

## Model Curriculum of BA in Journalism and Mass Communication $5^{th} \& 6^{th}$ Semester

Karnataka State Higher Education Council

Chairman, BOS

Journalism and Mass Communication
Davangere University
Davagangotri, DAVANGERE - 577 007

	Special Invitees
	Dr.Sanjay Malgatti
1	Raichur University, Raichur
28	Dr.R Shobha
2	Maharani Cluster University, Bengaluru
_	Dr.Shivakumara Kanasogi
3	Davanagere University, Davangere
	Dr.C.K Puttaswamy
4	University of Mysore, Mysuru
_	Prof.Kamalakshi Tadasada
5	Rani Channamma University, Belagavi
	Dr. Shylashree
6	Professor, Bangalore University, Bengaluru.

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# B.A JOURNALISM AND MASS COMMUNICATION

5th	In
Semester	Contac ou acinic

SI. NO NO 2.	Course code  JMC C 9  JMC C 10	Course Title  DSC9 Introduction to Communication (Theory) DSC10 Introduction to Communication (Practical)  DSC 11 Fundamentals of	No of Credits	External 60	Internal 40	Marks Practical 50	Total 150		Credits Theory Practical 03 01	Examination Hours  3 Hours Theory + 2 Hours Practical (3+1=4)
2.	JMC C 11 JMC C 12	DSC 11 Fundamentals of Radio and TV (Theory) DSC 12 Fundamentals of Radio and TV (Practical)	4	.60	40	50	150	03	01	3 Hours Theory + 2 Hours Practical (3+1=4)
'n	JMC C 13	DSC 13 Media Law and Ethics (Theory)	4	60	40	1	100	04	l	4 Hours Theory
04		SEC-4 Employability Skills/ Cyber Security	03	25		25	50	02	01	(2+0+01=3 Credits)

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Davangere University Shivagangotri, Davangere. Registrar

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# B.A JOURNALISM AND MASS COMMUNICATION Course Structure 6th Semester

							Ì			
(2 Credits)	02	1	50	50	-	1	02	Internship		04
						(		Communication (Theory)		
4 Hours Theory	ı	04	100	1	40	60	4	DSC 18 Theories of	JMC C 18	ω.
								(Practical)		
								Corporate Communication		
								DSC 17 Advertising and		
(3+1=4  Credit)								(Theory)		
2 Hours Fractical								Corporate Communication	JMC C 17	
3 Hours Theory +	01	03	150	50	40	60	4	DSC 1 Advertising and	JMC C 16	2.
								Digital Media (Practical)		
(3+1=4 Credit )		8						DSC15 Introduction to		
2 Hours Practical								Digital Media (Theory)	JMC C 15	
3 Hours Theory +	01	03	150	50	40	60	4	<b>DSC 14</b> Introduction to	JMC C 14	1.
Examination Hours	Theory Practical		Total	Practical	Internal	External	Credits		code	NO
	Credits	Cro		Marks			No of	Course Title	Course	SI.

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Semester	Paper Code	Title of the Paper	Credits
	DSC-9	Introduction to Communication (Theory)	4 (3)
<u> </u>	DSC-10	Introduction to Communication (Practical)	(1)
ste	DSC-11	Fundamentals of Radio and TV (Theory)	4 (3)
ne	DSC-12	Fundamental of Radio and TV (Practical)	(1)
Semester	DSC-13	Media law and Ethics (Theory)	4
>	Choose any	y one of the Following	C
		Employability Skills/ Cyber Security	3 (2+1)
		Total Credits	15
	DSC-14	Introduction to Digital Media (Theory)	4 (3)
	DSC-15	Introduction to Digital Media (Practical)	(1)
ster	DSC-16	Advertising and Corporate Communication (Theory)	4 (3)
Semester	DSC-17	Advertising and Corporate Communication (Practical)	(1)
M	DSC-18	Theories of Communication (Theory)	4
>		Skill Enhancement Course	•
		Intership	2
		Total Credits	14

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Program Name	BA in Journ Communica	alism and Mass tion		5 <sup>th</sup> Semester	
Course Title	DSC 9 Intro	duction to Comn	nunicatio	on	
Course Code:	JMC C 9			No. of Credits	4
Contact hours	60 Hours			Duration of SEA/Exam	2 hours
Formative Asses	sment Marks	40	Sumi	mative Assessment Marks	60

### Course Pre-requisite(s):

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

- ➤ Demonstrate knowledge and understanding of the major communication theories and key concepts relevant to the field of communication.
- Demonstrate awareness of the diversity of approaches to understanding communication, media and culture in both historical and contemporary contexts, and of the uses and significance of those approaches.
- Demonstrate understanding of the dynamics of media discourses in the shaping of culture and social attitudes.
- > Select and apply arguments and positions related to media theory to examine a contemporary issue or phenomenon in concerning the mass media
- ➤ Demonstrate knowledge of the regulatory frameworks that affect media and cultural production and consumption.

Contents	60 Hrs
UNIT-I Definition of Communication- Need for Communication- Difference between human communication and machine communication- Process of Communication- Understanding Communication through models- Reviewing Aristotle's model, Shannon- Weaver model, Harold Maxwell model, Wilbur Schramm model and New Comb's model- the scope and limitations of Communication- How to improve your communication skills.	15
UNIT-II  Types of Communication- verbal and non-verbal Communications — Difference between verbal and non-verbal communication — Techniques of verbal communication— Essentials of good writing- Techniques of public speaking- Types of non-verbal communication- Sign language-object language- Body language- Para language- Touch- Space- Time and Silence as non-verbal	15
UNIT-III  Levels of Communication- Intra-personal communication- Interpersonal communication- Group communication- Public communication and Mass communication-Essentials of Intrapersonal communication- Importance of Interpersonal communication- The process of Mass	15

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Communication in national development.

### **UNIT-IV**

Introduction to Mass media- Mass media and society - Types of mass media-Print-Electronic (Radio and Television)- Folk- Social media- Merging of media- Status of Mass media in India and the Word- Contemporary issues in mass media-

15

### List of reference books both for theory and practise of Introduction to communication

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Introduction to Mass communication.	Keval J Kumar	Jaico	4 <sup>th</sup>	1994
2	Introduction to Mass Communication	Stanley J. Baran	New York: McGraw Hill.	2 <sup>nd</sup>	2002
3	Communication	C.S. Rayadu	Himalaya Publishing House, Mumbai	9 <sup>th</sup>	2010
4	Mass Communication Theory	Denis McQuail	Sage Publication	6 <sup>th</sup>	2010
5	Communication Models for the Study of Mass Communication	Denis McQuail & Sven Windahl	Singapore: Longman Publications	2 <sup>nd</sup>	1981
6	Mass Communication Theory	Denis McQuail	Sage Publication	6 <sup>th</sup>	2010
7	An Introduction to Communication	Lynn H. & Turner West	Cambridge University Press	1st	2019
8	The Dynamics of Mass Communication	Joseph R. Dominick	McGraw Hill,	12th	2013

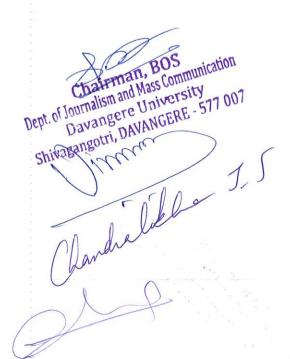
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Course Title	DSC 10	Introduction to Com	munication (Practical)	Practical Credits	2
Course Code	JMC 10	)		Contact Hours	3Hours
Formative Asses	ssment	25 Marks	Summative A	ssessment	25 Marks

### **Practical Content**

- 1. Characteristics of good writing. The art of writing letters Minimum of 5 exercises in letter writing like letters to editor
- 2. Characteristics of good public speech. Practicing public speaking- Minimum of 5 exercises of public speaking
- 3. Writing editorials and middles Minimum of 5 exercises each in editorial and middle writing





## DAVANGERE UNIVERSITY

### **Model Curriculum**

Program Name	BA in Journ Communica	alism and Mas tion	ss	Semester	5	
Course Title	DSC 11 Fun	damentals of F	Radio and '	ΓV		5 6
Course Code:	JMC 11			No. of Credits	4	10 10 10 10
Contact hours	60 hours			Duration of SEA/Exam	2 hours	(9)
Formative Asses	ssment Marks	40	Sum	mative Assessment Marks	60	5-1 5-2

Course Pre-requisite(s):			
Course Outcomes (COs): After the successful completion of the course, the student will be able	e to:		
CO1. To introduce the concepts, technology and skills behind audio and video product CO2. To introduce the students TV as a medium CO3. To highlight the techniques of programme production in Radio CO4. To highlight the techniques of programme production in TV CO5. To discuss the past and present status of these two media	ion		
Contents	60 Hrs		
<b>UNIT-I:</b> Characteristics of Audio-Visual Media: Characteristics of Radio & Television as a medium of mass communication. Effective communication skills for Radio and TV, Present techniques; Voice modulation, appearance, Facial expression, Body language, General known etc.			
<b>UNIT-II: Introduction to Radio:</b> Nature and characteristics of radio, Evolution of radio in India, Types of radio stations (AM/FM), Organizational structure of AIR and Private radio, Community radio, Present status of radio in India, Impact and reach of radio. Major radio networks in India & Karnataka.			
<ul> <li>UNIT-III: Introduction to Television: Nature and characteristics of television, Growth of television India, Organizational structure of Dooradarshan, Satellite TV Channels. Regional channel, Tv networks in India &amp; Karnataka. Recent trends of television field.</li> <li>UNIT – IV: Script writing of Radio &amp;TV: writing skills for broadcast media. Important in the projection of project of pro</li></ul>	Major nce of 15		
scripting. Various elements of script for radio and tv, principles of script writing, script for style sheet, grammar etc.	rmats,		

DSC 11	JMC 11	100	Fundamentals of radio and TV Journalism
DSC 12	JMC 12	2	Practical in Fundamentals of radio and TV Journalism

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### References: For both Theory and Practical in Radio and TV

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Mastering Digital Audio Production	Cliff Truesdell	Wiley Publishing, Inc.	1 <sup>st</sup>	2017
2	Audio Production Worktext: Concepts, Techniques, and Equipment	David Reese, Lynne Gross, Brian Gross	Focal Press	1st	2009
3	Television Production Handbook	Zettl	Wadsworth Pub Co	12th	2012
4	Writing for Television, Radio, and New Media	Robert Hilliard	Taxmann Publications Private Limited	11th	2013
5	Video Production	Vasuki Belavadi	Oxford University Prrss	2 <sup>nd</sup>	2013

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Program Name	BA Journalism and Mass Communication			Semester		
Course Title DSC 12Fundamentals of Radi				TV (Practical)		11 12 27
Course Code:	JMC 12			No. of Credits	02	
Contact hours	30 Hours			Duration of SEA/Exam	2 hours	(1) (2) (3)
Formative Assessment Marks 25		25	Sum	mative Assessment Marks	25	

### **Course Pre-requisite(s):**

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

CO1. Write the scripts for radio announcements

CO2. Write the scripts for radio Jingles

CO3. Practise news reading for radio

CO4. Practise news reading for TV

CO5. Plan programmes for radio

CO6. Plan programmes for TV

Contents	30 Hrs
<ul> <li>Students are asked to write script for following each assignment and submitted in Record Format</li> </ul>	
A. Scripting of Radio announcements-05	
B. Scripting of Radio Jingles-05	
C. News reading for Radio - 5 (2 min)	
D. Writing news item for TV - 3 (1min)	
E. News reading script for $TV - 3(2 \text{ min})$	
F. Scripting of programme for TV -3 (2 min)	

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Program Name	BA in Journ Communica	alism and Mass tion	Semester	5
Course Title DSC 13 Media Laws and Ethic			thics (Theory)	
Course Code:	JMC 13		No. of Credits	4
Contact hours	60 Hours		Duration of SEA/Exam	2 hours
Formative Assessment Marks 40		Summative Assessment Marks	60	

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

### On completion of the course, the subject teacher

- \* To introduce the fundamental of Media Laws and Ethics
- \* To understand the journalistic standards and practices in a variety of newsgathering settings.
- \* To develop an understanding of the ethical considerations Journalists face and how they make decisions in those areas.

Contents	60 Hrs	
<b>UNIT - I Introduction to Media Law and Ethics:</b> Meaning, Nature and Scope of Media Law; History of Indian Media Laws; Freedom of speech and expression: Addressing the Real Crisis of Free Expression; Right to know: the 'nation', the 'people' and the Fourth Estate; Speech and Press Freedoms in Theory and Reality.	15	
UNIT - II Laws, Bills and Acts Related to Media Profession: Introduction to Indian Penal Code; Defamation, Right to Privacy; Copyright Act, 1957; Obscenity; Indecent Representation of Women (Prohibition) Act, 1986; Prasar Bharati: 1990; Official Secrets Act, 1923; Contempt of Courts Act, 1971; Protection of Civil Rights Act, 1955; Freedom of Information Bill, 1998, 2000; Right to Information Act -2005; Parliamentary Proceedings Act, 1971; Wireless and Telegraphy Act, 2000; Information Technology Act, 2000. Amendment of IT Act in 2008; Measures against digital piracy; Social Media and OTT self-regulation;	15	
UNIT - III Ethics and Journalistic Professionals: Ethics and Journalistic Professionals; Introduction to Ethics; Press Council's Norms of Journalistic Conduct; AIR News Policy for Broadcast Media; Broadcasting Code; Rights, Duties and Restrictions of Media Professionals; Politics and Elections; Communal Issues; Financial Reporting; Investigative Reporting; Court Reporting; Reporting Sex Related Offences; Juvenile Crimes; Reporting on the Web; Protecting Confidential Source of Information; Other Duties and Restrictions.	15	
UNIT - IV Media and Code of Ethics: Code of ethics for different organizations. Broadcasting Content Complaints Council. Advertising Standards Council of India, Editors Guild. Media Bias,	15	

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Censorship, Privacy issues, Violence, Hate speech, Fake news and post-truth, Trial by media,

Women and Children in media, Pressures on Media Freedom (Political, Commercial, Legal) Chairman, BOS Dept. of Journalism and Mass Communica Davengere University
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### References

- 1. Alia, V. (2004). Media Ethics and Social Change. New York: Routledge.
- 2. Dodd, M. and Hanna, M. (2014). McNae's Essential law for Journalists. Oxford: Oxford University Press
- 3. Jacquette, D. (2007). Journalism Ethics: Moral Responsibility in the Media. Pearson Education.
- 4. Klein, N. (2009). No Logo. Picador.
- 5. Meyers, C. (Ed.). (2010). Journalism Ethics: A philosophical approach. Oxford University Press.
- 6. Pavlik, J. (2008). Media in the digital age. New York: Columbia University Press.
- 7. Plaisance, P.L. (2009). Media Ethics: Key principles for responsible practice, New Delhi: Sage.
- 8. Price, M.E., Verhulst, S.G. and Morgan, L. (Ed.) (2013). Routledge handbook of media law. New York: Routledge.
- 9. Rosenstiel, T. and Mitchell. A. (Eds.) (2003). Thinking clearly: Cases in Journalistic Decision Making. New York: Columbia University Press.
- 10. Sanders, K. (2003). Ethics and Journalism. New Delhi: Sage.

### **Suggested Readings:**

- \* History of Press, Press Laws and Communications, BN Ahuja, Surject Publications.
- \* Mass Media Laws and Regulations in India, Venkat Iyer (Edited), Bahri Sons.
- Media Ethics, Barrie Macdonald and Michel Petheram, Continuum International Publishing Group
- \* www. presscouncil.nic.in/
- www.mib.nic.in/Codes
- \* www.nbanewdelhi.com/pdf/final/NBA code-of-ethics\_english.pdf
- www.ibfindia.com/

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6<sup>th</sup> Semester

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Program Name	BA in Journ Communica	alism and Mass tion		6 <sup>th</sup> Semester		30 30 30 31
Course Title DSC 14 Introduction to Digital			l Media			9 9 8
Course Code:	JMC C 14			No. of Credits	4	
Contact hours	60 Hours			Duration of SEA/Exam		
Formative Assessment Marks 40		Summ	native Assessment Marks	60	12 88	

Course Pre-requisite(s): After completing this course, students will be able to:

- The student will discuss the influence of target audience on digital media production with identify deployment strategies for various types of digital media formats.
- The student will describe the design methodology from concept to production with simple animations and other influencing digital formats.
- The student will explore a variety of programs used to create digital media along with team teamwork in digital media production.
- The student will create a simple multimedia presentation.

Contents	60 Hrs
PAPER DSC 14: INTRODUCTION TO DIGITAL MEDIA	
UNIT-I: Introduction to the Digital Media: Concept and Definitions of Digital Media, Evolution and Development, Nature and Scope of Digital Media, Characteristics of Digital Media, Advantages and Disadvantages of Digital Media. Trends of Digital Media.	15
<b>UNIT-II: Digital Media Storage Components:</b> Hardware/Software Components of Digital Media. Digital Storage Media- Disc Drive, USB Drive, Hard Disc Drive, Cloud Drive, Memory Chip and Cards.	15
<b>UNIT –III: Digital Media Platform:</b> Web Site, Blog, Face Book, <i>WhatsApp</i> , News Portals, E-Papers, YouTube, Instagram, LinkedIn, Twitter, Wikis, Blogs and Social Media Platforms Etc.	15
<b>UNIT – IV: Digital Media Content Design and Marketing:</b> Essential of Digital Media, Tool for digital media Design. Digital Media Content Creation: Planning, Writing, Designing and Editing Digital Marketing-Principles of Digital Marketing Planning And Management. Trends in Digital Media.	15
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### **BOOKS FOR REFERENCE**

### DSC 14 and 15 -Fundamentals of Digital Media (Theory and Practice)

- 1. Digital Media: Concepts and Applications Tena B. Crews, Karen Bean May
- 2. Introduction to Digital Media Alessandro Delfanti, Adam Arvidsson
- 3. Routledge Handbook of Digital Media and Communication Leah A. Lievrouw, Brian D. Loader
- 4. Digital Media and Society: An Introduction Adrian Athique
- 5. An Introduction to Digital Media Tony Feldman
- A History of Digital Media: An Intermedia and Global Perspective Gabriele Balbi, Paolo Magaudda
- 7. Affective Politics of Digital Media: Propaganda by Other Means Megan Boler, Elizabeth Davis

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Program Name BA in Journalism and Mass Communication			ss	6 <sup>th</sup> Semester		
Course Title DSC 15 Introduction to Digital			igital Media Pr	actical		64 64 82
Course Code:	JMC C 15			No. of Credits	3	14
Contact hours	60 Hours			Duration of SEA/Exam	2 hours	1
Formative Assessment Marks 40		40	Summat	ive Assessment Marks	60	

DSC 15 Introduction to Digital Media - Practical

3 Credits paper

2 hours Theory and 2 hours practical

### Practical assignments should include

- ✓ Content Writing for Twitter, Face book and Blog etc. 5 assignments each
- ✓ Analyses of a Blog on the basis of its formatting and structure. 5 assignments each
- ✓ Create Design and present a layout of website through power point presentation. 5 assignments each

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Program Name	BA in Journalism and Mass Communication		ass	6 <sup>th</sup> Semester	
Course Title DSC 16 Advertising and Corpo			Corporate Co	ommunication	
Course Code:	JMC 16			No. of Credits	4
Contact hours	60 Hours			Duration of SEA/Exam	2 hours
Formative Assessment Marks		40	Summ	native Assessment Marks	60

### **DSC 16 Advertising and Corporate Communication**

### Credits 4

### 4 hours of theory

### Objective of the Paper:

The objective is to gain an understanding of advertising and corporate communication concepts, as well as to identify and take advantage of the various opportunities available in the industry.

### Learning Outcome:

- 1. To introduce students to basic concept of advertising
- 2. To familiarize the students with the concept of copywriting as selling through writing
- 3. To learn the process of creating original, strategic, compelling copy for various mediums
- 4. To train students to generate, develop and express ideas effectively.

Teaching Method: Lecturing & tutorials, using ICT wherever necessary.

Contents					
Unit 1: Understanding Advertising	15				
1.1 Definition, nature and scope of advertising	13				
1.2 Role & functions of advertising					
1.3 Evolution of advertisement in India & World including the current trend					
1.4 Advertising as a Tool of Communication					
Unit 2: Types of Advertising					
2.1 Types of Advertisements 2.2 Ad Agency - Functions, Types, Structure  Chairman, Dept. of Journalism and Ma					
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2.3 Advertising copy - headlines, signature, slogans & logos		
2.4 Copywriting		
	,	
Unit 3 : Introduction to Corporate Communication		
3.1 Definition, nature and scope of Corporate Communications	15	
3.2 Structure of corporate organization		
3.3 Core functions of corporate communications		
3.4 Comparison with Public Relations, advertising, publicity and propaganda		
Unit 4: Corporate Communication Tools	10 20 10	
4.1 Print Media – House Journals, Newsletters, Brochures & Handouts/Flyers	15	
4.2 Electronic Media – Ads & Corporate Films		
4.3 Digital Media – Social Media, Blogs, Vlogs	10	
4.5 Digital Media – Social Media, Biogs, viogs		

### Readings: For DSC 16

- 1. Kleppner, Otto; Fundamentals of Advertising; Prentice Hall; New Jersey. 1980.
- 2. Gupta, Sen; Brand Positioning; Tata McGraw Hill; New Delhi; 1990.
- 3. Hart, Norman; The practice of advertising; Heinemann Pub.; London. 1990.
- 4. Mooij, Mariekae de; Advertising Worldwide (2nd edn.); Prentice Hall; UK.1994
- 5. Cornelissen, Joep; Corporate Communication: A Guide to Theory and Practice; Sage. 2011

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Program Name	BA in Journalism and Mass Communication			6 <sup>th</sup> Semester				
Course Title	DSC 17 Advertising and Corporate Communication Practical							
Course Code:	JMC 17			No. of Credits	2			
Contact hours	30 Hours			Duration of SEA/Exam	2 hours			
Formative Assessment Marks		40	Sum	mative Assessment Marks	60			

### **PRACTICAL**

### Advertising and Corporate Communication (DSC)

Contents	60 Hrs	
Unit 1 1.1 Display Advertising 1.2 Create a social media ad using free online software.		
<ul><li>1.3 Evaluating the effectiveness of campaigns.</li><li>1.4 Create a campaign for a product of your choice.</li></ul>		
Unit 2: 2.1 Preparing Brochures 2.2 Posters/flyers 2.3 Create a blog	15	
2.4 Put together a corporate collateral (Soft Copy)		

### DSC 17- Advertising and Corporate Communication Theory and Practical

- 1. Foundations of the Theory and Practice of Advertising S.A. Chunawalla and F.C. Scythia
- 2. Advertising as Communication Dyer Gillian
- 3. Advertising Dunn S. Watson
- 4. Advertising: A critical Approach Keval J. Kumar
- 5. Advertising Procedure Kleppner Otto
- 6. Practical Public Relations Anil Basu
- 7. Organizational Communication Gary Kreps
- 8. Inside Organizational Communication Gary L Kreps

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- 9. Corporate Communications Argenti
- 10. Corporate Communication Paul A. Argenti

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Program Name	BA in Journalism and Mass Communication			6 <sup>th</sup> Semester			
Course Title	DSC 18 Theories of Communication						
Course Code:	JMC 18			No. of Credits	4		
Contact hours	60 Hours			Duration of SEA/Exam	2 hours	1000 1000 4004	
Formative Assessment Marks		40	Sum	mative Assessment Marks	60		

### Course Pre-requisite(s): After completing this course, students will be able to:

- Demonstrate the theoretical understanding of central issues of media system and its influence on policy
- Demonstrate the methodological skills to analyse global media outlets and their strategies with ability to apply these perspectives in critically analysing communication research.
- Determine their own positions concerning media influence and management and review practical applications of those theories.
- Identify the epistemological, ontological, and axiological placement of the various communication theories.

Contents	60 Hrs	
Unit-I	3	
Definition, Nature, Elements, Functions and Concepts of Communication theories; Origin of Human Communication; Relationship between Theory and research; Western and Eastern perspective of Communication theories.	15	
Unit-II	74 74 89	
Media Effect Theories: Hypodermic Needle, Two-Step and Multi-Step Flow; Gate-Keeping. Psychological Theories: Social Learning Theories, Balance theories, Information theories, Individual Difference Theory, Selective Exposure, Selective Perception and Cognitive Dissonance, Congruity, Inoculation and Attribution Theories.		
Unit-III	(A (A (A	
Sociological Theories of Communication: Cultivation, Agenda Setting, Uses and Gratification; Dependency, Spiral of Silence and Gestalt of Motivation Theories. Development Communication Theories: Modernization, Diffusion and Innovation and Participatory Communication Theories. Propaganda and Public Opinion Theories. Rhetorical Theory of Communication.	15	
Unit-IV	15 15 15 18	
Critical and Cultural Theories: Mass Society Theory, Hegemony, Public Sphere; Political	12	

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