
SYLLABUS

MA in Rural and Tribal Development



**Department of Tribal Studies
CENTRAL UNIVERSITY OF JHARKHAND
Ranchi – 835205**

Semester I

Code	Title	Credit (L+T+P)
RTD111010	Rural Society, Polity and Institutions	3+1+0
RTD111020	Rural Economies and Livelihood	3+1+0
RTD111030	Rural and Tribal Society, Art and Culture	3+1+0
RTD111040	Development Theories	3+1+0
RTD111050	Communicative English	3+1+0

Semester II

Code	Title	Credit (L+T+P)
RTD121010	Rural Development in India	3+1+0
RTD121020	Tribal Development in India	3+1+0
RTD121030	Development and NGO Management	3+1+0
RTD121040	Gender and Development	3+1+0
RTD121050	Computer and IT	3+1+0
CBCS paper from other department		4

Semester III

Code	Title	Credit (L+T+P)
RTD131010	Health and Sanitation	3+1+0
RTD131020	Environment and Development	3+1+0
RTD131030	Tribal Education	3+1+0
RTD131040	Business and Development	3+1+0
RTD131050	Research Method for Rural Development	3+1+0
CBCS paper from other department		4

Semester IV

Code	Title	Credit (L+T+P)
RTD142010	Dissertation	0+3+5
RTD 142020	Elective paper: Rural Media	3+1+0
RTD 142030	Elective paper: Rural and tribal Tourism	3+1+0

[One elective paper will choose by students in 4th semester]

SEMESTER- I

Rural Society, Polity and Institutions

Unit I: Rural Social Structure

- Nature of Rural Society
- Family and Kinship
- Caste Groups

Unit II: Rural Polity and Institutions

- Caste Panchayat
- Jajmani System
- Agrarian Structure and Reforms
- Rural Elite

Unit III: Socio-cultural Change

- Impact of Industrialization
- Impact of Modernization
- Impact of Urbanization
- Impact of Globalization

Unit IV: Process of Social Change

- Sanskritisation
- Westernization
- Secularization
- Democratization

Reading List

Arora, R.C (1979) Integrated Rural Development, New Delhi: S.Chand

B.R. Ambedkar's Writings (1992) Annihilation of Caste, Vol. I. Bombay: Govt. of Maharashtra.

Desai, A.R. (2008).Rural Sociology in India. Fifth Edition. Popular Prakashan, Bombay.

Desai, I.P .and B. Chowdhary. (1971). History of Rural Development in India.

Desai, V. Rural Development (1976) Vol. I to IV. Himalaya Publishing House.

Maheswari, S.R. (1995). Rural Development in India, Sage: New Delhi.

Srinivas, M.N. (1962). Social Change in Modern India. Popular Prakashan, Bombay.

Rural Economies and Livelihood

Unit II: Getting Work

- Hunting gathering and Fishing Economies
- Horticulture, Shifting Cultivation
- Intensive Agriculture: Peasantry and farming
- Pastoralism and nomadic life
- Artisanal and Industrial Economies

Unit II: Economic Production

- Resource allocation and access
- Technology and Knowledge
- Conversion of resources: labor relations
- Economizing and maximization
- Work and employment in industrial society

Unit III: Distribution and Exchange

- Reciprocity
- Redistribution
- Market
- Money
- Finance

Unit IV: Changes in Global Economics

- Capitalism and Globalization
- Corporations and Local Economy
- Fair trade and local people
- Consumption
- Consumer Society

Reading List:

Chris Hann, Keith Hart, 2011 Economic Anthropology, Polity Press

Richard R. Wilk, Lisa Cliggett, 2007, Economies and Cultures, Westview Press

Bates, Daniel G., 2004, Human Adaptive Strategies: Ecology, Culture, and Politics, 3rd ed Pearson

M Sahlins, 1974, Stone Age Economics, Aldine Press

Stephen Gudeman, 2001, The Anthropology of Economy: Community, Market, and Culture, Wiley-Blackwell

Keith Hart, 2001, Money in an Unequal World: Keith Hart and His Memory Bank, Textere

Don Slater, Fran Tonkiss, 2001, Market Society: Markets and Modern Social Theory, Wiley-Blackwell

C A Gregory, 1997, Savage Money: The Anthropology and Politics of Commodity Exchange, Taylor & Francis

Rural and Tribal Society, Art and Culture

Unit I: Definitions and Concept of Society and Culture

- Etymology and Usages
- Concept, definitions, characteristics etc.
- Culture trait, complex, Cultural growth, Culture contact
- Bases of Indian Social System

Unit II: Distribution of Tribal groups in India

- Demographic profile and Geographical distribution
- Linguistic variation in tribal population
- Economic distribution, Religious distribution
- Indian Constitution and Tribe

Unit III: Art and Culture

- Introduction to rural and tribal Art and Culture
- Philosophy of Art and Culture
- Various Art and Culture forms of India
- Various Art and Culture forms of Jharkhand

Unit IV: Selected Tribal Groups of India

- North-East India: Bodo, Khasi and Adi
- North-India: Tharu, Mina and Gaddi
- Eastern India: Santhal, Gadaba and Birhor
- Southern India: Toda, Chenchu and Adiyan

Reading List:

Vidyarthi L P and Roy B K, 1976 Tribal Culture in India, Concept Publishing House, Delhi

Singh Kumar Suresh 1992 People of India: Introduction, Oxford University Press, Delhi

Singh Kumar Suresh 1992 People of India: Scheduled Tribe, Oxford University Press, Delhi

Vijay Hansaria, 2005, Sixth Schedule to the Constitution, Universal Law Publishing Co

Singh, M K, 2010, Tribals and Indian Constitution, Sumit Enterprises. B. Goswami, 2003, Constitutional Safeguards for Scheduled Castes and Scheduled Tribes Rawat Publications

K.S. Singh ed., 2002, Tribal Situation in India, IAS, Shimla

Theories of Development

Unit I: Introduction Development

-
- Meaning of Development
 - Concept, Objectives
 - Theories of Development
 - Paths of Development: Capitalist, Socialist, Mixed and Gandhian

Unit II: Approaches to Rural Development

- Multipurpose Approach
- Sectoral Approach
- Target Group Approach
- Area Development Approach
- Basic Needs Approach
- Employment—Oriented Integrated Approach

Unit III: Rural Participatory approaches

- RRA,
- PRA,
- PLA

Unit IV: Rural Poverty

- Poverty and its indicators
- Economic inequality and society
- Social exclusion
- Welfare State and Positive discrimination

Reading List

Desai, Vasant (1988): Rural Development (Vol.-I) Issues & Problems, Himalaya Publishing House, Bombay.

Ghosh, Bholanath (1996): Rural Leadership & Development (observation & experience), Mohit Publication, New Delhi.

Karalay, G.N. (2005): Integrated Approach to Rural Development - Policies, Programmes and Strategies, Concept Publishing Company, New Delhi.

Khosla, R.K. (2000): Rural and Urban Development in India. Indian Publishers and Distributors, Delhi.

Maheswari, S.R. (1985): Rural Development in India: A Public Policy Approach, Sage Publication, India Pvt Ltd., New Delhi.

Pandey, Kanak Kumar (1986): Rural Development in India Continuity and change. Uppal Publishing House, New Delhi.

Communicative English

Unit I: Parts of speech; Articles; Auxiliary Verbs; Prepositions

Unit II: Phrases; Clauses; Sentences; Tense; Voice; Narration; Functional Elements in Sentences

Unit III: Paragraph writing; Summary writing; Paraphrasing; Précis writing; Letter writing; Resume; C.V.; Job Applications; Report writing; Note taking; Dictation

Unit IV: Reading Comprehension (from the subject area)

Unit V: Functional use of language; Situational use of language; Academic use of language

Unit VI: Listening and Speaking; Conversation; Language Laboratory

Reading list:

Meenakshi Raman, Sangeeta Sharma, Technical communication: principles and practice, Oxford University Press, 2004

Rani D Sudha Communication Skills Laboratory Manual Pearson Education India, 2010

Susan Conrad, Douglas Biber, Geoffrey Leech, Longman student grammar of spoken and written English, Longman, 2009

SEMESTER- II

Rural Development in India

Unit-I: Rural Development Strategy

Meaning and elements of rural development; Role of Agriculture in Indian Economy; New agricultural strategy; Green revolution; Recent trends in agricultural growth in India; Interregional variations in growth of output and productivity; Strategy of agricultural development and technological progress; Sustainable development; Impact of globalisation on agriculture.

Unit-II Diversification of Rural Economic Activities

Livestock economies - Livestock resources and their productivity; White revolution; Fishery and poultry Development; Forestry; Horticulture and floriculture; Issues and problems in rural industrialization and development of agro-based industries; Rural non-farm sector.

Unit-III: Land Reforms and Rural Development Programmes

Land Reforms; Land ownership structure; Tenancy and crop sharing - Forms; Incidence and effects; Problems of marginal and small farmers; Interlocking of land; Labour and credit markets; Segmentation in labour markets; Rural-urban migration.

Rural Development Programmes: Bharat Nirman; NREGP; NRHM; ICDS; MDM; SSA; SGSRY; Rural water supply; Sanitation housing programme.

Unit-IV: Rural Credit; Agricultural prices and Markets

Characteristics and sources of rural credit - Institutional and non-institutional; Reorganization of rural credit - Cooperatives; Commercial banks; Regional rural banks; Role of NABARD; Objectives of agricultural price policy; Food security system in India and public distribution; Agricultural marketing; Agricultural Insurance.

Basic Books:

Katar Singh: Rural Development principles; policies and Management Second edition sage publications.

Ruddar Datt and K.P.M.Sundharam: Indian Economy- S.Chand & Co.Ltd.2004.

Misra and Puri: Structure and Problems of Indian Economy-Himalaya Publishing House.

Journals of Kurukshetra; Yojana; Planning Commission Reports and Economic Survey of India.

Tribal Development in India

Unit I: Socio-economic issues of the Tribal Communities

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- Poverty, indebtedness, Bonded labour
 - Low literacy, poor educational facilities
 - Unemployment, underemployment
 - Health and nutrition, Sanitation

Unit II: Deprivation of the Tribal communities

- Land, Forest and Water issues in tribal areas
- Tribal displacement and problems of rehabilitation
- Problems of PVTGs
- Problem of Denotified, Nomadic and Semi-nomadic Tribe

Unit III: Policy and Plans for Tribal Development

- Tribal protective discrimination in India: Policy and approaches
- Plan, Programmes and their implementation
- Role of Government and NGO in tribal well being
- Special Programmes for PVTGs, DNSNTs

Unit IV: Development and Change among the Tribes

- Social change during colonial period.
- Impact of Education on contemporary tribal societies
- Impact of industrialization and urbanization on tribe
- Impact of mass media and technology boom on tribe

Reading List:

Naresh Kumar Vaid, 2004, Who Cares For Tribal Development, Mittal Publications

Dev Nathan & Virginius Xaxa, 2012, Social Exclusion and Adverse Inclusion: Development and Deprivation of Adivasis in India, Oxford University Press

Gaya Pandey, 2008, Development Anthropology, Concept Publishing Company

Bhpinder Singh and Neeti Mahanti, 1997, Tribal Policy in India. Inter-India Publications.

Govinda Chandra Rath ed., 2006, Tribal Development in India: The Contemporary Debate, Sage

Vidyut Joshi ed., 1998, Tribal Situations in India: Issues in Development, Rawat Publishers

Walter Fernandes ed., 1992, National Development and Tribal Deprivation, Indian Social Institute

Virginius Xaxa, 2008 State, Society, and Tribes: Issues in Post-colonial India, Pearson / Dorling Kindersley

P. K. Mohanty, 2002, Development of Primitive Tribal Groups in India, Gyan Books

Development and NGO Management

Unit II: Public management of Development

- Development Policy and Governance mechanisms, Performance measurement and results-based management;
- Aid efficiency and effectiveness; Governance and corruption in developing countries;
- Accountability and regulation in aid; Professionals in aid;
- Organizational cultures and incentives in development bureaucracies;

Unit II: Development Projects and Funding

- Aid agencies: Multilateral Agencies, World Bank, Bilateral Agencies
- Development Projects: The Nature of development projects,
- Framing projects, Management of projects,
- evaluation and monitoring,
- Social impact assessment.

Unit III: NGO and Development

- Problems of defining NGOs, The histories of NGOs, NGOs and ‘civil society’
- NGOs and the ‘aid industry’ NGOs and the contexts of ‘development’ and ‘relief’
- Analysing NGO roles: implementers, catalysts and partners, effectiveness of NGOs
- NGOs and organization theory,
- Leadership and life cycles: Korten’s model of NGO generations

Unit IV NGO Management

- NGOs and organizational culture, Cross-cultural management, diversity and globalization
- Advocacy and service delivery: managing the main NGO activities, The role of innovation in NGO management, Evaluation, impact and ‘scaling up’
- NGOs and the management of relationships with communities government business sector international development agencies
- NGOs and the dynamics of internal management, The ‘capacity building’ debate, Organizational change and NGOs

Reading List:

Robinson, D. & others, *Managing Development: Understanding Inter-Organizational Relationships*, London, Sage, 2000.

Paton, B. 2003. *Managing and Measuring Social Enterprises*. London, Sage Publications

Riddell, R. 2007. *Does Foreign Aid Really Work?* Oxford, Oxford University Press

Hilhorst, Dorothea, 2003, *The Real World of NGOs: Discourses, Diversity and Development*, London: Zed Books

D Lewis, 2006, *The Management of Non-Governmental Development Organisations: An Introduction* Taylor & Francis

David Lewis, Nazneen Kanji 2009 *Non-Governmental Organizations and Development*. Routledge

Michael Edwards, Alan F. Fowler, 2002, *The Earthscan Reader on NGO Management* Earthscan Publications

Snehlata Chandra, 2003, *Guidelines For NGO Management In India*, Kanishka Publishers Distributors

Gender and Development

Unit I: Gender and Culture

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- Gender Engages Culture
 - Gendered Pasts and Colonial Construction of Womanhood
 - Feminist theories

Unit II: Gender, Sex and Body

- Questions of Sexuality and Obscenity
- Disciplining Bodies, Body and Culture
- Masculinities and femininities

Unit III: Indigenous Women

- Dominant interpretations in theorizing Indigenous women
- Mythology, historical accounts, social organization, leadership
- Gender and patriarchy in indigenous societies

Unit IV: Adivasi Women in Contemporary Society

- Historical and contemporary influences on tribal/ adivasi women representation in India
- Gender, Environment and development in India
- Empowerment and Change in Adivasi women

Reading List:

Sherry B. Ortner 1997, Making Gender: The Politics and Erotics of Culture, Beacon Press

Sherry B. Ortner 1991, Sexual Meanings: The Cultural Construction of Gender and Sexuality, CUP

Butler, Judith. 1993. Bodies That Matter: On the Discursive Limits of Sex. Routledge

Henrietta L. Moore 1988, Feminism and Anthropology, University of Minnesota Press

Vina Mazumdar, 2012, Towards Equality: Report of the Committee on the Status of Women in India, Pearson

Maitrayee Chaudhuri 2004, Feminism in India, Kali for Women, Palgrave

Leela Dube, 2001, Anthropological Explorations in Gender: Intersecting Fields, Sage Publications

Computer Fundamentals

Unit I Introduction to Computer

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- Characteristics, History, Generations of H/w and Type of Computers
 - Hardware: I/O Devices, CPU memory systems
 - Software: Generation of Language, Compiler, Interpreter, Operating systems like windows/Linux
 - Desktop setting, Control Panel, Some simple command from command prompt

Unit-II Ambient Conditions

- Ergonomics
- Do's and don'ts
- Worms, Viruses and Trojan

Unit-III Internet Awareness

- Email account and other function
- Search Engine Screening Web Pages
- Social Networking Sites & Netiquette
- Cybercrime and safeguards

Unit-IV Application software

- MS word
- MS PowerPoint
- MS Excel
- MS Access, MS Paint
- Managing memory devices like HDD, CD, DVD, pen drives etc.

Reading List:

P K Sinha 2012 Fundamentals of Computer, BPB Publications

Kate Shoup, 2012 Teach Yourself Visually MS Office 2007, John Wiley & Sons

SEMESTER- III

Health and Sanitation

Unit I: Concepts of Health

- Biopsychosocial Model of Health,
- Disease, Illness, Sickness, and the Sick Role
- Health Beliefs and Explanatory Models
- Evolutionary Adaptations and Health

Unit II: Epidemiology

- Epidemiology of Disease; Ethnic Categories and Health
- Infectious and non-infectious disease
- Indigenous people nutrition and disease
- Indigenous practice of body mutilation

Unit II: Bio-demography

- Demographic theories- Biological, Social And Cultural
- Factors influencing fecundity, fertility, natality and mortality
- Relevance of menarche, menopause and other bio-events for population
- Sexual Health and HIV/AIDS

Unit IV: Cross-Cultural Adaptations in Health Care

- Biomedicine and Alternative Medicine
- Ethnomedicine and Indigenous medical Knowledge
- Social Conditions as Causes of Disease and Health
- Changing Health through Public Policy and Community Involvement

Reading List:

Michael Winkelman, 2008, Culture and Health: Applying Medical Anthropology, John Wiley & Sons

E. Whitaker, 2006, Health and Healing in Comparative Perspective, ed Pearson

Berkman, L., and I. Kawachi, 2000, Social Epidemiology, Oxford University Press

Erickson, P. 2008, Ethnomedicine, Waveland Press

Green, E. C. 1999, Indigenous Theories of Contagious Disease, Rowman & Littlefield

Heelas, P., and A. Lock, 1981, Indigenous Psychologies, London: Academic Press

Eliade, Mircea, 1972, Shamanism: Archaic Techniques of Ecstasy, Princeton University Press

Kleinman, Arthur, 1988, The Illness Narratives: Suffering, Healing and the Human Condition, Basic Books

Environment and Development

Unit I: Human Ecology

- Cultural Ecology and System Ecology
- Ethno-ecology and Indigenous Knowledge
- Political Ecology and Environmentalism
- Gender and Environment

Unit II: Human Adaptability

- Bio-cultural Adaptations
- Human responses to environmental stresses
- Adaptation to population growth and scarcity
- Urban ecology and Challenges

Unit III: Politics of Natural Resources

- Natural resources and property rights, Common Property Rights
- Community-based natural resource management and Sustainable Livelihoods
- Tribal communities and Natural Resource Politics
- Politics of Biodiversity conservation and Indigenous communities

Unit IV: Global Climate Change

- Global Warming and other Environmental crisis
- Indigenous People and Climate Change
- Global Environmental Governance
- NGOs in International Environmental Policy

Reading List:

Emilio F. Morán, 2008, *Human Adaptability: An Introduction to Ecological Anthropology*, Westview Press

Dove, Michael R., and Carol Carpenter (eds.) 2007, *Environmental Anthropology: A Historical Reader*. Blackwell

Haenn, Nora, and Richard Wilk (eds.) 2006, *The Environment in Anthropology*, New York University Press

Marten, Gerald G., 2003, *Human Ecology: Basic Concepts for Sustainable Development*, Earthscan

Carolyn Merchant, 2005, *Radical Ecology: The Search for a Livable World (2/E)* Routledge

Susan Alexandra Crate, Mark Nuttall, 2009, *Anthropology and Climate Change*, Left Coast Press

Bulkeley, H. and Newell, P. 2010, *Governing Climate Change*, Routledge

L Elliot, 2004, *The Global Politics of the Environment*, Macmillan

Education and Tribal Development

Unit I: Global Education System

- Socialization and enculturation

- Education as socialization, Education and Cultural Reproduction
- Gender and Ethnicity in education, IQ Debate
- Global literacy and illiteracy, Capitalistic education

Unit II: Indigenous Education

- Traditional Indigenous Education
- History of Indigenous Education
- Indigenous Control of Indigenous Education
- Education and Identity: Cultural Revitalization, Spirituality

Unit III: Problems in Indigenous Education

- Indigenous Students in the Public School System, Indigenous Retention and Drop-Out
- Non-Indigenous Teachers Teaching in Indigenous Communities
- Language in Indigenous Education
- Tribal Epistemology and Pedagogy

Unit IV: Tribal Education in India

- Education system in India: Brief historical understanding
- Tribal education in India: Education Policy, Residential Schools
- Reservation and its impact on tribal education, Tribal in Higher Education
- Issues and challenges in tribal education today

Reading List

Rob Moore 2004 Education and Society, Wiley

Christoph Wulf, 2003, Anthropology of Education, Lit Verlag

George D. Spindler 1997 Education and Cultural Process, Waveland Press

Amanda Coffey 2001, Education and Social Change, Open University Press

Bradley A. U. Levinson, 2010, Mica Pollock A Companion to the Anthropology of Education, Blackwell

Brant Castellano, M., L. Davis, L. Lahache. 2000, Aboriginal Education: Fulfilling the Promise. UBC Press,

Graveline, F. J. 1998, Transforming Eurocentric Consciousness. Fernwood Publishing

Schissel, B., T. Wotherspoon. , 2003, The Legacy of School for Aboriginal People, Oxford University Press.

Alberta Teacher's Association , 2006, Education is Our Buffalo. Alberta: Alberta Teacher's Association

Business and Development

Unit-I Concepts and ideas

- The Rise of CSR and Business in Development

- Corporate Social Responsibility & the Market
- CSR and it's Critics – where next?
- 2% CSR in India

Unit-II Partnerships for Development

- Business, Civil Society & the State
- Managing CSR and Development
- Role of NGOs in CSR

Unit-III CSR and the Extractive Industries

- Rights, Resources and Conflict
- Tribe and the Extractive Industries
- District Mineral Fund and its impact

Unit- IV Ethical Trade and Rural Stakeholders

- CSR & Ethical Trade: Producers, Consumers & Labour
- Margins of the Market: Entrepreneurs & Small rural Business
- Tribal art and craft and its fair market opportunities

Reading List

Bakan, J. (2004). *The Corporation. The Pathological Pursuit of Profit and Power*. London: Free Press.

Bendell, J. (2000). *Terms for Endearment: Business NGOs and Sustainable Development*. Greenleaf Publishing.

Chalfin, B. (2003). *Shea Butter Republic. State Power, Global Markets and the making of an Indigenous Commodity*. Routledge.

Ferguson, J. (2006). *Global Shadows. Africa in the Neo-liberal World Order*. Duke University Press.

Hopkins, M. (2007). *Corporate Social Responsibility and International Development – Is Business the Solution?*. London: Earthscan

O'Faircheallaigh, C. and S. Ali (eds) (2008). *Indigenous Peoples, the Extractive Industries and Corporate Social Responsibility*. Sheffield: Greenleaf.

Robbins, R. (2008). *Global Problems and the Culture of Capitalism*. Prentice Hall.

Rajak, Dinah and Dolan, Catherine, eds. 2016 *The Anthropology of Corporate Social responsibility*. Berghahn, New York.

Raman, K Ravi Lipschutz Ronnie D. 2010 *Corporate Social Responsibility: Comparative Critiques* Palgrave Macmillan

Research Method for Development

Unit I: Basic Aspects of Research

Philosophy of research; Different approaches of research-Quantitative, Qualitative, Historical, Ethno-Archaeological, Linguistic, Ethics of/in research; Decolonizing Research methods

Unit II: Tools, Techniques, and Rationale of Research

Research Design; Planning and steps in research, Preparing schedule and Questionnaire; Field and Tour Diaries; Sampling, Writing Research Proposal

Unit III: Methods of Collecting Data

Ethnographic Fieldwork (Classical and Contemporary) Observation, Interview, Case study, Narratives, Dialogue as Method, Biographical Method, Statistical Tools

Unit IV: Tabulation and Research Writing

Research Analysis, Writing Research Reports, Photo Essays, Poster and Research Paper; Bibliography, References, Glossary, Index, Appendix Foot Notes and End Notes.

Reading List:

H. Russel Bernard. Research Methods in Anthropology, AltamiraPress, 2002

Carol, A.B., Warren and Tracy Xavia Karner. Discovering Qualitative Methods, OUP, 2010

Fetterman, David M. Ethnography Step by Step, Applied Social Research Method Series, New Delhi, Sage 1989

Robert K. Yin. Case Study Research, Design and Methods, Sage, New Delhi

Irving Seidman, Interviewing as Qualitative Research: A Guide for Researchers in Education and Social Sciences, Sage, 2006

SEMESTER- IV

Dissertation (8 credits)

Each Student is supposed to select a topic for project having relevance with the syllabus under a supervision of one or more faculty member of the department. The selected topic should preferably include fieldwork so that their training in research methodology and field methods could be honed.

Marks distribution against 200 marks

Sl. Nos.	Section	Marks
1	Presentation of project proposal	30
2	Progress report presentation after data collection	40
3	Presentation of the pre-submission of project report	40
4	Project report	50
5	Viva voce	40
	Total	200

Elective paper: **Rural Media** (4 credits)

Unit I: Basics of communication

Meaning and definition of communication; Functions and levels of communication; Barriers and noise in communication

Unit II: Introduction to media

Media: meaning and nature; Print media- magazines; Electronic media- cinema, radio and television; New media; Traditional media

Unit III: Folklore and media

Folklore as a form of media; Relationship between folklore and media; Popular culture and culture industry; Folklore, consumerism and media

Unit IV: Documentation of folklore

Process of documentation of folklore; Skills required for documentation; Important documented folklore from Jharkhand

Readings list:

Acharya, R.N. 1987. *Television in India*. Delhi: Manas Publications.

Barnow, Eric & S. Krishnaswamy. 1980. *Indian Film*. New York, Oxford, Delhi: Oxford University Press.

Bausinger, Hermann. 1990. *Folk Culture in a World of Technology*. Bloomington: Indiana University Press.

Dégh, Linda. 1994. *American Folklore and the Mass Media*. Bloomington: Indiana University Press.

Dunlop, O.E. 1962. *Communication in Space*. New York: Harper.

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- Ganesh, S. 2001. *Studies in Modern Mass Media and Communication*. New Delhi: Radha publications.
- Geoffrey Nowell-Smith (ed). 1996. *The Oxford History of World Cinema*. New York: Oxford University Press Inc.
- Kuppuswamy, B. 1976. *Communication and Social Development in India*. New Delhi: Sterling Publishers Pvt Ltd.
- Malhan, P.N. 1985. *Communication Media, Yesterday, Today and Tomorrow*. Publication division, Ministry of information and Broadcasting Govt. of India.
- Pati, Jagannath. 2004. *Media and Tribal Development*. New Delhi. Concept Publishing Company.
- Snow, Robert .P. 1983. *Creating Media Culture*. California: Sage Publications.
- Vijaya, N. 1975. *The Role of Traditional Folk Media in Rural India*. New Delhi: Geka Books.

Elective paper: **Rural and tribal Tourism** (4 credits)

Unit 1: Tourism an Introduction: Introduction to tourism – History of tourism – Tourism in India – different kind of Tourism: Cultural Tourism, Eco Tourism, Rural Tourism and International Tourism. Tourism Management – Tourism planning and development – Marketing information system Travel Management

Unit II: Jharkhand Tourism – Status and Prospects: Government Tourism – Voluntary organization Tourism – Fairs and Festival Tourism – Mudma mela – Samvaad etc.

Unit III: Folklore Tourism: Folkloristic view of tourism – Introduction to Folklore tourism – possibilities of Folklore Tourism – internal (folk) folklore tourism – folklore tourism for the public

Unit IV: Tourism Needs to Understand Identity: Identity-types of identity – identity formation – tourism need to understand identity. Folk & Folklore as part of the system- tourism at any level is an intrusion into the system – it reacts to the identity in may respects.

Readings List:

- Sarkar, Arun Kumar, 1998: Action Plan and Priorities in Tourism Development, Kanishka Publishers.
- Negi, Dr. Jagmohan, 1996: Tourism and Travel- Concepts and Principles.
- Singh, Percy K, 1998: Fifty Years of Indian Tourism, Kanishka Publishers.

Singh, Percy K, 1998: Fifty Years of Indian Tourism, Kanishka Publishers.
Akthar, Javaid, 1990: Tourism Management in India, Ashish Publishing House.
Gupta, Vijayakumar, 1987: Tourism in India, Gain Publishing House, Delhi.

NB: Teacher may add more books as per the relevant topic.