

**ASSAM DON BOSCO UNIVERSITY**  
**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**  
**DEPARTMENT OF MASS COMMUNICATION**  
**Modified Course Structure/Syllabus in SPRING 2019**

**DEPARTMENT OF PSYCHOLOGY AND COUNSELLING**  
**BACHELOR OF ARTS – HONOURS IN PSYCHOLOGY**

**Semester 4**

Type	Course Code	Course Name	Credits
IC	LSAT0009	Alternative English II	4
DC	PCBA0112	Basic Abnormal Psychology	4
	PCCA0113	Child and Adolescent Development Psychology	3
IE/SE	<b>Subsidiary 1 and 2: Two courses to be chosen from the following</b>		
	LSLW0036	Life Writing-Biographies, Memoirs and Letters	4+4
	EDEI0110	Development of Education in India	
	MCNE0117	Introduction to North East India	
	<b>Open Elective: One course to be chosen from the following</b>		
	EDEC0112	Early Childhood Care and Education (ECCE: A Perspective)	3
	LSSK0038	Soft Skills	
	PCCM0114	Community Psychology	
MCBP0106	Basics of Photography		
<b>Total Credits</b>			<b>22</b>

**DEPARTMENT OF EDUCATION**  
**BACHELOR OF ARTS - HONOURS IN EDUCATION**

**Semester 4**

Type	Course Code	Course Name	Credits
IC	LSAT0009	Alternative English II	4
DC	EDEI0110	Development of Education in India	4
	EDET0111	Educational Thinkers	3
IE/SE	<b>Subsidiary 1 and 2: Two courses to be chosen from the following</b>		
	LSLW0036	Life Writing- Biographies, Memoirs and Letters	4+4
	PCBA0112	Basic Abnormal Psychology	
	MCNE0117	Introduction to North East India	
	<b>Open Elective: One course to be chosen from the following</b>		
	EDEC0112	Early Childhood Care and Education (ECCE): A Perspective	3
	LSSK0038	Soft Skills	
	PCCM0114	Community Psychology	
MCBP0106	Basics of Photography		
<b>Total Credits</b>			<b>22</b>

**DEPARTMENT OF MASS COMMUNICATION  
BACHELOR OF ARTS – HONOURS IN MASS COMMUNICATION**

**Semester 4**

Type	Course Code	Course Name	Credits	
IC	LSAT0009	Alternative English II	4	
DC	MCNE0117	Introduction to North East India	4	
	MCHE0116	History and Evolution of Media	3	
<b>Subsidiary 1 and 2: Two courses to be chosen from the following</b>				
IE/SE	LSLW0036	Life Writing-Biographies, Memoirs and Letters	4+4	
	EDEI0110	Development of Education in India		
	PCBA0112	Basic Abnormal Psychology		
	<b>Open Elective: One course to be chosen from the following</b>			
	EDEC0112	Early Childhood Care and Education (ECCE): A Perspective	3	
	LSSK0038	Soft Skills		
	PCCM0114	Community Psychology		
MCBP0106	Basics of Photography			
<b>Total Credits</b>			<b>22</b>	

**DEPARTMENT OF LANGUAGE STUDIES  
BACHELOR OF ARTS - HONOURS IN ENGLISH**

**Semester 4**

Type	Course Code	Course Name	Credits	
IC	LSAT0009	Alternative English II	4	
DC	LSLW0036	Life Writing-Biographies, Memoirs and Letters	4	
	LSLC0037	Literary Criticism: Aristotle to I. A. Richards	3	
<b>Subsidiary 1 and 2: Two courses to be chosen from the following</b>				
IE/SE	EDEI0110	Development of Education in India	4+4	
	PCBA0112	Basic Abnormal Psychology		
	MCNE0117	Introduction to North East India		
	<b>Open Elective: One course to be chosen from the following</b>			
	EDEC0112	EDEC0112 Early Childhood Care and Education (ECCE): A Perspective	3	
	LSSK0038	Soft Skills		
	PCCM0114	Community Psychology		
MCBP0106	Basics of Photography			
<b>Total Credits</b>			<b>22</b>	

**MCRC0026: RURAL COMMUNICATION**

**(3 Credits – 45 hours)**

**Objective:** To provide an in-depth understanding of the concepts, issues and challenges of rural development; To familiarise learners on the role of communication for rural development; To equip learners with the essential knowledge and skills for effective communication for rural development.

**Module I: Rural Communication and Participation (9 hours)**

Community and Rurality-Concept and Definition, Communication Structure in Rural Settings-Folk and Traditional Media; Radio in Rural Communication; and Community Media for Participatory Communication, Media and Communication Habits among Rural Communities, Media Penetration and Changing Rurality, Rural Communication Channels - Village Meetings; Village Market; Village fair, ICT and Rural Governance

#### **Module II: Documenting Development in Rural Settings (9 hours)**

Role of Communication in Rural Development, Documenting and Analysing Rural Development and Communication Agenda, Rural Health and Communication, Crisis and Natural Disaster Communication, Communicating Education and Agriculture, Communication and Extension Activities in Rural Settings

#### **Module III: Evaluating Communication Needs in Rural Areas (9 hours)**

Media and Communication Awareness among the Rural Mass, Assessing the Urban Rural Divide, Communication Divide-Knowledge and Infrastructure, Need for Media and Communication Literacy, Communication Research in Rural Context-Participatory Action Research-Survey, Natural Resource Management, and Human Rights

#### **Module IV: Channelizing Development in a Rural Context (9 hours)**

Contextualising Paulo Freire in the Process of Rural Development and Rural Communication, Context Specific Communication-Local Culture, Tradition, Language and Folk Art Forms, Intercommunity Communication, Utilising Intra-community Communication Channels, Disseminating Community Specific Information and Disbursing Local Knowledge, Participatory Action and Rural Development

#### **Module V: Practicum (9 hours)**

As part of this module, students are required to conduct community outreach programmes in rural areas on issues of rural development.

### **COURSE/LEARNING OUTCOMES**

At the end of this course students will be able to:

- CO1: Understand the social, economic, political and cultural framework of rural communication
- CO2: Address the challenges with suitable responses for the identified rural communication
- CO3: Demonstrate the ability to engage in the management of rural communication

### **Suggested Readings**

1. Castello, R. D. (2006). Framework on Effective Rural Communication for Development. FAO: Rome.
2. Berrigan, F. J. (1979). Community Communications: The Role of Community Media in Development. UNESCO: Paris.
3. Freire, P. (1970). Pedagogy of the Oppressed. Continuum: New York.
4. Acunzo, M. (2014). Communication for Rural Development: Sourcebook. FAO: Rome.
5. Santucci, F. M. (2005). Strategic Communication for Rural Development. World Bank.

## **MCNE0117: INTRODUCTION TO NORTHEAST INDIA**

### **(4 Credits – 60 hours)**

**Objective:** To provide learners with an in-depth understanding of the history, geography, culture and politics of Northeast India; To acquaint learners on various socio-cultural, political and development issues of the region; To provide an understanding on International borders and its significance in the socioeconomic development of the region.

#### **Module I: Physiographic Features (15 hours)**

Natural resources – Landscape, Forest, Water, Cultivation, International Borders

#### **Module II: Demographic Profile (15 hours)**

Area, Race, Major Tribes, Population, Social structure

**Module III: Cultural and Practices (15 hours)**

Language, Religion and Festivals, Traditional beliefs and Practices, Customary Laws

**Module IV: Challenges and Prospects (15 hours)**

Inner Line Permit, Armed Forces Special Power Act (AFSPA), Human Rights, Socio-political movements, Immigration, Look-East Policy, Tourism and Cottage Industry

**COURSE/LEARNING OUTCOMES**

At the end of this course students will be able to:

- CO1: Understand the complex socio-cultural and political mosaic of the region.
- CO2: Demonstrate an understanding of the various development issues in the region.
- CO3: Identify opportunities and challenges of the region.
- CO4: Suggest policies for intervention in the Northeast region.

**Suggested Readings**

1. Baruah, Sanjib. Beyond Counter-Insurgency: Breaking the Impasse in Northeast India. Oxford University Press.
2. Das, Samir Kumar. Governing India's Northeast. Springer.
3. Singh, Thingam Kishan. Look East Policy and India's Northeast: Polemics and Perspectives. Concept Publishing Company.
4. Gill, Preeti. The Peripheral Centre: Voices From India's Northeast. Zubaan.
5. Verma, Rajesh. History of North East India. Mittal Publications.
6. Agnihotri, S.K and Ray, B. Datta. Perspectives of Security and Development in Northeast India. Concept Publishing.