SOPHIA COLLEGE
(AUTONOMOUS)
Affiliated to the University of Mumbai

Syllabi for Semester III
Program: B. M. M.

(Choice Based Credit System with effect from the year 2018-19)
# LIST OF COURSE TITLES AND COURSE CODES

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LEARNING OBJECTIVES:

- To encourage and enable students to write short sketches, descriptive and narrative passages and to make them aware of their own ability to compose original and creative pieces of writing during class.
- To realize the above objective by exposing the students to different styles of narration and expression in various literary texts, e.g., short stories, poems, and plays, so as to enable them to read sensitively and critically.
- To enable them to use these techniques in their own writing.

LECTURES PER WEEK: 04

I. Formal Aspects of the Short Story
   - Genre (science fiction, horror, romance)
   - Theme
   - Plot
   - Character
   - Setting
   - Point of View

Several classical as well as contemporary short stories will be read and discussed so that students will be able to write a short story and submit it as their project.

II. Formal Aspects of Poetry
   - Theme
   - Diction
   - Imagery
   - Symbolism
   - Figures of Speech
   - Rhyme and Meter
   - Structure and Form

Analyze different poems for poetic language, imagery etc. This would enable students to write a few lines of verse and submit that as part of classwork for peer correction/appreciation.

III. Formal Aspects of Drama
   - Theme
   - Character
   - Plot
   - Dialogue
   - Form
Extracts from some plays will be analysed and students will write short skits on socially relevant themes

IV. **Formal Aspects of Script/Screen writing for Visual Media**
   - Building a Character
   - Endings and Beginnings
   - The Sequence
   - Writing the Screenplay
   - Screenplay Form

**Reference Reading:**

Petersen, S. *How to Write Short Stories*. Thomson-Arco, 2011


Optner, Ruth. *Writing from the Inside Out*.


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
Learning Objectives:

1. To create awareness on cultural theories and its relevance in media
2. To discuss the importance of cultural studies and its role in mass media
3. To understand the cultural concepts and their impact on the media

Lectures per Week: 04

I. Introduction to Cultural Studies:

(A) Evolution, Need and Significance of Cultural Studies

Key Concepts in Cultural studies- Representation, Materialism, Non-Reductionism, Articulation, Power, Popular Culture, Texts and Readers, Subjectivity and Identity

(B) Theories and Their Relevance in the Media

a. Diffusionism- Alfred Kroeber
b. Cultural Materialism- Raymond Williams
c. Functionalism- B. Malinowski, and R. Brown
e. Popular and Mass Culture, Circuit of Culture, Encoding and Decoding - Stuart Hall
f. Culture and Industry – John Fiske

II. Factors in the Construction of Culture

a. Social
b. Economic
c. Political
d. Religious
e. Technological

III. Re- Representation and Media Culture

a. Language
b. Gender
c. Race
d. Class
e. Ethnicity
f. Kinship and Terminology
IV. Globalisation and Cultural Studies
   a. Popular Culture- Trends, Transformation and Its Impact on Society
   b. Commodification of Culture and Its Impact on Lifestyle
   c. Changing Values, Ideologies and Its Relevance in the Contemporary Society
   d. Global Economic Flow, Global Cultural Flows, Homogenisation and Fragmentation, Glocalisation, Creolisation, Globalisation and Power
   e. Digital Media Culture

V. Cultural Expressions and Media
   a. Oral Traditions- Folklore
   b. Fashions and Fads
   c. Cuisine
   d. Festivals
   e. Sports
   f. Art and Architecture

Reference Readings:
SYBMM | SEMESTER III

INTRODUCTION TO CULTURAL STUDIES
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 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
Learning Objectives:

- This paper should aim to sensitise the students towards Cinema as a medium of Mass Communication and help them to become critical viewers of movies today.
- The students should get to study the similarities and differences between various cinema cultures.
- The students should get to study Indian cinema through its similarities and differences with both Indian & Western traditions of art and culture.

Lectures per Week: 04

I. Introduction to Cinema as a Medium, Language of Cinema, Cinema Narratives, Evolution of Cinema covering Hollywood as well as Indian Cinema from the early beginnings to its status today.

II. Introduction to Genres, Understanding Diverse Film Genres, with a special mention of Italian Neorealism, French New Wave, Russian Cinema, Swedish and Polish Masters, and Indian Parallel Cinema.

III. In the Indian Context: Contribution and Impact of Regional Cinema

IV. Basic Introduction to the technology used in Cinema

V. Introduction to a few important techniques employed by different film makers

VI. Introduction and basic discussion to cover a broad range of films: Documentaries, Short Films etc.

Suggested Bibliography

Monaco, James. *How to Read a Film: Movies, Media and Beyond*. Oxford: Oxford University Press, 2009


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
SEMESTER III
INTRODUCTION TO PUBLIC RELATIONS

Learning Objectives:

1. To prepare students for effective & ethical public communication on behalf of organisations
2. To help students acquire basic skills in the practical aspects of media relations and crisis management
3. To equip students with basic skills to write & develop press releases & Other PR communication
4. To design a public relations campaign

Lectures per Week: 04

I. Definition of Public Relations (PR)
   • Nature
   • Scope
   • Stakeholders

II. Evolution of PR with a Special Focus on India

III. PR, Propaganda, Public Opinion & Publicity

IV. PR and Marketing PR & Advertising, PR and Branding

V. Objectives, Functions of PR, Skills needed to be a PR Professional
   • In-house PR and PR Consultancy: Advantages & Disadvantages
   • Internal and External PR: With focus on Corporate Communications

VI. Corporate Image Management

VII. PR Tools:
   A. Media tools
      • Press release
      • Press conference
      • Others

   B. Non-Media
      • Seminars
      • Exhibitions / trade fairs
• Sponsorship
• Others

C. Content Development in PR:
• Development of profile: Company / Individual
• Drafting a Pitch note/ Proposal
• Writing for Social Media

IV. New age PR: Digital PR (To be taught with contemporary cases)

V. PR process with emphasis on developing a PR campaign

VI. Crisis communication (With case studies):
• Preparing a crisis plan
• Handling crisis

VII. Social responsibility & PR (With case studies)

VIII. Ethics in PR: Code of Conduct (With case studies)

Reference Reading:

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 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
Learning Objectives:

- To introduce the students to critical perspectives that have evolved within and around the discipline of mass media
- To discuss the impact of media in society, its role in informing and shaping socio-political and cultural discourse the world over
- To get them to engage with the history of, and current trends, in various mass media platforms

Number of Lectures per Week: 04

I. The Relevance of Media Studies in Contemporary Times

II. Exploring the Evolution of Mass Media: Print, Film, Broadcast, New Media

III. Critical Perspectives on Mass Media:
  - Propaganda: its evolution and use in political discourse through the 20th Century; Noam Chomsky and Edward Hermann’s Propaganda Model
  - The Lippmann vs. Dewey Debate on Information and Public Opinion in a Democracy
  - The Two-Step Flow Model of Information and Influence by Paul Lazarsfeld
  - The Uses and Gratification Theory
  - Agenda Setting and Its Impact on News Dissemination
  - Michel Foucault’s Notion of Power and Authority, and his Model of the Panopticon
  - Marshall McLuhan’s Views on Digital Media

IV. Media and Representation:
  - Representations of Race
  - Representations of Gender and Sexuality
  - Representation of Ethnicity and Religion

V. The Challenges in Contemporary Media:
  - Current Trends in Media Platforms
  - Media and Consumerism
  - Intellectual Property and New Media

Reference Reading:


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
Learning Objectives:

- To introduce students to the wider discipline of content creation surrounding mainstream advertising and marketing
- To expose them to the growing need to build and sustain cohesive and comprehensive brand narratives and stories across different platforms
- To help them identify and understand diverse audience needs and perceptions when creating a content marketing strategy

Number of Lectures per Week: 04

I. Introduction

- What is content marketing?
- The importance of content based communication today
- Using content marketing to improve business goals
- The role of content marketing in long-term branding

II. Ideation and Storytelling in Content Marketing

- The need to tell brand stories: exploring storytelling techniques
- Generating stand out brand content: researching and unpacking high-quality ideas

III. Planning a Long-Term Content Strategy

- Identifying and organising initiatives and campaigns that demand content creation
- Creating realistic goals for the target audience: building buyer personae
- Performing audits to identify content needs and gaps to build a relevant content journey for the personae
- Generating a content creation roadmap
- Steps to Create a Content Marketing Strategy: identifying missions and goals | establishing KPIs | identifying TG | assessing current business position and competition | identifying suitable content channels | identifying content assets | allocating resources | creating a content calendar | creating content | measuring results

IV. Building Content Assets

- Blogs/ Vlogs
- E-newsletters
- Videos (pre-prepared and live streaming)
• Illustrations/photos
• Infographics
• Online presentations
• Content hubs
• Mobile apps
• Books
• Podcasts
• Social media content

V. Content Writing and Content Re-purposing
• Exploring ideas and shaping them into effective content writing opportunities
• Re-purposing existing content into different formats

VI. Content Promotion
• Techniques to make content visible on digital distribution channels: email and social media

VII. Measuring Content Marketing Performance
• Understanding ROI on the Basis of Key Performance Indicators
• Platforms used to measure Content Marketing Performance

VIII. Creating Topic Clusters and Pillar Pages:
• Building comprehensive online content on specific topics
• Grouping keyword-focused content into topic clusters
• Creating interconnected networks of information and insights to act as definitive guides to topics

Reference Reading:


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CONTENT CREATION AND MARKETING
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
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SEMESTER END EXAMINATION (THEORY):

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