

**Programme: Master of Arts in Mass Media**

**Medium: English**

**Paper: I**

**Paper Title: Introduction to Mass Communication and Media Studies**

**Semester: 1**

**Subject Code:**

**Year of Implementation:2020-2021**

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
<b>Introduction to Mass Communication and Media Studies</b>	4 per week	4		2 hrs	50	50	100

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

**Course Objectives:**

1. To provide students an understanding of mass media and communication that touches almost every aspect of human life.
2. Provide the ability to understand writing styles that fit various media platforms.

**Learner Outcomes:.** A professional course in mass communication opens doors for a career in television, films, publishing, journalism, editing, public relations, event management, filmmaking, production, scriptwriting, direction, advertising, and so on.

Module	Module Specific Objectives	Content	Weight age	Instruction Time	Credits	Evaluation	
						IE Weightage	EE Weightage
Introduction to Mass Communication and Media Studies	To provide an understanding of forms and functions of mass communication and	History of Communication and mass communication, Relevance of Media Studies in	20	10	1	10 PPTs on different forms of media Internal test	10

	media studies	Contemporary Times. Historical perspectives to media studies Concept of 'Mediation', The concepts of 'Mass' and 'Mass Society' the process and characteristics of Mass Communication' Development of media technologies , Forms of communications-oral, print, theatrical, photographic, broadcast, cinematic, and digital forms The interconnection between Mass Society and culture					
Media theories and perspectives	To understand theories related to media	Normative Theories- Social Responsibility Theory, Development media theory, Cultural Perspectives	25	15	1	10 Internal Test	15

		: Toronto school (McLuhan), Schools-Birmingham (Stuart Hall), Frankfurt-Theodor Adorno and Max Horkheimer, Raymond Williams-Technological, Determinism, Harold Innis- Bias of Communication Lazarsfeld Theory-Two step flow					
Print, Electronic and Social Media	To enable the students to understand the nuances of Print, electronic and Social media	<b>Print media:</b> History and development of Print Media. News Value and News Sources. Reporting and Editing for Print media Advertising –History and growth <b>Electronic Media:</b> Brief history of radio and television Public and private radio	30	20	1	15 Report/script writing/making advertisements Creating Facebook, Instagram and Twitter handles	15

		systems and television networks. <b>Introduction to New Media</b> Social media platforms. the role and power of media in society in influencing our social values, political beliefs, identities and behaviors.					
Intra-cultural, inter cultural and international Communications	To enable the students to understand the cross-cultural communication	Definition, process, philosophical and functional dimensions  Bridging culture through media  Perception of the world – Western and Greek, varied eastern concepts, retention of information, comparison between eastern and western concepts  Cross-cultural	25	15	1	15 Project on comparative study on eastern and western cultural concepts	10

		<p>issues in a global working environment</p> <p>Language and Grammar as a medium of cultural communication</p> <p>Modern mass media as vehicles of inter-cultural communication</p> <p>Multinational ownership of media, media imperialism, Media in troubled times- War and conflicts, Media, security and terrorism.</p>					
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### References:

#### Essential reading

1. Baran and Davis; Mass Communication Theory; (2000); Thomas- Wadsworth
2. Theory and Research in Mass Communication: Contexts and Consequences By David K. Perry, Lawrence Erlbaum Associates, 2002 (2nd edition).
3. International Communication: A Reader Paperback – 24 Jul 2009 by Daya Kishan Thussu (Editor)

#### Suggested reading

4. Susan Sontag. On Photography. London: Penguin, 2008
5. John Berger. Ways of Seeing. London: Penguin, 2008
6. McQuail, Denis. McQuail's Mass Communication Theory. Sixth Ed. (2010)

Suggested activity: Guest lectures and project on models of mass communication

**Programme: Master of Arts in Mass Media**

**Medium: English**

**Paper: II**

**Paper Title: Journalism and Print media**

**Semester: 1**

**Subject Code:**

**Year of Implementation:2020-2021**

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
<b>Journalism and Print Media</b>	4 per week	4		2hrs	50	50	100

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

**Course Objectives:**

1. To introduce students to concepts related to news and journalistic practices.
2. To equip students with relevant practical knowledge required in the field of print media, journalism and mass communication.

**Learner Outcomes:**

Learners will develop better understanding of history and development of journalism in the global and the Indian context.

Module	Module Specific Objectives	Content	Weight age	Instruction Time	Credits	Evaluation	
						IE Weightage	EE Weightage
Introduction to Journalism:	To understand the basic concepts of journalism the roles and duties of a journalist, Recognition of the legal and moral implications of their work.	<p>Definition of journalism, Nature, Scope, Functions, Principles, techniques, target audiences, languages and the economics of journalism.</p> <p>Origin, evolution, traditions and most significant models of journalism</p> <p>News Agencies</p> <p>The Journalistic genres. Selection and evaluation of information.</p> <p>Profile of the journalist and characteristics of the work of a journalist.</p> <p>Systems of information sources.</p>	25	15	1	10  Power Point presentation on models of journalism	15
Regional Language Journalism:	To understand the role of regional press in	Brief History of the Press in India, Indian Press after Independence,	20	15	1	05  Case study of region	15

	India.	The Structure and Nature of the Indian Press, Rural press in India, Language Press in India like Bengali journalism, Urdu journalism, Marathi Journalism, Hindi Journalism, Malayalam Journalism, Gujarati Journalism				al language newspapers	
Introduction to print media	Introducing students to specialized journalistic writing	<p>Newspapers, Magazines, Newsletters, Brochures, Posters, Newspaper layout</p> <p>Journalistic writing, The Difference between Creative Writing and Journalism, Feature Stories, Editorials.</p> <p>News: Meaning, Definitions. News Values, Kinds of News. Principles of News Writing. Methods of Writing a News Story. Inverted pyramid structure, Headline Leads:</p>	30	15	1	20  Write a news report , feature story, and press release. prepare a brochure	10



		<p>Types of Leads. Sources of News. Qualifications of a Reporter.</p> <p>Reporting, News writing skills for covering Conferences, Seminars, Press Conferences, Press Releases. Writing Interview Stories</p>					
Trends in Journalism	<p>To understand how journalists and news organizations are using emerging forms of social media and mobile platforms.</p> <p>To help students understand the principles and practice of photography in journalism</p>	<p>Community Journalism, Tabloid Journalism.</p> <p>Branding of News using beats, Lifestyle.</p> <p>Photo Journalism: Basic Concepts of photography and photo editing Fields of Photojournalism, Camera Operations</p>	25	15	1	15	10
		<p>Preparing a tabloid and creating a photo-journalism story.</p>					

### References:

Essential Reading

1. Mazumdar, Aurobindo; Indian Press and Freedom Struggle; (1993); Orient Longman
2. Vir Bala Aggarwal; Essentials of practical journalism; (2006);concept publication company
3. Pramod K. Sinha; Elements of electronic Media,(2007); Kanishka Publishers
4. Davis, Anthony; Magazine Journalism Today; (1988); Heinemann
5. Natarajan, S. A History of the Press in India (1962) Asia Publishing House, Bombay
6. Natarajan, J A History of Indian Journalism (1955, Rpt 1997) Publishing Division, New Delhi
7. Rayudu C S and Nageswara Rao: Mass Media Laws and Regulations (2010 )Himalaya Publishing House

#### Additional reading

1. Ahuja B N: History of Press Laws & Communications (2009) Surjeet Publications, Delhi.
2. Kamath M V: Journalist's Handbook (2011) Vikas Publishing House Pvt Ltd, Noida,
3. Rangaswami Parthasarathy: Basic Journalism (2012) MacMillan Publishers India Ltd., Delhi
4. Srivastava K M: News Reporting and Editing (2009 ) Sterling Publishers Pvt Ltd, Delhi

#### Suggested activities

Visits to different news paper organisations and publishing houses.

**Programme: Master of Arts in Mass Media**

**Medium: English**

**Paper: III**

**Paper Title: Integrated Marketing Communication**

**Semester: 1**

**Subject Code:**

**Year of Implementation:2020-2021**

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
<b>Integrated Marketing Communication</b>	4 per week	4		2hrs	50	50	100

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**Course Objectives:**

- 1.To equip the students with knowledge about the nature of Integrated Marketing Communication
2. To learn to strategize, plan a campaign

**Learner Outcomes:** To prepare students for the contemporary media world with regard to communication and marketing

Module	Module Specific Objectives	Content	Weight age	Instruction Time	Credits	Evaluation	
						IE Weight	EE Weight

						age	age
Integrated Marketing Communication:	Critically study the Concepts of IMC ,analytics and marketing communication process and models	Meaning of IMC, Elements, Features, Objectives and Evolution of IMC, Growth of IMC. Promotional Tools planning process, Role of IMC in Marketing, DAGMAR, Communication process, Traditional and alternative response hierarchy models	25	15	1	10  Comparative case study of past and contemporary Indian Advertisements	15
Direct Marketing and Management:	To understand the key concepts of Direct Media management	Introduction to Direct marketing Principles , Key Concepts and Marketing Objectives, Business strategies  DM planning Customer data base,  Marketing management Four Ps of marketing  Product line, Product life-cycle, Product	25	15	1	15  Design a campaign for a product or cause using four Ps of marketing hypothetical commercial product	10

		mix					
Accounts Planning and Management and campaign designing	Obtain an understanding of the Global context of IMC and its creation. Identify the core factors that need to be examined for understanding consumer behaviour and what appeals them as target audiences	Introduction and Need for accounts planning  defining the advertising need: need gap , requirement for the brand/ product,  THE PITCH PROCESS, The process of pitching, Preparation required, Teams involved, Coming up with a strategy, Creating a brief, Campaign idea, Campaign plan	25	15	1	10  Class exercise on Budgeting and account planning for a brand	15
Advertising	understanding concepts, principles, and terminology in both business and non-profit environments	Features, Role of Advertising in IMC, Advantages and Disadvantages , Types of Advertising, Ad agencies-growth, departments	25	15	1	15  Creating advertisements using different forms of media	10

		Agency finances					
		Consumer behaviour					
		Rural advertising					
		Types of Media used for advertising.					
		Latest trends in advertising					

## References

### Essential Reading

1. Bovee, Courtland L. Advertising excellence. McGraw Hill Inc., 1995, New York.
2. Duncan, Tom, Principles of Advertising and IMC, Second Edition, Tata-McGraw Hill, 2005, New Delhi.
3. Lancaster G and Paul Reybolds, Introduction to marketing- A step-by-step guide to all the tools of Marketing, Crest Publishing House, 2003, New Delhi.
4. Percy Larry. Strategic Integrated Marketing Communication: Theory and Practice.
5. Rege, G.M. Advertising Art and Ideas. Ashutosh Prakashan, 1972, Mumbai.

### Additional reading

1. Rosenberg, Jerry M. Dictionary of Marketing and Advertising. John Wiley& Sons Inc., 1995, New York.
2. Sandage, C H; Fryburger, Vernon; Rotzoll, Kim. Advertising : theory and practice. Publisher: India : Virender Kumar Arya, 1996
3. Terence Shimp, J. Craig Andrews Advertising Promotion and Other Aspects of Integrated Marketing Communications

Suggested activity: Create a marketing campaign for a brand using elements of IMC

**Programme: Master of Arts in Mass Media**

**Medium: English**

**Paper: IV**

**Paper Title: Visual Production and Multimedia /Animation**

**Semester: 1**

**Subject Code:**

**Year of Implementation:2020-2021**

**Course Objectives:** To teach students the process of editing video and audio, animation process

**Learner Outcomes:** Students will learn how to create quality audio, video, and animations using current and evolving technologies while learning the production process for radio, television, film and online content.

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
<b>Visual Production and Multimedia /Animation</b>	4 per week	4		2 hrs	50	50	100

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Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
						IE Weightage	EE Weightage
Audio - Production	Importance of Sound and Sound SFX	Learn about the basics of sound, the nature of sound	20	10	1	10 Exercise	10

		and recording devices Learn the basics of sync sound, mixing console, analog v/s digital workflow Understand the need for sound and importance of sound in film. Introduction to Sound: Types of Sound: Natural, Ambient, Recorded, The Studio Setup, Types of recording- Tape Recording, Digital, Recording,				s in sound recording, dubbing and music videos.	
Visual Production	Understanding TV formats & Digital video	Operational expose to the latest digital audio-video technologies, Video Cameras- types features, lights , settings, key green camera movements story line ,	25	15	1	10 Create a AV film (5-7 minutes )	15
Editing	To learn how to make a movie, digital video. To learn editing of audio-video and produce a final movie Export movie and burn to a disc	Editing, (Tempo, Pace, rhythm, types of transitions-cuts, fades, dissolve)  ASSEMBLING AV- Merging audio with visual, packaging	30	20	1	15 Editing exercise s using latest editing soft ware	15
Animation/ Multimedia	learn the techniques of animation	3D modelling/ Texturing/ Lighting/ Animation Post-	25	15	1	15 3D Comme	10



		production				rcial advertis ement of 30 seconds	
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#### References:

##### Essential Reading

1. In the Blink of an Eye: A Perspective on Film Editing by Walter Murch
2. Adobe Premiere Pro CC Classroom in a Book (2015 release) by Maxim Jago

##### Additional reading

1. Some Procedures for Sound Editing on Videotape: Using JVC Editing Control Unit RM-86U and 6-Channel Mixer MI 5000” by Richard Raskin
2. The Focal Easy Guide to Final Cut Pro X by Rick Young

Suggested activity: Create an animated movie using sound effects

**Programme: Master of Arts in Mass Media**

**Medium: English**

**Paper: V**

**Paper Title: Introduction to Digital Marketing**

**Subject Code:**

**Year of Implementation:2020-2021**

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
<b>Introduction to Digital Marketing</b>	4 per week	4		2 hrs	50	50	100

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**Course Objectives:** 1.To introduce students to contemporary forms of marketing on digital platform

2.To learn how to use digital media platforms for paid as well as free marketing activities

**Learner Outcomes:** The student will understand how to use social medium platforms for marketing.

Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
						IE Weightage	EE Weightage

Introduction to DM	Understanding the basic concepts of digital marketing	<p>Introduction Overview, Scope and opportunity. Web marketing, Online marketing or Internet marketing</p> <p>E-commerce: E-commerce platforms Dashboards &amp; Marketing tools , E-commerce Strategy, On-page Optimization ,Off-page Optimization ,Engine Algorithms</p> <p>Tools, Technology &amp; Data Measurable</p> <p>Real time monitoring.</p> <p>Global reach</p> <p>Paid Marketing on social media</p>	30	10	1	15	15
Traditional and digital marketing	Comparative study	<p>Traditional marketing: Television, Newspaper, Radio, Flyers and billboards on roads and highways, salesmanship etc</p> <p>Ads in weekly magazines.</p> <p>Digital Marketing: Website, Social media -Facebook, Twitter, Instagram</p>	25	15	1	15	10

		<p>, Youtube etc Business networking sites like LinkedIn,</p> <p>, Paid pop-ups / push notification, Blogs etc.</p> <p>Advantages of DM over Traditional Marketing.</p>					
Web Analytics	To learn various terms in metrics & dimensions and understand the google analytics via practical session	<p>Introduction- web traffic, methods, data collection, web usage, tool for market research</p> <p>Tracking pixel</p> <p>Google analytics</p> <p>Metrics &amp; Dimensions</p> <p>Practical session</p>	20	20	1	10 Create Reports, using different features of Google Analytics	10
Search Engine	To understand the keyword search in SEO	<p>Search Engine &amp; SERP</p> <p>SEO analysis tools</p> <p>Search Engine Workflow Overview</p> <p>Search Engine Optimization</p> <p>Keyword</p>	25	15	1	10 Prepare a set of 40-50 keywords strategically targeting any organisation or brand	15

		Research					
		Practical session					

## References:

### Essential Reading

1. Swaminathan T. N./Karthik Kumar Digital Marketing: From Fundamentals to Future (2019)
2. Deepa Sayal Digipedia: The Basic Guide to Digital Marketing and Transformation (2019)
3. Puneet Singh Bhatia Social Media & Mobile Marketing(2019)
4. Philip Kotler Marketing 4.0: Moving from Traditional to Digital (2017)

### Additional reading

1. Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization – Olivier Blanchard
2. Mastering Google Adwords 2019: Step-by-Step Instructions for Advertising Your Business (Including Google Analytics) – Noah Gray

Suggested activity; Project on keyword and SEO



## Bachelor of Arts

### Syllabus for Core Component (CC) Foundation Courses (English Medium) Semester I

Old Syllabus	Proposed Syllabus
Title of the Paper: <b>FC I History as Heritage</b>	Title of the Paper : <b>FC I History as Heritage</b>
Subject Code <b>130100</b>	Subject Code <b>10103</b>

PAPER TITLE	L	Cr	P/T	D (EE)	EE	IE	T
<b>History as Heritage</b>	4	4	--	2.5	75	25	100 marks

#L=Lectures per week, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

Old Syllabus	Proposed Syllabus
<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• To introduce the students to the core aspects of the Indian culture</li> <li>• To make them aware of the multiple facets of Indian culture</li> <li>• To sensitise students to the rich culture and heritage of India</li> <li>• To enable the students to understand the importance of our heritage</li> <li>• To encourage the students to view our traditions and values in the right perspective which will help them appreciate diverse cultural values</li> </ul> <p><b>Learning Outcomes:</b> At the end of the course, the students will be able to gain knowledge on:</p> <ul style="list-style-type: none"> <li>• While discussing Indian history and culture students will be able to recognize the history of Indian culture as part of the large story of humankind and civilisation over the ages</li> <li>• Get to know the diversity of our cultural heritage ,understand and appreciate the legacy. It will also provide them with a sense of the expense of time over which this legacy has grown.</li> <li>• To explain several historical currents that have harmonized to create a rich multicultural society</li> </ul>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• To introduce the students to the core aspects of the Indian culture</li> <li>• To make them aware of the multiple facets of Indian culture</li> <li>• To sensitise students to the rich culture and heritage of India</li> <li>• To enable the students to understand the importance of our heritage</li> <li>• To encourage the students to view our traditions and values in the right perspective which will help them appreciate diverse cultural values</li> </ul> <p><b>Learning Outcomes:</b> At the end of the course, the students will be able to gain knowledge on:</p> <ul style="list-style-type: none"> <li>• While discussing Indian history and culture students will be able to recognize the history of Indian culture as part of the large story of humankind and civilisation over the ages</li> <li>• Get to know the diversity of our cultural heritage ,understand and appreciate the legacy. It will also provide them with a sense of the expense of time over which this legacy has grown.</li> <li>• To explain several historical currents that have harmonized to create a rich multicultural society</li> </ul>



Old Syllabus		Proposed Syllabus							
Unit	Topic and Details Old Syllabus	Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
								IE Weightage	EE Weightage
I)	<b>History as Heritage</b>  a) Historical background b) A History of India through Maps.	I) History as Heritage	1) To recognize the history of Indian culture as part of the large story of humankind and civilization 2) Look at maps from the past in order to understand how the notion of 'India' has been a changing one over historical periods	a) Historical background b) A History of India through Maps.	25	15	1	5	20
II)	<b>Language and Literature</b>  a) Languages of India b) Literature from oral traditions, Cinema and Theatre	II) Language and Literature	1) To Explain the misconceptions of language 2) To understand the nature of oral traditions as a source of folk oral history, evolution of cinematic	a) Languages of India b) Literature from oral traditions, Cinema and Theatre	25	15	1	5	20

			history in India, how theatre emerged in India						
<b>III)</b>	<b>Art and Architecture</b>  a)Famous architecture of Ancient India. b)Painting and Sculptures c)Crafts	<b>III)Art and Architectur e</b>	1) To Analyze how Indian Architectural styles, paintings, sculptures are reflection of our plural culture. Hoe different types of crafts explored the folk ,regional history	a)Famous architecture of Ancient India.  b)Painting and Sculptures  c)Crafts .	25	15	1	5	20
<b>IV)</b>	<b>Science and Technology</b>  a)Evolution b)Implications of technological development on society.	<b>IV) Science and Technology</b>	1)To understand how science and technology has changed our life style. 2) How Indians has contributed to the world in the field of medicine, astronomy, and mathematics. 3)How development science and technology has evolved our day to day life.	a)Evolution  b) Implications of technological development on society.	25	15	1	5	20

## **Evaluation Scheme:**

### **Evaluation Scheme:**

#### **A. Internal Exams: Total Marks: 25**

1. Written Test (10 Marks) .
2. Project: It can be a scrap book on any aspects of Indian culture, Field visit, poster presentations, etc. (15)

#### **B. External Exams: Total Marks: 75**

The pattern of the written exam can be as follows:

A total of 7 questions each for 15 marks will be asked

Q. 1 to Q.7 Long Answers of 15 marks each. Students have to write any 5

Q.7 will be short note. Students have to write any 2

## **References:**

### **Essential Reading:**

References:

- Basham, A.L., '*A Cultural History of India*,' Oxford University Press, 2008
- Bhatia, A.K., '*Tourism – Development and Principles*,' Sterling Publishers, 2005

- Bongard Levin, G.M., '*Ancient Indian History and Civilization*,' Ajanta Publication, 1998
- Chatterji Suniti Kumar, et.al., '*Indian Culture*,' Universal Publication, 1966
- Chopra, P.N.(Dr.), ed., *The Gazetteer of India – History and Culture*, Volumes 1 and 2, Publications Division, Government of India, 2003

**Additional Reading:**

- D'Souza, Leela, '*A Cultural History of Ancient India*,' Rawat Publication, 2007
  - Guha, Ramchandra, *A Corner of a Foreign Field – The Indian History of a British Sport*, Allen Lane, 2014
  - Gupta, Samita, Diddee, Jaymala, *Pune – Queen of the Deccan*, Elephant Design, 2000
  - Sen, Ronojoy, *Nation At Play – A History of Sport in India*, Penguin, 2015
  - Siddhartha, K., Kumar, Aditti, et. al, *Heritage and Culture*, Kisalaya Publications Pvt. Ltd, 2015
- Thapar, Romila, *A History of India*, Penguin, 1990

## Bachelor of Arts

### Syllabus for Core Component (CC) Foundation Courses (English Medium) Semester I

Old Syllabus	Proposed Syllabus
Title of the Paper: <b>FC II Women in Changing India</b>	Title of the Paper : <b>FC II Women in Changing India</b>
Subject Code <b>130200</b>	Subject Code <b>10203</b>

PAPER TITLE	L	Cr	P/T	D (EE)	EE	IE	T
<b>Women in Changing India</b>	4	4	--	2.5	75	25	100 marks

#L=Lectures per week, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

Old Syllabus	Proposed Syllabus
<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• To understand the difference between the concept of 'Gender' and 'Sex'</li> <li>• To sensitize students to gender discrimination and Socialization of the girl child in patriarchal family</li> <li>• To understand Women's Rights, Women's Education, economic and social justice</li> <li>• To advance the idea of women as active participants in national development</li> </ul> <p><b>Learning Outcomes:</b> At the end of the course, the students will be able to gain knowledge:</p> <ul style="list-style-type: none"> <li>• About the situation of women in India.</li> <li>• On constitutional rights and facilities available for them.</li> <li>• Will help students to dialogue, reflect, develop a point of view and articulate their responses and ideas.</li> </ul>	<p><b>Objectives:-</b></p> <ul style="list-style-type: none"> <li>• To understand the difference between the concept of 'Gender' and 'Sex'</li> <li>• To sensitize students to gender discrimination and Socialization of the girl child in patriarchal family</li> <li>• To understand Women's Rights, Women's Education, economic and social justice</li> <li>• To advance the idea of women as active participants in national development</li> </ul> <p><b>Learning Outcomes:</b> At the end of the course, the students will be able to gain knowledge:</p> <ul style="list-style-type: none"> <li>• About the situation of women in India.</li> <li>• On constitutional rights and facilities available for them.</li> <li>• Will help students to dialogue, reflect, develop a point of view and articulate their responses and ideas.</li> </ul>

Old Syllabus		Proposed Syllabus							
Unit	Topic and Details Old Syllabus	Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
								IE Weightage	EE Weightage
I)	<b>Introduction &amp; Social Construction of Gender:</b>  a)Concept of Strength underlying the university motto "Sanskrita Stree Parashakti" b)Socialization of the girl child in patriarchal family c)Propagation of stereotypes through education, advertisements, media, performing arts	<b>Introduction &amp; Social Construction of Gender:</b>	1.)To understand the motto of SNDT university ,to examine how society influences our understandings and perception of differences between masculinity and femininity.  2.)To analyze what society	a)Concept of Strength underlying the university motto "Sanskrita Stree Parashakti"  b)Socialization of the girl child in patriarchal family  c)Propagation of stereotypes through education, advertisements, media, performing arts	25	15	1	5	20

			deems appropriate behaviour for a “man” and a “Woman”						
<b>II)</b>	<b>Women and Work:</b>  a) Women in the unorganised sector b) Women in the organised sector c) Legal provision for the protection of working women.	<b>II) Women and Work</b>	1) To get an understanding of the problems faced by working women 2) To give an idea about the disproportionate burden and non acknowledgement of unpaid work by Indian women	a) Women in the unorganised sector b) Women in the organised sector c) Legal provision for the protection of working women.	25	15	1	5	20
<b>III)</b>	<b>III) Women and Education:</b>  a) Women in education: access and retention. b) Problems of women' education, gender inequality in academic achievement. c) Education as	<b>III) Women and Education</b>	1) To give an impetus on Education as an instrument to uplift women's position 2) To advance the idea of women as active participants in national development	a) Women in education: access and retention. b) Problems of women' education, gender inequality in academic achievement. c) Education as an instrument of change. d) Education for empowerment and development of women.	25	15	1	5	20



	an instrument of change. d) Education for empowerment and development of women.								
<b>IV)</b>	<b>Towards Change:</b>  a) Realities of gender oppression b) Reservation of seats for women in local political bodies. c) Milestones in Government policies d) Legal reforms. e) Women's movement in the 80's and 90's.	<b>IV) Towards Change</b>	To Sensitize students to the history of struggles women faced for gender equality through the Women's movements To educate students on the rights of women and the means of enforcing such rights for the achievement of equality, development. To work for peace, Women's Rights, Women's Education, economic and social justice	a) Realities of gender oppression b) Reservation of seats for women in local political bodies. c) Milestones in Government policies d) Legal reforms. e) Women's movement in the 80's and 90's.	25	15	1	5	20

## Evaluation Scheme:

### Evaluation Scheme:

#### A. Internal Exams: Total Marks: 25

1. Written Test (10 Marks) .
2. Project: It can be a scrap book on any women issues, surveys, poster presentations, film screening report, role play etc. . (15)

#### B. External Exams: Total Marks: 75

The pattern of the written exam can be as follows:

A total of 7 questions each for 15 marks will be asked

Q. 1 to Q.7 Long Answers of 15 marks each. Students have to write any 5

Q.7 will be short note. Students have to write any 2

## References:

### Essential Reading:

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9. Vimala Ramachandran, '*The Indian Experience, in Bridging the gap between intention and action – girls and women's education in South Asia*'; UNESCO-PROAP and ASPBAE, Bangkok and New Delhi, 1998
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