

**S.P.Mandali's**  
**Ramnarain Ruia Autonomous College**  
*(Affiliated to University of Mumbai)*



**Syllabus for**  
**FYBA-VSC**  
**Program: B.A.**  
**Course: Political Science - RUAGEPOL**

((As per the guidelines of National Education Policy 2020-  
Academic year 2023-24)

(Choice Based Credit System)



## Course Code - RUAGEPOL.O101

### Course Title: POLITICAL COMMUNICATION-I

Type of Course: GE

#### COURSE OUTCOMES:

| COURSE OUTCOME | DESCRIPTION  |
|----------------|--|
| CO 1           | The students will be able to understand the importance of political communication            |
| CO 2           | The students will be able to critically evaluate the modern means of political communication |
| CO 3           | Comprehend the role of audio-visual media in electoral politics                              |

#### DETAILED SYLLABUS

| Course Code/Unit | Unit | Course/ Unit Title<br>POLITICAL COMMUNICATION I  | Credits/<br>Lectures |
|------------------|------|--|----------------------|
| VSC I            | I    | Political communication <ul style="list-style-type: none"> <li>• Meaning of Political communication</li> <li>• History of Political communication practices</li> <li>• Modern Political communication</li> </ul> | 15                   |
|                  | II   | Political Communication in Democracy <ul style="list-style-type: none"> <li>• Role of Media</li> <li>• Election campaign</li> <li>• Citizen journalism</li> </ul>  | 15                   |

#### Modality of Assessment

##### Theory Examination Pattern:

##### A) Internal Assessment- 20 Marks

- Class test- Assignment- Open book test

##### B) External Examination- 30 Marks

- Duration - These examinations shall be of 1 hour duration.
- Paper Pattern:
  - 2 Questions of 15 marks each, OR
  - 3 Questions of 10 marks each.

**Course Code - RUAGEPOL.E111****Course Title: POLITICAL COMMUNICATION-II****Type of Course: GE****COURSE OUTCOMES:**

| <b>COURSE OUTCOME</b> | <b>DESCRIPTION</b>   |
|-----------------------|--|
| <b>CO 1</b>           | The students will be able to understand the significance of populist politics                  |
| <b>CO 2</b>           | The students will be able to critically evaluate the western models of political communication |
| <b>CO 3</b>           | Comprehend the different methods of political communication                                    |

**DETAILED SYLLABUS**

| <b>Course Code/Unit</b> | <b>Unit</b> | <b>Course/ Unit Title<br/>POLITICAL COMMUNICATION II</b>   | <b>Credits/<br/>Lectures</b> |
|-------------------------|-------------|--|------------------------------|
| <b>VSC II</b>           | <b>I</b>    | Populist political communication <ul style="list-style-type: none"> <li>Defining populism</li> <li>Historical review of populist Politics</li> <li>Modern days populist politics</li> </ul>  | <b>15</b>                    |
|                         | <b>II</b>   | Political Communication in Non-western Countries <ul style="list-style-type: none"> <li>The dominance of Western models of political communication</li> <li>Model and modes of political communication in the non-western world</li> <li>The significance of studying non-western world</li> </ul> | <b>15</b>                    |

**Modality of Assessment****Theory Examination Pattern:****A) Internal Assessment- 20 Marks**

- **Class test- Assignment- Open book test**

**B) External Examination- 30 Marks**

- **Duration - These examinations shall be of 1 hour duration.**
- **Paper Pattern:**
  - **2 Questions of 15 marks each, OR**
  - **3 Questions of 10 marks each.**