

**The Kelkar Education Trust's  
V G Vaze College of Arts, Science and Commerce (Autonomous)**



Syllabus for SYBA- (June 2024 Onwards)

Program: B.A.Semester 3

**Course Title: Political Journalism : Practical**

Course Code	Paper Title	Credit
VAPO203	VSEC Political Science – II Political Journalism : Practical	

**The Kelkar Education Trust's  
V G Vaze College of Arts, Science and Commerce (Autonomous)**

1. Syllabus as per Choice Based Credit System

i) Name of the Programme : S.Y.B.A

ii) Course Code : **VAPO203**

iii) Course Title : VSEC Political Science – II- Political Journalism : Practical

iv) Semester wise Course Contents : Copy of the syllabus Enclosed

v) References and additional references : Enclosed in the Syllabus

vi) Credit structure :

No. of Credits per Semester : 04

vii) No. of lectures per Unit : 15

viii) No. of lectures per week : 04

ix) No. of Tutorial per week : NA

2. Scheme of Examination :

(i) Semester End Exam: 60 marks (4 Questions of 15 marks )

(ii) Internal Assessment 40 marks:

· **Test 15 marks**

· **Project/ Assignment 15 marks**

· **Class Participation: 10 marks**

3 Special notes, if any : No

4 Eligibility, if any : As laid down in the College Admission

brochure / website 5 Fee Structure : As per College Fee

Structure specifications 6 Special Ordinances / Resolutions, if any : No

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**Programme: SYBA Semester: III**

**Course : VSEC Political Science– II Course Code : VAPO203**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
3	3	-	-	15	15	10	-	-	60	100
Max. Time, End Semester Exam (Theory) - 2Hrs.										

**Prerequisite 1. Basic knowledge of the concepts of news, reporting and political journalism.**

Course Objectives
1. To develop a comprehensive understanding of basic concepts in news writing.
2. To cultivate proficiency to comprehend headlines, headings, and content, including political columns and editorials.
3. To orient students to journalistic guidelines and censorship.
4. To enable students to understand professional ethics of journalism.
5. To familiarize the students with online news portals and periodicals.

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<b>Course Content</b>			
<b>Unit No.</b>	<b>Module No.</b>	<b>Content</b>	<b>Lectures</b>
<b>1</b>	1.1 1.2	<b><u>1. News Writing - I</u></b> 1.1 Basic concepts, Types of News. 1.2 Headlines, Headings, Content, Editorials, Political Columns.	
<b>2</b>	2.1 2.2	<b><u>2. Professional Ethics</u></b> 2.1 Fake News, Misinformation, Disinformation 2.2 Censorship and Journalistic Guidelines	
<b>3</b>	3.1 3.2	<b><u>3. Media and News (Case Studies)</u></b> 3.1 Online News Portals 3.2 News analysis- Periodicals	
	<b>Total No. of Lectures</b>		

**Vice-Chancellor Nominee –Dr. Harshad Bhosale**

<b>Beyond the Syllabus</b>
Tutorial Activities: Students' Presentations, Group Discussions, Use of M-learning and E-learning, Role play, Book Review

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<b>List of Experiments</b>	
<b>Sr. No.</b>	<b>Description</b>
<b>1</b>	<b>Module 1.1, 1.2</b> Presentations, discussions , ICT-enabled sessions
<b>2</b>	<b>Module 2.1, 2.2</b> Presentations, discussions , ICT-enabled sessions
<b>3</b>	<b>Module 3.1, 3.2</b> Presentations, discussions , ICT-enabled sessions

<b>Semester III : VSEC Political Science II - Political Journalism : Practical -Paper II (Paper Pattern)</b>
<b>Duration: 2 hours Marks: 60</b>
<b>Q.1 Essay type (Unit 1) 15 marks</b>
<b>Q.2 Essay type (Unit 2) 15 marks</b>
<b>Q.3 Essay type (Unit 3) 15 Marks</b>

<b>Course Outcome</b>
<b>After the completion of the course, students will able to</b>
<b>CO1</b> Demonstrate a solid understanding of basic concepts in news writing.
<b>CO2</b> Develop proficiency in comprehending headlines, headings, content, editorials and political columns
<b>CO3</b> Adhere to journalistic guidelines and censorship.
<b>CO4</b> Understand professional ethics of journalism.

**CO5** Create effective blogs and online articles.

**The Kelkar Education Trust's  
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**Recommended Resources**

1. Kovach, B. and Rosenstiel, T. (2021). The Elements of Journalism, Revised and Updated 4th Edition. New York the Crown Publishing Group Ann Arbor, Michigan Proquest.
2. Rich, C. (2016). Writing and reporting news : a coaching method. 8th ed. Boston (Ma): Cengage Learning, Cop.
3. Froke, P., Anna Jo Bratton, Oskar Garcia, Minthorn, D., Ritter, K., Schwartz, J., Acoca, S. and Associated Press (2017). The Associated Press Stylebook 2017 and briefing on media law. New York: The Associated Press.
4. Graber, D.A., McQuail, D. and Norris, P. (2008). The Politics of News. CQ Press.
5. Paranjy Guha Thakurta (2012). Media Ethics : Truth, Fairness, and Objectivity. New Delhi: Oxford Higher Education.
6. Taberez Ahmed Neyazi (2018). Political communication and mobilisation : the Hindi media in India. Cambridge, United Kingdom ; New York: Cambridge University Press.
7. Yatindra Singh Sisodia and Chattopadhyay, P. (2022). Political Communication in Contemporary India. Taylor & Francis.
8. McNair, B. (2011). An Introduction to Political Communication. Taylor & Francis.
9. Prasad, K. (2003). Political Communication.
10. Francis Arackal Thummy (2020). Social Media as a Tool of Political Communication. GRIN Verlag.
11. Prasad, K. (2003). Political Communication. B.R. Publishing Corporation.
12. Hussain A. and Kumar R. (2023) Political Communication in the Digital Age: Contemporary Issues and Perspectives from India. Bharti Publications.
13. Parama Sinha Palit (2023). New Media and Public Diplomacy. Taylor & Francis.
14. Vance, L. (2017). Fake News and Media Bias. Greenhaven Publishing LLC.
15. <https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjVrpr2zvCEAxXMSmwGHXNjDrQQFnoECA4QAQ&url=https%3A%2F%2Fpresscouncil.nic.in%2FWriteReadData%2FPdf%2FNorms2022.pdf&usg=AOvVaw08IVJlbk6q28rDDZKdaEtA&opi=89978449>

**E-Resources**

1. <https://www.researchgate.net/publication/327879415> **Political Communication**
2. <https://www.researchgate.net/publication/313373387> **Political Communication**
3. <http://commres.net> Blumler Jay G. (2015) ' Core Theories of Political Communication: Foundational and Freshly Minted' , School of Media and Communication, University of Leeds, Leeds, UK
4. <https://www.epw.in/journal/2023/30/commentary/politics-memes-and-memes-politics.html> Gupta Nikhil Kumar (2023)'Politics on Memes and Memes on Politics', Vol. 58, Issue No. 30, 29 Jul, 2023

**The Kelkar Education Trust's  
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**Syllabus Prepared by:**

1. Dr. Shilpa Suryawanshi  
Chairperson, Syllabus Committee  
and Head, Dept of Political Science  
The KET's V. G.Vaze College,  
Mulund(East),  
Mumbai 400 081

2. Dr. Vishakha Patil  
Member, Syllabus Committee  
Dept of Political Science ,  
KET's V. G. Vaze College,  
Mulund(East),  
Mumbai 400 081



Syllabus for SYBA (June 2024 Onwards)

Program: B.A. Semester 4

Course Title: Political Advertising

Course Code	Paper Title	Credit
VAPO253	VSEC Political Science – II Political Advertising	

**The Kelkar Education Trust's  
V G Vaze College of Arts, Science and Commerce (Autonomous)**

1. Syllabus as per Choice Based Credit System

i) Name of the Programme : S.Y.B.A

ii) Course Code : **VAPO253**

iii) Course Title : Political Science – II- Political Advertising

iv) Semester wise Course Contents : Copy of the syllabus Enclosed

v) References and additional references :

Enclosed in the Syllabus

vi) Credit structure :

No. of Credits per Semester : 04

vii) No. of lectures per Unit : 15

viii) No. of lectures per week : 04

ix) No. of Tutorial per week : NA

2. Scheme of Examination :

(i) Semester End Exam: 60 marks (4 Questions of 15 marks )

(ii) Internal Assessment 40 marks:

- **Test 15 marks**
- **Project/ Assignment 15 marks**
- **Class Participation: 10 marks**

3 Special notes, if any : No

4 Eligibility, if any : As laid down in the College Admission

brochure / website 5 Fee Structure : As per College Fee



Structure specifications 6 Special Ordinances / Resolutions, if

any : No

**The Kelkar Education Trust's  
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**Programme: SYBA Semester: IV**

**Course : VSEC Political Science– II - Political Advertising**

**Course Code : VAP0253**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
3	3	-	-	15	15	10	-	-	60	100
Max. Time, End Semester Exam (Theory) - 2Hrs.										

**Prerequisite 1. Basic knowledge of the concepts of political advertising**

Course Objectives
1. To develop a comprehensive understanding of the fundamental concepts of political advertising.
2. To examine political advertising in the context of Indian politics, understanding the cultural, legal, and regulatory frameworks that shape its dynamics.
3. To explore traditional media channels used in political advertising, such as television, radio, and print, analyzing their strengths, limitations, and audience reach.
4. To investigate the role of social media platforms in contemporary political advertising.
5. To acquire hands-on skills in creating impactful political posters and banners using popular digital tools such as PowerPoint (PPT) and Canva.
6. To develop proficiency in designing political flex materials using industry-standard software tools like Photoshop and CorelDRAW.

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<b>Course Content</b>			
<b>Unit No.</b>	<b>Module No.</b>	<b>Content</b>	<b>Lectures</b>
<b>1</b>	1.1 1.2	<b><u>1. Political Advertising</u></b> 1.1 Basic Concepts 1.2 Political Advertisement : Indian Perspective	
<b>2</b>	2.1 2.2	<b><u>2. Tools of Political advertising</u></b> 2.1 Traditional Media 2.2 Social Media	
<b>3</b>	3.1 3.2	<b><u>3. Advertising: Practical component</u></b> 3.1 Making Posters/ Banners in PPT/ Canva. 3.2 Creating logos, brochures, newsletters and flex in Adobe Photoshop and CorelDraw	
		<b>Total No. of Lectures</b>	

**Vice-Chancellor Nominee** –Dr. Harshad Bhosale

<b>Beyond the Syllabus</b>
Tutorial Activities: Students' Presentations, Group Discussions, Use of M-learning and E-learning, Role play, Book Review

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**Semester IV: VSEC Political Science II –Political Advertising Paper II (Paper Pattern)**

<b>Duration: 2 hours Marks: 60</b>		
<b>List of Experiments</b>		
<b>Sr. No.</b>	<b>Description</b>	
<b>1</b>	<b>Module 1.1, 1.2 and 1.3</b> Presentations, discussions , ICT-enabled sessions	
<b>2</b>	<b>Module 2.1, 2.2 and 2.3</b> Presentations, discussions , ICT-enabled sessions	
<b>3</b>	<b>Module 3.3</b> Presentations, discussions , ICT-enabled sessions	
<b>4</b>	<b>Module 4.3</b> Presentations, discussions ,ICT-enabled sessions	
<b>Q.1 Essay type (Unit 1) 15 marks</b>		
<b>Q.2 Essay type (Unit 2) 15 marks</b>		
<b>Q.3 Essay type (Unit 3) 15 Marks</b>		
<b>Q.4. Essay type (Unit 4) 15 Marks</b>		

<b>Course Outcome</b>
<b>After the completion of the course, students will able to</b>
<b>CO1</b> Exhibit a deep understanding of fundamental concepts and theories related to political advertising.
<b>CO2</b> Apply knowledge gained to assess the strengths and weaknesses of traditional media.
<b>CO3</b> Apply information gained to understand the role of social media in political advertising.
<b>CO4</b> Develop practical skills in creating persuasive political posters, banners, and flex advertisements.
<b>CO5</b> Utilize software tools such as Canva, Microsoft PowerPoint, Adobe Photoshop, and Corel Draw.

**Recommended Resources**

**References**

1. Holtz-Bacha, C. and Just, M.R. (2017). Routledge handbook of political advertising. New York: Routledge, Taylor & Francis Group.
2. Deepak Gupta (2005). Handbook of advertising, media and public relations. New Delhi, India: Mittal Publications.
3. Baker, F.W. (2009). Political campaigns and political advertising : a media literacy guide. Santa Barbara, Calif.: Greenwood Press.
4. Sohal Seerat and Kaur Harsandaldeep (2018) A Content Analysis of YouTube Political Advertisements: Evidence from Indian Parliamentary Elections, Sage Journals, Sage Publications, Volume 13, Issue 2
5. Raj Padhiyar (2019). Social Media and Politics in India. Educreation Publishing.
6. Kumar, A. (2009). Political marketing in India. New Delhi: Regal Publications.
7. Dr. Haridas Jogdankar (n.d.). Marketing Management In Politics. Lulu.com.
8. James, A. (2014). Political Marketing. GRIN Verlag.
9. KavogluS. and (2020). Current challenges and trends in political propaganda, advertising, and public relations. Hershey, Pennsylvania: IGI Global.
10. Gupta, O. (2005). Advertising in India : trends and impact. Delhi: Kalpaz Publications.
11. Holtz-Bacha, C., Bengt Johansson and Springerlink (Online Service (2017). Election Posters Around the Globe : Political Campaigning in the Public Space. Cham: Springer International Publishing.
12. Cherian, E. And Dr. Benson Kunjukunju (2022). Media and Political Marketing. Book Rivers.
13. Pich, C. and Newman, B.I. (2023). Political Branding. Routledge.
14. Sharma, D. and Narayan Singh Rao (2016). Swinging the Mandate. Penguin UK.
15. Rao, U. (2010). News as Culture: Journalistic Practices and the Remaking of Indian Leadership Traditions (NED-New edition, 1). Berghahn Books.  
<http://www.jstor.org/stable/j.ctt9qck7j>
16. Ranganathan, M. and Rodrigues, U.M. (2010). Indian media in a globalised world. Thousand Oaks: Sage Publ.
17. P. R., Biju. (2017). Political internet : State and politics in the Age of Social Media. Oxon, United Kingdom: Routledge.
18. Barclay, F.P. and Boobalakrishnan N (2022). Social media in India : regulatory needs, issues and challenges. New Delhi: Sage Publications India Pvt Ltd. ; Thousand Oaks, California.
19. Sinha, A. (2019). The networked public : how social media is changing democracy. New Delhi: Rupa Publications India Pvt. Ltd.

20. Chavadi, C. and Thangam, D. (2023). Global Perspectives on Social Media Usage Within Governments. IGI Global.

### **E Resources**

1. [https://www.researchgate.net/publication/332332065\\_POLITICAL\\_ADVERTING\\_IN\\_INDIA](https://www.researchgate.net/publication/332332065_POLITICAL_ADVERTING_IN_INDIA) Kumar Mithilesh (2019) Political Adverting in India
2. <https://isid.org.in/wp-content/uploads/2022/09/DN1706.pdf> Sardana M.M.K, 'Advertising Campaigns and Strategies of Political Parties'.
3. [https://www.researchgate.net/publication/304669696\\_Social\\_media\\_in\\_managing\\_political\\_advertising\\_A\\_study\\_of\\_India](https://www.researchgate.net/publication/304669696_Social_media_in_managing_political_advertising_A_study_of_India). Safiullah Md., Pathak P., Singh S, and others. (2017) Social media in managing political advertising: A study of India. Polish Journal of Management Studies 13(2):121-130

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Dept of Political Science ,  
KET's V. G. Vaze College,  
Mulund(East),  
Mumbai 400 081

**Board of Studies -Department: - Political Science.**

**1. Vice-Chancellor Nomination**

–Dr. Harshad Bhosale, Professor, Department of Political Science, Deccan Education Society's Kirti M. Doongursee College of Arts, Science & Commerce (Autonomous)

**2. Subject Expert (From other University)-**

a. Dr .Chaitra Redkar- Associate Professor, Department of Humanities & Social Sciences at Indian Institute of Science Education and Research (IISER), Dr Homi Bhabha Road, Pune 411008.

b. Dr. Sanjyot Apte, Associate Professor, Vice Principal , Sir Parshurambhau College, Tilak Road, Pune .

**3. Industry/ Corporate Sector**

Dr. Sameer Patil, Senior Fellow, Observer Research Foundation (ORF), Mumbai.

**4. Meritorious Alumnus –**

Dr. Deepak Pawar, Professor and Head Department of Political Science, University of Mumbai.

**5. Member:-**

Ms. Vishakha Patil, Assistant Professor, Department of Political Science, KET'S V.G.Vaze College (Autonomous), Mumbai.

**6. Chairperson:-**

Dr. Shilpa Suryawanshi - Head and Associate Professor, Department of Political Science, The KET'S V.G. Vaze College (Autonomous), Mumbai