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COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
BAPOLSC 601	Core Course	Public Administration	3	0	0	3	60	20	20	0	0

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit;
***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs): The student will be able to:

- **CEO 01:** Get acquainted with fundamental aspects of public administration.
- **CEO 02:** Able to understand the various approaches to the study of organizations.
- **CEO 03:** Have an insight into the principles and functioning of organizations.
- **CEO 04:** Acquire knowledge about delegated legislation and bureaucracy in public administration.
- **CEO 05:** Understand mechanisms that help in better governance and administration in India.

Course Outcomes (COs): The students should be able to:

- **CO 01:** Describe the meaning and scope of public administration and differentiate between public and private administration.
- **CO 02:** Elaborate on the meaning and approaches used to study the organizations.
- **CO 03:** Explain the organizational principles and their functioning.
- **CO 04:** Examine the role of delegated legislation and bureaucracy.
- **CO 05:** Assess the role and working of grievance redressal institutions.

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COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
BAPOLSC 601	Core Course	Public Administration	3	0	0	3	60	20	20	0	0

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit;
***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENTS

UNIT I

Meaning, Nature, and Scope of Public Administration, Private and Public administration: similarities and differences, Role of Public Administration in Modern Welfare State.

UNIT II

Organization-Meaning and types-Formal and Informal, Types of Organizations: Line, Staff and Auxiliary Agencies, Approaches to the study of organization-Mechanistic and humanistic.

UNIT III

Principles of Organization -Hierarchy Span of Control, Unity of Command, Delegation, Coordination, Centralization Vs Decentralization

UNIT IV

Delegated legislation- Concept, Need and Importance, Merits and Demerits, Advantages and Disadvantages, Criticism and challenges.
Bureaucracy- Definition and meaning, Characteristics, Types and Significance, Bureaucracy in context of Good Governance.

UNIT V

Grievance Redressal: Concept, Importance, Evolution of Grievance redressal mechanism, Grievance Redressal Institutions.
Ombudsman- Concept, Meaning and features, Importance, Evolution
Lokpal and Lokayukta- Background and need in India, Structure and composition, Role, Jurisdiction and Powers.

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COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
BAPOLSC 601	Core Course	Public Administration	3	0	0	3	60	20	20	0	0

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit;
***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Suggested Readings:

- Avasthi, A. & Maheshwari S.R., (2017) *Public Administration*. Agra: Lakshmi Narain Agarwal.
- Bhagvan, V. & Bhushan, V. (1999). *Public Administration. New Delhi:* S. Chand and Company Ltd.
- Bhattacharya, M. (2019). *New Horizons of Public Administration*. New Delhi: Jawahar Publishers and Distributors.
- Laxmikanth M. (2022). *Public Administration*. New Delhi: McGraw Hill Education.
- Nigro F.A. & Nigro G.I. (1980). *Modern Public Administration*, New York: Harper Row.
- Perry, J. (1989). Handbook of Public Administration. San Francisco: Jossey-Bass.

Chairperson	**Chairperson**	**Controller of Examination**	**Registrar**
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COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
BAPOLSC 602	Core Course	Fundamentals of Research Methodology	3	0	0	3	60	20	20	0	0

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical;   **C** - Credit;
*__Teacher Assessment__ shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs): The student will be able to:

- **CEO 01:** Get acquainted with nature, purpose, and methods of the research methodology.
- **CEO 02:** Acquire knowledge about types of research and features of survey research.
- **CEO 03:** Have an insight about the research design and its types.
- **CEO 04:** Understand the role of computers in political science research.
- **CEO 05:** Understand the meaning of sampling, its types, data collection, procession, and analyzation.

Course Outcomes (COs): The students should be able to:

- **CO 01:** Describe the meaning, methods, and purpose of research methodology.
- **CO 02:** Elaborate the types of research and features of survey designs.
- **CO 03:** Explain the meaning and types of research design.
- **CO 04:** Describe the role of computers in political science research.
- **CO 05:** Recall the meaning of sampling and its types and collect, process, and analyze data.

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COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
BAPOLSC 602	Core Course	Fundamentals of Research Methodology	3	0	0	3	60	20	20	0	0

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical;   **C** - Credit;
***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENTS

UNIT I

Definition, Nature, and purpose of Research Methodology Social Science Research. Scientific Method: features and limitations. Theories in Scientific Research.

UNIT-II

How to write a Research Paper, Structuring of a Research Question. Types of Research: Pure and Applied, Historical and Analytical. Survey Research: features, merits and demerits.

UNIT-III

Research Design. Meaning and importance. Types of Research Design: Exploratory, Descriptive, Experimental and Action Research.

UNIT IV

Role of internet and computers in Political Science Research.

UNIT-V

Sampling: Meaning and importance. Types of sampling – Random sampling, Stratified sampling and Systematic sampling.
Data collection, Processing and Analysis: An analysis. Report Writing

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COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	THEORY END SEM University Exam	THEORY Two Term Exam	THEORY Teachers Assessment*	PRACTICAL END SEM University Exam	PRACTICAL Teachers Assessment*
BAPOLSC 602	Core Course	Fundamentals of Research Methodology	3	0	0	3	60	20	20	0	0

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit;
***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Suggested Readings:

- Adams, J. (2007). *Research Methods for Graduate Business and Social Science Students*. New Delhi: Sage Publication.
- Lewin, B. S. (2008). *Research Methods in the Social Sciences*. New Delhi: Vistaar Publications.
- Jain, G.L. (2003). *Research Methodology: Methods, Tools, and Techniques*. Jaipur: Mangal Deep Publications
- Kothari, C.R. (2004). *Research Methodology: Methods and Techniques*. New Delhi: New Age International.
- Krishnaswamy, O.R. & Rangananthan, M. (2006) *Methodology of Research in Social Sciences* Himalaya.
- Sharma, B.A., Prasad, V. & Satyanarayana, P. (1983). *Research Methods in Social Sciences*. New Delhi: Sterling.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING &EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BAPOL SC6031	Elective Course	International and Regional Organizations	60	20	20	0	0	4	0	0	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; C - Credit;
*__Teacher Assessment__ shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives: - (CEOs): The students will be able to:

- **CEO01:** Get acquainted with the fundamental concepts of international organizations.
- **CEO02:** Have an insight into the role and working of UNO.
- **CEO03:** Able to understand post-cold war analysis of International Politics.
- **CEO04:** Got to know about the Role of Non –State Actors in Contemporary International Politics.
- **CEO05:** Knowledgeable about the regional organizations like ASEAN, SAARC, BRICS, SCO, etc.

Course Outcomes: (COs): The students shall be able to:

- **CO01:** Describe the fundamental concepts of international organizations.
- **CO02:** Evaluate the role and working of UNO in International relations.
- **CO03:** Examine about post-cold war and analysis of its impact in world affairs.
- **CO04:** Describe the Role of Non –State Actors in Contemporary International Politics.
- **CO05:** Explain the role of regional organizations like ASEAN, SAARC, BRICS, SCO, etc.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING &EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BAPOL SC6031	Elective Course	International and Regional Organizations	60	20	20	0	0	4	0	0	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; C - Credit;
***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENTS

UNIT I

Evolution of International Organization, League of Nations: Structure and achievements.
Failure of League of Nations.

UNIT II

United Nations Organizations: purposes and principles. Structure and functions of
Principal Organs. Role of Security Council. Changing role of Secretary General. A brief analysis of specialized agencies. Peacekeeping operations under UNO: A brief analysis.

UNIT III

Post-cold war analysis of International Politics: Polarity redefined. Role of USA in the new
World Order: American intervention in Afghanistan and Iraq. Emerging role of India
In the changed global Scenario.

UNIT IV

Role of Non –State Actors in Contemporary International Politics. Non-State Actors: Multinational Corporations (MNC), Transnational Corporations (TNCS) and World Trade Organization (WTO)

UNIT V

Regional Organizations – ASEAN, SAARC and European Union, BRICS, SCO, and QUAD.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING &EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BAPOL SC6031	Elective Course	International and Regional Organizations	60	20	20	0	0	4	0	0	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; C - Credit;
***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Suggested Readings:

- Baylis, J. & Smith, S. (2008). *The Globalization of World Politics: An Introduction to International Relations*. Oxford: Oxford University Press.
- Kegley, C.W. (2000). *World Politics: Trends and Transformation*. New York: St: Martins Publication.
- Morgenthau, H.J. (1989). *Politics among Nations: Struggle for power and peace*. New Delhi: Kalyani Publishers.
- Moore Jr, J.A. (2008). *The New United Nations*: *International organization in & amp*. New Delhi: Pearson Education
- Mahendra, K. (2017). *Theoretical Aspects of International Politics*. New Delhi: Shiva Lal Agarwal & Company.
- Huntington, S. (2008). *The Clash of civilizations and the Remaking of World Order*. New Delhi: Penguin Books
- Saxena K.P. (2003). *Reforming the United Nations: The Challenges and Relevance*. New Delhi: Sage.
- Manfred, S.B. (2009). *Globalization: A very short Introduction*. New Delhi: Oxford University press.
- Whittaker, D. (2001). *The Terrorism: A Read.,* London: Routledge.

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Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore	Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore	Vishwavidyalaya, Indore	Vishwavidyalaya, Indore

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING &EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BAPOL SC6032	Elective Course	Introduction to Public Policy	60	20	20	0	0	4	0	0	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical;   **C** - Credit;
***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Education Objectives (CEO): The student will be able to:

- **CEO1:** Familiarize with the broader theoretical financial and practical.
  context in which public policies are discussed, justified, designed and to be implemented.
- **CEO2:** Learn and understand about approaches of public policies analysis.
- **CEO3**: Aware about theories and the process of public policy making with respect to perspective and institutions.
- **CEO4**: knowledgeable about how policy implementation and evaluation is done.
- **CEO5**: Understand about Globalization and its Impact on public policy making**.**

Course Outcomes (CO): The students should be able to

- **CO1**: Analyze various aspects of public policy related to contemporary issues.
- **CO2:** Recall approaches of public policy and analyze its significance.
- **CO3:** Describe about theories, perspective and model of public policy making.
- **CO4:** Recognize the police making, its implementation and its evaluation.
- **CO5:** Explain the idea of Globalization and its Impact on policy making**.**

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING &EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BAPOL SC6032	Elective Course	Introduction to Public Policy	60	20	20	0	0	4	0	0	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical;   **C** - Credit;
*__Teacher Assessment__ shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENTS

UNIT I: Introduction

Nature, Scope, and Importance of Public Policy
Evolution of Public Policy

UNIT II: Approaches to Public Policy Analysis

The Process Approach
The Logical Positivist Approach
The Phenomenological Approach
The Participatory Approach and Normative Approach

UNIT III: Theories and Process of Public Policy Making

Theories and Models of Policy Making
Perspectives of Policy Making Process
Institutions of Policy Making

UNIT IV: Policy Implementation and Evaluation

Concept of Policy Implementation
Techniques of Policy Implementation
Concept of Policy Evaluation

UNIT V: Globalization and Public Policy

Global Policy Process
Impact of Globalization on Policy Making

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING &EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BAPOL SC6032	Elective Course	Introduction to Public Policy	60	20	20	0	0	4	0	0	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit;
***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Suggested Readings:

- Birkland, T.A. (2001). *An Introduction to the Policy Process.* London: Routledge Publication.
- Chakrabarty, B. & Prakash, C. (2018). *Public Administration: from government to governance*. New Delhi, Orient Blackswan.
- Yehezkel, D. (1989). *Public Policy Making Reexamined.* Oxford: Transaction Publication.
- Dye, T. R. (1975). *Understanding Public Policy*. New Jersey: Prentice Hall.
- Frohock, F. M. (1979). *Public Policy: Scope and Logic*. New Jersy: Prentice-Hall.
- Gunn, L. & Hogwood, B. (1982). *Modes of Public Polices.* Glasson: University of Strathclyde.
- Ham, C. & Hill, M. (1984). *The Policy Process in the Modern Capitalist State*. Sussex: Harvester.
- House, P. W. (1982). *The Art of Public Policy Analysis.* Delhi: Sage Publication.
- Mathur, S. (2016). *Public Policy and Politics in India*. Oxford: Oxford University Press.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING &EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BAPOL SC6033	Elective Course	**Political Institutions in India**	60	20	20	0	0	4	0	0	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical;   **C** - Credit;
***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives: - (CEOs): The students will be able to:

- **CEO01:** Understand about Making of the Indian Constitution.
- **CEO02:** Know about the Union Executive, Union Parliament, Judiciary of India.
- **CEO03:** Study about the issues of Federalism in India, Role of Intergovernmental Coordination Mechanisms
- **CEO04:** Recognize the Evolution of Party System and have an insight about Constitutional and Statutory Bodies present in India.
- **CEO05:** Acquire in-depth knowledge about Executive in the State and Legislature in the States.

Course Outcomes: (COs): The students shall be able to:

- **CO01:** Discuss about the Making of the Indian Constitution and its impact on Indian political system.
- **CO02:** Analyze the role and coordination of Union Executive, Union Parliament, Judiciary of India.
- **CO03:** Examine the issues of Federalism in India and the Role of Intergovernmental Coordination Mechanisms
- **CO04:** Describe the Evolution of Party System and analysis of Constitutional and Statutory Bodies present in India.
- **CO05:** Recall the role and objectives of various Executive in the State and Legislature in the States.

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			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BAPOL SC6033	Elective Course	**Political Institutions in India**	60	20	20	0	0	4	0	0	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical;   **C** - Credit;
*Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENTS:

UNIT I

Making of the Indian Constitution
Philosophy of the Constitution: Preamble, Fundamental Rights, Directive Principles

UNIT II

Union Executive: President, Prime Minister, and Council of Ministers
Union Parliament: Structure, Role and Functioning, Parliamentary Committees
Judiciary: Supreme Court, High Court, Judicial Review, Judicial Activism, Judicial Reform.

UNIT III

Federalism in India: Strong Centre Framework, Asymmetrical Federal Provisions and Adaption, Role of Intergovernmental Coordination Mechanisms, Inter-State Council, Emerging Trends.

UNIT IV

Evolution of Party System, Election Commission India
Constitutional and Statutory Bodies: Controller and Auditor General, National Commission for Scheduled Castes, National Commission for Scheduled Tribes, National Commission for Human Rights, National Commission for Women, National Commission for Minorities.

UNIT V

Executive in the State: Governor, Chief Minister, State Legislature
Legislature in the States

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING &EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BAPOL SC6033	**Elective Course**	**Political Institutions in India**	60	20	20	0	0	4	0	0	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical;   **C** - Credit;
***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Suggested Readings:

- Basu, D.D. (2015). *Introduction to the Constitution of India.* New Delhi: Lexis Nexis.
- Bhargava, R. (2008). *Politics and Ethics of the Indian Constitution*. Oxford: Oxford University Press.
- Brass, P. R. (1994). *The Politics of India since Independence*. Cambridge: Cambridge University Press.
- Chaube, S. K. (1973). *Constituent Assembly of India*. New Delhi: People's Publishing House.
- Choudhry, S. et. al. (2016). The Oxford Handbook of the Indian Constitution. Oxford: Oxford University Press.
- Granville, A. (1966). *The Indian Constitution: Cornerstone of a Nation*. Oxford: Oxford University Press.
- Granville, A. (1999). *Working a Democratic Constitution: A History of the Indian Experience*. New Delhi: Oxford University Press.
- Hasan, Z. (2002). *India's Living Constitution: Ideas, Practices, Controversies*. New Delhi.: Permanent Black.
- Kapur, D. & Mehta, P.B. (2017). *Rethinking Public Institutions in India: Performance and Design.* Oxford: Oxford University Press.

Chairperson	**Chairperson**	**Controller of Examination**	**Registrar**
Board of Studies	Board of Studies	Shri Vaishnav Vidyapeeth	Shri Vaishnav Vidyapeeth
Shri Vaishnav Vidyapeeth	Shri Vaishnav Vidyapeeth	Vishwavidyalaya, Indore	Vishwavidyalaya, Indore
Vishwavidyalaya, Indore	Vishwavidyalaya, Indore		

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Shri Vaishnav Institute of Social Sciences, Humanities and Arts
Choice Based Credit System (CBCS) in Light of NEP-2020
B.A. Political Science
(2022-2025)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING &EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BAPOLS C6034	Elective Course	Media and Political Communication	60	20	20	0	0	4	0	0	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical;   **C** - Credit;
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Course Educational Objectives (CEOs): The student will be able to

- **CEO 01** Get acquainted with the meaning and importance of mass media.
- **CEO02** Have an insight into characteristics of mass media, print and electronic media.
- **CEO03** Able to understand the e-governance and government regulations of mass media.
- **CEO04** Got to know about the political significance of social media.
- **CEO05** Knowledgeable about the contemporary examples of strategic political communication

Course Outcomes (COs): The students should be able to:

- **CO 01** Describe the meaning and importance of mass media.
- **CO 02** Evaluate the characteristics of mass media. And role of print media and electronic media.
- **CO 03** Examine about the role of mass media in e-governance.
- **CO 04** Describe how social media influences political scenarios.
- **CO 05** Explain contemporary examples of strategic political communication.

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Vishwavidyalaya, Indore	Vishwavidyalaya, Indore		

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING &EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BAPOLS C6034	Elective Course	Media and Political Communication	60	20	20	0	0	4	0	0	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical;   **C** - Credit;
*__Teacher Assessment__ shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENTS:

Unit I

Mass Media: meaning and importance.
Role of media in Political Communication.

Unit II

Characteristics of Modern Mass Media: Print and Electronic media- a comparative evaluation.

Unit III

Internet and E-Governance: State ownership vs Private ownership of Mass Media.
Governments Regulation of Mass Media: Censorship and its problems.

Unit-IV

Political significance of Social Media activity.
Influence of Media in Political Campaign and Elections.

Unit-V

Contemporary examples of Strategic Political Communication and its effect
Determinants of News Reporting.

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Vishwavidyalaya, Indore	Vishwavidyalaya, Indore		

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Suggested Readings:

- Agrawal, H. (1995). *Society Culture and Mass Communication, Sociology of Journalism.* Jaipur: Rawat Publications.
- Neyazi, T.A. (2018). *Political Communication and Mobilization: The Hindi Media in India.* Cambridge: Cambridge University Press
- Miller, J.C. (2002). *Crisis in Freedom: The Alien and Sedition Acts.* USA: Classics of Liberty Library.
- McLuhan, M. (1972). *Understanding Media: The Extensions of Man.* New York: McGraw Hill.
- Paul, J. and Holmes, D. (2011). *Key Concepts in Media and Communication.* London: Sage Publication.
- Ragavan, C.N. (1992). *Development and Communication in India.* New Delhi: Gyan Publishing.

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