

# **John Wilson Education Society's**

**Wilson College (Autonomous)**

Chowpatty, Mumbai-400007

RE-ACCREDITED 'A' grade by NAAC

*Affiliated to the*

**UNIVERSITY OF MUMBAI**



**Syllabus for F.Y.**

**Program: BA**

**Program Code: WUAPOL**

**Choice Based Credit System (CBCS) with effect from  
Academic year 2023\_2024**

**WILSON COLLEGE (AUTONOMOUS), SYLLABUS FOR POLITICAL SCIENCE**

**PROGRAM OUTLINE 2023-2024**

<b>YEAR</b>	<b>SEM</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDITS</b>
<b>FY</b>	<b>I</b>	<b>WAPOLSE111</b>	Political Communication	2
	<b>II</b>	<b>WAPOLSE121</b>	Political Leadership	2

**PROGRAMME SPECIFIC OUTCOME (PSOs)** at the end of the programme, a B. A.

Political Science graduates will be able to:

PSO1: To give an overview of various concepts namely: rights, structure, function of government, parliament, judiciary, administration, local self-government and the nature of constitutional process.

PSO2: The graduate will be able to elaborate on essential political theories and concepts. Moreover, they will analyse political phenomena, including international relations and foreign policy.

PSO3: Graduates will also develop communication skills that are backed by extensive research, this will help them write and make better political arguments coherently, logically and persuasively.

PSO4: Whilst unfolding a political mindset, graduates can leverage various forms of media such as short films, documentaries and podcasts to expand their textual and audio-visual content.

PSO5: Articulate concepts by designing and conducting research on political and interdisciplinary topics.

PSO6: A degree in Political Science will help graduates make successful careers in civil services and perform remarkably in other competitive examinations, as well as to strive in the Social Development and Media sector.



## **WILSON COLLEGE (AUTONOMOUS), SYLLABUS FOR POLITICAL SCIENCE**

PSO7: Through field visits, interactive sessions and various other activities the students will gain hands-on experience thus building a bridge with the theoretical knowledge and framework.

PSO8: Students will develop an understanding in the contemporary political mechanism, through the evolving of State, the role of economy, society, culture and political and non-political organizations.

### **PREAMBLE:**

Wilson College has implemented NEP 2020 in this academic year of 2023-24. The exercise of restructuring the syllabus for FYBA as per NEP guidelines and framework was undertaken. Under this structure, the Department of Political Science will offer -

#### **Major and Minor – Paper I: Political Theory**

Semester I: Introduction to Political Theory

Semester II: Political Concepts and Values

#### **Paper II: Politics in India**

Semester I: Indian Political Structure

Semester II: Political Process in India

#### **SEC – Political Communication and Leadership**

Semester I: Political Communication

Semester II: Political Leadership

#### **VEC – Introduction to Values of the Indian Constitution**

#### **OE – General Introduction to Law**

Semester I: Fundamentals of Law

Semester II: Dimensions of the Indian Legal Framework

#### **IKS – Ancient Indian Statecraft**

Introducing a Skill Enhancement Course on Political Communication and Leadership was a necessary step to meet the demands of modern politics. Such a course shall equip aspiring politicians, activities, and analysts with the tools to effectively communicate their ideas, inspire others, and lead with integrity. In Semester I, this course provides an in-depth exploration of political communication, examining the intricate relationship between politics and various forms of communication, including the media. It delves into the processes and strategies employed in political communication, analyzing their impact on political discourse, public opinion, and democratic processes. Whereas Semester II deals with the evolution and transformation of leadership and provides an overview of different types of leadership through case studies.

**WILSON COLLEGE (AUTONOMOUS), SYLLABUS FOR POLITICAL SCIENCE**

<b>PROGRAM(s): F.Y.B.A</b>		<b>SEMESTER: I</b>			
<b>Course: Political Communication</b>		<b>Course Code: WAPOLSE111</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credit</b>	<b>Continuous Assessment (CIA) Marks 40</b>	<b>Semester End Examination (Marks- 60)</b>
<b>2</b>	<b>NA</b>	<b>NA</b>	<b>2</b>	<b>NA</b>	<b>60</b>
<p><b>Learning Objectives:</b></p> <ol style="list-style-type: none"> <li>1. Explain the role of political communication in shaping public opinion;</li> <li>2. Examine the role of media in political communication;</li> <li>3. Analyze political campaign strategies, party manifestos;</li> <li>4. Assess the ethical dimensions of political communication;</li> <li>5. Develop effective communication skills in a political context.</li> </ol>					
<p><b>Course Outcomes:</b></p> <p>At the end of the course, the learner will be able to:</p> <p>CO1: Evaluate the role of political communication in shaping public opinion and political behavior.</p> <p>CO2: Assess the impact of media on political communication and public opinion..</p> <p>CO3: Identify ethical challenges in political communication.</p> <p>CO4: Apply knowledge of political communication to analyze political advertisements and election campaigns.</p> <p>CO5: Demonstrate effective communication skills in a political context.</p>					

DETAILED SYLLABUS

Course Code Unit WAPOLSE111	Unit	Political Communication	Credits/ Lectures
<b>Module I</b>		<b>Introduction to Political Communication</b>	<b>10 lectures</b>
	<b>1.1</b>	Meaning, nature, and scope	<b>05</b>
	<b>1.2</b>	Components of political communication	<b>05</b>
<b>Module II</b>		<b>Media as an Effective Tool of Political Communication</b>	<b>10 lectures</b>
	<b>2.1</b>	Media literacy: news, propaganda, sources	<b>05</b>
	<b>2.2</b>	Dimensions of Post-truth politics	<b>05</b>
<b>Module III</b>		<b>Political Advertisement and Election Campaigns</b>	<b>10 lectures</b>
	<b>3.1</b>	Effects of political advertisement and modern election campaigns	<b>05</b>
	<b>3.2</b>	Issues related to regulating: TV, Internet and Social Media	<b>05</b>

Additional Study Material and Types of Exercises

- ✦ Book and Film/Documentary
- ✦ YouTube videos
- ✦ Research Articles, Newsletters, etc
- ✦ Discussions and Debates

**References:**

Bennett, W. Lance, and Alexandra Segerberg. *The Logic of Connective Action: Digital Media and the Personalization of Contentious Politics*. Cambridge University Press, 2013.

Jamieson, Kathleen Hall, and Karlyn Kohrs Campbell. *The Interplay of Influence: News, Advertising, Politics, and the Mass Media*. Wadsworth Publishing, 2013.

Lasswell, Harold D. *Propaganda Technique in the World War*. MIT Press, 2015.

McCombs, Maxwell, and Donald L. Shaw. *The Agenda-Setting Function of Mass Media*. *Public Opinion Quarterly*, vol. 36, no. 2, 1972, pp. 176-187.

Norris, Pippa. *A Virtuous Circle: Political Communications in Postindustrial Societies*. Cambridge University Press, 2000.

**WILSON COLLEGE (AUTONOMOUS), SYLLABUS FOR POLITICAL SCIENCE**

Pan, Zhongdang, and Gerald M. Kosicki. Framing Analysis: An Approach to News Discourse. Political Communication, vol. 10, no. 1, 1993, pp. 55-75.

Scheufele, Dietram A., and David Tewksbury. Framing, Agenda Setting, and Priming: The Evolution of Three Media Effects Models. Journal of Communication, vol. 57, no. 1, 2007, pp. 9-20.

Tuchman, Gaye. Making News: A Study in the Construction of Reality. Free Press, 1978.

Zaller, John. The Nature and Origins of Mass Opinion. Cambridge University Press, 1992.

<b>PROGRAM(s): F.Y.B.A</b>		<b>SEMESTER: II</b>			
<b>Course: Political Leadership</b>		<b>Course Code: WAPOLSE121</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credits</b>	<b>Continuous Assessment (CIA) (Marks-40)</b>	<b>Semester End Examination (Marks-60)</b>
2	NA	NA	2	NA	60
<p><b>Learning Objectives:</b></p> <p style="text-align: center;"><i>Wilson College</i></p> <ol style="list-style-type: none"> <li>1. To provide an overview of the changing political landscape and leadership skills for success in the realm of politics.</li> <li>2. To encourage our students to be aspiring politicians, officials, and political activists.</li> <li>3. To enhance students' capacity to lead and positively impact their communities and beyond.</li> <li>4. To develop a political culture that encourages dialogue and public participation which can strengthen the democratic process.</li> </ol>					
<p><b>Course Outcomes:</b></p> <p>CO1: Examine the nature and evolution of leadership.</p> <p>CO2: Identify key skill sets in each type of leadership.</p> <p>CO3: Discuss roles and skills of various leadership.</p> <p>CO4: Draw a comparison between leadership with the help of case studies.</p>					

DETAILED SYLLABUS

	Unit	Political Leadership	Lectures
<b>Module I</b>		<b>Introduction to Political Leadership</b>	<b>10 lectures</b>
	<b>1.1</b>	Meaning, Nature and Transformation of leadership	<b>05</b>
	<b>1.2</b>	Ideologies	<b>05</b>
<b>Module II</b>		<b>Types of Leadership</b>	<b>10 lectures</b>
	<b>2.1</b>	Transformational and Consensual Leadership	<b>05</b>
	<b>2.2</b>	Charismatic and Autocratic Leadership	<b>05</b>
<b>Module III</b>		<b>Leadership Case Study</b>	<b>10 lectures</b>
	<b>3.1</b>	Ellen Johnson Sirleaf, Nelson Mandela	<b>05</b>
	<b>3.2</b>	Jawaharlal Nehru, Mao Zedong	<b>05</b>

Additional Study Material and Types of Exercises

- ✦ Book and Film/Documentary
- ✦ YouTube videos
- ✦ Research Articles, Newsletters, etc
- ✦ Discussions and Debates

**References:**

John C Maxwell (2008). Developing the Leader Within you. New Delhi: Harper Collins.  
 Max Depree (2004). Leadership is an Art. RHUS Publications  
 Ozgur Demirtas (2020). A Handbook of Leadership Styles. Cambridge Scholars Publishing.  
 Desmond Tutu (2014). Book of Forgiving: The Fourfold for Healing Ourselves and Our Works.  
 Harper Collins.  
 Martin Kalungu-Banda (2006). Leading Like Madiba. Epping Cape Town: Creda Communications

(Reference list will be updated shortly)

Modality of Assessment

Sr. No.	Evaluation Type	Marks
1	Written Objective Examination	NA
2	Assignment/ Case study/ field visit report/ presentation/ project	NA
	<b>Total</b>	NA

Semester End Theory

1. Duration - These duration.
2. Theory question paper
  - There shall be module of 10



Examination:

examinations shall be of **2 hours**

pattern:

three questions, two from each marks, one on each unit.

**Paper Pattern:**

Question	Options	Marks	Questions Based on
1	Any 2 out of 3	2 x 10	Unit I
2	Any 2 out of 3	2 x 10	Unit II
3	Any 2 out of 3	2 x 10	Unit III