



SOPHIA COLLEGE

(AUTONOMOUS)

Affiliated to the University of Mumbai

Courses for Semester IV

Program: B. M. M.

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

SYBMM SEMESTER IV:

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

SEMESTER IV

INTRODUCTION TO JOURNALISM

Learning Objectives:

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

Lectures per Week: 04

I. Changing Face of Journalism from Gutenberg to New Media

II. Journalism in India:

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

III. The role of Technology Advancement in the Media

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

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

VI. The News Process from the Event to the Reader

VII. Criteria for News Worthiness

VIII. News Reports; Features; Editorials

IX. Components of a News Story

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

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

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

XI. Principles of Journalism

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

XII. Writing for the Print, Television and Online Platforms

XIII. Latest Trends and Issues in Journalism

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

Reading References:

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

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

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

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

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

SYBMM | SEMESTER IV
INTRODUCTION TO JOURNALISM
ASSESSMENT PATTERN

Internal Assessment: 40 marks

Semester End Examination: 60 marks

INTERNAL ASSESSMENT:

- **Project** – 15 marks
- **Class Test:** On any syllabus topic(s) of the lecturer's choice – 20 marks
- **Class Participation and Attendance** – 5 marks

SEMESTER END EXAMINATION (THEORY):

Q. 1. [A or B] Topics from Modules I to XIV – 15 marks

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

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

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

SEMESTER IV

INTRODUCTION TO ADVERTISING

Learning Objectives:

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

Lectures per Week: 04

I. Integrated Marketing Communication

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

II. Introduction to Advertising

- Definition of Advertising
- The Basic Roles and Functions of Advertising
- The Key Players in the Advertising Process
- Types of Advertising

III. The Evolution of Advertising

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

IV. The Advertising Agency

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

V. Advertising Platforms

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

VI. Creativity in Advertising

- Marketing Communication Plan and Strategies

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

VII. Target Group Segmentation

- Segmentation and Targeting Audiences for Strategic Communication
- Types of Segmentation: Demography, Psychographic, Behavioural

VIII. Advertising and Brand Communication

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

Reference Reading

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

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

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

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

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

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

TYBMM | SEMESTER IV
INTRODUCTION TO ADVERTISING
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 VIII – 15 marks

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

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

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

SEMESTER IV

PRINT PRODUCTION AND PHOTOGRAPHY

Learning Objectives:

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

Lectures per Week: 04

I. History of Photography

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

II. Film Photography

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

III. Basic Principles

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

IV. Exposure

- Mechanism of aperture, shutter, ISO
- Correct exposure

V. Concepts of Composition

- Looking at photo-books
- Photo appreciation

VI. Cell Phone Photography and Social Media

- Working with new tools and developing an eye
- Working on photo essays on Instagram, self-portraits, and creating a portfolio on Instagram

- The rise of cell phone photography with photographers using iPhones to shoot covers, including reputed publications like *Time Magazine*
- Studying popular photography handles on social media that are doing path-breaking work. (The Nepal Photo Project, Humans of New York, Somewhere Magazine, Burn Diary etc.)

VII. Ethics and Photography

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

SYBMM | SEMESTER IV
PRINT PRODUCTION AND PHOTOGRAPHY
ASSESSMENT PATTERN

Internal Assessment: 40 marks

Semester End Examination: 60 marks

INTERNAL ASSESSMENT:

- **Project** – 15 marks
- **Class Test:** On any syllabus topic(s) of the lecturer's choice – 20 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 IV MASS MEDIA RESEARCH

Learning Objectives:

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

Lectures per Week: 04

I. Relevance, Scope of Mass Media Research

II. Steps involved in the Research Process

III. Qualitative and Quantitative Research

IV. Data – Collection Methodology:

a. Primary Data – Collection Methods

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

b. Secondary Data Collection Methods

V. Designing Questionnaire and Measurement Techniques:

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

VI. Sampling Process

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

VII. Data Tabulation and Research Report Format

VIII. Application of Research in Mass Media

- a. Indian readership survey
- b. BARC TV survey

References:

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

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

Nargundkar, Rajendra. *Marketing Research: Text and Cases*. 3rd Edition. McGraw Hill Education, 2017.

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

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

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

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

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

SYBMM | SEMESTER IV
MASS MEDIA RESEARCH
ASSESSMENT PATTERN

Internal Assessment: 40 marks

Semester End Examination: 60 marks

INTERNAL ASSESSMENT:

- **Project** – 15 marks
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- **Class Participation and Attendance** – 5 marks

SEMESTER END EXAMINATION (THEORY):

Q. 1. [A or B] Topics from Modules I to VIII – 15 marks

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

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

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

SEMESTER IV

ORGANISATIONAL BEHAVIOUR

Learning Objectives:

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

Lectures per Week: 04

I. Nature of Organisational Behaviour

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

II. Organisation Culture

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

III. Motivation

- a. Theories of Motivation – Need & Process Theory
- b. Application of Motivation Theories

IV. Group Dynamics in Organisation

- a. Concepts of Group & Types of Group
- b. Group Norms & Group Cohesion
- c. Concept of Team Work

V. Decision Making

- a. Decision Making – Definition & Process

- b. Group Think, Risky Shift & Polarisation
- c. Techniques for Improving Decision Making- MIS (Management Information System)

VI. Leadership

- a. Importance & Characteristics of Control
- b. Qualities of an Effective Leader
- c. Leadership Style & Effective Communication

VII. Dynamics of Stress

- a. Concept.
- b. Causes & Effects
- c. Coping Strategies

Reference Reading:

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

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

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

SYBMM | SEMESTER IV
ORGANISATIONAL BEHAVIOUR
ASSESSMENT PATTERN

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SEMESTR IV

RADIO & TV

Learning Objectives

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

Lectures per Week: 04

I. Introduction

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

II. Introduction to Sound for both TV & Radio

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

III. Introduction to Visuals

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

IV. Introduction to Radio Formats

Broad guidelines -classifications

- a. News
- b. Documentary
- c. Feature
- d. Talk Show

- e. Music shows
- f. Radio Drama
- g. Sports Broadcasting

V. Introduction to Television Programming

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

VI. Different Roles

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

VII. Other Requirements

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

VIII. Broadcast Production

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

Reference Readings:

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

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

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

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

SYBMM | SEMESTER IV
RADIO & TV
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Q. 4. [A or B] Topics from Modules I to VIII – 15 marks