

# **MOHANLAL SUKHADIA UNIVERSITY: UDAIPUR**

## **MASTER OF ARTS IN SOCIOLOGY 2015-16 ( Semester Scheme)**

1. **Duration of the Course:** The Master of Arts (Sociology) course will be of four semester duration to be conducted in two years. Each semester will be of approximately five months (minimum 90 working days in a semester) duration.
2. **Eligibility:** Candidates seeking admission to the first semester of Master of Arts in Sociology must have a B.A. or an equivalent degree with 48% marks. Candidates who have studied Sociology honors at BA level will be preferred.

### **3. Admission**

Admission will be made on the basis of the fifty percent weightage to the marks obtained in the entrance examination conducted by the Department and fifty percent weightage to total marks obtained at the senior secondary and graduation level. The entrance examination shall be of multiple choice nature. It will be of 2 hrs duration and will carry 100 marks. There will be total 100 questions of objective type. (Each correct answer carrying 1 mark).

**Note – Rules & Regulation as university norms ( In Hard copy )**

### **4. Seats : 40**

## 5. Course structure

Paper No.	Paper Code	Paper Name	L-T-P	Max. Marks		
				Ext.	Int.	Total
<b>SEMESTER-I</b>						
I	41681	Principle of Sociology	3-1-0	80	20	100
II	41682	Methodology of Social Research	3-1-0	80	20	100
III	41683	Rural Society in India	3-1-0	80	20	100
IV	41684	Criminology	3-1-0	80	20	100
		ELECTIVE- I (Any one of the following)		80	20	
V-A	41685-A	Sociology of Health	3-1-0	80	20	100
V-B	41685-B	Social Marketing.	3-1-0	80	20	100
<b>Total</b>			15-5-0	400	100	500

<b>SEMESTER-II</b>						
I	42681	Classical Sociological Traditions	3-1-0	80	20	100
II	42682	Sociology of Kinship Marriage and Family	3-1-0	80	20	100
III	42683	Urban Society in India	3-1-0	80	20	100
IV	42684	Industry and society in India.	3-1-0	80	20	100
		ELECTIVE- II (Any one of the following)		80	20	
V	42685 –A	Sociology of Mass Communication	3-1-0	80	20	100
V-B	42685-B	Sociology of Information Society.	3-1-0	80	20	100
<b>Total</b>			15-5-0	400	100	500
<b>SEMESTER-III</b>						
I	43681	Theoretical perspective in Sociology.	3-1-0	80	20	100
II	43682	Social Demography.	3-1-0	80	20	100
III	43683	Social Movement in India	3-1-0	80	20	100
IV	43684	Sociology of Religion	3-1-0	80	20	100
		ELECTIVE- III (Any one of the following)		80	20	
V-A	43685-A	Sociology of Law	3-1-0	80	20	100
V-B	43685-B	Advanced Social Statistics	3-1-0	80	20	100
<b>Total</b>			15-5-0	400	100	500
<b>SEMESTER IV</b>						
I	44681	Perspective on Indian Society.	3-1-0	80	20	100
II	44682	Social Anthropology.	3-1-0	80	20	100
III	44683	Political Sociology	3-1-0	80	20	100
IV	44684	Environment and Society		80	20	

		ELECTIVE- IV (Any one of the following)	3-1-0	80	20	100
V-A	44685-A	Sociology of change and Development	3-1-0	80	20	100
V-B	44685-B	Dissertation based on Project Work	0-4-0	80	20	100
<b>Total</b>			12-8-0	400	100	500
<b>Grand Total</b>			<b>60-20-00</b>	<b>1500</b>	<b>500</b>	<b>2000</b>

## 6. Scheme of Instruction:

Each semester will be of five months (90 working days) duration. Instruction in each paper is divided into Lectures and Tutorials.

**6.1 Theory:** Class room instructions as per lecture schedule announced at the beginning of the course.

**6.2 Tutorials:** Tutorials will be conducted for following:

- (i) To give class room instructions in topics already covered in lectures but students require detailed explanation/examples;
- (ii) Working out problems, program etc. to make students understand the topics;
- (iii) Quiz to get feedback on understanding of the students in a topic.

**6.3 Communication Skill & Personality Development:** Students will be required to undergo Communication Skill and Personality Development Program in the first semester. They will be required to attend either regular classes/workshop/Add-on course of 60 to 80 hrs duration before the final semester examination. This will be done at the University Centre for Soft Skills. No students shall be allowed to appear in the final semester examination unless they produce certificate of satisfactory completion of the Course in

Communication Skill and Personality Development Program. If required 6hrs/week classes may be conducted by the Department.

**6.4 Seminar:** Students are required to give one seminar in each semester in each paper (10 to 15 minutes) using Audio visual aids. They will be required to submit detailed written work on the seminar topic. Each teacher giving instructions to the students will be giving one lecture each in each semester to provide latest developments, techniques etc. Attendance in all the seminars by the students is compulsory. Marks proportionate to their absence will be deducted from seminar component of the internal marks.

**6.5 Assignments:** Teachers will give regular assignments to the students to assess their grasp of the topics. Students will be required to complete the same within the stipulated period.

**6.6 Projects:** Student will be required to carry out a project in the last semester.

Only the projects submitted by the candidates as per following guidelines will be evaluated.

- a) Project to be selected by the student at the end of third semester
- b) Progress report must be submitted through supervisor
- c) Project must be submitted before the prescribed last date.
- d) Candidates are required to make a presentation of their project work during their project examination
- e) Students whose projects are graded as unsatisfactory will be given one more chance to undertake another project under another supervisor,
- f) The project work of the candidates whose progress report is not submitted will be considered as incomplete and may be terminated within two weeks from the prescribed due date.
- g) Students will be allowed to undertake project works only at the *bonafide* organizations.

- h) Examination of the project work will be conducted by a committee consisting of one internal examiner and Head.

## **7. ATTENDANCE:**

Regular attendance of the student is an important factor in the semester system. No candidate will be allowed to appear in the End Semester Examination as a regular student unless he/she has attended the course regularly.

7.1 Regular 100% attendance is expected of all students for every course in theory and seminar. Hence attendance is compulsory and will be monitored in the semester and students will be informed at the end of the month and end of semester.

7.2 A maximum of 25% absence for the attendance may be condoned only on valid grounds such as illness, death in family or other emergency beyond students control and approved by the Head of the Department/Course Director. Sanctions are to be taken within a week after joining.

7.3 For students participating in Sports/Cultural event/NCC/NSS, etc. caMSO during a semester the maximum number of days of absence shall not exceed 8 days. Any waiver in this context shall be on the recommendation of the concerned authority and the student will be required to apply in advance for the leave to the Head/Course Director through Faculty Advisor/Course Co-coordinator.

7.4 If a candidate is absent from the semester classes for a period of more than one week without prior notice, admission of the candidate in the course will be terminated automatically. If a candidate is absent due to medical reason, the same must be intimated to the Head/Course Director well in time. However, he/she will not be entitled for any exemption from the attendance requirements of the semester

7.5 If attendance of a candidate in a paper is less than 75%, his/her internal assessment will be marked zero and a candidate may be allowed to appear in those papers in which his/her attendance is less than 75% subject to the condition that **NR** will be marked in these papers to indicate “attendance is short so declared as Not Regular”.

## **8. Examination scheme:**

8.1 University shall conduct examinations only after completion of instructions as per course structure of each semester. External examination may be conducted on consecutive working days without any gap.

8.2 Each theory paper shall be of 100 marks (75 marks for written examination of 3-hrs duration and 25 marks for internal assessment).

8.3 The question paper for end semester examination shall consist of three parts. Part-A will be of 10 marks and will contain ten short answer type questions for which answer must be provided within 35 words for each. Each question will carry 1 mark. Part-B will be of 35 marks and consist of five questions (which requires answers in 250 words for each), one from each unit with internal choice. Each question will be of 7 marks. Part C will be of 30 marks and consist of four long answer type questions (500 words each) out of which candidates will be required to answer two. Each question will be of 15 marks.

8.4. To ensure that questions are put within the scope of the course, following materials must be sent to examiners to set question papers

(a) Prescribed syllabus of the paper

(b) Detailed lecture schedule (Minimum 40 Lectures &Tutorials) giving the chapter/section of the text books & Reference book.

(c) Model Question paper

8.5 The internal marks will be awarded by the teacher concerned and will be put for consideration committee of consisting of Head/Course Director. The committee will ensure that norms given for internal evaluations are followed in the award of internal marks for each paper.

## **9. Internal evaluation scheme to award internal marks**

9.1 **Assignments:** 40% of the internal assessment marks for each theory paper will be awarded on the basis of the performance in the assignments regularly given to the students.

9.2 **Internal examination:** 40% of the total internal assessment marks for each theory paper will be awarded on the basis of the performance in two written examination conducted by the faculty, one at the end of every six weeks.

9.3 **Seminar & Oral examination:** 20% of the total internal assessment marks for each paper will be awarded on the basis of the performance in a seminar and Internal viva examination. This will be in addition o internal assessment as mentioned in para 8.1 At least one Internal Viva Voice examination per paper will be conducted by a committee consisting of local examiners preferably during internal examination.



Note: Candidate who attends less than seventy five percent of the total classes conducted in a paper will not be permitted to appear in Internal Assessment.

9.4 Students are required to keep record of the assignments, Seminars and answer books of the internal examinations and present them at the end of the semester to the Advisory Board of the course. The attendance and performance sheet of each student will be examined by the Board. The internal marks awarded by the teacher will be moderated by the Board if necessary.

9.5 If a student has undertaken project work but failed to submit Project report before the prescribed date for submission, he/she shall be declared failed in IV semester. However he/she will be allowed to submit the same whenever next Semester examination is conducted and internal marks will be carried over.

9.6 If the project work of a student is found unsatisfactory or he/she is not carried out the project work he/she will be declared failed in the IV Semester examination and shall not be eligible for award of M.A. degree. Such students will be given one more chance within one year provided they undertake a fresh project work as per rules. Internal marks if any awarded shall be treated as cancelled and student will be required to undergo fresh internal examination as per rules.

## **10. Minimum passing marks and criteria for promotion to next higher semester**

10.1 The minimum marks for passing a semester shall be 36% in each paper and 48% marks in the aggregate.

- 10.2 A candidate may be promoted to the next semester if he or she has secured at least 36% marks in each paper but has failed to secure 48% marks in aggregate. He/she shall be required to appear in one or more of the papers as and when these papers are offered again by the University so as to satisfy the passing criteria laid in 9.1.
- 10.3 A candidate may be promoted to the next semester if he/she has secured at least 36% marks in four papers prescribed in the first semester, provided that aggregate of marks in all papers together is at least 48%. Such candidate shall be required to appear in papers in which he/she has secured less than 36% marks when these courses are offered again so as to satisfy the passing criteria laid down in 9.1
- 10.4 A candidate failing to satisfy the criteria 9.1, 9.2 and 9.3 for promotion to next higher semester shall be required to rejoin the semester in which he/she has failed to satisfy the above criteria, if otherwise eligible in accordance with the University regulations laid in this regard.
- 10.5 In case, result of a semester is not declared by the university, before the starting of the next higher semester, the students who have appeared in all the papers in the semester will be allowed to attend the class of the next higher semester at their own risk. Candidates who are not eligible to be promoted to the next higher semester will have to leave that semester.
- 10.6 If a candidate whose attendance is less than 75% in a paper is allowed to appear in the theory papers in the End Semester Examination, his or her Internal marks in the paper will be set to zero and "NR" will be marked against the paper in which his/her attendance is less than 75%.

## **11. Result:**

At the end of final examination the candidates eligible for the award of M.A. Degree in Sociology shall be classified on the basis of the marks obtained in the first, second, third and fourth semester examination taken together, as follows:

### **(a) First Division with distinction:**

75% or more marks in the aggregate provided the candidate has passed all the papers and examination in the first attempt.

### **(b) First Division**

60% or more marks but fails to satisfy criteria being classified as first division with distinction laid in 10 (a)

### **(c) Second Division**

All other than those included in 10 (a) and (b) above.

A candidate must pass the M.A. examination within three years of the initial admission to the first semester of the course

## Master of Sociology

### Detailed Course Scheme

Paper No.	Paper Code	Paper Name
<b>SEMESTER-I</b>		
I	MSO101	Principle of Sociology
II	MSO102	Methodology of Social Research
III	MSO103	Rural Society in India
IV	MSO104	Criminology
		ELECTIVE- I (Any one of the following)
V-A	MSO105-A	Sociology of Health
V-B	MSO105-B	Social Marketing.
<b>SEMESTER-II</b>		
I	MSO201	Classical Sociological Traditions
II	MSO202	Sociology of Kinship Marriage and Family
III	MSO203	Urban Society in India
IV	MSO204	Industry and society in India.
		ELECTIVE- II (Any one of the following)
V	MSO205-A	Sociology of Mass Communication
V-B	MSO205-B	Sociology of Information Society.
<b>SEMESTER-III</b>		
I	MSO301	Theoretical perspective in Sociology.
II	MSO302	Social Demography.
III	MSO303	Social Movement in India

IV	MSO304	Sociology of Religion
		ELECTIVE- III (Any one of the following)
V-A	MSO305-A	Sociology of Law
V-B	MSO305-B	Advanced Social Statistics

**SEMESTER IV**

I	MSO401	Perspective on Indian Society.
II	MSO402	Social Anthropology.
III	MSO403	Political Sociology
IV	MSO404	Environment and Society
		ELECTIVE- IV (Any one of the following)
V-A	MSO405-A	Sociology of change and Development
V-B	MSO405-B	Dissertation based on Project Work

## **Detailed Course Contents**

### **M.A. (I Semester) 2015-2016 Sociology**

#### **PAPER-I: PRINCIPLES OF SOCIOLOGY**

##### **UNIT-A**

Subject Matter of Sociology: Approaches in Sociology- Historical, Functional and Conflict.

Sociological Perspective: Views of Alex Inkels.

Forms of Social Relationship: Interaction, Society, Community, Association.

##### **UNIT-B**

Concept and Forms of Social Institutions: Family, Marriage, Education, Economy, Polity and Religion.

Status and Role: Concept, Inter-relationship between Status and Role, Multiple Role, Role Set, Status Set, Status Sequence and Role Conflict. ;

Norms and Values: Concept, Characteristics and Classification.

##### **UNIT-C**

Social Stratification: Inequality and Differentiation.

Forms of Social Stratification - Caste, Class, Gender and Ethnicity. Functional and Conflict Theories.

Culture: Concept, Characteristics and Patterns. Social Change: Concept, Factors and Major Theories.

##### **UNIT-D**

Social Groups: Concept and Characteristics.

Types : Primary-Secondary, Formal-Informal, In group- Out group, Gemein schaft- Gesell schaft and Reference group.

Social Processes: Associative-Cooperation, Assimilation, Accommodation and Integration. Dissociative- Competition and Conflict.

##### **UNIT-E :**

Collective Behavior : Concept and Types - Crowd, Public Opinion and Social Movement.

Socialization: Concept, Stages, Agencies and Theories.

Social Control: Concept, Forms and Agencies.

### **Essential readings**

Bottomore, T.B. 1972 Sociology: A guide to problems and literature. Bombay: George Alien and Unwin ( India ) .

Harlambos, M.I 998. Sociology: Themes and Perspectives. New Delhi: Oxford University Press.

Inkeles, Alex. 1987. What is Sociology? New Delhi: Prentice Hall of India.

Jayaram N. 1988. Introductory Sociology . Madras: Macmillan India.

J.P. Singh.1999.Sociology: Concept and Theories, Prentice Hall of India.

Johnson, Harry M. 1995. Sociology: A systematic introduction. New Delhi: Allied Publishers.

Schaefer, Richard T and Robert P. Lamm. 1999 Sociology . New Delhi: Tata- McGraw Hill.

B.K. Nagla and S. B. Singh : Introduction Sociology. New Delhi: NCERT 2002, Both in English & Hindi language.

Doshi, S.L. and Jain P.C. Samajshastra Ki Nai Disayen ( in Hindi ) National Pub. 2002

### **Pedagogy:**

While introducing sociology as a social science emphasis should be laid on the distinctiveness of its perspective rather than on its substantive themes of study.

For effective teaching and meaningful learning, illustrations may be drawn from relevant empirical studies.

Throughout the course, conscious effort should be made to drive home the relevance and significance of sociology for understanding society and in attempting to solve its problems.

## **Paper II -Methodology of Social Research**

### **UNIT-A**

Philosophical Roots of Social Research: Philosophy of Social Science.

Scientific Method in Social Research.

Logic of Inquiry in Social Science Research: Inductive Deductive Logic.

Hypothesis & Concept.

### **UNIT-B**

Quantitative Methods of Social Research - Research Design and its Types.

Sampling Method.

Techniques of Data Collection : Interview, Schedule and Questionnaire.

### **UNIT C**

Techniques and Methods of Qualitative Research- Observation, Case Study, Content Analysis, Oral History, Life History.

Measurement of Scaling Techniques, Reliability and Validity.

### **UNIT D**

Classification & Tabulation.

Measures of Central Tendencies: Mean, Median and Mode.

Measures of Dispersion : Standard Deviation, Mean Deviation, Quartile Deviation.

### **UNIT E**

Definition & Importance of Correlation.

Correlation of Coefficient (r and Rho).

Test of Significance.

Chi-Square Test.

### **Essential readings**

Barnes, Johan A 1979 Who Should Know What? Social Science, Privacy and Ethics. Harmondsworth Penguin



Bleicher M. 1988 The Hermeneutic Imagination London Routledge and Kegan Paul ( Introduction Only ).

Bose, Pradip Kumar 1995 Research Methodology, New Delhi, ICSSR

Bryman, Alan 1988 Quality and Quantity in Social Research, London, Unwin Hyman.

D.A.de Vaus. 1986 Surveys in Social Research London George Allen and Unwin.

Hughes, John 1987, The Philosophy of Social Research London, Longman

Irvine J., I. Miles and J Evans ( eds ) 1979 Demystifying Social Statistics, London Pluto Press.

Madge, John. 1970 The Origins of Scientific Sociology. London Tavistock.

Marsh, Catherine 1988 Exploring Data Cambridge: Polity Press.

Punch, Keith 1986 Introduction to Social Research, London Sage.

Srinivas M.N and Shah A.M. 1979 Field Worker and the Field. New Delhi Oxford.

Nagar, K.N.: Sankhyeki ke Mooltatve ( Hindi )

Singh, Surendra, Samajik Anusandhan Vol I & II ( Hindi), U.P.H.G.A.

Rawat, H.C., Samajik Anusandhan, Rawat Publication, Jaipur.

## **References**

Beteille A and T.N. Madan, 1975 Encounter and Experience Personal Accounts of Fieldwork . New Delhi Vikas Publishing House Pvt.Ltd.

Feyerabend, Paul 1975 Against Method: Outline of an Anarchistic Theory of Knowledge, London Humanities Press.

Hawthorne, Geoffrey 1976 Enlightenment and Despair. A History of Sociology Cambridge : Cambridge University.

Kuhn, T.S. 1970 The Structure of Scientific Revolutions, London: The University of Chicago Press.

Mukherjee, P.N. (eds) 2000. Methodology in Social Research Dilemmas and Perspectives. New Delhi Sage (Introduction).

Popper K. 1999 The Logic of Scientific Discovery, London : Routledge. Shipman, Martin 1988 The Limitations of Social Research, London, Longman.

Sjoberg, Gideon and Roger Nett. 1997 Methodology for Social Rresearch, Jaipur, Rawat Publication.

Smelser, Neil J. Comparative Methods in Social Science. Gross J.L., Paradigm and Sociological Theory.

### **Pedagogy**

It may be noted that the course plan is sufficiently board based to divide it into two courses. Or one course may be culled out depending on the desired thrust and focus.

This course, especially the first section, is communicating the message that methodologies and methods do not evolve or emerge in a vacuum. Thus, the teacher is expected to constantly connect research methods to a theoretical framework so as to explain explicitly the linkages between theory and practice.

Discussions and practical exercises may form an integral part of the course. Daily discussion on specific topic among students will provide feedback to the teacher and also arouse the interest of the students.

A field visit may also be organized depending upon the resources, time and convenience. Students may be made to do exercises in class such as the construction of questionnaires, schedules etc. and also test them in the field so as to sharpen their research skills. The section on statistics should also be rigorously explained along with adequate exercises.

## **Paper –III -Rural Society in India -**

### **UNIT-A**

Rural Society in India as Agrarian and Peasant Social Structure; Basic Characteristics of Peasant and Agrarian Society

### **UNIT-B**

Nature of Family, Caste, Religions, Education Habitat and Settlement in Rural Context. **UNIT-C**

Agrarian Relation and Land Management in Rural India. Agrarian Leadership and Agrarian Unrest in India.

### **UNIT-D**

Rural Poverty, Emigration, Indebtedness.

Planned Change for Rural Society, Panchayati Raj, Local Self Govt. and Community Development Programmes and Rural Development Strategies.

### **UNIT -E**

Major Agrarian Movements in India - A Critical Analysis

Green Revolution.

New Strategy for Agricultural Development.

Globalization and its Impact on Rural Society.

### **Essential readings:**

Agrawal, G.K., Gramin Samajshastra (Hindi)

Berch, Berberogue, Ed. 1992 Class, State and Development in India 1,2,3 and 4 Chapters. Sage, New Delhi.

Chauhan , B.R. Bharat Me Gramin Samajshastra ( Hindi)

Desai A.R. 1977 Rural Sociology in India (in Hindi also ), Popular Prakashan, Bombay

Mencher, J.P. 1983 Social Anthropology of Peasantry Part III, OUP

P. Radhakrishnan, 1989: Peasant Struggles: Land reforms and Social Change in Malabar 1836 -1982. Sage Publications: New Delhi.

Thorner, Daniel and Thirner Alice 1962 Land and Labour in India, Asia Publications, Bombay

Andre Bettle 1974 Six Essays in Comparative Sociology, OUP, New Delhi

( Relevant Chapters)

Dhanagare D.N., 1988 : Peasant Movements in India, OUP, New Delhi

Ashish Nandy, 1999. Ambiguous Journey to the City, New Delhi. OUP

### **Reference**

Research and review articles as appearing in standard national and international journals and the current published monographs and books on thematic lines may be relied upon.

### **Pedagogy**

The classroom teaching should be reinforced with the field visit and the presentation of case experiences in a monthly seminar. The teachers should make full use of the available field report on rural sociology in India as published by the ICSSR in its Survey Research in Sociology and Anthropology

Paper IV **Criminology** -

**UNIT-A**

Conceptual Approaches to Crime: Legal, Behavioral and Sociological.

Types of Crime - Economic, Violent, White-Collar.

Perspectives on Crime Causation: Classical, Positivist, Psychological, Sociological, Marxian, Geographical.

Concept and Types of Deviance.

**UNIT-B**

Changing Profile of Crime and Criminals : Organized Crimes, Crimes Against Women and Children, Cyber Crimes, Corruption.

**UNIT - C**

Theories of Punishment: Retributive, Deterrent, Preventive and Reformative.

Collective Crime : Gang, Terrorism, Communal Riots.

**UNIT-D**

Prison : Concept, Aims, History of Prison in India, Prison Reforms, Self Image Model of Socialization within Prison Walls.

Open Prison : Concept, Characteristics, Importance, Psychological Basis of Open Prison, Open Prison in India.

**UNIT-E**

Correction and its forms :

Probation and Parole.

Role of Police in Crime Prevention.

Problems of Correctional Programmes.

**Essential readings**

Ahuja, Ram. Aparadhshastra (In Hindi).

Bedi, Kiran, 1998. It is Always Possible, New Delhi Sterling Publications Pvt. Ltd.

Gill, S. S. 1998 The pathology of corruption, New Delhi Harper Collins publishers (India).

Goel, Rakesh M. and Manohar S. Powat , 1994 Computer Crime Concept, Control and Prevention. Bombay Sysman Computers Pvt.Ltd.

Lilly, J. Robert, Francis T. Wallen and Richard Ball A. 1995 Criminological Theory, Context and Consequences, New Delhi Sage Publications.

Makkar,S.P. Singh and Paul C Friday 1993 Global Perspectives in Criminology Jalandhar : ABC Publications.

Ministry of Home Affairs, 1998 Crime in India, New Delhi Government of India. Reid, Suetitus 1976 Crime and Criminology, Illinayse Deydan Press.

Shankardas, Rani Dhavan 2000 Punishment and the Prison India and International Perspective, New Delhi Sage Publications.

Sutherland Edwin H and Donald R Cressey. 1968 Principles of Criminology Bombay, The Times of India Press.

Walklete Sandra 1998 Understanding Criminology Philadelphia : Open University Press.

Williams Frank P and marilym D Meshare 1998 Criminological Theory. New Jersey. Prentice Hall.

Williamsan, Harald E 1990 The Correction Profession , New Delhi, Sage Publications.

## **Reference**

Bequai August 1978 Computer Crime, Toronto Lesington Books.

Buckland John 1992 Combating Computer Crime, Prevention Detection and Investigation, New Delhi Me Graw Hill.

Drapkin Ismail and Viano Emilio 1975 Victimology A New focus London, Lesington Press.

Hallman Taryl A. 1950 The Economics of Crime , New York St Martins Press.

Inciarti James A and Pottieger Anne E 1978 Violent Crime: Historical and Contemporary Issues London Sage Publications.

Ministry of Home Affairs. Report of the All India Committee on Jail Reforms 1980 - 83 New Delhi, Government of India.

Pace, Denay F. 1991 Concept of Vice, Narcotics and Organized Crime. London, Prentice -Hall.

Revid, Jorathan 1995 Economic Crime, London Kejan Paul.

Ryan Patrick J and George Rush 1997 Understanding Organized Crime in Global Perspective, London, Sage Publications.

Weisburd Dand and Kip Schlegal 1990, White-Collar Crime Reconsidered, Boston: Northeastern University Press.

### **Pedagogy**

The students should be provided an opportunity to observe the working of the police, judiciary and prisons of the region. They should be taken to modern jails, reformatories, Borstal Homes and Drug De-addiction Centers to see for themselves the working of these institutions and to interact with both the staff and the inmates of these institutions. Special sessions may also be organized for interaction with some of the leading and knowledgeable functionaries of the criminal justice administration system. All this will go a long way to stimulate their interest in the study of the course.

### **Paper -V-A Sociology of Health**

#### **UNIT-A**

Sociology of Health - Aim and Scope. Contribution of Sociology to Health. Definition of Health - Four Dimensions of Health. Health and its Relationship to other Social Institutions. Evolution of Social Medicine in India and Abroad. Social Sciences and Four Dimensions of Health.

#### **UNIT - B**

Social Epidemiology - vital and public health concepts and statistics. Epidemiology of disease, natural history of disease- man and his environment social etiology and ecology of disease. Social Components in therapy and rehabilitation. Culture and Disease. Attitudes, beliefs and values associated with disease. Problems of therapy and rehabilitation.

#### **UNIT-C**

The Sick Role and Patient Role; Hospital as a social system. Types of hospitals: General hospitals, Specialty hospitals, sanatoria, dispensaries, teaching and corporate hospitals. Functions of hospitals: coordination and supervision in hospitals.

#### **UNIT-D**

Community Health : the concept and community health problems in India. Concept of integrated health service. The Primary Health Centres their organization and functioning. Implementation and utilization of health programmes in rural and urban communities. Role of mass media and the promotion of health.

#### **UNIT-E**

The State and Health - health as a fundamental right. Health policy of the Government of India. Financing of health care — health insurance. Drugs — manufacturing — distribution and prices. Food and drug adulteration. The Medical Council of India, the Indian Medical Association - issues of consumer protection and the government.

#### **Essential readings**

Albercht, Gary L and Fitzpatrick, R. 1994. Quality of Life in Healthcare: Advances in Medical Sociology. Mumbai: Jai Press.

Coe. Rodeny M. 1970 Sociology of Medicine. New York McGraw Hill.

Cockerham, William C. 1997 Medical Sociology, New Jersey: Prentice Hall

Cockerham, Eilliam C 1997 Readings in medical sociology. New Jersey: Prentice Hall. Conrad, Peter et al. 2000. Handbook of Medical Sociology. New Jersey: Prentice Hall. Dasgupta R. 1993 Nutritional Planning in India. Hyderabad: NIN

Fox, Renee C. 1988 Essays in Medical Sociology: Journeys into the field. New York transaction Publishers.

Nayar, K.R. 1998 Ecology and health: A Aystem Approach. New Delhi APH Publishing Corporation.

Venkatratnam R. 1979 Medical Sociology in an Indian Setting. Madras: Macmillan.

#### **Referencess:**

Apbercht Gary L 1944 Advances in Medical Sociology Mumbai: Jai Press



Gunatillake, G 1984 Intersectoral Linkages and Health Development: Case studies in India (Kerala State), Jamaica, Norway, Sri Lanka, and Thailand (WHO Offset Series ) Geneva : WHO

Rao, Mohan. 1999 Disinvesting in Health. The World Bank's Prescription for Health , New Delhi: Sage.

Schwartz, Howard. 1994 Dominant issues in Medical Sociology. New York McGraw Hill.

Scrambler, Graham and Paul Higgs. 1998 Modernity, Medicine and Health : Medical Sociology Towards 2000. London, Routledge.

### **Pedagogy**

Assignments to study and analyze Census reports on mortality and morbidity. Analyzing DGHS Reports on incidence and prevalence rates of diseases.

Discussion of WHO reports on infectious and communicable diseases and other statistical information. Visits to hospitals, sanatoria and writing critical reports on them.

Writing reports on functioning of specific Primary Health Centres assigning one center for one student.

Discussion sessions on rural health on the basis of their own observations.

Organizing small group seminars by inviting experts in public health and encouraging discussions.

Participate in NGO activities in the neighborhood where NGO activity on health is intensive.

## **Paper V –B Social Marketing**

### **Unit-A**

Market as a Social Institution: From Relations of Production to Market Relations; Social Aspects of Market, Marketing Social Policies, Programmes and Causes, Distinctive Elements of Social Marketing, Globalization and Social Marketing.

### **Unit-B**

Processes of Social Marketing: Segmentation (Social Differentiation), Target Audience, Positioning (STP.) 4Cs. -Cause, Cost, Channel, Communication; Social Marketing mix, Lifecycle of Cause. Management Principles for Marketing: Problem Identification, Cause formulation, Planning, Organizing, Coordinating, Directing Controlling.

### **Unit-C**

Strategies of Social Marketing: Social Market Research, Short-term Strategy (participative action), Long-term Strategy (education), Measures to overcome resistance; Strength, Weakness, Opportunity and Threat (SWOT) Analysis, Appraisal of Cultural Resources and Constraint, Social Stratification and Marketing, Ethnic Packaging-Social Packaging.

### **Unit-D**

Development Communication for Social Marketing: Top-Downward, Bottom-upward, Media Planning, Channel Selection, Advertising, Provisions and Regulations of Advertising, Formal and Informal Censoring, Consumer Protection Act, Consumer Movement.

### **Unit-E**

Agencies of Social Marketing: state, corporate agencies, international donor agencies, Non-Governmental Organizations (NGOs), Monitoring and Evaluation : Methodology Techniques of Measuring Success of Programme; Ethical issues in Social Marketing.

### **Essential readings**

Andreason, Alan R. and Alan A. Andreason. Marketing Social Change Changing Behaviour to Promote Health, Social Development and the Environment, Jossey Bass Nonprofit Sector Series.

Kotle, Philip.1981 Marketing for Non-profit Organizations. New Delhi Prentice Hall of India.

Kolter, Philip and Roberto L. Eduardo. 1989. Social Marketing : Strategies for Changing Public Behaviour. New York: The Free Press- A division of Macmillan, INC.

Me Kenzie-Mohr, Dough and William Smith. Fostering Sustainable Behaviour:An Introduction to Community-Based Social Marketing, Education for Sustainable Series.

Manoff Richard K. 1985. Social Marketing. New York: Praeger.

Packard Vance. The Status Seekers. Hammoundsworth : Penguin Books.

Packard Vance. The Hidden Persuaders. Hammonds worth : Penguin Books.

Seabrook, John. Nobrow : The Culture of Marketing, the Marketing of Culture.

Shewchuk, John. 1994. Social Marketing for Organizations. Ontario: Ministry of Agriculture, Food and Rural Affairs Office.

Social Marketing Institutes- Working Papers. Alliances and Ethics in Social Marketing.

Veblen, T. The Theory of Leisure Class.

Weber, Mas. 1947. The theory of Social and Economic Organization. New York: The free Press.

Paul N. Bloom, et.al. 2001, Hand book of Marketing and Society. Sage : India. Rohit Deshpande, 2001 Using Market Knowledge. Sage India.

### **Pedagogy**

The course has to begin with making a clear distinction between commercial marketing and social marketing. It has to be in some ways significantly different from the kind of Social Marketing course taught in Business schools. The distinctive feature of this course has to be the analysis of Social Marketing from la sociological perspective. For purpose of pedagogy the course has to bank heavily on the use of case studies in Social Marketing. It will be rewarding to discuss both kinds of case studies of social Marketing, i.e., the success stories and the failure stories. It will also be valuable to put the students in touch with some knowledgeable figures from industry, who have made a marks in the field of Social Marketing. Students have also to be provided knowledge and skills of advertising for Social Marketing.