

Political Leadership and Communication

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Political Leadership and Communication	2	1	0	1	12th Pass	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To understand the cross-cutting multi-disciplinary linkage of the subject.
- To gain a basic understanding of specific concepts and critical review of political communication and election campaign studies.
- To be able to construct a linkage between political communication and leadership.
- To learn conceptual frameworks and qualitative research skills for the analysis of modes and techniques of political communication and leadership.

Learning outcomes

The Learning Outcome of this course is as follows:

- After studying this course, students will be able to have a professional/career-oriented insight by facilitating their journey as Media managers, policy makers, political analysts, Journalists, Public relations officers in government agencies, political parties and higher education.



SYLLABUS

Unit I: Explaining Political Communication (3 weeks)

- Meaning, Nature and Scope
- Evolution and Transformation

Unit II: Exploring Leadership (3 weeks)

- Themes, Theories and Typologies
- Participation and Performance


Unit III: Expanding Political Communication and Leadership: Orientation and Action (3 weeks)

- Developing Communication and Leadership through Research
- Strengthening Techniques of Communication and Leadership

Unit IV: Extending Political Communication and Leadership: Research Issues and Challenges (3 weeks)

- Researching Communication and Leadership through Survey: Opinion Poll, Exit Poll.
- Examining Contemporary Issues and Challenges in Communication and Leadership

Unit V: Executing Political Communication and Leadership: Empirical and Professional Implications (3 weeks)

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- Psephology as an Art and Vocation
 - Exploring Career Options

Essential/recommended Readings:

- Pole (2009). *Blogging the Political: Politics and Participation in a networked Society*. New York: Routledge.
- D. A. Graber (2005). 'Political Communication Faces the 21st Century', *Journal of Communication*, September: 479-507.
- Frank Esser and Barbara Pfetsh (eds.). (2004). *Comparing Political Communication-Theories, Cases and Challenges*. Cambridge: Cambridge University Press.
- G. Gerbner, L. Gross, M. Morgan and N. Signorielli (1982). 'Charting the Mainstream: Television's Contribution to Political Orientations', *Journal of Communication*, 32(2): 100-27.
- H. A. Semetko and M. Scammell (eds.) (2012). *The SAGE Handbook of Political Communication*. London: Sage.
- John C Maxwell (2008). *Developing the Leader Within You*. New Delhi: Harper Collins.
- Kiran Prasad (ed.) (2003). *Political Communication: The Indian Experience*. New Delhi: B.R. Publishers.
- Max Depree (2004). *Leadership is an Art*. RHUS Publications.
- Yogesh Atal (2014). 'Matdataoin Ka Sansar', *Pratiman*, Vol.2, No.1.
- Yogesh Atal (2018). 'Chunav Shastra Aur Rajniti', *Pratiman*, No.11.

Web Source

- <http://www.politicalcommunication.org/history.html>

Examination scheme and mode:

Total Marks: 100

Internal Assessment: 25 marks

Practical Exam (Internal): 25 marks

End Semester University Exam: 50 marks

The Internal Assessment for the course may include Class participation, Assignments, Class tests, Projects, Field Work, Presentations, amongst others as decided by the faculty.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

