct Marketing strategies to achieve specific marketing objectives within an IMC program. 3. Students will be able to gain proficiency in identifying and utilizing various types of Digital Marketing channels and techniques, including social media, search engine optimization, and email marketing. 4. Students will be able to understand the role of Media Advocacy and Cause Related Marketing in promoting social, political, and environmental behavior change through marketing communication strategies. 			
Lectures per week (1 Lecture is 60 minutes)		4	
Total number of Hours in a Semester		60	
Credits		4	
Evaluation System	Summative Assessment	2 Hours	50 marks



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	Cumulative Assessment	--	50 marks
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UNIT 1 Public Relations (1 Credit)	1.1	Definition, Characteristics, Key Concepts	15 hours
	1.2	Public Opinion, Reputation: Goodwill, Trust and Integrity	
	1.3	How does PR Work?	
	1.4	Tools of Public Relations	
	1.5	How Public Relations Contributes to Brand Perception	
UNIT 2 Direct Marketing (1 Credit)	2.1	Definition, Key Concepts	15 hours
	2.2	The Role of Direct Marketing in the IMC Programme	
	2.3	Direct Marketing Objectives	
	2.4	Direct Marketing Strategy	
UNIT 3 Direct Marketing (1 Credit)	3.1	Definition, Characteristics, Key Concepts	15 hours
	3.2	Types of Digital Marketing: Social Media Marketing (Organic and Paid), Search Engine Optimisation, Search Engine Marketing, Email Marketing, Content Marketing	
UNIT 4 Media Advocacy: Cause Related Marketing	4.1	The Societal Marketing Concept: Using Marketing Communication to Modify Social, Political, Environmental, Cultural Behaviour Brief Introduction to Social Marketing	15 hours



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(1 Credit)			
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ASSESSMENT

Cumulative Assessment (CA): 50 marks

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- IA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the IA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATKT.

Summative Assessment (SA): 50 marks

- A learner should get a minimum of 20 marks in SEE to be declared PASS in the course.
- All units of the syllabus will be covered in SEE.
- An additional SEE will be held for those who are absent, owing to valid reasons, for the main/regular SEE.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the SEE ATKT.

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1. Kotler, Philip, et al. Principles of Marketing: A South Asian Perspective. 13th ed., Pearson Education India, 2010.
2. Kotler, Philip, et al. Marketing Management: A South Asian Perspective. Dorling Kindersley (India), 2013.
3. Belch, George E., et al. Advertising and Promotion: An Integrated Marketing Communications Perspective. 9th ed., McGraw-Hill Education India, 2013.
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7. Meenakshi N., et al. Services Marketing: Text and Cases. Pearson Education India, 2013.
8. Ramaswamy, V.S., and S. Namakumari. Marketing Management: Global Perspective Indian Context. Macmillan Publishers India Ltd., 2013.



SOPHIA COLLEGE FOR WOMEN (AUTONOMOUS)

9. Desai, R. Marketing Financial Services: A Customer-Centric Approach. Pearson Education India, 2012.

10. Saxena, Rajan. Marketing Management: Text and Cases. McGraw Hill Education, 2017.

Programme: STRATEGIC COMMUNICATION AND JOURNALISM SINGLE CORE DISCIPLINE PROGRAMME		Semester – 4	
Course Title: Fundamentals of Journalism		Course Code: MDSC242	
<p><u>COURSE OBJECTIVES:</u></p> <ol style="list-style-type: none"> 1. To equip students with the skills necessary for sourcing information and conducting interviews, including effective communication, gathering information from various sources and documents, and note-taking techniques. 2. To develop students' proficiency in editing and proofreading journalistic content, focusing on fact-checking, grammar, style adherence, and the importance of clear, readable writing. 3. To introduce students to the concept of feature writing, exploring different types of features, understanding their structure, and mastering the elements of feature storytelling. 4. To familiarize students with contemporary news media platforms and formats. 			
<p><u>COURSE OUTCOMES:</u></p> <ol style="list-style-type: none"> 1. Students will demonstrate proficiency in sourcing information and conducting interviews, including effective communication with sources, gathering information from various documents, and employing appropriate note-taking techniques. 2. Students will exhibit competence in editing and proofreading journalistic content. 3. Students will be able to craft various types of features. 4. Students will gain an understanding of contemporary news media platforms and formats. They will also explore the intersection of news and content in the digital age. 			
Lectures per week (1 Lecture is 60 minutes)		4	
Total number of Hours in a Semester		60	
Credits		4	
Evaluation System	Summative Assessment	2 Hours	50 marks



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	Cumulative Assessment	--	50 marks
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UNIT 1 Sources and interviews (1 Credit)	1.1	Conversations and Storytelling	15 hours
	1.2	Sources and documents	
	1.3	Gathering Information	
	1.4	Speaking to lay People those in Authority, Positions of Power, Celebrities	
	1.5	Note-Taking: Recording Observations, Interviews	
	1.6	Asking the Right Questions	
	1.7	How to form and use comments	
UNIT 2 Editing and proofreading (1 Credit)	2.1	Checking for Facts, Grammar, Style	15 hours
	2.2	Writing to be Read	
	2.3	Style Guides	
	2.4	Spotting and correcting typos	
	2.5	Importance of proofreading	
	2.6	Proofreading vs editing	
UNIT 2	3.1	Exploring different kinds of features (profiles, feature stories, news features, interviews,	15 hours



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Introduction to Features (1 Credit)		compilations)	
	3.2	Structure, lede, nut graf	
	3.3	The news feature	
UNIT 4 Contemporary news media	4.1	Web	15 hours
	4.2	Podcasts	
	4.3	Social media	
	4.4	Internet Radio	
	4.5	Listicles	
	4.6	Multimedia	
	4.7	Broadcast	

ASSESSMENT

Cumulative Assessment (CA): 50 marks

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- IA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the IA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATKKT.

Summative Assessment (SA) 50 marks

- A learner should get a minimum of 20 marks in SEE to be declared PASS in the course.
- All units of the syllabus will be covered in SEE.
- An additional SEE will be held for those who are absent, owing to valid reasons, for the main/regular SEE.



SOPHIA COLLEGE FOR WOMEN (AUTONOMOUS)

- If the learner does not get 20 marks out of 50, the learner will have to appear for the SEE ATKT.

REFERENCES

1. Adam, G. Stuart. Notes Towards a Definition of Journalism. Poynter Institute for Media Studies, 1993.
2. Adam, G. Stuart; Clark, Roy Peter. Journalism: The Democratic Craft. Oxford University Press, 2006.
3. Batabyal, Somnath. Making News in India: Star News and Star Ananda. First Edition. Routledge, 2012
4. Carlson, Matt. On the condition of anonymity: unnamed sources and the battle for journalism. Urbana: University of Illinois Press, 2011.
5. Chapman, Jane, and Marie Kinsey, Editors. Broadcast Journalism: A Critical Introduction. First Edition. Routledge, 2009.
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7. Fleming, Carole, et al. An Introduction to Journalism. Sage Publications, 2006.
8. Franklin, Bob, and Matt Carlson, Editors. Journalists, Sources, and Credibility: New Perspectives. Routledge, 2013.
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11. Hemmingway, Emma. Into the Newsroom: Exploring the Digital Production of Regional Television News. First Edition. Routledge, 2008.
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13. Mehta, Nalin. Behind a Billion Screens: What Television Tells Us about Modern India. HarperCollins, 2015.
14. Morel, Gaëlle and Thierry Gervais. The Making of Visual News: A History of Photography in the Press. Bloomsbury, 2017.
15. Rich, Carole. Workbook for Writing and Reporting News: A Coaching Method. Wadsworth Publishing, 2009.
16. Rudin, Richard, and Trevor Ibbotson. Introduction to Journalism: Essential Techniques and Background Knowledge. Routledge, 2015.
17. 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



SOPHIA COLLEGE FOR WOMEN (AUTONOMOUS)

Programme: STRATEGIC COMMUNICATION AND JOURNALISM SINGLE CORE DISCIPLINE PROGRAMME		Semester – 4	
Course Title: Economic Thought		Course Code: MDSC243	
<u>COURSE OBJECTIVES:</u> 1.To introduce students to key ideologies that have shaped modern political, social, economic, and philosophical thought around the world. 2. To explore vital aspects of and perspectives on these ideologies, while introducing students to key thinkers and proponents of these ideologies. 3. To enable students to apply economic concepts to understand current economic events and debates. This includes analysing economic news articles and policies. 4. To explore diverse perspectives within economics including feminist economics and behavioural economics.			
<u>COURSE OUTCOMES:</u> 1. Learners will be able to analyse the relationship between ends and scarce means in economic decision-making. 2. Learners will be able to compare and contrast the economic philosophies of key thinkers who have shaped economic thought. 3. Learners will be able to explain the impact of capitalism and the process of creative destruction that occurs within it. 4. Learners will be able to analyse the critique of capitalism from a Marxist perspective, including his concepts of alienation and the exploitation of labor. Explore how contemporary thinkers like Thomas Piketty and Yanis Varoufakis address similar concerns. 5. Learners will be able to apply economic tools and frameworks to understand current economic issues/debates as presented in the print/electronic media.			
Lectures per week (1 Lecture is 60 minutes)		4	
Total number of Hours in a Semester		60	
Credits		4	
Evaluation System	Summative Assessment	2	50 marks



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		Hours	
	Cumulative Assessment	--	50 marks

UNIT 1 Evolution of Classical Economic Ideas (1 Credit)	1.1	Introduction to Key Principles of Economics	15 hours
	1.2	Introduction to Key Ideologies - Mercantilist Theory and its Historical Context, Physiocracy	
	1.3	The Foundations of Classical Economics - Adam Smith and the Rise of Capitalism - The concepts of "Laissez-Faire", Absolute Advantage, Specialization, The Distribution of Wealth and the Labor Theory of Value.	
	1.4	David Ricardo - The concept of Comparative Advantage and why trade is beneficial for all, Ricardian Equivalence, Paradox of Value in Economics	
	1.5	Thomas Malthus - Population Growth and Economics	
UNIT 2 The Industrial Revolution and the Dark Side of Capitalism (1 Credit)	2.1	Karl Marx - Circuit of exchanges and the buying of labour-power, crisis of Capitalism and the industrial reserve army, theory of Alienation	15 hours
	2.2	Thorstein Veblen- Conspicuous Consumption, Veblen's Analysis of Business, Industry and	



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		the Limits of Capital	
	2.3	Tracking the relevance of Marx through contemporary writings ‘Capital in the Twenty-First Century’ by Thomas Picketty ‘Talking to My Daughter About the Economy: A Brief History of Capitalism’ by Yanis Varoufakis	
UNIT 3 The Rise of Modern Economic Systems	3.1	Alfred Marshall- The emergence of the Neoclassical School of economic thought, Deductive and Inductive methodologies, Demand, Supply, concept of Equilibrium, Partial v/s General Equilibrium analysis, concept of Marginal utility and the Marginal Revolution in Economics.	15 hours
	3.2	John Maynard Keynes- the Great Depression of the 1930s, role of the government fiscal policy, Mixed market capitalism, importance of public policy and the Keynesian Revolution.	
	3.3	Joseph Schumpeter- creative destruction, unstable nature of progress and development, role of the entrepreneur, the importance of the banking sector.	
	3.4	Milton Friedman- The rise of Monetarism, Monetary Policy, importance of the Central Banks, inflation, stagflation.	



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UNIT 4 Contemporary Economic Thought	4.1	Analysing economic writings featured in the leading newspapers.	15 hours
	4.2	The Rise of Behavioural Economics- Daniel Kahneman, Richard Thaler, Behavioural Insights Unit (BIU) of India by NITI Aayog.	
	4.3	Analysing economics through a feminist lens – Gender budgeting, Female Labour Force Participation.	

ASSESSMENT

Cumulative Assessment (CA): 50 marks

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- IA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the IA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATK.T.

Summative Assessment (SA) 50 marks

- A learner should get a minimum of 20 marks in SEE to be declared PASS in the course.
- All units of the syllabus will be covered in SEE.
- An additional SEE will be held for those who are absent, owing to valid reasons, for the main/regular SEE.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the SEE ATK.T.

REFERENCES



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2. Economics: A Very Short Introduction by Partha Dasgupta, Oxford University Press, 2007.
3. Economics: The User's Guide by Ha-Joon Chang, Penguin, London (May 2014) and Bloomsbury USA (September 2014).
4. History of Economic Thought chart, written and illustrated by Heske van Doornen, originally published on www.theminskys.org
<https://theminskys.org/wp-content/uploads/2017/02/Hist-of-Econ-Formatted-for-blog-copy-1.jpg>
5. History of Economic Thought: A Critical Perspective, 3rd edition by E.K. Hunt and Mark Lautzenheiser, published April 15, 2011 by Taylor & Francis.
6. Macroeconomics: An Introduction by Alex M. Thomas, Cambridge University Press, 2021.
7. Marx: A Very Short Introduction by Peter Singer, Oxford University Press, 2001.
8. Marx's 'Das Kapital' For Beginners by Michael Wayne, Illustrated by Sungyoon Choi. For Beginners LLC, First Edition 2012. New Hampshire.
9. Nudge: Improving Decisions About Health, Wealth, and Happiness by Richard Thaler and Cass R Sunstein. Revised and expanded ed. New York, Penguin Books, 2009.
10. Policy for Homo Sapiens, Not Homo Economicus: Leveraging the Behavioural Economics of "Nudge", Chapter 2, Economic Survey of India 2019.
11. Principles of Economics by Gregory Mankiw, 6th edition. South-Western Cengage Learning; 2012.
12. Talking to My Daughter About the Economy: A Brief History of Capitalism by Yanis Varoufakis. English Edition, 2017. Random House: London.
13. The Economics Book: Big Ideas Simply Explained - DK Big Ideas, Dorling Kindersley Ltd; 2012. ISBN: 9781409376415
14. The Evolution of Economic Ideas and Systems: A Pluralist Introduction by Geoffrey Schneider, published December 20, 2018 by Routledge.
15. The Worldly Philosophers: the Lives, Times, and Ideas of the Great Economic Thinkers by Robert L. Heilbroner, New York: Simon and Schuster, 1961
16. Thinking, Fast and Slow by Daniel Kahneman, New York: Farrar, Straus and Giroux, 2011.
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SOPHIA COLLEGE FOR WOMEN (AUTONOMOUS)

Programme: STRATEGIC COMMUNICATION AND JOURNALISM SINGLE CORE DISCIPLINE PROGRAMME	Semester – 4
Course Title: Interacting with Ideas	Course Code: MOE401
<u>COURSE OBJECTIVES:</u> 1. Understand the foundational concepts of ethics and truth in philosophy and how they relate to media representation and influence. 2. Examine the relationship between faith, reason, and belief systems within the context of media's role in shaping and challenging them. 3. Analyze the impact of individualism and reason on public discourse, and how media both reflects and shapes societal narratives. 4. Explore Indian philosophical traditions and their evolution from ancient texts like the Vedas to contemporary spiritual figures. 5. Critically engage with postcolonial theory through the works of thinkers like Homi K. Bhabha and S. N. Balagangadhara, especially in relation to media narratives.	
<u>COURSE OUTCOMES:</u> By the end of this course, students will be able to: 1. Develop a nuanced understanding of philosophical ethics and truth, and how these ideas are manipulated or upheld in media representations. 2. Critically analyze the interplay between faith, reason, and belief systems in media content, recognizing media's power to shape cultural and religious perceptions. 3. Evaluate the role of media in promoting individualism and reason in public discourse, while understanding the ethical and social implications. 4. Gain insight into Indian philosophical frameworks, connecting ancient and modern traditions to contemporary media representations of spirituality. 5. Articulate key postcolonial concepts, such as hybridity and cultural narratives, and apply them to the analysis of media's role in shaping identity and cultural understanding.	
Lectures per week (1 Lecture is 60 minutes)	2
Total number of Hours in a Semester	30
Credits	2



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Evaluation System	Summative Assessment	–	–
	Cumulative Assessment	--	50 marks

UNIT 1 Foundations of Thought: Exploring Ethics, Belief, and Media Influence (1 Credit)	1.1	Philosophy and the Roots of Ethics and Truth	15 hours
	1.2	Faith, Reason, and Media’s Role in Shaping Belief Systems	
	1.3	Reason, Individualism, and Media’s Role in Public Discourse	
	1.4	Existentialism, Power, and Media Narratives	
UNIT 2 Philosophy, Identity, and Discourse: Indian Tradition and Contemporary Thought (1 Credit)	2.1	A Journey Through Indian Philosophy: From Vedas to Modern-Day Godmen	15 hours
	2.2	Advaita Vedanta and Buddhism: A Philosophical Dialogue	
	2.3	Homi K. Bhabha: Postcolonialism, Identity, and Cultural Hybridity	
	2.4	S. N. Balagangadhara: Rethinking Colonial Narratives and Indian Traditions	

ASSESSMENT

Cumulative Assessment (CA): 50 marks

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- IA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the IA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATK.T.



SOPHIA COLLEGE FOR WOMEN (AUTONOMOUS)

REFERENCES

1. Descartes, René. *Meditations on First Philosophy*. Translated by John Cottingham, Cambridge University Press, 1996.
- 2) Locke, John. *Second Treatise of Government*. Edited by C. B. Macpherson, Hackett Publishing Company, 1980.
- 3) Rousseau, Jean-Jacques. *The Social Contract*. Translated by Maurice Cranston, Penguin Books, 1968.
- 4) Kant, Immanuel. *Groundwork of the Metaphysics of Morals*. Translated by Mary Gregor, Cambridge University Press, 1998.
- 5) Husserl, Edmund. *The Crisis of European Sciences and Transcendental Phenomenology*. Translated by David Carr, Northwestern University Press, 1970.
- 6) Nietzsche, Friedrich. *On the Genealogy of Morals*. Translated by Walter Kaufmann, Vintage Books, 1967.
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- 8) Aquinas, Thomas. *On Law, Morality, and Politics*. Edited by William P. Baumgarth and Richard J. Regan, Hackett Publishing Company, 2002.
- 9) Foucault, Michel. *Discipline and Punish: The Birth of the Prison*. Translated by Alan Sheridan, Vintage Books, 1995.
- 10) Arendt, Hannah. *The Human Condition*. 2nd ed., University of Chicago Press, 1998.
- 11) Habermas, Jürgen. *The Structural Transformation of the Public Sphere: An Inquiry into a Category of Bourgeois Society*. Translated by Thomas Burger, MIT Press, 1991.
- 12) Bhabha, Homi K. *The Location of Culture*. Routledge, 1994.
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- 15) Nagarjuna. *The Fundamental Wisdom of the Middle Way: Nagarjuna's Mūlamadhyamakakārikā*. Translated by Jay L. Garfield, Oxford UP, 1995.
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- 17) Foucault, Michel. *The Archaeology of Knowledge and the Discourse on Language*. Pantheon Books, 1972.
- 18) Chakrabarty, Dipesh. *Provincializing Europe: Postcolonial Thought and Historical Difference*. Princeton UP, 2000.
- 19) Ramachandra, Guha. *India after Gandhi: The History of the World's Largest Democracy*. HarperCollins, 2007.



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- 20) Roy, Arundhati. *The God of Small Things*. Random House, 1997.
- 21) Radhakrishnan, S. *Indian Philosophy*. Vol. 1, Oxford UP, 1923.
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- 23) Adorno, Theodor W., and Max Horkheimer. *Dialectic of Enlightenment*. Verso, 1997.



SOPHIA COLLEGE FOR WOMEN (AUTONOMOUS)

Programme: STRATEGIC COMMUNICATION AND JOURNALISM SINGLE CORE DISCIPLINE PROGRAMME	Semester – 4
Course Title: Life Writing	Course Code: MAEC401
<p><u>COURSE OBJECTIVES:</u></p> <ol style="list-style-type: none"> 1. To understand the tradition and characteristics of Life Writing. 2. To encourage students to connect life writing and its contribution to the broader themes of Gender, Race, Class, sexuality and ethnicity. 3. To explore various techniques and approaches to life writing, including memoir, autobiography, and personal essay. 4. To develop students’ critical thinking skills in analyzing different forms of life writing. 5. To provide students with the skills and knowledge necessary to write compelling life stories. 	
<p><u>COURSE OUTCOMES:</u></p> <ol style="list-style-type: none"> 1. Students will incorporate a deeper understanding of the traditions and characteristics of Life Writing. 2. Students will be able to demonstrate a nuanced understanding of life Writing and its significance in the study of Gender, Race, sexuality and ethnicity. 3. Students will be able to critically analyse published examples of life writing from various authors. 4. Students will be able to demonstrate an understanding of the key elements of effective life writing, including character development, setting, and narrative structure. 5. Students will be able to employ different literary techniques such as dialogue, description, and reflection in their own life writing pieces. 	
Lectures per week (1 Lecture is 60 minutes)	2
Total number of Hours in a Semester	30
Credits	2
Evaluation System	Summative Assessment
–	–



SOPHIA COLLEGE FOR WOMEN (AUTONOMOUS)

	Cumulative Assessment	--	50 marks
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UNIT 1 Understanding the Development of Life Writing. (1 Credit)	1.1	Life Writing and Autobiography - From Genre to Critical Practice; Situating Subjectivity and Presentation of the Self	15 hours
	1.2	Issues of the working of memory and the tension between invention and disclosure.	
	1.3	Autoethnography and Transculturation.	
	1.4	Life writing as resistance and rewriting of history.	
UNIT 2 Types of Life Writing (1 Credit)	2.1	Confessional Narratives- Diary, Vlogging and Blogging	15 hours
	2.2	Memoir, Biography and Autobiography	
	2.3	Travel Narrative	
	2.4	Slave Narrative and Diaspora Narrative	

(Note: Unit 2 must be taught using selected texts for each type of Life Writing. Suggestions for texts are given in the reading references list.)

ASSESSMENT

Cumulative Assessment (CA): 50 marks

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- IA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the IA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATK.T.



SOPHIA COLLEGE FOR WOMEN (AUTONOMOUS)

REFERENCES

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SOPHIA COLLEGE FOR WOMEN (AUTONOMOUS)

Programme: STRATEGIC COMMUNICATION AND JOURNALISM SINGLE CORE DISCIPLINE PROGRAMME		Semester – 4	
Course Title: Conceptualizing your Podcast		Course Code: MVSC401	
<p><u>COURSE OBJECTIVES:</u></p> <ol style="list-style-type: none"> 1. Develop an understanding of podcasting fundamentals, including podcast definition, genre exploration, and historical context. 2. Define and plan a podcast concept, identify target audiences, and structure podcast episodes effectively. 3. Gain practical knowledge of podcast production tools, hosting platforms, and promotional strategies. 			
<p><u>COURSE OUTCOMES:</u></p> <ol style="list-style-type: none"> 1. Students will be able to describe the elements that define a podcast and identify various podcast genres, demonstrating knowledge of podcasting's evolution. 2. Students will create a well-defined podcast concept, outline episode structures, and identify appropriate equipment and software for podcast production. 3. Students will successfully launch and promote their podcasts using social media, SEO techniques, and guest appearances, showcasing effective distribution and audience engagement strategies. 			
Lectures per week (1 Lecture is 60 minutes)		2	
Total number of Hours in a Semester		30	
Credits		2	
Evaluation System	Summative Assessment	–	–
	Cumulative Assessment	--	50 marks



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UNIT 1 Understanding a Podcast (1 Credit)	1.1	What is a podcast?	15 hours
	1.2	Looking at related popular genres?	
	1.3	History and evolution of podcasts	
	1.4	Types of Podcasts (interview, storytelling, educational, etc)	
	1.5	Is podcast the new radio?	
UNIT 2 Planning your podcast (1 Credit)	2.1	Defining your podcast concept and target audience	15 hours
	2.2	Podcast planning essentials (content, format, episode, structure)	
	2.3	Equipment and software overview	
	2.4	Podcast host platforms and distribution	
	2.5	Promoting your podcast (social media, SEO, guest appearances)	

ASSESSMENT

Cumulative Assessment (CA): 50 marks

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- IA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the IA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATKKT.



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