

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



Syllabus for
FYBA-VSC
Program: B.A.
Course: Political Science - RUA VSC POL

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

(Choice Based Credit System)



Course Code - RUAVSCPOL.O101

Course Title: POLITICAL COMMUNICATION-I

Type of Course: Vocational Skill Course Credits-2

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 POLITICAL COMMUNICATION I	Hours
VSC I	I	Political communication <ul style="list-style-type: none"> • Meaning of Political communication • History of Political communication practices • Modern Political communication 	15
	II	Political Communication in Democracy <ul style="list-style-type: none"> • Role of Media • Election campaign • Citizen journalism 	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 - RUAVSCPOL.E111****Course Title: POLITICAL COMMUNICATION-II****Type of Course: Vocational Skill Course Credits-2****COURSE OUTCOMES:**

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

DETAILED SYLLABUS

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