UGCF - 2023 Syllabus

(4 YEARS)
(FIRST & SECOND SEMESTER)

Department of Political Science, School of Social Science Guru Ghasidas Vishwavidyalaya (A Central University), Bilaspur, Chhattisgarh

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# DEPARTMENT OF POLITICAL SCIENCE, COURSE STRUCTURE, 4 YEARS UGCF

SEMESTER	CODE	PAPER	CREDIT	
	Major-1	UNDERSTANDING POLITICAL THEORY	4	
	Minor-1	from the pool of courses offered by related departments	4	
I	Multidisciplinary-1 (GE)			
	AEC-1	MIL/ENGLISH	3	
	SEC-1	Public Opinion and Survey Research	2	
	VAC-1	To be selected from the University pool of VAC	2	
	VAC-2	To be selected from the University pool of VAC	2	
,	TO	OTAL CREDITS:	20	
-	Major-2	POLITICAL THEORY	4	
	Minor-2	from the pool of courses offered by related departments	4	
II	Multidisciplinary -2 (GE)	UNDERSTANDING GANDHI	3	
	AEC-2	MIL/ENGLISH	3	
	SEC-2	MANAGING ELECTION AND ELECTION CAMPAIGN	2	
	VAC-3	To be selected from the University pool of VAC	2	
	VAC-4	To be selected from the University pool of VAC	2	
		TOTAL CREDITS:	20	

<sup>\*</sup>The student must complete the 4-credit vocational course/Internship during the summer term to get UG Certificate if he wishes to exit the program after the first 2 semesters

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## **SEMESTER-I**

Paper No.	Course TITLE	TITLE	Credit (Theory + Tutorial)	Total Credit	Mark s		L SS
	Code				INTER	ENDSE MESTE R	TOTAL
		CORE					
Major-1		UNDERSTANDING POLITICAL THEORY		4	30	70	100
Minor-1		from the pool of courses offered by related departments		4	30	70	100
		Multidisciplinary-1 Generic E	lective				
GE-1		NATIONALISM IN INDIA	1.2	3	30	70	100
		Ability Enhancement Cour	'se		30	70	100
AEC-1	MIL/ENGLISH			3	30	70	100
		Skill Enhancement Cours	e		30	70	100
SEC-1	4	Public Opinion and Survey Research		2	30	70	100
		Value Added Course					
VAC-1		To be selected from the University pool of VAC		2	30	70	100
VAC-2		To be selected from the University pool of VAC		2	30	70	100
	SEME	STER TOTAL		20	210	490	700

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# **SEMESTER-II**

Paper No.	Course TITLE	<b>J</b>	redit	Mar ks		SE	
	Code		Credit (Theory + Tutorial)	To	INTER	ENDSE MESTE R	TOTAL
		CORE	* * * * * * * * * * * * * * * * * * * *				
Major-2	POLITICAL THEORY			4	30	70	100
Minor-2	from the pool of courses offered by related departments			4	30	70	100
		Multidisciplinary-2 (Generic El	lective)			3	
GE-2		UNDERSTANDING GANDHI		3	30	70	100
S W		Ability Enhancement Cour	se		1, 1,		
AEC-2		MIL/ENGLISH		3	30	70	100
-		Skill Enhancement Course	e				V <sup>1</sup>
SEC-2		MANAGING ELECTION AND ELECTION CAMPAIGN		2	30	70	100
	A STATE OF THE STA	Value Added Course					
VAC-3	To be selected from the University pool of VAC			2	30	70	100
VAC-4		To be selected from the University bool of VAC		2	30	70	100
	SEME	STER TOTAL		20	210	490	700

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# **SEMESTER-1**

Semester: 1

## MAJOR-1:

# UNDERSTANDING POLITICAL THEORY

**Course Code:** 

Credits-4

## **COURSE OBJECTIVES**

This course introduces the various ways of theorizing politics. The idea is to introduce and assess the conventional as well as contemporary approaches to understanding politics. The course familiarizes students with central debates in political theory. It investigates various traditions and critical perspectives on political theory. The core aim is develop critical and analytical skills among students and the development of their understanding to some of the key concepts in political practices.

# **UNIT-1: Introducing Political Theory**

- Introduction to Political Theory
- Theorizing the 'Political'
- Significance of Political Theory
- Approaches to Political Theory- Normative, Historical, Behavioural and Postbehavioural

## **UNIT-2: Tradition of Political Theory**

- Liberal
- Marxist
- Socialist
- Anarchist
- Conservative

## UNIT-3: Responses to Modernia

- Post-modernism
- Feminism
- Multiculturalism

#### UNIT-4: State:

- Idea of State
- Nation & State

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#### COURSE OUTCOMES

After completion of this course, students will

**CO1:** Understand the various traditions and approaches of political theory and appreciate how they get reflected in organizing social living.

CO2: Understand multiple frames by which the idea of political community is debated

CO3: Understand the significance of theorizing and relating theory to practice

**CO4**: Acquire the critical analytical vocabulary to address political questions in a reflected and theoretically informed way.

**CO5:** Know how political theory provides a normative framework to resolve various social and political problems and issues.

### Recommended Readings:

- Bhargava, R. and Ashok Acharya (2008) 'Political Theory: An Introduction. New Delhi: Pearson Longman.
- Bhargava, R. (2008) 'Why do we need Political Theory', in Bhargava, R. and Acharya, A. (eds), Political Theory: An Introduction. New Delhi: Pearson Longman,
- Freedman, J. (2021) 'Feminism'. Rawat Publications.
- Heywood, A. (2016) (Reprint) 'Political Theory: An Introduction', Palgrave, UK.
- Heywood, A. (2020) Political Ideologies: An Introduction, 7th edition, Red Globe
- Jaggar, A. (1983) Feminist Politics and Human Nature. Forbes Boulevard: Rowman and Littlefield.
- Vattimo, Gianni, 1988 [1985]. The End of Modernity: Nihilism and Hermeneutics in Postmodern Culture, Jon R. Snyder (trans.), Baltimore: Johns Hopkins University Press.
- Verma, S. P. (1996) 'Modern Political Theory', Vikash Publishing, 3rd Reprint, New Delhi.
- Vincent, A. (2004) The Nature of Political Theory. New York: Oxford University Press.
- भार्गव, राजीव और अशोक आचार्या (सं.), राजनीतिक सिद्धांतः एक परिचय, दिल्ली पियर्सन, 2008.
- कुमार, संजीव (सं.), राजनीति सिद्धांत की समझ, दिल्ली: ओरिएंट ब्लैकस्वान, 2019.
- चौबे, कमल नयन. (सं.), समकालीन राजनीति-दर्शन: एक परिचय, दूसरा संस्करण, दिल्ली पियर्सन, 2013

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# Semester: 1

# **MULTIDISCIPLINARY-1 (GE-1)**

# NATIONALISM IN INDIA

### **Course Code:**

Credits-3

# **Course Objective:**

This course will expose the students to different schools of understanding colonialism and nationalism in India. They will understand the key religious, cultural organizations and political ideologies, and political formations which contributed to and impacted the national movement of India. This includes why India was partitioned and what were the ideological premises of the partition of the country and the demarcation of boundaries of two separate nation-states.

### **UNIT-1: Nationalism**

Meaning, Determining Factors of Nationalism

# UNIT-2: Reform Movements in India

- Brahmo Sama
- Satya-shodhak Samaj
- Arya Samaj
- Self-Respect Movement
- Temple Entry

### UNIT-3: Nationalism in India-1

- Rabindranath Tagore
- Swami Vivekananda
- Aurobindo Ghosh
- V.D. Savarkar
- M. N. Roy

### UNIT-4: Nationalism in India-2

- M. G. Gandhi
- M. Iqbal
- B. R. Ambedkar
- Ram Manohar Lohia

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### Course Outcomes:

**CO-1:** The student will be able to examine and explain the impacts of British colonialism in India.

**CO-2:** They will know how Indian nationalism is interpreted differently by different schools of thought.

**CO-3:** They will be able to understand the role of different cultural and political organizations and ideologies which contributed to the freedom movement of India significantly.

**CO-4:** They will also be able to understand the role of various religious and social reformist movements in India with a special focus on the state.

CO-5:. They will be able to understand why and on what basis the country was partitioned.

### Readings List:-

- Anshu Srivastava. (2022) Gandhian Conceptualization of the Social in Critiquing Caste through 'Temple Entry': Gandhi's Satyagraha and Untouchability, Mainstream, VOL 60 No 38 September 10, 2022.
- P. DeSouza, (ed.) Contemporary India: Transitions, New Delhi: Sage Publications, 2000.
- AS. Bhattacharya, (ed.) Development of Modern Indian Thought and the Social Sciences, Vol. X. New Delhi: Oxford University Press, 2007.
- Biswas, D., Ryan, J. C. (2022), Nationalism in India: Texts and Contexts (Hardcover, (eds.)), Routledge (Manohar Publishers & Distributors)
- S. Sarkar, (1983) Modern India (1885-1947), New Delhi: Macmillan
- G. Shah, (2002) Social Movements and the State, New Delhi: Sage.
- Mukherjee, R. (2021), TAGORE AND GANDHI: WALKING ALONE, WALKING TOGETHER, Aleph Book Company.
- Roy, H. & Singh, M P. (2020), Indian Political Thought: Themes and Thinkers, Third Edition, Pearson
- A. Chakrabarty and R. Pandey, (2010) Modern Indian Political Thought, New Delhi: Sage Publications.
- R.Pradhan, (2008) Raj to Swaraj, New Delhi: Macmillan (Available in Hindi).
- Pantham, Thomas and Kenneth L. Deutsch 1986) ((Eds.), Political. Thought in Modern India, New Delhi, Sage Publications.
- Islam, R. (2006). Bharat Mein Algavvad aur Dharm. Vani Prakashan in New Delhi.
- Sankar, (2020), Vivekanand Ki Atmakatha: An Autobiography of Vivekananda: The Life of Swami Vivekananda, Prabhat Prakashan Pvt. Ltd.
- Mehta, V.R. (1996), Indian Political Thought, MANOHAR PUBLISHERS & DISTRIBUTORS.

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- Verma, V.P. (2017), MODERN INDIAN POLITICAL THOUGHT, Lakshmi Narain Agarwal Educational Publishers.
- गांधी, मो. क. (2010). मेरे सपनों का भारत. अहमदाबाद: नवजीवन प्रकाशन मंदिर र.

गांधी, मो. क. (2012). सत्य के प्रयोग अथवा आत्मकथा (त्रिवेदी, काशीनाथ, अनुवादक), अहमदावाद: नवजीवन प्रकाशन मंदिर र.

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# Semester: 1

### SEC-1

## **Public Opinion and Survey Research**

#### Course Code:

Credits-2

### **Course Objective**

This course will introduce the students to the debates, principles and practices of public opinion polls in the context of democracies, with special reference to India. It will familiarize the students with the principles and practice of survey research and conceptualizing and measuring public opinion using quantitative methods. The course will give special attention to developing basic skills pertaining to the collection, analysis and utilization of quantitative data.

### Unit 1: Introduction to public opinion and survey

• Definition and characteristics of public opinion, conceptions and characteristics, debates about its role in a democratic political system, uses for opinion poll

### Unit 2: Representation and Sampling

- Measuring Public Opinion with Surveys: Representation and sampling
- a) What is sampling? Why do we need to sample? Sample design.
- b) Sampling error and non-response
- c) Types of sampling: Non-random sampling (quota, purposive and snowball sampling);
- d) random sampling: simple and stratified

### Unit 3: Survey Research

- a) Interviewing: Interview techniques pitfalls, different types of and forms of interview
- b) Questionnaire: Question wording; fairness and clarity.

## Unit 4: Quantitative Data Analysis

- a) Introduction to quantitative data analysis
- b) Basic concepts: correlational research, causation and prediction, descriptive and
- c) inferential Statistics

### **Unit 5: Interpreting polls**

- Prediction in polling research: possibilities and pitfalls
- Politics of interpreting polling

**Course Outcomes** 

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On the successful completion of the course, students will be able to:

CO-1: Understand the importance of public opinion in a democracy and the role of survey research in comprehending the working of a democratic political system

CO-2: Learn about the methods used for conducting surveys and interpreting survey data

CO-3: Acquire basic skill sets related to understanding public opinion formation and conducting research through the use of sample date, framing a questionnaire, etc.

CO-4: Acquire basic skill sets related to measurement of public opinion such as data analysis using statistical methods.

### References

- R. Erikson and K. Tedin, (2011) American Public Opinion, 8th edition, New York: Pearson Longman Publishers, pp. 40-46.
- G. Gallup, (1948) A guide to public opinion polls Princeton, Princeton University Press, 1948.
- G. Kalton, (1983) Introduction to Survey Sampling Beverly Hills, Sage Publication.
- Lokniti Team (2009) 'National Election Study 2009: A Methodological Note', Economic and Political Weekly, Vol. XLIV (39)
- Lokniti Team, (2004) 'National Election Study 2004', Economic and Political Weekly, Vol. XXXIX (51).
- 'Asking About Numbers: Why and How', Political Analysis (2013), Vol. 21(1): 48-69, (first published online November 21, 2012)
- H. Asher, (2001) 'Chapters 3 and 5', in Polling and the Public: What Every Citizen Should Know, Washington DC: Congressional Quarterly Press.
- R. Erikson and K. Tedin, (2011) American Public Opinion, 8th edition, New York, Pearson Longman Publishers, pp. 40-46.
- Agresti and B. Finlay, (2009) Statistical methods for the Social Sciences, 4th edition, Upper saddle river, NJ: Pearson-Prentice Hall,
- S. Kumar and P. Rai, (2013) 'Chapter 1', in Measuring Voting Behaviour in India, New Delhi: Sage.
- R. Karandikar, C. Pyne and Y. Yadav, (2002) 'Predicting the 1998 Indian Parliamentary Elections', Electoral Studies, Vol. 21, pp.69-89.
- M. McDermott and K. A. Frankovic, (2003) 'Horserace Polling and Survey Methods Effects: An Analysis of the 2000 Campaign', Public Opinion Quarterly 67, pp. 244-264.
- Sandeep Shastri, Ashutosh Kumar, (2023) 'Electoral Dynamics in the States of India'. Routledge India; 1 et al.
- Kumar, S. (2013) Measuring Voting Behaviour in India. SAGE India; First Edition.
- Roy, P. & Sopariwala, Dorab R. (2019) 'Verdict, The: Decoding India's Elections'. Vintage Books.

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# Additional Readings:

- K. Warren, (2001) 'Chapter 2', in In Defense of Public Opinion Polling, Boulder: Westview Press, pp. 45-80.
- W. Cochran, (2007) 'Chapter 1', Sampling Techniques, John Wiley & Sons.
- G. Gallup, (1948) A Guide to Public Opinion Polls. Princeton: Princeton University Press, pp. 14-20; 73-75.

D. Rowntree (2000) Statistics Without Tears: An Introduction for Non-Mathematicians, Harmon dsworth: Penguin. 1/23/08/23

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# **SEMESTER-II**

SEMESTER: 2

### MAJOR-2:

### POLITICAL THEORY

**Course Code:** 

Credits-4

### **Course Objectives**

This course seeks to understand the unexamined explanation of what is political. It investigates various concepts like liberty, equality, and justice that build the foundation of political theory. The core aim of the paper is to inculcate students to normatively and critically analyze political arguments and debates. The course, therefore, develops an understanding of the nature and significance of political theory through various perspectives and conceptual analysis.

## **Unit-1: Key Concepts in Politics**

- Power, Authority, and Legitimacy
- Liberty, Equality, and fraternity

### **IINIT-II: Freedom**

- Negative Freedom and Positive Freedom
- Freedom as Development

### UNIT-III: Justice

- Justice: Meaning and Types
- Procedural, Distributive, and Global Justice.

### **UNIT-IV: Rights**

- Rights: Natural, Moral, and Legal
- Human Rights

### **UNIT-V: Democracy**

- Idea of Democracy
- Theories of Democracy

**Course Outcomes** 

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CO1: They will develop conceptual and theoretical fundamentals; understand ideas, debates and discourses and ideological affiliation with scientific temper.

**CO2**: This will help them to address, solve and analyze the problems systematically by the presentation of data and evidence for validation of the case in question.

CO3: They will come to know about the role and functions of Political theory.

CO4: They will come to know how liberal and Marxist traditions look at and understand politics.

CO5: They will learn what is power and how it operates in society and politics.

CO6: They will be able to explain the debates on the distributive theory of justice.

CO7: They will come to understand and explain different theories of rights, liberty, equality, and justice

## Recommended Readings:

- Verma, S. P. (1996) 'Modern Political Theory', Vikash Publishing, 3rd Reprint, New Delhi.
- Gauba O.P. (2017) 'An Introduction to Political Theory', National Publishing House, 9<sup>th</sup> reprint, Sahibabad (U.P.)
- Vinod, M.J and Deshpande, Meena (2013) Contemporary Political Theory, PHI, New Delhi
- Ramaswamy, Sushila (2010), 'Political Theory: Ideas and Concepts', PHI Learning, New Delhi
- Bellamy, R. (1993), (ed.) *Theories and Concepts of Politics*. New York: Manchester University Press.
- Marsh, D. and Stoker, G. (eds.) 'Theory and Methods in Political Science'. London, Macmillan.
- Heywood, Andrew (2016) (Reprint), 'Political Theory: An Introduction', Palgrave, UK.
- भार्गव, राजीव और अशोक आचार्या (सं.), राजनीतिक सिद्धांत: एक परिचय, दिल्ली पियर्सन, 2008.
- Bhargava, R. and Ashok Acharya (2008) 'Political Theory: An Introduction. New Delhi: Pearson Longman.
- Heywood, A. (2020) Political Ideologies: An Introduction, 7th edition, Red Globe
- कुमार, संजीव (सं.), राजनीति सिद्धांत की समझ, दिल्ली: ओरिएंट ब्लैकस्वान, 2019.
- चौबे, कमल नयन. (सं.), समकालीन राजनीति-दर्शन: एक परिचय, दूसरा संस्करण, दिल्ली पियर्सन, 2013

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## SEMESTER: 2

# **MULTIDISCIPLINARY -2 (GE-2)**

## **UNDERSTANDING GANDHI**

#### **Course Code:**

Credits-3

### **Course Objective:**

This course teaches students the core elements of Gandhian thought and Gandhi's approach to the key issues of contemporary India which were also matter of contestations before independence. This covers a wide range of issues and subjects from politics to economy, social reconstruction to religion which provides insight into the idea of India which Gandhi dreamt of. Gandhi responded the questions which were posed to him in his times but they continue to agitate the minds even today; whether it is Hindu-Muslim relations or critique of modern society; be it the idea of Swadeshi or the religious conversion which make Gandhi relevant in political discourses. This module will examine and assess Gandhi as a modern political philosopher whether his language was positioned against science and modernity or he resembled the characteristic of a post-modern thinker.

### Syllabus:

## UNIT-1 Satyagraha: Theory and Action

a) Passive Resistance and Satyagraha

b) Satyagraha in Action: Kheda Movement for Communal Unity.

## UNIT-2 Gandhian Philosophy

- a) Swaraj
- b) Swadeshi
- c) Trusteeship

### UNIT-3: Gandhi's Legacy

a) Tolerance: Anti-Racism Movements (Anti-Apartheid and Martin Luther King)

b) Gandhigiri: Perceptions in Popular Culture

#### **Course Outcomes:**

**CO1**: The students would be able to explain the idea of truth and non-violence which become the bedrock of the Gandhian Philosophy.

**CO2**: They will come to know what was the position of Gandhi on issues like Hindu-Muslim relations, gender questions, religious conversion, cow protection, caste, and untouchability questions.

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CO3: They will be able to answer why Gandhi favored Swadeshi and why he became the critique of modern Industrial Civilization.

**CO4:** They will be able to answer how serious Gandhi was about cow protection in India and how his ideas are different from present-day campaigns against cow slaughter

### **Reading List**

- Srivastava, Anshu. (2022) Gandhian Conceptualization of the Social in Critiquing Caste through 'Temple Entry': Gandhi's Satyagraha and Untouchability, Mainstream, VOL 60 No 38 September 10, 2022.
- Gandhi: A BriefInsight, Delhi; Sterling Publishing Company, 1997.
- Self and Society: A Study in Gandhian Thought, New Delhi: Sage Publication,
- Parel (ed) Gandhi, Freedom and Self-Rule, New Delhi: Lexington Books, 1997
- D. Hardiman, (1981) "The Kheda Satyagraha', in Peasant Nationalists of Gujarat. Kheda District, 1917-1934, Delhi: Oxford University Press.
- R. Iyer, (2000) Chapter 10 and 11, in The Moral and Political Thought of Mahatma Gandhi, New Delhi: Oxford University Press.
- Parekh, (1999) Discourse on Unsociability', in Colonialism, Tradition and Reform: An Analysis of Gandhi's Political Discourse, New Delhi: Sage Publication.
- Ghosh and T. Habu, (2006) Lage Raho Munna Bhai: Unravelling Brand "Gandhigiti, Economic and Political Weekly, 41 (51.
- P.Chatterjee,(1986) The Moment of Maneuver", in Nationalist Thought and the Colonial World A derivative discourse?, Delhi: Zed Books.
- C Dalton, (1996) 'Swaraj: Gandhi's Idea of Freedom", in Mahatma Gandhi Selected Political Writings, USA: Hackett Publishing
- Dayal, P. (2006), Gandhian Theory of Social Reconstruction. Atlantic Publishers & Dist. 2006 383 पेज
- महात्मा गांधी. (2014). बुनियादी शिक्षा. वाराणसी: सर्व सेवा संघ प्रकाशन.
- गांधी, मो. क. (2010). मेरे सपनों का भारत. अहमदाबाद: नवजीवन प्रकाशन मंदिर र.
- गांधी, मो. क. (2012). सत्य के प्रयोग अथवा आत्मकथा (त्रिवेदी, काशीनाथ, अनुवादक), अहमदाबाद: नवजीवन प्रकाशन मंदिर र.
- गांधी, मो. क. (2012). हिन्द स्वराज(नणावती, अमृतलाल ठोकोरदा, अनुवादक)ः नवजीवन प्रकाशन मंदिर
   र.
- Anand T. Hingorani, ed & Gandhi, M.K. Our Language Problem (Bombay: Bhartiya Vidya Bhavan, pp.53-55.
- Towards New Education written by M.K. Gandhi by Bharatan Kumarappa.
- Constructive Programme: Its Meaning and Place; url: <a href="https://www.gandhismriti.gov.in/programmes/constructive-programme">https://www.gandhismriti.gov.in/programmes/constructive-programme</a>

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## **SEMESTER: 2**

## SEC-2

# MANAGING ELECTION AND ELECTION CAMPAIGN

**Course Code:** 

Credits-2

### **Course Objective:**

This course exposes students to a wide range of conceptual and practical issues and elements pertaining to electoral democracy in India. Elections and their nature have changed significantly with the support of social media and new technologies. Parties are using these mediums and techniques and adjusting to the new nuances emerging from it. Election management has become a crucial element of electoral democracy wherein parties use all their human and material resources at their disposal. This module exposes the students to the techniques of man and material resources to manage elections.

### Syllabus:

# **UNIT I: Electoral Democracy and Management of Elections**

a. Electoral Democracy: A Theoretical Perspective

b. How Crucial is Management of Elections?

## **UNIT II: Elections and Model Code of Conducts**

a. Model Code of Conducts: What it is?

b. Knowing your Candidates

# UNIT III: Management of Election Campaign

a. Traditional methods of Electoral Campaign; Poster, Pamphlets

b. Use of New Techniques and Methods in Election Campaign

#### **Course Outcomes:**

**CO1:** they will learn about how to file election nominations and the technical issues involved in it.

CO2: They will be able to explain the election code of conduct including the ethics to be maintained in expenditure and elections campaign.

CO3: They will be made aware of the role of new media and technology involved in the election campaign.

CO4: They will get to know about the required skills for media management during the

CO5: They will be able to answer what are debates on state funding of political parties in elections.

Reading List:-

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- Lambert, P. (2000). A Decade of Electoral Democracy: Continuity, Change and Crisis in Paraguay. Bulletin of Latin American Research, 19(3), pp. 379-396.
- Krouse, R., & Marcus, G. (1984). Electoral Studies and Democratic Theory Reconsidered. Political Behavior, 6(1), pp. 23-39.
- Varshney, A. (2007). India's Democratic Challenge. Foreign Affairs, 86(2), pp. 93
- Yadav, Y. (1999). Electoral Politics in the Time of Change: India's Third Electoral System, 1989-99. Economic and Political Weekly, 34(34/35), pp. 2393-2399.
- Kumar, V. (2005). People's Right to Know Antecedents of Their Election Candidates: A Critique of Constitutional Strategies. Journal of the Indian Law Institute, 47(2), pp. 135-157.
- Herrnson, P. (1988). The Importance of Party Campaigning. Polity, 20(4), pp. 714-719.
- West, D. (1994). Television Advertising in Election Campaigns. Political Science Quarterly, 109(5), pp. 789-809.
- Goldstein, K., & Freedman, P. (2002). Campaign Advertising and Voter Turnout: New Evidence for a Stimulation Effect. The Journal of Politics, 64(3), pp. 721-740.
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   Clarifying the Relationship between Negativity and Participation. The American Political
   Science Review, 93(4), pp. 877-889.
- Rogers, L. (1949). Notes on the Language of Politics. Political Science Quarterly,64(4), pp. 481-506.
- Sandeep Shastri, Ashutosh Kumar, (2023) 'Electoral Dynamics in the States of India'. Routledge India; 1 et al.
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- Beaudry, Ann. (1998), Winning Local and State Elections. Free Press.
- Singh, S. S. (2019). How to Win an Indian Election: What Poli: What Political Parties Don't Want You to Know. Penguin eBury Press.

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