



**scm** sophia

**Social Communications Media Department**

Affiliated to Mumbai University's Garware Institute of Career Education and Development

The Social Communications Media Department runs a one year post-graduate diploma in Social Communications Media. The course is affiliated to Mumbai University's Garware Institute of Career Education and Development. There are forty seats, which are open to women and men. The candidate's qualification for entry is 50% in a Bachelor's degree in any discipline. Applicants are selected by a panel on the basis of performance in a written test, group discussion and interview.

In case you are thinking of applying to the course we hope the following questions and answers will give you a better idea of the course and help to clarify any doubts you may have. You could also refer to [www.scmsophia.com](http://www.scmsophia.com), [www.facebook.com/scmsophia](https://www.facebook.com/scmsophia) and [www.youtube.com/user/scmsophia](https://www.youtube.com/user/scmsophia)

### **What are the aims and objectives of the Social Communications Media course?**

SCMSophia was set up with the objective of training students to become media professionals. Students are taught the fundamentals of radio and television production, still photography, broadcast and print journalism, film making and appreciation, corporate communications, advertising and communications research.

The aim of the course is not merely to impart technical skills. Given that media are so closely linked to social processes, the course imparts a sense of social awareness concerning human issues which affect the development of our country.

### **Who are the faculty members?**

The course receives considerable inputs from award-winning professionals in the media industry with many years experience as visiting faculty members. There are three core members of the faculty, which include the Head of the Department, a course coordinator and a lecturer. In addition, we invite guest lecturers, who are well-known personalities to share their expertise and experiences with the students.

### **How is the course structured?**

The course is divided into two semesters. It is structured to provide the student with a firm theoretical foundation as well as practical hands-on experience. With this in mind we have classroom discussions, where the students are encouraged to think and debate on critical issues concerning media and society, and practical sessions where students learn the craft. This structure is followed through the week from Monday to Friday (from 8.00 a.m. to 5.00 p.m.) and Saturdays (from 8.00 a.m. to 1.00 p.m.).

The practical sessions are mostly conducted in the afternoons. The students work on their practical projects in groups of approximately ten.

### **What are the opportunities to exhibit student work?**

We have two major events dedicated to showcasing student work. Media Mirror is the department's event aimed at students from all over Mumbai and the annual exhibition of our Polytechnic gives students an opportunity to display their work to media professionals and future employers.

## **What is the practical work done by the students?**

The key practical assignments include:

- Scripting, shooting, sound recording and editing of a video documentary
- Writing, copyediting and production of a class magazine and a book
- Researching, planning and creating an ad campaign
- A photography exhibit
- Broadcast journalism features
- Communications research project
- Event Management

## **In addition the students also work on the following:**

- a one-minute social service radio spot
- a one-minute fictional audio-visual
- a five-minute drama exercise on video

## **Are there any other activities besides the regular course-work?**

The students undertake a study tour during which many practical assignments are completed. Besides the regular course-work, seminars are conducted by professionals on issues such as the environment, gender, human development, art, etc. Workshops are held on self-development, creative expression etc. and visits are arranged to some media organisations.

## **What about specialization?**

One of the key advantages of this course is the one-month specialization at the end of the course. This takes place before the internship, and is the time set aside for students to create a portfolio in the subject of their choice.

## **What about internships?**

We help students to find internships at media organisations so that they may be trained in a field of their choice. Here the students get practical hands-on experience and a taste of working in the 'outside world' in contrast to the academic confines of a classroom. Often the students are absorbed in the organisations they are training with or they interact with people there who then provide them with the contacts for job opportunities.

## **What are the job prospects on completing the course?**

Students of SCM Sophia are to be found in virtually every field of media in India, influencing, inspiring and shaping communication messages of all kinds. Our students have gone on to successful and fruitful careers in print and broadcast journalism, television production, radio production, documentary production, film scriptwriting, direction and editing, advertising, corporate communication, media research and in the non-profit sector. Our mass communications course has been in existence for over three decades, the industry recognises our students as having the best level of training in their fields.

### **How is the student assessed?**

The student is assessed on assignments, practical work and examination marks. Successful completion of the course entitles the student to a Post-Graduate Diploma awarded by the Mumbai University.

### **Will my academic performance in school and college determine my chances of getting into this course?**

Your academic performance and participation in extra-curricular activities, both in school and college will definitely be taken into consideration. However, the decision to admit you to the course will be taken on the basis of entrance tests which we conduct. These consist of a written test, a group discussion and a personal interview. Please note that absence from any of the above will disqualify you.

### **How should I prepare for the entrance test?**

Preparation for the entrance test only requires an awareness of current events as reported by the media and issues concerning the media. The written part of the test includes one question each on film, television, journalism, advertising, media's relationship with society. This is followed by a group discussion and a personal interview.

### **How can I apply for the entrance test?**

The forms are available at the Sophia Polytechnic office from the month of May. They can also be downloaded from our website [www.scmsophia.com](http://www.scmsophia.com) and Facebook page. The last date for applications is the 31<sup>st</sup> of May.

### **Is there an age limit?**

There is no age limit to apply to the Social Communications Media course.

### **What are my chances of securing admission?**

On an average, we get approximately 300 applications including several from out of Mumbai, and we have only 40 seats. Your admission depends on your performance in the entrance tests.

### **What are my chances of getting in if I am a wait-listed candidate?**

Wait-listed candidates are taken in if and when there are any drop-outs from the course. The number of drop-outs is variable. In some years there may be only two or three drop-outs, in other years there may be even six or more. Sometimes, wait-listed candidates also drop out, so you may find that your chances of being admitted improve.

All wait-listed candidates are requested to meet the Head of the department on a prescribed date where they will be informed whether they have been admitted or not. However, if you are not on the wait-list there is no possibility of your getting in.

### **If I am an outstation student what are my chances of getting into the hostel?**

There are approximately 6 - 8 seats only for female students in the hostel. Selection for the hostel is dependant not only on academic performance or performance in the Entrance Tests but also several other aspects. If you are anxious to join the Social Communications Media course and you do not get hostel accommodation please be prepared to make your own arrangements for accommodation.

### **Are there any additional expenses during the course?**

Since the course involves a considerable amount of practical project work, expenses are incurred by the student on project materials. For the photography exercises the students will be required to have their own SLR cameras and bear the expenses for film rolls and processing for all the individual assignments. In the case of the study tour, the students will be required to use their own SLR and/or digital (DSLR) cameras. Students are also advised to have their own laptops to the extent possible.

### **If I find the fees unaffordable, can I apply for financial help?**

Yes, there are provisions for financial assistance. Please refer to the prospectus and contact our Administrative Office for details, after admission.

### **What is the policy on attendance?**

This is a full time course. Often, work on individual assignments and group projects extends beyond the regular course timings, more so around exhibition time. SCM students are left with little time to pursue other activities. We are very strict about attendance and there is no leniency in this regard. Classes start at 8.00 am in the morning. Students need to make transportation arrangements to avoid being late. We expect complete commitment from our students in this regard.

# SYLLABUS

## 1. RADIO AND TELEVISION

<p><b>Semester 1</b></p> <ol style="list-style-type: none"><li>1. A Brief History of the Development of TV Worldwide</li><li>2. History of TV in India</li><li>3. Structure of a TV Channel</li><li>4. Programming Strategy of a TV Channel</li><li>5. TV Broadcast Technology</li><li>6. Basics of Video Technology</li><li>7. Technique of the Audiovisual Medium</li><li>8. TV Programming Formats</li><li>9. TV Production</li><li>10. Scripting and Direction for TV</li><li>11. Computer Graphics</li><li>12. History of radio broadcasting</li><li>13. Radio broadcasting in India</li><li>14. All India Radio</li></ol> <p><b>Practicals</b></p> <ol style="list-style-type: none"><li>1. Students will do practical work corresponding to theory topics as applicable</li></ol>	<p><b>Semester 2</b></p> <ol style="list-style-type: none"><li>1. Programming for Radio</li><li>2. Structure of a radio channel</li><li>3. Radio production technology</li><li>4. Radio production technique</li></ol> <p><b>Practicals</b></p> <ol style="list-style-type: none"><li>1. Students produce a public service radio spot</li><li>2. Students produce a video documentary</li></ol>
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## 2. FILM

<p><b>Semester 1</b></p> <ol style="list-style-type: none"><li>1. Introduction to Cinema</li><li>2. Overview of the History of World Cinema -I</li><li>3. Overview of the History of Indian Cinema -I</li><li>4. Film as an Art Form-I</li><li>5. The Psychology and Sociology of Film-I</li><li>6. Film Technique -I</li></ol> <p><b>Practicals</b></p> <ol style="list-style-type: none"><li>1. Students will do practical work corresponding to theory topics as applicable</li></ol>	<p><b>Semester 2</b></p> <ol style="list-style-type: none"><li>1. Overview of the History of World Cinema -II</li><li>2. Overview of the History of Indian Cinema -II</li><li>3. Film as an Art Form-II</li><li>4. The Psychology and Sociology of Film-II</li><li>5. Film Technique -II</li></ol> <p><b>Practicals</b></p> <ol style="list-style-type: none"><li>1. Students will do practical work corresponding to theory topics as applicable</li></ol>
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## 3. PHOTOGRAPHY AND FILM-MAKING

<p><b>Semester 1</b></p> <ol style="list-style-type: none"><li>1. The basics of still photography</li><li>2. Photography appreciation</li><li>3. Cinematic technique</li></ol> <p><b>Practicals</b></p> <ol style="list-style-type: none"><li>1. Students will do practical work corresponding to theory topics as applicable</li></ol>
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#### 4. PRINT JOURNALISM

##### Semester 1

1. Orientation
2. History and Journalism
3. Content and Gate-Keeping
4. Principles of Journalism
5. Reporting
6. Journalism Writing
7. Agenda-Setting
8. Editing, Page Making, Printing Distribution
9. Dumbing Down

##### Practicals

1. Students will do practical work corresponding to theory topics as applicable

##### Semester 2

1. Public Journalism
2. Specialized Genres
3. Digital Media
4. Right to Information

##### Practicals

1. Students produce a print magazine
2. Students produce long form biographical pieces on women

#### 5. BROADCAST JOURNALISM

##### Semester 1

1. Introduction to Broadcast Journalism
2. History of Broadcast Journalism
3. The Rule of the Image
4. Visualizing for TV News
5. Reporting for TV news
6. How to structure a TV News Report / News feature
7. TV News package and scripting
8. Shooting for a TV News report / Story
9. Editing
10. Writing for Broadcast News
11. Ideological perspectives
12. Emerging trends in TV News
13. The Convergence of Media
14. Covering Deprivation, both rural and urban

##### Practicals

1. Students will do practical work corresponding to theory topics as applicable
2. Students will produce a Mumbai-based broadcast feature

##### Semester 2

1. The Newsroom
2. A Typical TV Run-down (News Bulletin)
3. The Watchdog role of the Media, and Television News in particular
4. Understanding the importance of citizen-journalism

##### Practicals

1. Students will produce a Broadcast Feature outside Mumbai

## 6. FUNDAMENTAL CONCEPTS IN COMMUNICATION

### Semester 1

1. The Nature and Scope of Communications
2. Mass Media Systems
3. Mass Media and Persuasion
4. Media and Society
5. Media and Social Change - Part I

### Semester 2

1. Media and Social Change- Part II
2. Mass Culture
3. Mass Media and National Development

## 7. COMMUNICATIONS RESEARCH

### Semester 1

1. Research Ethics
2. Philosophical Foundations
3. The Importance of Theory
4. The Research Process
5. Quantitative Methods
6. Qualitative Methods
7. Rural India Campaigns

### Semester 2

1. Print Media Research
2. Television and Radio Research
3. Web audience measurement
4. Advertising Research

### Practicals

1. Students will follow the research process and complete a communications research study

## 8. MEDIA ETHICS AND LAW -1

### Semester 1

#### Media Ethics

1. The Media and Conflict from Hiroshima to Kargil
2. Information, Economics and Power
3. Monopoly and its impact on the Media
4. What Happened In History, Colonialism and Its Impact on Developing Nations, the Emergence of the Press

#### Media Law

1. Legislative Privilege
2. Writ Remedies and Fundamental Rights
3. Defamation

### Semester 2

#### Media Ethics

1. Freedom: The Real Battles, the Press & The Struggle
2. Covering Deprivation
3. The Media & Caste
4. The Media & Development
5. The Media & the Agrarian Crisis
6. Globalization & Its Impact on the Developing Economies
7. Censorship

#### Media Law

1. Obscenity
2. Disclosure of Sources
3. Copyright

### Practicals

1. Rural photography

### Project

1. Students will complete a project

## 9. ADVERTISING

### Semester 1

1. An Introduction to Advertising
2. Agency Structure and Functions
3. Consumer Behaviour
4. Advertising and Marketing
5. Advertising Process
6. Creative Process
7. Marketing and Advertising Research

### Practicals

1. Students will do practical work corresponding to theory topics as applicable

### Semester 2

1. Brand tracking
2. History and Ethics of Advertising
3. Media and Advertising
4. Advertising Design

### Practicals

1. Students complete a brand tracking study on the tour
2. Students will follow the advertising process and complete a multimedia social awareness campaign

## 10. CORPORATE COMMUNICATION

### Semester 1

1. Introduction
2. Using Media
3. Digital Media
4. Media Tools
5. Ethics In Pr
6. Entertainment Pr
7. Events - I

### Semester 2

1. Crisis Communication
2. Internal Communication
3. Events - II

### Practicals

1. Students manage the Media Mirror event



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