

ప్రాచీన తెలుగు కవిత్వం

డిగ్రీ (జనరల్) / సెమిస్టర్

రచయితలు

డా॥ బి. అశోక్

డా॥ ఎస్. సునీల్ కుమార్

తెలుగు విభాగం

ఎస్. వి. విశ్వ విద్యాలయం

తిరుపతి, ఆంధ్రప్రదేశ్ - 517 502



Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director
Centre for Distance and Online Education
Sri Venkateswara University
Tirupathi, AP-517 502

విజయోస్తు

మమ్మీ అన్న మాటలో మమకారం కన్న
అమ్మ! అన్న మాటలో మాధుర్యం మిన్న
అమ్మ నుండి అలవడే అమృత భాష
ఆత్మీయతను పెంచే ఆంధ్ర భాష

మాధుర్యాన్ని పెంచే మాన్యభాష
రాగసుధలను రంగరించే రాష్ట్ర భాష
మమకారాన్ని పంచే మాతృభాష
తేనెలోలుకు భాష మన తెలుగు భాష

తెలుగు భాషను గౌరవిద్దాం
తెలుగు భాషలో మాట్లాడుదాం
తెలుగు జాతికి వన్నెతెద్దాం
ఇదే తెలుగుతల్లికి మనమిచ్చే నీరాజనాలు

- రచయితలు

జనరల్ తెలుగు / సెమిస్టర్ - 1

ప్రాచీన తెలుగు కవిత్వం

ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. ప్రాచీన తెలుగుసాహిత్యం యొక్క ప్రాచీనతను, విశిష్టతను గుర్తిస్తారు. తెలుగు సాహిత్యంలో ఆదికవి నన్నయ కాలంనాటి భాషానమ్కృతులను, ఇతిహాసకాలంనాటి రాజనీతి విషయాలపట్ల పరిజ్ఞానాన్ని సంపాదించగలరు.
2. శివకవుల కాలంనాటి మతపరిస్థితులను, భాషావిశేషాలను గ్రహిస్తారు. తెలుగు సుడికారం, సామెతలు, లోకోక్తులు మొదలైన భాషాంశాల పట్ల పరిజ్ఞానాన్ని పొందగలరు.
3. తిక్కన భారతంనాటి మత, ధార్మిక పరిస్థితులను, తిక్కన కవితాశిల్పాన్ని, నాటకీయతను అవగాహన చేసుకోగలరు.
4. ఎఱ్ఱన సూక్తివైచిత్రిని, ఇతిహాస కవిత్వంలోని విభిన్న రీతులపట్ల అభిరుచిని పొందగలరు. శ్రీనాథుని కాలం నాటి కవితావిశేషాలను, మొల్ల కవితా విశిష్టతను గుర్తించగలరు.
5. తెలుగు పద్యం స్వరూప-స్వభావాలను, సాహిత్యాభిరుచిని పెంపొందించుకుంటారు. ప్రాచీన కావ్యభాషలోని వ్యాకరణాంశాలను అధ్యయనం చేయడం ద్వారా భాషాసామర్థ్యాన్ని, రచనలో మెళకువలను గ్రహించగలరు.

పాఠ్య ప్రణాళిక

యూనిట్ - I

రాజనీతి - నన్నయ

మహాభారతం - సభాపర్వం - ప్రథమాశ్వాసం - (26-57 పద్యాలు)

యూనిట్ - II

దక్షయజ్ఞం - నన్నెచోడుడు

కుమారసంభవం - ద్వితీయాశ్వాసం - (49 - 86 పద్యాలు)

యూనిట్ - III

ధామ్య ధర్మోపదేశము - తిక్కన

మహాభారతం - విరాటపర్వం - ప్రథమాశ్వాసం - (116 - 146) పద్యాలు

యూనిట్ - IV

పలనాటి బెబ్బులి - శ్రీనాథుడు (పలనాటి వీరచరిత్ర - ద్విపద కావ్యం పుట 108 - 112 'బాలచంద్రుడు భీమంబగు సంగ్రామం బొనర్చుట.. (108)..

వెఱగంది కుంది' (112) సం. అక్కిరాజు ఉమాకాంతం ముద్రణ. వి. కె. స్వామి, బెజవాడ 1911.

యూనిట్ - V

సీతారావణ సంవాదం - మొల్ల

రామాయణము - సుందరకాండము - (40 - 87 పద్యాలు)

వ్యాకరణం

సంధులు: ఉత్ప, త్రిక, ద్రుతప్రకృతిక, నుగాగమ, ద్విరుక్తటకారాదేశ, యణాదేశ, వృద్ధి, శ్చుత్వ, జశ్వ, అనునాసిక సంధులు.

సమాసాలు: అవ్యయిభావ, తత్పురుష, కర్మధారయ, ద్వంద్వ, ద్విగు, బహువ్రీహి.

అలంకారాలు:

అర్థాలంకారాలు: ఉపమ, ఉత్పేక్ష, రూపక, స్వభావోక్తి, అర్థాంతరవ్యాస, అతిశయోక్తి.

శబ్దాలంకారాలు: అనుప్రాస (వృత్త్యనుప్రాస, ఛేకామప్రాస లాటానుప్రాస, అంత్యానుప్రాస)

ఛందస్సు

వృత్తాలు: ఉత్పలమాల, చంపకమాల, శార్దూలము, మత్తేభము;

జాతులు: కందం, ద్విపద; ఉపజాతులు: ఆటవెలది, తేటగీతి, సీసం మరియు ముత్యాలసరాలు

విషయ సూచిక
ప్రాచీన తెలుగు కవిత్వం

యూనిట్-1: రాజనీతి

1.1	ఉద్దేశం	1
1.2	కవి పరిచయం	1
1.3	మహాభారత ప్రాశస్త్యము	1
1.4	పాఠ్యభాగం	2
1.5	పాఠ్యభాగ పరిచయం	7
1.6	కఠిన పదాలకు అర్థాలు	7
1.7	ప్రతిపదార్థ : తాత్పర్యాలు	10
1.8	సందర్భ సహిత వ్యాఖ్యలు	17
1.9	పాఠ్యభాగ సారాంశం	19
1.10	ప్రశ్నలు - జవాబులు	22
1.11	సంగ్రహ ప్రశ్నలు	30
1.12	అభ్యాసం	31

యూనిట్-2: దక్షయజ్ఞం

2.1	ఉద్దేశం	33
2.2	కవి పరిచయం	33
2.3	పాఠ్యభాగము	34
2.4	పాఠ్యాంశ పరిచయం	39
2.5	ప్రతిపదార్థ - తాత్పర్యాలు	42
2.6	సందర్భ సహిత వ్యాఖ్యలు	49
2.7	పాఠ్యభాగసారాంశము	51

2.8	ప్రశ్నలు - జవాబులు	54
2.9	సంగ్రహ ప్రశ్నలు	63
2.10	అభ్యాసం	64

యూనిట్-3: ధౌమ్య ధర్మోపదేశం

3.1	ఉద్దేశం	67
3.2	పరిచయం	67
3.3	పాఠ్యభాగము	68
3.4	పాఠ్యభాగ పరిచయం	73
3.5	కఠిన పదాలకు అర్థాలు	73
3.6	ప్రతిపదార్థ - తాత్పర్యాలు	75
3.7	సందర్భ సహిత వ్యాఖ్యలు	80
3.8	పాఠ్యభాగ సారాంశము	82
3.9	ప్రశ్నలు -సమాధానములు	85
3.10	సంగ్రహ ప్రశ్నలు	91
3.11	అభ్యాసం	93

యూనిట్-4: పలనాటి బెబ్బులి

4.1	ఉద్దేశం	95
4.2	పరిచయం	95
4.3	పాఠ్యభాగము	96
4.4	పాఠ్యభాగ పరిచయం	104
4.5	కఠిన పదాలకు అర్థాలు	104
4.6	సందర్భ సహిత వ్యాఖ్యలు	108
4.7	పాఠ్యభాగం సారాంశం	110

4.8	వ్యాసరూప ప్రశ్నలు	113
4.9	సంగ్రహ ప్రశ్నలు	118
4.10	అభ్యాసం	120

యూనిట్-5: సీతారావణ సంవాదం

5.0	ఉద్దేశం	121
5.1	కవియిత్రి పరిచయం	121
5.2	పాఠ్యభాగము	121
5.3	పాఠ్యభాగ పరిచయం	130
5.4	కఠిన పదాలకు అర్థాలు	130
5.5	సందర్భ సహిత వ్యాఖ్యలు	137
5.6	పాఠ్యభాగసారాంశం	139
5.7	ప్రశ్నలు సమాధానములు	144
5.8	సంగ్రహరూప ప్రశ్నలు	153
5.9	అభ్యాసం	156

యూనిట్-6: వ్యాకరణం

6.1	సంధులు	157
6.2	సమాసములు	162
6.3	అలంకారములు	167
6.4	ఛందస్సు	170

A Course in Communication and Soft Skills

*As per Choice Based Credit System (CBCS)
For Degree 1-Year/I-sem
Common to all Branches*



Authors

Prof. V. Ravi Naidu

Dr. E. Gangadhar

Dr. A. Sreenivasulu

Dept. of English

S.V. University, Tirupati - 517502 AP



**Centre for Distance and Online Education
Sri Venkateswara University**

Tirupathi, AP -517 502

Year : 2024

Edition : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No:+91 40 23710657, 238000657, 23810657

Cell:+91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpada, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

A Course in Communication and Soft Skills

Learning Outcomes

By the end of the course the learner will be able to:

- Use grammar effectively in writing and speaking.
- Demonstrate the use of good vocabulary
- Demonstrate an understating of writing skills
- Acquire ability to use Soft Skills in professional and daily life.
- Confidently use the tools of communication skills

Unit-1: Listening Skills

- i. Importance of Listening
- ii. Types of Listening
- iii. Barriers to Listening
- iv. Effective Listening

Unit-2: Speaking Skills

- a. Sounds of English: Vowels and Consonants
- b. Word Accent
- c. Intonation

Unit-3: Grammar

- a. Concord
- b. Modals
- c. Tenses (Present/Past/Future)
- d. Articles
- e. Prepositions
- f. Question Tags
- g. Sentence Transformation (Voice, Reported Speech & Degrees of Comparison)
- h. Error Correction

Unit-4: Writing

- i. Punctuation
- ii. Spelling
- iii. Paragraph Writing

Unit-5: Soft Skills

- a. SWOC
- b. Attitude
- c. Emotional Intelligence
- d. Telephone Etiquette
- e. Interpersonal Skills

Content

A Course in Communication and Soft Skills

Unit-1: Listening skills

1.0	Objectives	1
1.1	Listening Skills	1
1.2	Importance	2
1.2.1	Importance of Listening Skills	3
1.2.2	Ways to Improve Listening Skill	3
1.3	Techniques to Improve Listening	4
1.3.1	Characteristics associated with the Speaker and Listener	4
1.4	Process or Stages of Listening	5
1.5	Listening Modes	6
1.5.1	Advantages of Listening	7
1.5.2	Poor Listening Habits	8
1.5.3	Good Listening Habits	8
1.6	Types of Listening	9
1.7	Barriers To Listening	12
1.8	Effectiveness of Listening	14
1.8.1	Strategies for Effective Listening	16
1.9	Listening Comprehension	17
1.9.1	Listening to Sounds: Sounds of English Language	18
1.10	Exercises	19
1.11	Check your Progress	21
1.12	Outcomes	21
1.13	Exercise	22
1.14	Practice Exercises	22

Unit-2: Speaking Skills

2.0	Objectives	25
2.1	Introduction	25
2.2	Essentials Of Effective Speaking Skills	26
2.2.1	Principles of Speaking Skills	27
2.2.2	Improving Speaking Skills	28
2.3	Barriers of Speaking skills	29
2.3.1	Effectiveness of Speaking Skills	30

2.4	Sounds of English	30
2.5	Introduction To Phonetics	31
	2.5.1 The Sounds of English	32
	2.5.2 Task	33
2.6	Vowels	34
	2.6.1 Pure Vowels or Monophthongs	35
	2.6.2 Tasks	40
	2.6.3 Diphthongs	42
	2.6.4 Tasks	47
2.7	Consonants	48
	2.7.1 Double Consonant Letters	56
	2.7.2 Tasks	58
2.8	Word Accent	60
	2.8.1 Importance of Stress	61
	2.8.2 Aspects of Word Stress	61
	2.8.3 Rules of Word Stress	63
	2.8.4 Stress Shift According to Function	67
	2.8.4 Stress Shift According to Function	67
	2.8.5 Stress in Compound Words	67
2.9	Tasks	68
2.10	Accent/Stress and Rhythm in Connected Speech	69
	2.10.1 Rhythm in Connected Speech	70
	2.10.2 Strong/Weak Forms and Contracted Forms	71
2.11	Tasks	74
2.12	Intonation	75
	2.12.1 Objective Factors	76
	2.12.2 Tone Groups	76
	2.12.3 Some Important Points to be Remembered	80
2.13	Tasks	81
2.14	Outcomes	81
2.15	Check Out	81
Unit-3: Grammar		
3.0	Objectives	83
3.1	Importance of Grammar	84
3.2	Concord	84
	3.2.1 Rules for Concord	85
	3.2.2 Concord of Proximity	88

3.2.3	The Basics of Subject-Verb Concord	89
3.2.4	Tasks	90
3.2.5	Check Out	93
3.3	Modals	94
3.3.1	List of Modal Verbs	94
3.3.2	Tasks	99
3.3.3	Check Out	101
3.4	Tenses (Present/ Past/ Future)	102
3.4.1	Present Tense	103
3.4.2	Past Tense	105
3.4.3	Future Tense	106
3.4.4	Tasks	108
3.4.5	Check Out	113
3.5	Articles	121
3.5.1	The Definite Article	122
3.5.2	The Indefinite Article	122
3.5.3	Indefinite articles with Incountable Nouns	123
3.5.4	Uses of Article ‘a’	124
3.5.5	Uses of Article ‘an’	125
3.5.6	Omission of Articles/Zero Article	125
3.5.7	Use of the Definite Article ‘the’	127
3.5.8	Omission of the Article ‘the’	128
3.5.9	Task	129
3.5.10	Check Out	132
3.6	Prepositions	136
3.6.1	Types of Prepositions	136
3.6.2	Unnecessary Prepositions	138
3.6.3	Other Uses of Preposition	138
3.6.4	Task (GATE 2018)	139
3.6.5	Check Out	142
3.7	Question Tags	144
3.7.1	Positive or Negative Question Tags	144
3.7.2	Intonation	146
3.7.3	Tone Groups	148
3.7.4	Some Important Points to be Remembered	150
3.7.5	Tasks	151
3.7.6	Check Out	153

3.8	Reported Speech	155
3.8.1	Direct and Indirect Speech	155
3.8.2	Converting Direct Speech into Indirect Speech	157
3.8.3	Rules for Reported Speech	157
3.8.4	Tasks	166
3.8.5	Check Out	168
3.9	Active and Passive Voice	169
3.9.1	When to use Active and Passive Voice	169
3.9.2	Active to Passive Voice Rules For Conversion of Sentence	170
3.9.3	Tasks	173
3.9.4	Check Out	184
3.10	Degree of Comparison	187
3.10.1	Rules for Changing the Degrees of Comparison	190
3.10.2	Degrees of Comparison are Applicable only to Adjectives and Adverbs	192
3.10.3	Rules for Adjectives and Adverbs in Degrees of Comparison	194
3.10.4	Tasks	198
3.11	Outcomes	200

Unit-4: Writing

4.0	Objectives	201
4.1	Introduction	201
4.2	Significance Of Writing	203
4.2.1	Spelling	204
4.3	Tasks (SSC Codes)	207
4.4	Punctuation	212
4.4.1	Task	216
4.5	Paragraph Writing	217
4.5.1	Organising Principles of Paragraph Writing	218
4.5.2	Paragraph Development Techniques and Methods	220
4.5.3	Types of Paragraphs	222
4.5.4	Tasks	223
4.6	Outcomes	224
4.7	Check Out	224

Unit-5: Soft Skills

5.0	Objectives	229
5.1	Introduction	229
5.1.1	How it Works	230
5.1.2	Importance	230

5.1.3	Soft Skills List and Examples	231
5.1.4	Improvement of Soft Skills	232
5.1.5	Highlight your Soft Skills	233
5.2	SWOC	234
5.2.1	Personal SWOT Analysis	235
5.2.2	SWOT Questions to Ask Yourself	237
5.2.3	Determining the Outcomes	238
5.2.4	Taking Action	238
5.2.5	Why do A Personal SWOT Analysis?	238
5.2.6	When Should you Perform a Personal SWOT Analysis	241
5.3	Attitude	242
5.3.1	Definition of Attitude	242
5.3.2	Components of Attitude	244
5.3.3	Factors Influencing Attitude	246
5.3.4	Differences between Attitude and Behaviour	247
5.3.5	Differences between Attitude and Behavior	248
5.3.6	Attitude at Workplace	248
5.3.7	Effects of Positive Attitude	249
5.3.8	Effects of Negative Attitude	250
5.4	Emotional Intelligence	251
5.4.1	The 4 Dimensions of Emotional Intelligence (and a Chart)	253
5.4.2	Key Skills in the Emotional Intelligence Framework	254
5.4.3	Emotional Intelligence, IQ, and Personality Are Different	255
5.4.4	Emotional Intelligence Is Linked to Performance	256
5.4.5	Emotional Intelligence Can Be Developed	257
5.5	Telephone Etiquette	259
5.5.1	Essential Rules of Phone Etiquette	261
5.5.2	Customer Service Phone Etiquette	263
5.5.3	Ways to Improve Your Telephone Etiquette	265
5.6	Interpersonal Skills	266
5.6.1	Understanding Interpersonal Skills	266
5.6.2	Importance of Interpersonal Skills	267
5.6.3	How to Improve Interpersonal Skills	268
5.6.4	Highlight Interpersonal Skills when Applying for Jobs	268
5.7	Outcomes	269
5.8	Interview Questions	270

Life Skill Course
Human Values and Professional Ethics
As per Choice Based Credit System (CBCS)
Common to all Branches



Authors

Dr. M. Shanthi

Dr. B. Sudheeshna

Dept. of Management Studies

S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education
Sri Venkateswara University
Tirupathi, AP -517 502

Year : 2024

Edition : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No: +91 40 23710657, 238000657, 23810657

Cell: +91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

Human Values and Professional Ethics

Learning Outcome

On completion of this course, the UG students will be able to:

- Understand the significance of value inputs in a classroom and start applying them in their life and profession
- Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.
- Understand the value of harmonious relationship based on trust and respect in their life and profession
- Understand the role of a human being in ensuring harmony in society and nature.
- Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.

Unit-1: Introduction - Definition, Importance, Process & Classifications of Value Education

- Understanding the need, basic guidelines, content and process for Value Education
- Understanding the thought provoking issues; need for Values in our daily life
- Choices making - Choosing, Cherishing & Acting
- Classification of Value Education: understanding Personal Values, Social Values, Moral Values & Spiritual Values.

Unit-2: Harmony in the Family - Understanding Values in Human Relationships

- Understanding harmony in the Family- the basic unit of human interaction
- Understanding the set of proposals to verify the Harmony in the Family;

- Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship
- Present Scenario: Differentiation (Disrespect) in relationships on the basis of body, physical facilities, or beliefs.
- Understanding the Problems faced due to differentiation in Relationships
- Understanding the harmony in the society (society being an extension of family): *Samadhan*, *Samridhi*, *Abhay*, *Sah-astitva* as comprehensive Human Goals
- Visualizing a universal harmonious order in society- Undivided Society (*Akhand Samaj*), Universal Order (*Sarvabhaum Vyawastha*)- from family to world family.

Unit-3: Professional Ethics in Education

- Understanding about Professional Integrity, Respect & Equality, Privacy, Building Trusting Relationships.
- Understanding the concepts; Positive cooperation, Respecting the competence of other professions.
- Understanding about Taking initiative and Promoting the culture of openness.
- Depicting Loyalty towards Goals and objectives.

Content
Human Values and Professional Ethics

Unit-1: Introduction

1.0	Objectives	1
1.1	Introduction	1
1.2	Value Education	2
1.2.1	Effective Management of Value Education	4
1.2.2	Objectives of Value-Education	6
1.2.3	Significance of Value Education	7
1.2.4	Guidelines for Value Education	7
1.2.5	Importance of Value Education	8
1.3	Introduction to Values	9
1.4	Definition of Values	10
1.5	Classification of Value Education	12
1.5.1	Characteristics of Values	14
1.5.2	Types of Values	15
1.6	Human Values	15
1.6.1	Evolution of Human Values	16
1.6.2	Important Human Values	17
1.6.3	Types of Human Values	17
1.6.4	Universal Values	18
1.6.5	Cultural Values	18
1.6.6	Humanbeing in Bigger Order	19
1.6.7	Fundamental Values	20
1.7	Content of Value Education	20
1.8	Role of Value Education	21
1.9	Need for Value Education	22
1.9.1	Basic Guidelines for Value Education	25
1.10	Content and Process of Value Education	26
1.10.1	Preconditioning	26

1.10.2	Ways to Apply our Personal Core values in Daily Life	27
1.10.3	Ways to Select Choice Making	29
1.11	Prosperity as parts of Value Education	29
1.11.1	Physical Facilities for Animals and Humans	32
1.11.2	Basic Human Aspirations	35
1.11.3	Our State Today in Human Aspiration	36
1.11.4	Need for Right Understanding	37
1.11.5	Why is Happiness so Important to All of Us?	38
1.11.6	Differences between Prosperity and Wealth	38
1.11.7	SVDD, SSDD, SSSS	40
1.12	Outcomes	42
1.13	Review Questions	42
1.14	Multiple Choice Questions	43
Unit-2: Harmony in the Family		
2.0	Objectives	45
2.1	Introduction	45
2.2	Harmony	46
2.2.1	Harmony in Society	47
2.2.2	Extended Relationship from Family to Society	47
2.2.3	Harmony from Family to World Family	48
2.3	Harmony in Nature	48
2.4	Harmony in the family	49
2.4.1	Family is Basic Unit of Human Interaction	50
2.4.2	Family is a Natural Laboratory	50
2.5	Family is Basic Unit of all Interaction	50
2.5.1	Set of Proposals to Verify Harmony in Family	51
2.5.2	Justice (Nyaya)	51
2.5.3	Differentiation (Disrespect) in Relationships	52
2.5.4	Problems Faced Due to Differentiation in Relationships	54
2.6	Values in Relationships	55

2.6.1	Values in Human Relationships	56
2.7	Basics for respect and today's Crisis	57
2.7.1	Trust (Vishwas)	57
2.7.2	Respect (Samman)	59
2.7.3	Affection	60
2.7.4	Care	61
2.7.5	Guidance	61
2.7.6	Reverence	62
2.7.7	Glory	62
2.7.8	Gratitude	62
2.7.9	Love	63
2.7.10	Difference between Belief & Understanding	64
2.8	Comprehensive Human Goal: The Five dimensions of Human Endeavour	64
2.8.1	Comprehensive Human Goal	67
2.8.2	Five Dimensions of Human Endeavour	68
2.8.3	Prosperity in Families	69
2.8.4	Recyclability and Self-regulation in Nature	70
2.9	Universal Human Order	71
2.9.1	Right understanding in the Individuals is the basis for Harmony in the Family	72
2.10	Outcomes	72
2.11	Review Questions	73
2.12	Multiple Choice Questions	74

Unit-3: Professional Ethics in Education

3.0	Objectives	77
3.1	Introduction	77
3.2	Value Based Life and Profession	78
3.3	Professional Integrity	78
3.3.1	Professional Integrity in Business	79
3.3.2	Equality and Respect	80
3.3.3	Is Professional Integrity is Possible in Actual Working	80

3.3.4	Important of Professional Integrity in the Workplace	80
3.3.5	Tips for Maintaining Integrity	81
3.3.6	Demonstrate of Integrity in the Workplace	83
3.3.7	Examples of Integrity in the Workplace	83
3.4	Respect and Equality	84
3.4.1	Respect	84
3.4.2	Equality	85
3.4.3	Characteristic Features of Equality	85
3.4.4	Kinds of Equality	86
3.5	Privacy	89
3.5.1	Multiple Dimensions or Types of Privacy	89
3.5.2	Chief Contents or Aspects of Privacy	91
3.6	Privacy Law	94
3.6.1	Classification of Privacy Law	94
3.7	Building Trusting Relationship	95
3.7.1	How to Build Good Work Relationships	96
3.8	Positive Cooperation	98
3.8.1	Importance of Cooperation	99
3.8.2	Advantages of Cooperation	100
3.9	Ethical Competence	101
3.9.1	Salient Features of Competence in Professional Ethics	102
3.9.2	Respecting the competence of other professions	103
3.9.3	Fundamental Principles in Competence in Professional Ethics	103
3.10	Openness	104
3.10.1	Drivers of Openness in an Organization	105
3.11	Loyalty	108
3.11.1	Loyalty towards Goals and Objectives	108
3.11.2	Differing Concepts of Loyalty	108
3.12	Outcomes	110
3.13	Review Questions	110
3.14	Multiple Choice Questions	111

Skill Development Course
Office Secretaryship

*As per Choice Based Credit System (CBCS)
Common to all Branches*



Authors

Dr. M. Shanthi

Dr. B. Sudheeshna

Dept. of Management Studies

S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education
Sri Venkateswara University
Tirupathi, AP -517 502

Year : 2024

Edition : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No:+91 40 23710657, 238000657, 23810657

Cell:+91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

Office Secretaryship

Learning Outcomes

By the successful completion of course, the student will be able to;

1. Understand the organizational hierarchy and outlines of functioning.
2. Comprehend the role of office secretaryship in a small and medium organization.
3. Acquire knowledge on office procedures and interpersonal skills.
4. Apply the skills in preparing and presenting notes, letters, statements, reports in different situations.

Unit-I: Introduction

Introduction - Organisational structure of a small and medium organization - Types of offices - Kinds of secretaries - The scope of office secretaryship.

Unit-II: Office Secretary

The role of an office secretary - Duties and responsibilities - Usage of different devices - Flowchart and office manuals - Coordinating different wings of an office/organisation - Arranging common meetings - Operations of banking and financial services - travel and hospitality management services.

Unit-III: Office Procedures

Office procedures - Filing - Circulating files - Preparation of notes, circulars, agenda and minutes of meetings - Issue of press notes - Maintenance of files and records - Inventory, office, human resources, financial and confidential - maintaining public relations.

Content

Office Secretaryship

Unit-1: Introduction

1.0	Objectives	1
1.1	Introduction	1
1.2	Organisation	2
1.2.1	Definitions of Organization and Organizing	2
1.2.2	Elements of Organization	3
1.2.3	Nature of Organization	6
1.2.4	Importance of Organization	7
1.2.5	Advantages of Organizing	7
1.2.6	Principles of Organization	9
1.2.7	Steps in the Process of Organisation	11
1.3	Organizations Structure	12
1.3.1	Significance of Organization Structure	13
1.3.2	Principles of Organization Structure	14
1.4	Types of Organizations	14
1.4.1	Based on Organization Structure	14
1.4.2	Based on Authority	19
1.5	Meaning and Definition of Office	22
1.5.1	Office Work	24
1.5.2	Office Activities	25
1.5.3	Factors Contributing to the Growth of Office Work	26
1.5.4	Types of Office	27
1.6	Secretary	28
1.6.1	Appointment of a Secretary	30

1.6.2	Qualifications and Personal Qualities of a Secretary	31
1.6.3	Remuneration of a Secretary	35
1.6.4	Functions or Duties of a Secretary	35
1.6.5	Rights of a Secretary	36
1.6.6	Powers of a Secretary	36
1.6.7	Liabilities of a Secretary	37
1.6.8	Importance of Secretary	37
1.7	Types of Secretary	38
1.8	Scope of Secretary	40
1.9	Outcomes	43
1.10	Review Questions	43

Unit-2: Office Secretary

2.0	Objectives	45
2.1	Introduction	45
2.2	Role of an Office Secretary	46
2.3	Duties of Office Secretary	48
2.4	Responsibilities of Secretary	51
2.5	Usage of Different Devices	53
2.5.1	Brief Overview of Office Equipments	54
2.5.2	Brief List of Modern Office Technologies	55
2.5.3	Summary of the Advantages of Office Equipments	56
2.5.4	Meaning and Types of Mail	56
2.5.4.1	Handling of Incoming Mail	57
2.5.4.2	Handling of Outgoing Mail	59
2.5.4.3	Handling of Electronic Mail	62
2.5.4.4	Mail Room Equipment	63

2.6	Flow Chart	65
2.6.1	Straight-Line Flow of Work	66
2.6.2	Problems in Smooth Flow of Work	67
2.7	Office Manuals	68
2.7.1	Definition of Office Manual	68
2.7.2	Need for Office Manuals	69
2.7.3	Types of Office Manuals	69
2.7.4	Principles of Office Manuals	71
2.7.5	Steps in Preparation and Writing of Office Manuals	71
2.7.6	Advantages of Office Manuals	73
2.7.7	Disadvantages of Office Manuals	73
2.7.8	Revision and Distribution of Office Manuals	74
2.7.9	Distribution of Office Manuals	74
2.8	Coordinating Different Wings of an Office/Organisaton	74
2.9	Meeting - Meaning, Importance and Types of Meetings	77
2.9.1	Types of Meetings	77
2.9.2	Requisites of a Valid Meeting	79
2.9.3	Secretarial Duties Relating to Meetings	84
2.9.4	Terms Relating to Meeting	85
2.10	Services Provided by Banks	87
2.10.1	Other Common Facilities Provided by Banks	91
2.10.2	General Utility Services Provided by Banks	92
2.10.3	Terms Used in Banking Transactions	94
2.11	Modes of Travel	99
2.11.1	How to Make Railway Reservation	100

2.11.2	Air Travel	101
2.11.3	E-Ticket and Paper Ticket	103
2.11.4	Travel Agencies	103
2.11.5	Hotel Reservation	104
2.11.6	Itinerary	105
2.11.7	Organizing Travel	105
2.11.8	Tour Advance and Tour Claim	106
2.11.9	Overse as Travel Appangement	106
2.12	Outcomes	108
2.13	Review Questions	109

Unit-3: Office Procedures

3.0	Objectives	111
3.1	Introduction	111
3.2	Meaning of Procedure	113
3.2.1	Definition	113
3.2.2	Importance of Systems and Procedures	114
3.2.3	Benefits and Limitations of Systems and Procedures	114
3.3	Filing - Meaning, Importance and Essentials	115
3.3.1	Essentials of a Good Filing System	117
3.3.2	Classification of Filing - Alphabetical, Numerical, Geogr-Aphical, Subject, Chronological	117
3.3.3	Methods of filing- Horizontal and Vertical	122
3.3.4	E-Filing	124
3.3.5	Weeding out or Destruction of Old Records	128
3.3.6	Indexing	128
3.3.7	Filing Procedure	132

3.4	Notice	134
3.5	Circular	137
3.6	Preparation of Notice, Agenda and Minutes of Meeting	139
3.7	Press Note	147
	3.7.1 Press Notes have the Force of Law	147
	3.7.2 Press Notes are Subject to Judicial Review	149
3.8	Maintenance of Files and Records	149
	3.8.1 Improve Records Management in Any Office	153
3.9	Maintenance of Inventory Records	154
	3.9.1 Maintaining Inventory Records	157
3.10	Maintenance of Human Resource	163
	3.10.1 Benefits of Cloud- Based Document Storage	165
	3.10.2 Important Practices for Personnel Files	165
3.11	Maintenance of Financial Record	166
3.12	Confidential Files	169
3.13	Public Relations	170
	3.13.1 Functions of Public Relations Department (Promotion Tools in PR)	171
	3.13.2 Role of Public Relations in an Organisation	173
3.14	Outcomes	175
3.15	Review Questions	175

BASIC CONCEPTS AND PERSPECTIVES

I - BA(Sociology) / I - Semester

As per Choice Based Credit System (CBCS)



Authors

Prof. Stanly Jaykumar

Dr. M. Bhaskar

Dr. C. Ramanaiiah

Dept. of Sociology

S.V. University

Tirupati - 517 502 AP



Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

Year : 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No:+91 40 23710657, 238000657, 23810657

Cell:+91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpada, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

**Centre for Distance and Online Education
Sri Venkateswara University**

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

CONTENTS

	Page No.
Unit-1 Introduction to Sociology	01- 60
1.0 Aims and Objectives	
1.1 Introduction	
1.1.1 Development of Sociology	
1.2 Definition, nature and scope of sociology	
1.2.1 Definition	
1.2.2 Nature of Sociology	
1.2.3 Scope of Sociology	
1.3 Importance of Sociology	
1.3.1 Educational Importance of Sociology	
1.3.2 Limitations of Sociology	
1.4 Importance of Sociology	
1.5 Founding Fathers and their Contributions	
1.5.1 Auguste Comte	
1.5.2. Herbert Spencer: Evolutionary Theory	
1.5.3. Durkheim E: Division of Labour, Suicide	
1.5.3.1 Durkheim, E: Social Facts, Elementary forms of Religious life Social facts	
1.5.3.2 Elementary forms of Religious life	
1.5.4 Karal Marx: Theory of class and Dialectic materialism	
1.5.4.1 Karal Marx Surplus Value and Alienation	
1.5.5 Max Weber: Ideal types	
1.5.5.1 Methodology of Social Sciences	
1.6 Sociology and its relationship with other social sciences	
1.6.1 Sociology and its relationship with other Social Sciences	
1.6.2 Sociology and Psychology	
1.6.3 Sociology and Political Science	
1.6.4 Sociology and Economics	
1.7 Summary	
1.8 Review Questions	

Unit-2 Human Society and Culture

61 - 88

- 2.0 Aims and Objectives
- 2.1 Introduction
- 2.2 Human Society
 - 2.2.1 Definitions of Human Society.
 - 2.2.2 Nature of Human Society
 - 2.2.3 Characteristics of Human Society
 - 2.2.4 Functions of Human Society
- 2.3 Individual and Society
 - 2.3.1 Social Contract Theory
 - 2.3.2 The Organismic Theory of Society
 - 2.3.3 Group Mind Theory
 - 2.3.4 The Relationship between Individual and Society
- 2.4 Socialization
 - 2.4.1 Meaning and Definitions of Socialization
 - 2.4.2 Factors of The Process of Socialization
- 2.5 Culture
 - 2.5.1 Definition of Culture
 - 2.5.2 Characteristics of Culture
 - 2.5.3 Culture Contentsts
 - 2.5.4 Functions of Culture
 - 2.5.5 Elements of Culture
- 2.6 Personality
 - 2.6..1 The Meaning and Definition of Personality
 - 2.6.2 Determinations of Personality
- 2.7 Summary
- 2.8 Review Questions

Unit-3 Structure of Human Society

89 -126

- 3.0 Aims and Objectives
- 3.1 Introduction
- 3.2 Social Groups
 - 3.2.1 Definiton of Social Group
 - 3.2.2 Characteristics of Social Group
 - 3.2.3 Importance of Social Groups
- 3.3 Groups and Classification

- 3.3.1 Primary Groups and Secondary Groups
- 3.3.2 The Primary Groups
 - 3.3.2.1 Importance of Primary Groups
- 3.3.3 The Secondary Groups
- 3.3.4 Formal and Informal Groups
- 3.3.5 In-Groups and Out-Groups
- 3.4 Community
 - 3.4.1 Definition of Community
 - 3.4.2 Elements of Community
- 3.5 Association
 - 3.5.1 Definition of Association
 - 3.5.2 Characteristics of Association
- 3.6 Institution
 - 3.6.1 Definition of Institutions
 - 3.6.2 Characteristics of Institutions
 - 3.6.3 Functions of Social Institutions
- 3.7 Roles and Status
 - 3.7.1 Definition of Role
 - 3.7.2 Status
 - 3.7.2.1 The Organization of Status
 - 3.7.2.2 Status and Office
- 3.8 Norms
 - 3.8.1 Conformity to and Violation of Norms
- 3.9 Values
- 3.10 Power
- 3.11 Authority
 - 3.11.1 Types of Authority
- 3.12 Summary
- 3.13 Review Questions

Unit-4 Basic Social Institutions

127-170

- 4.0 Aims and Objectives
- 4.1 Introduction
- 4.2 Marriage Types of Marriage
- 4.3 Traditional forms of Hindu Marriage
- 4.4 Hindu Marriage as a Sacrament
- 4.5 Legislation and Changing Trends Domestic Violence
 - 4.5.1 Legislation of Marriage
 - 4.5.2 Changing Trends in Marriage
 - 4.5.3 Domestic Violence in Marriages
- 4.6 Marriage among Muslims and Christians
- 4.7 Family System
 - 4.7.1 Nature and Characteristics of Indian Family

- 4.7.2 Types and Forms of Family
 - 4.7.2.1 Joint Family: Nature, Types and Characteristics
- 4.7.3 Changing Pattern of Family
- 4.8 Kinship, Types, Theories and Kinship Organisation
 - 4.8.1 Regional Variations in kinship System and its Socio-Cultural Correlates
- 4.9 Summary
- 4.10 Review Questions

Unit-5 Socialization and Social Control 171-190

- 5.0 Aims and Objectives
- 5.1 Introduction
- 5.2 Concept of socialization
- 5.3 Theories of development of self
- 5.4 Agencies of socialization
- 5.5 Concept of Anomie
- 5.6 Social Control
 - 5.6.1 Means of Social Control
- 5.7 Summary
- 5.8 Review Questions

Unit-6 Social Stratification 191-210

- 6.1 Introduction
- 6.2 Social Differentiation and Social Stratification
 - 6.2.1 Social Differentiation
 - 6.2.1.1 Social Differentiation as Decomposition or Emergence
 - 6.2.1.2 Causes of Social Differentiation
 - 6.2.1.3 Consequences of Social Differentiation
 - 6.2.2 Social Stratification
 - 6.2.2.1 Nature and Characteristics of Social Stratification
- 6.3 Class Dimension of Stratification
 - 6.3.1 Social Class
- 6.4 Castes as a Dimension of Stratification
 - 6.4.1 Cast System
 - 6.4.2 Characteristics of Caste
 - 6.4.3 Demerits of the Caste System
 - 6.4.4 Changes in the Caste System
 - 6.4.5 Differences between Caste and Class

6.5 Theories of Stratification

6.6 Summary

6.7 Review Questions

Unit-7 Social Interaction and Processes

211-234

7.1 Introduction

7.2 Social Interaction and Social Process

7.2.1 Social Interaction

7.2.2 Social Process

7.3 Classification of Social Process

7.3.1 Associative process

7.3.2 Dissociative Process

7.4 Social Disorganization

7.4.1 Causes of Social Disorganisation

7.4.2 Types of Social Disorganization

7.5 Summary

7.6 Review Questions

Unit-8 Sociological Perspectives

235-244

8.0 Aims and Objectives

8.1 Introduction

8.2 Functionalist Perspectives

8.2.1 Premises and Propositions in Functionalism

8.2.2 Functionalist Views

8.2.3 Robert K. Merton: Postulates of Functional Analysis

8.2.4 Talcott Parsons

8.2.5 Emile Durkheim

8.3 Conflict Perspectives

8.3.1 Main Premises of Marx's theory of Class Struggle

8.4 Interactionist Perspectives

8.5 Summary

8.6 Review Questions

Basic Concepts and Perspectives

1. Introduction to Sociology

Definition of Sociology – Nature and Scope of Sociology –Origins and development of Sociology – Founding fathers and their contributions: Auguste Comte, Herbert Spencer, Karl Marx, Emile Durkheim and Max Weber –Sociology and other social sciences – Sociology in India – Importance of Sociology.

2. Human Society and Culture

Human society, Definition, characteristics and functions – Individual and society- Culture and Personality- Heredity and Environment.

3. Structure of Human Society

Social groups and its major types – Community – Association – Institution – Status and Role – Norms, Values and Customs – Power and Authority- Concepts of State, Nation and Society and their differences.

4. Basic Social Institutions

Marriage, Family and Kinship, Religion, Economy, Education, Polity and Law

5. Socialization and Social Control

Concept of Socialization – Theories of development of ‘Self’ of G.H. Mead, C.H. Cooley and Sigmund Freud – Agencies of Socialization: Family, School, Religion, Peer group, Community and Government- Social Control: Concepts of Anomie, Deviance and Social Control – Means of Social Control: Formal and Informal means.

6. Social Stratification

Social Differentiation – Social Stratification: Theories of social stratification; Functional and Conflict theories – Dimensions of Social Stratification; Class, Caste, Power and Gender.

7. Social Interaction and Processes

Social Interaction – Social Processes: Cooperation, Competition, Conflict, Accommodation and Assimilation – Social Disorganization

8. Sociological Perspectives

- a. Functional perspective
- b. Conflict perspective
- c. Symbolic Interactionist Perspective

HISTORY AND CULTURE OF INDIAN UP TO AD 1526

I- B.A(HISTORY) / I - Semester
As per Choice Based Credit System (CBCS)



Authors

Prof. Anandha Naidu
Prof. P. Bhaskar Reddy
Dept. of History
Sri Venkateswara University
Tirupati - 517 502 AP



Centre for Distance and Online Education
Sri Venkateswara University
Tirupathi, AP -517 502

Year : 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No:+91 40 23710657, 238000657, 23810657

Cell:+91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

**Centre for Distance and Online Education
Sri Venkateswara University**

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

CONTENTS

UNIT - I

	Page No.
1.0 Aims and Objectives	2
1.1 Introduction	2
1.2 Influence of Geography on History	2
1.3 Survey of Sources	10
1.4 Prehisotric Period	11
1.4.1 Paleolithic	12
1.4.2 Mesolithic	15
1.4.3 Neolithic Culture	17
1.5 Role of Technology	19
1.6 Indus Valley Civilization	20
1.6.1 Characteristic Features	21
1.7 Vedic Culture	22
1.7.1 Early Vedic Period	23
1.7.2 Later Vedic Period	26
1.8 Religious Movements in 6 th century B.C	39
1.8.1 Jainism and Buddhism in 6 th century B.C	41
1.8.2 Causes for the growth of Jainism and Buddhism	43
1.8.3 Impact on society	43
1.8.4 Impact on Culture	44
1.8.5 Influence of Jainism on Sculpture	44
1.9 Summary	45
1.10 Keywords	45
1.11 Review Questions	46

UNIT - II

2.0 Aims and Objectives	47
2.1 Introduction	47
2.2 Political Conditions in Ancient India	48
2.3 Magadha Empire	49
2.3.1 Rise of Magadha	50
2.3.2 Magadha Dynasties	50
2.4 Alexanaders Invasion	52
2.4.1. Political Conditions	52
2.4.2 Political Conditions Beyond the Indus	53
2.4.3 The Taxila	53
2.4.4 The Kingdom of Porus	53
2.4.5 Younger Porus and the Glansai Tribe	53
2.4.6 Territory between the Ravi and the Beas	53
2.4.7 The Magadha Empire	53
2.4.8 Tribes of the southern Punjab	53

2.4.9 Tribes in the Indus Valley	54
2.4.10 Social Condition	54
2.4.11 Economic Condition	54
2.4.12 Religions Condition	54
2.4.13 Alexander's Invasion of India& its Results	54
2.4.14 Causes of the Defeat of the Indians	55
2.4.15 Invasion	56
2.4.16 Results of Alexander's Invasion	58
2.5 Mauryas	60
2.6 Ashokas Dhamma	72
2.6.1 Need for Asoka Dharma	72
2.6.2 Success of his Dharma	74
2.6.3 Propogation of Ashoka's Dhama	75
2.6.4 Asoka and Buddhism	75
2.6.4.1 Action taken to Spread Buddhism	76
2.6.4.2 A State Religion	76
2.6.4.3 Administrative Measures	76
2.6.4.4 Wide Publicity	76
2.6.4.5 The Third Buddhist Council and Religious Exhibition	77
2.6.4.6 Dharma Yatras or Pilgrimage to the Buddhist Holy Places	77
2.6.4.7 Appointment of Dharma Mahamatras	77
2.6.4.8 Building of Viharas and Stupas	77
2.6.4.9 Inscriptions of Asoka	77
2.6.4.10 Defender of the faith	78
2.6.4.11 Works of public welfare	78
2.6.4.12 Foreign Missions	78
2.6.4.13 Successor of Asoka	79
2.7 Mauryan Administration System	79
2.7.1 Mauryan Centralized Administration	79
2.7.2 Mauryan Provincial Administration	80
2.7.2 Mauryan Provincial Administration	81
2.7.3 Mauryan Administration Revenue System	81
2.7.4 Mauryan Judicial System	81
2.7.5 Mauryan Municipal Administration System	82
2.7.6 Mauryan Military Administration	82
2.7.7 Economy	82
2.7.8 Agriculture	83
2.7.9 Crafts and Industries	84
2.7.10 State Control	84
2.8 Mauryan Art and Architecture	85
2.8.1 Trade Routes	88
2.8.2 Ship-Building	88
2.8.3 Trade and Commerce	88
2.8.4 Textiles	89
2.8.5 Mining and Metal Work	89

2.8.6 Other Industries	89
2.8.7 State's Control on Industry and Trade	89
2.8.8 Labour	90
2.8.9 Currency	90
2.8.10 Social Condition	90
2.8.11 Religious Conditions	92
2.9 Summary	93
2.10 Keywords	93
2.11 Review Questions	94

UNIT - III

3.0 Aims and Objectives	95
3.1 Introduction	95
3.2 Post Mauryan Period	95
3.3 Kushans	97
3.3.1 Political Survey of Kushans	97
3.3.2 Kushans Administration	98
3.4 Guptas	99
3.4.1 Main Gupta Rulers	100
3.4.2 Administrative System	101
3.4.3 Socio Economic Conditions	105
3.4.4 Caste System	106
3.4.5 Status of Women under the Gupta's	107
3.4.6 Economic Conditions	107
3.4.7 Art	110
3.4.8 Architecture	113
3.4.9 Education	115
3.4.10 Science and Technology	116
3.5 Rajputs	117
3.5.1 The Gahadvalas	123
3.5.2 Vijaichandra	124
3.5.3 Jaichand	125
3.5.4 The Chauhans	125
3.5.5 Fall of the Chauhan Dynasty	127
3.5.6 Solankis or Chalukyas of Gujarat	127
3.5.7 Chamundaraja	127
3.5.8 Jayasimha Siddharaja	127
3.5.9 Ajayapala (1172-1176 A.D.)	128
3.5.10 Mulraja II	129
3.5.11 Bhimadeva II	129
3.6 The Chandelas and the kinds of Chedi	129
3.6.1 Yasovarman	129
3.6.2 Dhanga	130
3.6.3 Vidyadhar	130
3.6.4 Vijaipala	130

3.6.5 Kirtivarma	130
3.6.6 Paramardideva	130
3.7 The Paramaras	131
3.7.1 Sindhuraj	131
3.7.2 Bhoja	131
3.7.3 Flourishment of Art, Literature and Learning	132
3.7.4 Civilization and Culture of the Rajputs	132
3.7.5 Political Condition of India or Political Organisation of the Rajputs	132
3.7.6 Social Condition	133
3.7.7 Religious Condition	134
3.8 Rajput Society	134
3.8.1 Art, Literature and Education	135
3.9 Summary	137
3.10 Keywords	137
3.11 Review Questions	138

UNIT - IV

4.0 Aims and Objectives	139
4.1 Sangam Age	139
4.2 Sathavahanas	144
4.2.1 Andhra Sathavahan Identity	145
4.2.2 Original Home	147
4.2.3 Chronology	148
4.2.4 The Early Satavahanas	149
4.3 Pallavas	160
4.3.1 Pallava Administration	161
4.3.2 Pallava Art	164
4.4 Cholas	164
4.4.1 Rule of the Chalukya Cholas	167
4.4.2 The Velanati Chiefs	167
4.4.3 Administration	168
4.5 Chalukyas	170
4.5.1 Eastren Chalukyas of Vengi	173
4.6 Rashtrakutas	181
4.6.1 Administration	182
4.6.2 Economy	182
4.6.3 Society	183
4.6.4 Literature	184
4.6.5 Architecture	185
4.6.6 Language	186
4.7 Kakatiyas	187
4.7.1 Art and Architecture	191
4.7.2 Economic Conditions	193
4.7.3 Religious Conditions	194
4.8 Vijayanagara	195

4.8.1 History	196
4.8.2 Economy	197
4.8.3 Culture	198
4.8.4 Religion	199
4.8.5 Literature	200
4.8.6 Architecture	201
4.9 Summary	201
4.10 Keywords	202
4.11 Review Questions	202

UNIT - V

5.0 Aims and objectives	203
5.1 Invasion of Arabs	204
5.1.1 Significance	205
5.1.2 Causes for the Arab Invasion of India	206
5.2 Ghaznavids	207
5.2.1 Political Challenges and his Death	212
5.3 Ghori foundations of muslim rule in india	216
5.4 Delhi Sultanates	218
5.4.1 Administration	218
5.4.2 Government	221
5.4.3 Society	222
5.4.4 Religion	224
5.4.5 Literature	226
5.4.6 Art and Architecture	227
5.5 Industry and Trade	228
5.6 Downfall of the Delhi sultanate	229
5.6.1 Hindu-Muslim Contacts	230
5.7 Summary	231
5.8 Keywords	231
5.9 Review questions	232

UNIT - VI

6.0 Aims and objectives	233
6.1 Impact of Impact on Indian society and culture	233
6.2 Bhakti Movement	234
6.2.1 Chief Principles of Bhakti Movement	234
6.2.2 Some Important Bhakti Reformers	234
6.2.3 Effects of the Bhakti Movement	235
6.2.4 Results of Bhakti Movement	236
6.3 Sufi Movement	237
6.4 Summary	240
6.5 Keywords	240
6.6 Review Questions	240

History and Culture of Indian up to AD 1526

Unit I:

Influence of Geography on History – Survey of the Sources – pre-historic period Paleolithic. Mesolithic and Neolithic cultures – Role of Technology. Indus valley Civilization – Its characteristic features – Vedic culture – Early and later Vedic Period – Post-Vedic period Emergence of Varna and caste system – Rise of new Religious Movements-Jainism and Buddhism in 6th Century B.C. Impact on Society and culture.

Unit II:

A brief survey of political conditions in ancient India – Magadha, Alexander's Invasion and Mauryas – Ashoka's Dharma, Its nature and propagation – Mauryan Administration – Economy – Art and Architecture:

Unit III:

Post-Mauryan period in North India-A brief political survey of Kushans, Guptas, Pushyabhuti and Rajputs: Polity and Administration-Social Conditions-Caste System – position of Women-Economy,-Indian Feudalism Art-Architecture-Education, Literature, Philosophy, Science and Technology.

Unit IV:

A brief political survey of South India-Sangham Age-Satavahanas-Pallavas-Cholas-Chalukyas, and Rashtrakutas-Kakatiya and Vijayanagara-Polity and Administration, Society, Economy-Art and – Architecture.

Unit V:

Invasions of Arabs, Ghaznavids and Ghori and Delhi Sultanate – A brief Political Survey, Polity and Administration under Delhi Sultanate, society, Composition of rural Society, Nobility-Status of Women, Economic and Technological developments. Agriculture-Industry-Trade and Commerce-Urbanisation, Art and Architecture-Fine Arts-Education and Literature.

Unit VI:

Impact of Islam on Indian Society and culture-Bhakti and Sufi Movements Emergence of Composite culture.

***POLITICAL SCIENCE CONCEPTS, THEORIES
AND INSTITUTIONS***

I- B.A(POLITICAL SCIENCE) / I - Semester

As per Choice Based Credit System (CBCS)



Authors

Prof. Muralidhar

Prof. B. Venkatachalapathi

Dept. of Political Science

S.V. University, Tirupati - 517502 AP



**Centre for Distance and Online Education
Sri Venkateswara University
Tirupathi, AP -517 502**

Year : 2024

Edition : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No:+91 40 23710657, 238000657, 23810657

Cell:+91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpada, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

CONTENTS

UNIT - I

Lesson - 1	Page No.
1.0 Aims and Objectives	3
1.1 Introduction	3
1.1.1 Meaning of Politics	4
1.2 Meaning of Political Science	5
1.2.1 Definition	6
1.3 Nature and Scope	7
1.3.1 Meaning and Scope of Art	7
1.3.2 Scope of Political Science	9
1.4 Relationship with Social Sciences	10
1.4.1 Political Science and History	11
1.4.2 Political Science and Economics	11
1.4.3 Political Science and Sociology	12
1.4.4 Political Science and Public Administration	13
1.4.5 Political Science and Ethics	14
1.4.6 Relevance of Political Science to the study of Law	14
1.5 Importance of Political Science	16
1.6 Summary	17
1.7 Keywords	17
1.8 Review Questions	18
1.9 Suggested Readings	18
Lesson - 2	
2.0 Aims and Objectives	19
2.1 Introduction	20
2.2 Meaning	20
2.3 Definition	20
2.4 Traditional Approaches	20
2.4.1 Legal Approach	22
2.4.2 Institutional Approach	22
2.5 Modern Approaches	22
2.6 Post Behavioral Approach	26
2.7 Methods of Study of Political Science	27
2.8 Stages of Growth	28
2.9 Behaviourism	29
2.9.1 Achievements and Limitations	29
2.9.2 Liberal Approach to Politics	29

2.9.3 Marxist Approach to Politics	31
2.9.4 Materialistic Conception of History	32
2.10 Summary	33
2.11 Keywords	33
2.12 Review Questions	33
2.13 Suggested Readings	34

UNIT - II

Lesson - 3

3.0 Aims and Objectives	38
3.1 Introduction	38
3.2 Meaning	38
3.3 Definition of State	39
3.4 Elements of State	39
3.4.1 Population	40
3.4.2 Territory	40
3.4.3 Government	41
3.4.4 Sovereignty	41
3.4.5 International Recognition	42
3.5 Society	42
3.6 Distinction between State and Society	43
3.7 Community and Association	43
3.7.1 Association	44
3.7.1.1 Characteristics or Essential elements of an Association	45
3.7.2 Association and Community	45
3.7.2.1 Characteristics of Community	46
3.7.2.2 Types of Communities	46
3.8 Difference between State & Associations	48
3.9 Nation and Nationality	48
3.10 Distinction between Nation & Nationality	49
3.10.1 Factors responsible for the rise of Nationalism	50
3.10.2 The Theory of “one Nation-one State” (Nation State)	51
3.11 Elements of Nationality	53
3.12 Summary	54
3.13 Keywords	55
3.14 Review Questions	55
3.15 Suggested Readings	56

Lesson - 4

4.0 Aims and Objectives	57
4.1 Introduction	57

4.2	Meaning	58
4.3	Definitions	58
4.4	Basic Features of Sovereignty	59
4.5	Kinds of Sovereignty	60
4.6	Monistic Theory of Sovereignty	61
4.7	Pluralistic Theory of Sovereignty	62
	4.7.1 Characteristics of Pluralistic theory of sovereignty	63
	4.7.2 Advantages of Pluralistic theory of sovereignty	64
	4.7.3 Criticism on Pluralistic theory of sovereignty	64
4.8	Summary	65
4.9	Keywords	65
4.10	Review Questions	66
4.11	Suggested Readings	66

UNIT - III

Lesson - 5

5.0	Aims and Objectives	70
5.1	Introduction	70
5.2	Theory of the Origin of State	71
	5.2.1 Divine Theory of the Origin of State	71
	5.2.2 The Natural Theory of the Origin of State	72
	5.2.3 The Genetic Theory is one of the theories that explains the origin of the State.	73
	5.2.4 The Horde Theory or the Matriarchal Theory of the Origin of State	75
	5.2.5 The Evolutionary or Historical Theory of the Origin of State	75
	5.2.6 Social Contract Theory of the Origin of State	77
5.3	Social contract theory	79
	5.3.1 Thomas Hobbes (1588-1679)	79
	5.3.1.1 Hobbes' view of State of Nature	79
	5.3.1.2 The Laws of Nature	81
	5.3.1.3 The Social Contract	81
	5.3.1.4 Criticism	81
	5.3.2 John Locke (1632-1704)	82
	5.3.2.1 Locke Views on Human Nature	82
	5.3.2.2 Locke on State of Nature	82
	5.3.2.3 The Social Contract Theory	83
	5.3.2.4 Salient Features of the Contract Theory	83
	5.3.2.5 Evaluation of Locke's Theory	84
	5.3.3 Jean Jacques Rousseau (1712-1778)	84
	5.3.3.1 Rousseau Views on Human Nature	84

5.3.3.2	The State of Nature	85
5.3.3.3	Rousseau's Social Contract	85
5.3.3.4	Criticism	86
5.3.3.5	Importance of the Theory	87
5.3.4	Marxist Theory of the Origin of State	87
5.4	General Will	88
5.4.1	Characteristics of General Will	89
5.4.2	Importance of the Concept of the General Will	90
5.4.3	Criticism of the Social Contract Theory	90
5.5	Evolutionary or Historical Theory	90
5.5.1	Natural and Social Instinct	91
5.5.2	Kinship	91
5.5.3	Religion	91
5.5.4	Economic Activities	92
5.5.5	Force	92
5.5.6	Political Consciousness	92
5.6	Summary	92
5.7	Keywords	93
5.8	Review questions	93
5.9	Suggested Readings	

Lesson - 6

6.0	Aims and Objectives	96
6.1	Introduction	96
6.1.1	Meaning of Law	97
6.1.2	Definition of Law	97
6.1.3	Characteristics of Law	98
6.1.4	Evolution or Development of Law	99
6.1.5	Different Schools of Law	100
6.1.6	Sources of Law	102
6.1.7	Classification of Laws	104
6.1.8	Law and Morality	105
6.1.8.1	Difference between Law and Morality	106
6.1.8.2	Relation between Law and Morality	106
6.1.9	Rule of Law	107
6.1.9.1	Decline of the Rule of Law	108
6.2	Liberty	108
6.2.1	Definitions	109
6.2.2	Types of Liberty	109
6.2.3	Conditions for the Realisation of Liberty	111

6.2.4	Relationship between Liberty and Law	111
6.2.5	Safeguards of Liberty	112
6.2.6	The concept of Equality	113
6.2.6.1	Kinds of Equality	114
6.2.7	Relation between Liberty and Equality	115
6.3	Theories of rights and kinds of rights	116
6.3.1	Definitions	116
6.3.2	Nature of Rights [Features of Rights]	117
6.3.3	Classification of Rights	118
6.3.4	Fundamental Rights	122
6.3.5	theories of rights	123
6.3.5.1	National Theory of Rights [Theory of Natural Rights]	123
6.3.5.2	The Legal Theory of Rights	124
6.3.5.3	The Idealist Theory of Rights [Personality Theory of Rights]	125
6.3.5.4	Green's Theory	126
6.3.5.5	Historical Theory of Rights	127
6.3.5.6	Liberal Theory of Rights	127
6.3.5.7	Social Welfare Theory of Rights [Laski's Theory of Rights]	129
6.3.5.8	Marxian Theory of Rights	130
6.4	Power and Authority	131
6.4.1	Kinds of Power	132
6.4.2	Concept of Authority	134
6.4.2.1	Classification of Authority	134
6.4.3	Difference between Power and Authority	135
6.4.4	Concept of Legitimacy	135
6.4.4.1	Characterstics of Legitimacy	137
6.5	Summary	137
6.6	Keywords	138
6.7	Review questions	139
6.8	Suggested Readings	140

UNIT - IV

Lesson - 7

7.0	Aims and objectives	143
7.1	Introduction	144
7.2	Individualism	144
7.2.1	Development of Individualistic Theory	144
7.2.2	Modern Individualism	149
7.3	Utilitarianism	150
7.3.1	Development of Utilitarianism	151

7.3.2 Criticism of Utilitarianism	153
7.4 Socialism	155
7.4.1 Marxism or Scientific Socialism or Communism	158
7.4.2 Lenin (1870-1924)	166
7.4.3 Lenin and Marx	174
7.5 Collectivism or State Socialism or Democratic Socialism	174
7.6 Anarchism, Syndicalism, Guild Socialism, Fascism and Nazism	177
7.6.1 Anarchism	177
7.6.2 Distinction Between Communism and Anarchism	179
7.6.3 Syndicalism	179
7.6.4 Guild Socialism	182
7.6.5 Fascism	184
7.7 Nazism	187
7.8 Gandhism and Sarvodaya	188
7.9 Summary	189
7.10 Keywords	190
7.11 Review Questions	191
Lesson - 8	
8.0 Aims and Objectives	193
8.1 Introduction	193
8.2 Democracy	194
8.2.1 Concepts of Democracy and its Development	195
8.2.2 Conditions for Success of Democracy	198
8.2.3 Kinds of Democracy	200
8.2.4 Criticism	203
8.3 Unitary and Federal	204
8.3.1 Unitary Government	204
8.3.2 Federal Government	206
8.3.3 Difference between Unitary and Federal form of Governments	209
8.4 Parliamentary Form of Government	210
8.5 Presidential Form of Government	213
8.5.1 Difference between Parliamentary and Presidential forms of Government	215
8.6 Summary	217
8.7 Keywords	217
8.8 Review Question	218
8.9 Suggested Readings	218

UNIT - V

Lesson - 9

9.0 Aims and Objectives	220
9.1 Introduction	220
9.2 Meaning	221
9.3 History of the Theory	221
9.4 Importance of the Theory	221
9.5 Theory of Separation of Powers—Montesquieu	222
9.6 Arguments in Favour of Separation of Powers	222
9.7 Criticism of the Theory	223
9.8 Summary	225
9.9 Keywords	225
9.10 Review Question	226
9.11 Suggested Readings	226

Lesson - 10

10.0 Aims and Objectives	227
10.1 Introduction	228
10.2 Legislature	228
10.2.1 Structure of Legislature	229
10.2.2 Committee System	230
10.2.2.1 Types of Committees	231
10.2.3 Functions of Legislature	232
10.2.3.1 Decline of Importance of Legislature	233
10.3 Executive	233
10.3.1 Types of Executive	233
10.3.2 Functions and Powers of Executive	235
10.3.3 Growth and Significance of Executive	236
10.3.4 Role of Executives in Modern States	237
10.4 Judiciary	237
10.4.1 Structure of Judiciary	239
10.4.2 Functions of Judiciary	239
10.4.3 Judicial Review	240
10.4.4 Rule of Law	241
10.4.5 Role of Judiciary in Democracy	242
10.4.6 Independence of Democracy	242
10.5 Summary	244
10.6 Keywords	244
10.7 Review Questions	245
10.8 Suggested Readings	245

I- B.A. POLITICAL SCIENCE

PAPER - I: Political Science : Concepts, Theories and Institutions

1. Introduction: Definition, Scope and Importance of Political Science
2. Approaches to the Study of Political Science: Liberal and Marxist
3. State – Nation and Civil Society
4. Sovereignty: Monism and Pluralism
5. Theories of Origin of the State; Social Contract and Evolutionary (Historical)
6. Concepts:
 - 6.1 Law: Sources of Law and Concepts of Rule of Law
 - 6.2 Liberty and Equality - Their Relationship
 - 6.3 Theories and Kinds of Rights
 - 6.4 Power and Authority
7. Ideologies: Individualism, Anarchism, Fascism and Socialism
8. Forms of Government:
 - a. Democracy: Direct and Indirect
 - b. Unitary and Federal
 - c. Parliamentary and Presidential
9. Theory of Separation of Powers
10. Organs of Government
 - a) Legislature:
 - i. Unicameral and Bi-cameral
 - ii. Powers and Functions
 - b) Executive :
 - i. Powers and Functions.
 - c) Judiciary :
 - i. Powers and Functions
 - ii. Independence of Judiciary and Judicial Review.

Books Recommended:

1. Principals of Political Science : Prof.A.C. Kapoor.
2. Grammar of Politics : Laski H.J.
3. Substance of Politics : A. Appadorai
4. Political Theory: Ashirvadam
5. Political Idologies: Their Origins and Impact, Baradar, Prentice Hall of Inida

ఆధునిక తెలుగు సాహిత్యం

డిగ్రీ (జనరల్) / సెమిస్టర్ - II

రచయితలు

డా॥ బి. అశోక్

డా॥ ఎస్. సునీల్ కుమార్

తెలుగు విభాగం

ఎస్. వి. విశ్వ విద్యాలయం

తిరుపతి, ఆంధ్రప్రదేశ్ - 517 502



Centre for Distance and Online Education
Sri Venkateswara University

Tirupathi, AP -517 502

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director
Centre for Distance and Online Education
Sri Venkateswara University
Tirupathi, AP -517 502

జనరల్ తెలుగు / సెమిస్టర్ - II

ఆధునిక తెలుగు సాహిత్యం

అభ్యసన ఫలితాలు

ఈ కోర్సు విజయవంతం ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. ఆంగ్లభాష ప్రభావం కారణంగా తెలుగులో వచ్చిన ఆధునిక సాహిత్యాన్ని, అని విశిష్టతను గుర్తిస్తారు.
2. సమకాలీన ఆధునిక సాహిత్య ప్రక్రియలైన వచన కవిత్వం, కథ, నవల, నాటకం, విమర్శ లపై అవగాహన పొందుతారు.
3. భావకవిత, అభ్యుదయ కవితలక్షణాలను గుర్తించిన జాన్సాన్ని పొందుతారు. అస్తిత్వవాద ఉద్యమాలపుట్టుకను, అవశ్యకతను గుర్తిస్తారు.
4. కథాసాహిత్యం ద్వారా సామాజిక చైతన్యాన్ని పొందుతారు. సిద్ధాంతాల ద్వారా కాకుండా, వాస్తవ పరిస్థితులను తెలుసుకోవడం ద్వారా సిద్ధాంతాన్ని సమీక్షించగలరు.
5. ఆధునిక తెలుగు కల్పనాసాహిత్యం ద్వారా సామాజిక, సాంస్కృతిక, రాజకీయ చైతన్యాన్ని పొందుతారు.

పాఠ్య ప్రణాళిక

యూనిట్- I: ఆధునిక కవిత్వం

1. ఆధునిక కవిత్వం : పరిచయం
2. కొండవీడు : దువూరి రామిరెడ్డి
(కవికోకిల గ్రంథావళి ఖండకావ్యాలు సక్షత్రమాల సంపుటి నుండి)
3. మాతృసంగీతం : అనిసెట్టి సుబ్బారావు (అగ్నివీణ కవితాసంపుటి నుండి)
4. తాతకో నూలుపోగు : బండరు ప్రసాదమూర్తి (కలనేత కవితాసంపుటి నుండి)

యూనిట్ - II: కథానిక

5. తెలుగు కథానిక : పరిచయం
6. భయం (కథ) : కాశీపట్నం రామరావు
7. స్వేదం ఖరీదు....(కథ) : రెంటాల నాగేశ్వరరావు

యూనిట్ - III: నవల

8. తెలుగు నవల : పరిచయం
9. రథచక్రాలు (నవల) : మహీధర రామ్మోహన రావు (సంక్షిప్త ఇతివృత్తం మాత్రం)
10. రథచక్రాలు (సమీక్షా వ్యాసం) డా.॥యల్లాప్రగడ మల్లికార్జునరావు

యూనిట్ - IV: నాటకం

11. తెలుగు నాటకం : పరిచయం
12. యక్షగానము (నాటిక) : ఎం.వి.ఎస్. హరనాథరావు
13. అపురూప కళారూపాల విధ్వంసదశ్యం యక్షగానము (సమీక్షా వ్యాసం) డా.॥ కందిమళ్ళ సాంబశివరావు

యూనిట్- V: విమర్శ

14. తెలుగు సాహిత్యం విమర్శ: పరిచయం
15. విమర్శ స్వరూప స్వభావాలు ఉత్తమ విమర్శకుడు లక్షణాలు

విషయ సూచిక
ఆధునిక తెలుగు సాహిత్యం

యూనిట్ - 1: ఆధునిక కవిత్వం

1. ఆధునిక కవిత్వం - పరిచయం

1.1	ఉద్దేశ్యం	1
1.2	పాఠ్యభాగం	1
1.3	పాఠ్యభాగ పరిచయం	7
1.4	ప్రశ్నలు - జవాబులు	8
1.5	సంగ్రహ ప్రశ్నలు	12
1.6	విద్యార్థులకు అభ్యాసం	16

2. కొండవీడు

2.1	ఉద్దేశం	17
2.2	కవి పరిచయం	17
2.3	పాఠ్యభాగము	17
2.4	పాఠ్యభాగ పరిచయం	21
2.5	అర్థాలు	21
2.6	సందర్భ సహిత వ్యాఖ్యాలు	22
2.7	పాఠ్యభాగ సారాంశము	25
2.8	ప్రశ్న జవాబులు - వ్యాస రూప ప్రశ్నలు	26
2.9	సంగ్రహ ప్రశ్నలు	27
2.10	విద్యార్థులకు అభ్యాసం	28

3. మాతృసంగీతం

3.1	ఉద్దేశం	29
3.2	కవి పరిచయం	29
3.3	పాఠ్యాంశం	29
3.4	పాఠ్యభాగ పరిచయం	38
3.5	అర్థాలు	38
3.6	సందర్భ సహిత వ్యాఖ్యలు	39
3.7	పాఠ్యభాగ సారాంశం	39
3.8	ప్రశ్నలు - జవాబులు. వ్యాసరూప ప్రశ్నలు	42
3.9	సంగ్రహ ప్రశ్నలు	44

3.10	విద్యార్థులకు అభ్యాసం	46
3.11	పాఠ్యభాగంలోని వ్యాకారణాంశాలు	46

4. తాతకో నూలు పోగు

4.1	ఉద్దేశం	47
4.2	కవి పరిచయం	47
4.3	పాఠ్యభాగం	48
4.4	పాఠ్యభాగ పరిచయం	50
4.5	అర్థాలు	50
4.6	సందర్భ సహిత వ్యాఖ్యలు	51
4.7	పాఠ్యభాగ సారాంశము	52
4.8	ప్రశ్నలు - జవాబులు వ్యాసరూప ప్రశ్నలు	53
4.9	సంగ్రహ ప్రశ్నలు	54
4.10	విద్యార్థులకు అభ్యాసం	56

యూనిట్ - II : కథానిక

5. తెలుగు కథానిక - పరిచయం

5.1	ఉద్దేశ్యం	58
5.2	పాఠ్యభాగ సారాంశం	58
5.3	వ్యాసరూప ప్రశ్నలు - జవాబులు	62
5.4	వ్యాసరూప ప్రశ్నలు - జవాబులు	65

6. భయం (కథ)

6.1	ఉద్దేశం	67
6.2	రచయిత గురించి	67
6.3	పాఠ్యభాగం	68
6.4	పాఠ్యభాగ పరిచయం	85
6.5	పాఠ్యభాగ సారాంశం	85
6.6	ప్రశ్న జవాబులు : వ్యాసరూప ప్రశ్నలు	88
6.7	సంగ్రహ ప్రశ్నలు	90
6.8	విద్యార్థులకు అభ్యాసం	92

7. స్వేదం ఖరీదు

7.1	ఉద్దేశం	93
7.2	కవి పరిచయం	93
7.3	పాఠ్యభాగం	93
7.4	పాఠ్యభాగ పరిచయం	99

7.5	పాఠ్యభాగం సారాంశం	99
7.6	వ్యాసరూప ప్రశ్నలు	101
7.7	సంగ్రహ ప్రశ్నలు	103
7.8	విద్యార్థులకు అభ్యాసం	104

యూనిట్ - III: నవల

8. తెలుగు నవల - పరిచయం

8.1	ఉద్దేశ్యం	107
8.2	పాఠ్యభాగం	107
8.3	పాఠ్యభాగ పరిచయం	112
8.4	పాఠ్యభాగ సారాంశం	113
8.5	వ్యాసరూప ప్రశ్నలు	113
8.6	సంగ్రహ ప్రశ్నలు	119
8.7	విద్యార్థులకు అభ్యాసం	120

9. రథ చక్రాలు (నవల)

9.1	ఉద్దేశ్యం	121
9.2	రచయిత పరిచయం	121
9.3	పాఠ్యభాగం	122
9.4	పాఠ్యభాగ పరిచయం	223
9.5	వ్యాసరూప ప్రశ్నలు	223

10. రథచక్రాలు - సమీక్ష

10.1	ఉద్దేశ్యం	253
10.2	పాఠ్యభాగ సారాంశం	253
10.3	పాఠ్యభాగ పరిచయం	258
10.4	వ్యాసరూప ప్రశ్నలు - జవాబులు	258
10.5	సంగ్రహ ప్రశ్నలు - జవాబులు	261

యూనిట్ - IV: నాటకం

11. తెలుగు నాటకం - పరిచయం

11.1	ఉద్దేశ్యం	265
11.2	పాఠ్యభాగం	265
11.3	పాఠ్యభాగ పరిచయం	268
11.4	వ్యాసరూప ప్రశ్నలు	269
11.5	సంగ్రహ ప్రశ్నలు	272

12. యక్షగానం (నాటిక)

12.1 ఉద్దేశం	273
12.2 కవి పరిచయం	273
12.3 పాఠ్యభాగం	274
12.4 పాఠ్యభాగ పరిచయం	298
12.5 పాఠ్యభాగ సారాంశం	299
12.6 వ్యాసరూప ప్రశ్నలు ప్రశ్నలు - జవాబులు	300
12.7 సంగ్రహ ప్రశ్నలు	311
12.8 విద్యార్థులకు అభ్యాసం	314

13. అపురూప కళారూపాల విధ్వంస దృశ్యం యక్షగానం

13.1 ఉద్దేశ్యం	315
13.2 పాఠ్యభాగం	315
13.3 పాఠ్యభాగ పరిచయం	320
13.4 పాఠ్యభాగ సారాంశం	320
13.5 వ్యాసరూప ప్రశ్నలు - జవాబులు	322
13.6 విద్యార్థులకు అభ్యాసం	326

యూనిట్ - V: విమర్శ

14. తెలుగు సాహిత్య విమర్శ - పరిచయం

14.1 ఉద్దేశ్యం	329
14.2 పాఠ్యభాగం	329
14.3 పాఠ్యభాగ పరిచయం	334
14.4 పాఠ్యభాగ సారాంశం	334
14.5 ప్రశ్నలు - జవాబులు (వ్యాసరూప ప్రశ్నలు)	334
14.6 సంగ్రహ ప్రశ్నలు	339
14.7 విద్యార్థులకు అభ్యాసం	342

15. విమర్శ - స్వరూప స్వభావాలు

15.1 ఉద్దేశ్యం	343
15.2 పాఠ్యభాగం	343
15.3 పాఠ్యభాగ పరిచయం	346
15.4 పాఠ్యభాగ సారాంశం	346
15.5 వ్యాసరూప ప్రశ్నలు	347
15.6 సంగ్రహ ప్రశ్నలు	350
15.7 విద్యార్థులకు అభ్యాసం	352

A Course in Reading & Writing Skills

*As per Choice Based Credit System (CBCS)
For Degree I-year / II-sem
Common to all Branches*



Authors

Prof. V. Ravi Naidu

Dr. E. Gangadhar

Dr. A. Sreenivasulu

Dept. of English

S.V. University, Tirupati - 517502 AP



**Centre for Distance and Online Education
Sri Venkateswara University**

Tirupati, AP -517 502

Year : 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No:+91 40 23710657, 238000657, 23810657

Cell:+91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

A Course in Reading & Writing Skills

Learning Outcomes

By the end of the course the learner will be able to:

- Use reading skills effectively
- Comprehend different texts
- Interpret different types of texts
- Analyse what is being read
- Build up a repository of active vocabulary
- Use good writing strategies
- Write well for any purpose
- Improve writing skills independently for future needs

Unit-1

Prose : 1. How to Avoid Foolish Opinions Bertrand Russell

Skills : 2. Vocabulary: Conversion of Words

: 3. One Word Substitutes

: 4. Collocations

Unit-2

Prose : 1. The Doll's House

Katherine Mansfield

Poetry : 2. Ode to the West Wind

P B Shelley

Non-Detailed Text : 3. Florence Nightingale

Abrar Mohsin

Skills : 4. Skimming and Scanning

Unit-3

Prose : 1. The Night Train at Deoli Ruskin Bond

Poetry : 2. Upagupta Rabindranath Tagore

Skills : 3. Reading Comprehension

: 4. Note Making/Taking

Unit-4

Poetry : 1. Coromandel Fishers Sarojini Naidu

Skills : 2. Expansion of Ideas

: 3. Notices, Agendas and Minutes

Unit-5

Non-Detailed Text : 1. An Astrologer's Day R K Narayan

Skills : 2. Curriculum Vitae and Resume

: 3. Letters

: 4. E-Correspondence

Content

A Course in Reading & Writing Skills

Unit-1

1.0	Objective	2
1.1	How to Avoid Foolish Opinions	2
1.2	Conversion	4
1.2.1	Exercises	7
1.2.2	Practice Exercises	9
1.3	Collocation	11
1.3.1	Types of Collocations	12
1.3.2	Exercises	15
1.3.3	Practice Exercises	18
1.4	One-Word Substitutes	21
1.4.1	Exercises	33
1.4.2	Practice Exercises	36
1.5	Outcomes	40

Unit-2

2.0	Objective	42
2.1	The Doll's House Katherine Mansfield	42
2.2	Ode to the West Wind	48
2.3	Florence Nightingale Abrar Mohsin	53
2.4	Skimming and Scanning	59
2.4.1	Skimming Reading for the Gist of a Text	59
2.4.2	Practice Exercises	62
2.4.3	Scanning	69
2.4.4	Practice Exercises	71
2.5	Outcomes	74

Unit-3

3.0	Objective	76
3.1	The Night Train at Deoli Ruskin Bond	76
3.2	Upagupta Rabindranath Tagore	82

3.3	Reading	88
3.3.1	Practice Exercises	95
3.4	Note Making/Taking	111
3.4.1	Note Making Format	112
3.4.1.1	The Procedure of Note Making	112
3.4.1.2	Points to Remember for Note Making Format	113
3.4.2	Importance of Note Taking	113
3.4.3	Purposes of Note Taking	113
3.4.4	Note Making vs Note Taking	114
3.5	Methods of Note Taking	114
3.5.1	Note Taking Methods	115
3.5.2	Outline Method	116
3.5.3	Cornell Method	117
3.5.4	Boxing/sentence Method	119
3.5.5	Charting Method	119
3.5.6	Mapping Method	120
3.5.7	Steps for Effective Notetaking	121
3.6	Effective Note Taking for Listening to Lectures	124
3.6.1	Suggestions for Efficient Notetaking	124
3.6.2	Steps for Effective Note Making	127
3.6.3	Methods of Note Making	128
3.6.3.1	Sequential or Linear Note-Making	128
3.6.3.2	Pattern of Note-Making or Mind-Mapping	129
3.6.3.3	Fishbone Diagram	129
3.6.4	Other Systems of Notemaking	130
3.6	Review Questions	131
3.7	Outcomes	132
Unit-4		
4.0	Objective	134
4.1	Introduction	134
4.2	Coromandel Fishers	134
4.3	Expansion of Ideas / Proverb Expansion	137

4.3.1	How to Write a Proverb Expansion or Expansion of an idea	137
4.3.2	Expansion of Ideas of some Famous proverbs and Idioms	139
4.3.3	Practice Exercises	142
4.4	Notices, Agendas and Minutes	143
4.4.1	Notice	143
4.4.1.1	Notice of a Meeting	143
4.4.1.2	Important Tips and Guidelines	144
4.4.1.3	Format / Template of Notice Writing	144
4.4.1.4	Specimen Notice	145
4.4.2	Agenda	146
4.4.2.1	Some Guidelines for Listing the Items below	147
4.4.2.2	Importance / Necessity of Agenda	148
4.4.2.3	Specimen Agendas	149
4.4.3	Minutes of the Meeting	149
4.4.3.1	Tips for Writing Minutes	150
4.4.3.2	Format of Meeting Minutes	151
4.4.3.3	Specimen of Minutes	153
4.4.4	Difference between Agenda and Minutes	155
4.5	Sample Meeting Notice, Agenda, and Minutes	155
4.6	Outcomes	157
4.7	Review Questions	158
Unit-5		
5.0	Objective	160
5.1	Introduction	160
5.1.1	Characterisation Notes	166
5.1.2	Narrative Techniques	167
5.1.3	Figurative Language	167
5.1.4	Societal Satire	168
5.1.5	Astrology as a Profession	168
5.2	Resume Writing	168
5.2.1	Resume Contents	168
5.2.2	The Difference between C.V and Resume	169

5.2.3	Steps in Preparation of Resume	170
5.2.4	Hard vs. Soft Skills: What's the Difference?	175
5.3	Letter Writing	181
5.3.1	Types of Letters	183
5.3.2	Essentials of Effective Letter Writing	188
5.3.3	Types of Letter Format	190
5.3.4	Types of Business Letters	196
5.3.5	Writing a Complaint Letter	200
5.3.6	Writing an Apology Letter	202
5.3.7	Writing a Letter of Appeal	203
5.3.8	Writing an Invitation Letter	204
5.3.9	Writing a Resignation Letter	205
5.3.10	Writing a Letter of Recommendation	207
5.3.11	Exercises	208
5.3.12	Practice Exercises	213
5.4	Email Writing	214
5.4.1	Significance of Email	215
5.4.2	Elements of E-mails	216
5.4.3	Technique for Writing an E-mail	216
5.4.4	Types of Emails	217
5.4.5	Advantages of Email	220
5.4.6	Disadvantages of E-mail	221
5.4.7	Exercises	222
5.5	Review Questions	223
5.6	Outcomes	224

Life Skill Course
Indian Culture & Science

*As per Choice Based Credit System (CBCS)
Common to all Branches*



Authors

Dr. M. Shanthi

Dr. B. Sudheeshna

Dept. of Management Studies
S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education
Sri Venkateswara University
Tirupati, AP -517 502

Year : 2024

Edition : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No:+91 40 23710657, 238000657, 23810657

Cell:+91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

Indian Culture & Science

Learning Outcomes

By successful completion of the course, students will be able to:

1. Understand the evolution of India's culture.
2. Analyze the process of modernization of Indian society and culture from past to future.
3. Comprehend objective education and evaluate scientific development of India in various spheres.
4. Inculcate nationalist and moral fervor and scientific temper.

Unit-I: Unity in Diversity in India

Coexistence of various religions since ancient times - Hinduism, Buddhism, Jainism and Atheism, and later Sikhism, Islam and Christianity

The Bhakti (Vishnavite and Saivaite) and Sufi Movements

The concepts of seela, karuna, kshama, maitri, vinaya, santhi and ahimsa Achievements in Literature, Music, Dance, Sculpture and Painting - Craftsmanship in cloth, wood, clay, metal and ornaments

Cultural diversity, Monogamy, Family system, Important seasonal festivals

Unit-II: Social Reforms and Modern Society

Reforms by Basaveswara - Raja Rama Mohan Roy - Dayananda Saraswathi - Swamy Vivekananda - Mahatma Gandhi - B. R. Ambedkar - Reforms in Andhra by Vemana, Veerabrahmam, Gurajada, Veeresalingam and GurrarnJashua (only reforms in brief, biographies not needed)

Modern Society: Family unity, Community service, Social Harmony, Civic Sense, Gender Sensitivity, Equality, National Fervor

Unit-III: Science and Technology

Objectivity and Scientific Temper - Education on Scientific lines (Bloom's Taxonomy) - Online Education

Developments in Industry, Agriculture, Medicine, Space, Alternate Energy, Communications, Media through ages

Co-curricular Activities Suggested

1. Assignments, Group discussions, Quiz etc
2. Invited Lecture by a local expert
3. Visit to a scientific institutions, local heritage sites, museums, industries etc

Content

Indian Culture & Science

Unit-1: Indian Culture & Science

1.0	Objectives	1
1.1	Introduction	1
1.2	Indian Culture	2
1.3	Coexistence of Various Religions Since Ancient Times	3
1.3.1	Hinduism	3
1.3.2	Buddhism	8
1.3.3	Jainism	14
1.3.4	Atheism	24
1.3.5	Sikhism	26
1.3.5.1	History and Beliefs	26
1.3.5.2	The Sikh Identity	26
1.3.5.3	The Sikh Scripture	27
1.3.5.4	The Gurdwara	27
1.3.5.5	The Sikh Way of Life	28
1.3.5.6	Women	28
1.3.5.7	Dietary Restrictions	29
1.3.5.8	Other Religions	29
1.3.6	Islam	29
1.3.7	Christianity	39
1.4	The Bhakti	44
1.4.1	Types of Bhakti Cultures	47
1.4.2	Bhakti Saints	49
1.4.3	Impact of Bhakti Movement on Indian Society	50
1.5	Sufi Movements	51
1.5.1	Roots of Sufism	51
1.5.2	Origin of Sufism	52
1.5.3	Development of Sufism	52
1.5.4	Sufism in India	53
1.5.5	Orders of Sufism	54

1.5.6	Interaction between Hindu and Muslim Saints	58
1.5.7	Differences between Bhakti and Sufi Movements	58
1.6	The concepts	59
1.7	Achievements in Literature	62
1.8	Music	64
1.8.1	Treatises	65
1.9	Dance	65
1.9.1	Early Texts on Classical Dance	66
1.9.2	Basic Techniques in Classical Dance	68
1.10	Sculpture	70
1.11	Painting	76
1.12	Crafts Traditions	77
1.13	Cultural Diversity	79
1.14	Monogamy	81
1.15	Family	81
1.15.1	Advantages of Joint Family	82
1.15.2	Imbibing Values	83
1.16	Seasonal Festivals in India	83
1.17	Outcomes	86
1.18	Review Questions	86
1.19	Multiple Choice Questions	86
Unit-2: Social Reforms and Modern Society		
2.0	Objectives	89
2.1	Introduction	89
2.2	Reforms by Basaveswara	90
2.3	Raja Rammohan Roy	94
2.3.1	Contributions	95
2.3.2	Economic and Political Reforms	96
2.3.3	Religious Reforms	97
2.3.4	Brahmo Samaj	97
2.3.5	Synthetic Approach	97
2.3.6	Regeneration of Women	98
2.4	Dayananda Saraswathi	98
2.4.1	Religious Reforms	98

2.4.2	Opposition to Caste System and Untouchability	99
2.4.3	Sudhi Movement	99
2.4.4	Status of Women	99
2.4.5	Educational Reforms	100
2.4.6	Dayanand and Nationalism	100
2.4.7	Believer of Democracy	100
2.4.8	Importance of Village Administration	101
2.4.9	Nation Building Through Language	101
2.4.10	Dayanand Saraswati & Arya Samaj	101
2.5	Swami Vivekananda	102
2.5.1	Reforms	103
2.6	Mahatma Gandhi	106
2.6.1	Unconventional Techniques	107
2.6.2	Daridranarayan	107
2.6.3	Strain-free Nationalism	108
2.6.4	Abolition of Untouchability	108
2.6.5	Accepting Varnas and Denouncing Caste System	109
2.6.6	Reservation	109
2.6.7	Participation of Women	110
2.7	B. R. Ambedkar	110
2.7.1	Main Architect of Indian Constitution	110
2.7.2	Constitutional Morality	111
2.7.3	Democracy	111
2.7.4	Social Reforms	111
2.7.5	Factsheet	112
2.7.6	Methods Adopted to Remove Untouchability	113
2.7.7	Relevance of Ambedkar in Present Times	113
2.8	Reforms in Andhra by Vemana	114
2.9	Veerabrahmam	115
2.10	Gurajada Appa Rao	115
2.11	Kandukuri Veeresalingam	116
2.12	Gurram Jashuva	117
2.13	Modern Society	118
2.13.1	Characteristics of Modern Society	118

2.14	Family Unity	119
2.14.1	The Right to Family Unity	119
2.14.2	Different Kinds of Families and the Right to Unity	120
2.15	Community Service	121
2.15.1	Community Service Has a Number of Important Benefits	122
2.16	Social Harmony	122
2.16.1	Elements of Social Harmony	123
2.16.2	Importance of Social Harmony	124
2.17	Civic Sense	124
2.17.1	Importance of Civic Sense	125
2.17.2	Teaching about Civic Sense	126
2.18	Gender Sensitivity	126
2.18.1	Gender Stereotypes	127
2.18.2	Gender Roles	127
2.18.3	Gender Equality	127
2.18.4	Equal Treatment	127
2.18.5	Gender Mainstreaming	128
2.19	Equality	128
2.19.1	Features	129
2.19.2	Types of Equality	129
2.20	National Fervor	130
2.21	Outcomes	130
2.22	Review Questions	131
2.23	Multiple Choice Questions	131
Unit-3: Science and Technology		
3.0	Objectives	135
3.1	Introduction	135
3.2	Scientific Objectivity	136
3.2.1	Objectivity as Faithfulness to Facts	137
3.2.2	The View from Nowhere	137
3.3	Scientific Temper	138
3.4	Education on Scientific Lines (Bloom’s Taxonomy)	139
3.4.1	Online Learning	141
3.5	Developments of Technology	144

3.5.1	Scientific and Technological Developments in Ancient India	145
3.5.2	Scientific and Technological Developments in Medieval India	146
3.5.3	Advancement of Science and Technology is Observed in following Areas in Modern Time	147
3.6	Industry	148
3.6.1	Benefits of Increased R&D Spending	148
3.6.2	New Trends in Manufacturing	149
3.7	Agriculture	149
3.7.1	Objectives	153
3.7.2	Challenges faced by Technology in Modern Era	154
3.7.3	Impact of Science and Technology in Agricultural Sector	154
3.7.4	The Recent Innovations and Technologies in Agriculture	155
3.7.5	A new Era of Scientific Farming	157
3.7.6	G-tech to Propel Economy's Growth Trajectory	157
3.8	Medicine	158
3.8.1	New Advancements in Medical Research in India	160
3.8.2	Greatest Medical Achievements in India	161
3.9	Space	163
3.9.1	X-ray Astronomy	164
3.10	Alternate Energy	165
3.10.1	Current Scenario of Renewable Energy in India	166
3.11	Communication	167
3.12	Media through ages	170
3.12.1	The Rise of the Social Network	170
3.12.2	Social Media in Indian Politics	171
3.12.3	Social Media and Business	171
3.12.4	Social Media and Recruitment in India	172
3.12.5	Social Media and IPL	172
3.12.6	Limitations of Social Media in India	172
3.13	Outcomes	173
3.14	Review Questions	173
3.15	Multiple Choice Questions	174

Skill Development Course

Advertising

As per Choice Based Credit System (CBCS)

Common to all Branches



Authors

Dr. M. Shanthi

Dr. B. Sudheeshna

Dept. of Management Studies

S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education
Sri Venkateswara University
Tirupati, AP -517 502

Year : 2024

Edition : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No:+91 40 23710657, 238000657, 23810657

Cell:+91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpada, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

Advertising

Learning Outcomes

After Successful completion of this course, the students are able to;

1. Understand the field of Advertising
2. Comprehend opportunities and challenges in Advertising sector
3. Prepare a primary advertising model
4. Understand applying of related skills
5. Examine the scope for making advertising a future career

Unit-1

Introduction of advertising concepts- functions - Types of advertising - Creative advertising messages - Factors determining opportunities of a product/service/Idea

Unit-2

Role of advertising agencies and their responsibilities - scope of their work and functions - Ethical issues - Identifying target groups -Laws in advertising. Advertising Statutory Bodies in India - Role of AAAI (Advertising Agencies Association of India), ASCI (Advertising Standard Council of India)

Unit-3

Types of advertising - Basic characteristics of a typical advertisement - Reaching target groups - Local advertising - Feedback on impact of advertisement - Business promotion.

Content

Advertising

Unit-1

1.0	Objectives	1
1.1	Introduction	1
1.2	Advertising	2
1.2.1	Meaning	2
1.2.2	Facts of Advertising	3
1.2.3	Definition	4
1.3	Characteristics of Advertising	5
1.3.1	Objectives of Advertising	6
1.3.2	Importance of Advertising	7
1.3.3	Purpose of Advertising	8
1.4	Functions of Advertising	9
1.4.1	Five M's of Advertising	10
1.5	Types of Advertising	13
1.5.1	Qualities of Advertising	19
1.5.2	Media of Advertising	19
1.5.3	Benefits of Advertising	20
1.5.4	Limitations of Advertising	22
1.6	Creative Advertising	23
1.6.1	Importance of Creative Advertising	24
1.6.2	Tools for Creative Advertisement	26
1.7	Factors determining opportunities of a product/service/Idea	26
1.7.1	New Product Design Process	27
1.7.2	Steps in Tapping Opportunities	31
1.8	Outcomes	33
1.9	Review Questions	33
1.10	Multiple Choice Questions	34

Unit - 2

2.0	Objectives	37
2.1	Introduction	37
2.2	Advertising Agency	38
2.2.1	Characteristics of Advertising agency	38
2.2.2	Importance of Advertising Agency	39
2.2.3	Nature of Advertising Agency	40
2.2.4	Scope of Advertising Agencies	41
2.2.5	Types of Advertising Agency	42
2.2.6	Structure of Advertising Agency	43
2.3	Role and Responsibility of Advertising Agency	44
2.4	Scope of Work	46
2.4.1	Functions of Advertising Agencies	46
2.5	Ethical issues in Advertising	48
2.6	Identifying Target Groups	50
2.7	Laws in Advertising	51
2.8	Advertising Statutory Bodies operating Globally	53
2.9	Role of AAAI	56
2.10	Advertising Standatds Council of India (ASCI)	57
2.11	Outcomes	61
2.12	Review Questions	61
2.13	Multiple Choice Questions	62

Unit - 3

3.0	Objectives	65
3.1	Introduction	65
3.2	Types of Advertising	66
3.3	Basic Characteristics of a Typical Advertisement	70
3.4	Reaching Target Groups	73
3.5	Local Advertising	75
3.5.1	Types of Local Advertising	76
3.5.2	Advantages of Local Advertising	77
3.5.3	The process of Local Advertising	78

3.6	Feed-back on impact of Advertisement	79
3.6.2	The Positive Effects of Advertisement	80
3.6.3	The Negative Effects of Advertisement	80
3.7	Promotion	81
3.7.1	Characteristics of Promotion	81
3.7.2	Objectives of Promotion	82
3.7.3	Types of Promotion	84
3.7.4	Nature of Promotion	84
3.8	Marketing Communication	85
3.8.1	Importance of Marketing Communication	86
3.8.2	Elements of Marketing Communication	88
3.8.3	Promotional Activities	91
3.9	Promotion Mix	93
3.9.1	Objectives	93
3.9.2	Elements of Promotion Mix	94
3.9.3	Factors Affecting Marketing Promotion Mix	95
3.9.4	Role of Advertisement in Business Promotion	99
3.10	Outcomes	100
3.11	Review Questions	100
3.12	Multiple Choice Questions	101

Skill Development Course
Logistics and Supply Chain Management

*As per Choice Based Credit System (CBCS)
Common to all Branches*



Authors

Dr. M. Shanthi

Dr. B. Sudheeshna

Dept. of Management Studies

S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education
Sri Venkateswara University
Tirupati, AP -517 502

Year : 2024

Edition : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No: +91 40 23710657, 238000657, 23810657

Cell: +91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpada, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

Logistics and Supply Chain Management

Learning Outcomes

At the successful completion of the course, the student will be able to;

1. Summarize relationship between marketing and Logistic Management
2. Understand the concepts of Supply Chain Management in connection with products.
3. Understanding various types of seller and suppliers
4. Evaluate best logistic method among all means of transport operations
5. Analysis of different distribution strategies - online and physical distribution
6. Compare the Logistics in National and International Scenario.
7. Design and develop new methods and models of Logistics in SCM

Unit-1: Introduction to Logistics and Supply Chain Management (SCM)

Functions of Logistics - Structure of logistics - Logistics Costs - Modes of Logistics - Logistics in 21st Century - Role of Supply Chain Management - Design and Development of Supply Chain Network - Different types of Supply Chain Networks

Unit-II: Logistics

Customer Selection - Process - Customer Service and Customer Retention - Relationship Management - Integrating Logistics and Customer Relationship Management

Unit-III: Supply Chain Management

Managing and Estimating Supply Chain Demand - Forecasting Techniques - Supplier Networks – Skills to Manage SCM - Recent Trends in SCM

Content

Logistics and Supply Chain Management

UNIT -1

1.0	Objectives	1
1.1	Introduction	1
1.2	Definition and Concept of Logistics	2
1.2.1	Logistics in the World of Business	3
1.2.2	Origin of Logistics	3
1.3	Components of Logistics	4
1.3.1	Importance of Logistics	4
1.3.2	Functions of Logistics	5
1.4	Logistics Management	9
1.4.1	Types of Logistics Management	9
1.4.2	Nature and Scope of Logistics Management	10
1.4.3	Objectives of Logistics Management	11
1.4.4	Importance of Logistic Management	12
1.5	Structure of Logistics	12
1.5.1	Linkages and Relationships between Purchasing and Logistics	12
1.5.2	Types of Information Flow in Logistics Sector	15
1.6	Logistics Cost	16
1.7	Modes of Logistics	17
1.8	Logistics in 21st Century	19
1.9	Role of Supply Chain Management	21
1.10	Design and Development of Supply Chain Network	22
1.10.1	Factors that Influence Supply Chain Network Design Decisions	29
1.10.2	Benefits of Supply Chain Network Design	29
1.10.3	Role of Network Design in Supply Chain	30
1.10.4	Global Supply Chain Network Design Models	30
1.11	Different Types of Supply Chain Networks	30
1.11.1	Differences between Logistics and Supply Chain	31
1.12	Outcomes	33

1.13	Review Questions	33
1.14	Multiple Choice Questions	34
Unit -2		
2.0	Objectives	37
2.1	Introduction	37
2.2	Customers Selection	38
	2.2.1 Phases of Customer Development	40
2.3	Logistics Process	41
2.4	Customer Service in Logistics	44
	2.4.1. Elements of Customer Service	45
	2.4.2 Factors Why Customer Service in Logistics is of Utmost Importance	48
	2.4.3 Importance of customer-service in Logistics	50
2.5	Customer Retention	55
	2.5.1 Strategies to Improve Customer Retention	56
	2.5.2 Methods and Tools for Customer Retention	58
	2.5.3 Benefits of customer retention	59
	2.5.4 CRM and Customer Retention	60
	2.5.5 Reasons for Terminating Customer Relationship	61
2.6	Customer Relationship Management	61
	2.6.1 Importance of CRM	63
	2.6.2 Steps in implementing CRM	64
	2.6.3 Benefits of CRM	66
	2.6.4 CRM System can help your Business Today	67
	2.6.5 Components of CRM	68
	2.6.6 Types of CRM Technology	69
	2.6.7 CRM Examples in Practice	70
2.7	Different types of Logistics and Supply chain Relations	71
	2.7.1 Importance of Integrating CRM with SCM	73
	2.7.2 Requirements for Achieving Harmonious Relations in Logistics and Supply Chain	74
2.8	Outcomes	76
2.9	Review Questions	76
2.10	Multiple Choice Questions	77

UNIT-3

3.0	Objectives	85
3.1	Introduction	85
3.2	Supply Chain	86
	3.2.1 Supply Chain Model	87
3.3	Supply Chain Management	88
	3.3.1 Features of Supply chain Management	89
	3.3.2 Components of Supply Chain Management	89
	3.3.3 Efficient Functioning of Supply Chain	90
	3.3.4 Principles of Supply Chain Management	91
	3.3.5 Nature and Objectives of Supply Chain Management	91
	3.3.6 Decision Areas in Supply Chain Management	94
	3.3.7 Importance of Supply Chain Management	94
	3.3.8 Process of Supply Chain Management	95
	3.3.9 Goals of Supply Chain Management	96
	3.3.10 Focus Areas in SCM	97
3.4	Demand Forecasting	100
	3.4.1 Importance of Demand Forecasting	100
	3.4.2 Main Roles of Forecasting in Supply Chain Management	101
	3.4.3 Advantages of Demand Forecasting	101
3.5	Managing and Estimating supply Chain Demand	102
	3.5.1 Importance of Demand Forecasting in Supply Chain	103
3.6	Forecasting Techniques	104
3.7	Suppliers Network	107
	3.7.1 Supply Chain Networks	108
	3.7.2 Benefits of Supplier Management	110
	3.7.3 Key Factors Driving Supplier Management	111
	3.7.4 Supplier Management Process	112
3.8	Skills to Manage SCM	113
	3.8.1 Core Competencies a Supply chain Manager	118
3.9	Recent Trends in Supply Chain Management	120
3.10	Outcomes	124
3.11	Review Questions	124
3.12	Multiple Choice Questions	125

SOCIETY IN INDIA

I - BA(Sociology) / II - Semester

As per Choice Based Credit System (CBCS)



Authors

Prof. Stanly Jaykumar

Dr. M. Bhaskar

Dr. C. Ramanaiah

Dept. of Sociology

S.V. University

Tirupati - 517 502 AP



Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

Year : 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No:+91 40 23710657, 238000657, 23810657

Cell:+91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpada, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

**Centre for Distance and Online Education
Sri Venkateswara University**

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

CONTENTS

Page No.

UNIT - I	Structure of Indian Society	01 - 30
1.0	Introduction	3
1.1	Structure of Indian Society	4
1.2	Diversity and Unity	4
1.3	Religious diversities in India	5
1.4	Linguistic diversities of India	7
1.5	Cultural Diversity	10
1.6	Regional diversities of Indian Society	11
1.7	Basic Tenets of Islam	12
1.8	Basic Tenets of Christianity	18
1.9	Basic Tenets of Sikhism	24
1.10	Basic Tenets of Buddhism	25
1.11	Summary	27
1.12	Key Words	28
1.13	Review Questions	29
UNIT - II	Social Institutions	31-54
2.0	Introduction	33
2.1	Forms of Marriage	34
2.2	Family and Kinship	42
2.2.1	Characteristics of Kinship	43
2.2.2	Regional variations in kinship system and its socio-cultural correlates	44

2.2.3	Difference the South Indian and North Indian system forms of kinship	47
2.3	Muslims and Christians and their changing trends	49
2.4	Joint Family	52
2.4.1	Joint family system – A useful model for families in future	52
2.4.2	Joint family system vs. Nuclear family system	52
2.5	Summary	53
2.6	Key words	53
2.7	Review Questions	54
UNIT -III	Economy	55-80
3.0	Introduction	57
3.1	Land ownership and land distribution:	58
3.1.1	Land Ownership	58
3.1.2	Land distribution	60
3.2	Agrarian structure and relations and decline of jajmani system	61
3.2.1	Agrarian Structure	61
3.2.2	Economic Agrarian Structure	62
3.2.3	Jajmani System	63
3.3	Present occupational structure	67
3.4	Features of tribal economy	70
3.5	Urban Economy	72
3.6	Industrial, Service and Informal sectors	74
3.6.1	Industry and services	74
3.6.2	Informal sector	77
3.7	Summary	78
3.8	Key Words	78

3.9	Review Questions	79
UNIT - IV Stratification		81-106
4.0	Introduction	83
4.1	Varna and Jati	84
4.2	Features and functions of Caste system	88
4.2.1	Features of Caste System	88
4.2.2	Functions of Caste System	89
4.3	Caste and Class	89
4.4	Class in India	97
4.5	Agrarian and non agrarian classes, Emergence of middle class	100
4.5.1	Agrarian Class	100
4.6	Dominant caste	102
4.7	Changing trends in caste system	102
4.8	Summary	105
4.9	Key words	105
4.10	Review Questions	106
UNIT - V Polity		107-136
5.0	Introduction	109
5.1	System of Governance	109
5.2	Nation, state and Local Governance	116
5.2.1	Nation Governance	116
5.2.2	State Governance	118
5.3	Access to Politics	121
5.4	Caste, Religion, Language and Region	127
5.5	Differential access to Political Power	132
5.6	Summary	134

5.7	Key Words	134
5.8	Review Questions	135
UNIT -VI Influence of Geographical Features on History		137-154
6.0	Introduction	139
6.1	Traditional Educational System	140
6.2	Emergence of Modern Formal education system in India	141
6.3	Differential access to Education in India	145
6.4	Education and Social Mobility	147
	6.4.1 Education Mobility	147
	6.4.2 Social Mobility	148
6.5	Summary	152
6.6	Key words	152
6.7	Review Questions	153
UNIT -VII Communities		155-176
7.0	Introduction	157
7.1	Tribal community, rural community and urban community	159
	7.1.1 Tribal Communities in India	159
	7.1.2 Rural community	162
	7.1.3 Urban community	164
7.2	Distribution of population	165
7.3	Difference between rural and urban communities	168
7.4	Village settlement patterns	172
7.5	Growth of urban centers	174
7.6	Summary	175
7.7	Key words	175
7.8	Review Questions	176

UNIT -VIII Problems of Indian Society	177-212
8.0 Introduction	179
8.1 Tribal society	180
8.1.1 Exploitation of tribes	180
8.1.2 Land alienation and displacement and problems of health and nutrition	185
8.1.2.1 Land Alienation	185
8.1.2.2 Land Displacement	185
8.1.2.3 Problems of health and nutrition	186
8.2 Rural Society	187
8.2.1 Poverty and Unemployment	187
8.2.2 Indebtedness and farmers suicides and illiteracy	190
8.3 Urban Society	192
8.3.1 Housing and civic services	192
8.3.2 Pollution	194
8.3.3 Crime and juvenile delinquency and HIV/AIDS	197
8.3.3.1 Crime and juvenile delinquency	189
8.3.3.2 HIV/AIDS	202
8.4 Summary	212
8.5 Key words	212
8.6 Review Questions	212

Society in India

OBJECTIVES

It is presumed that the student has some familiarity with Indian Society by virtue of the fact that he is a member of it and that he has observed and experienced some facets of it. However, this familiarity is likely to be superficial, selective and rather fragmentary. The course is aimed at rectifying these limitations by presenting a comprehensive, integrated and empirically-based profile of Indian Society. The continuity between the present and the past is an evident feature of Indian society. Though this continuity is reflected in the structure of the course, the focus is on the contemporary Indian society. It is hoped that the sociological perspective on Indian society presented in this course will also enable students to gain a better understanding of their own situation and region.

- 1. Structure of Indian Society:** Diversity and Unity; Religious, Linguistic, Cultural and Regional diversities of Indian society – Basic tenets of Islam, Christianity, Sikhism, Buddhism, Jainism, and Zoroastrianism- Hindu Social Organization: Purusharthas, Varnashrama dharma.
- 2. Social Institutions:** Forms of Marriage, Family and Kinship among Hindus, Muslims and Christians and their changing trends. Decline of Joint family: causes and consequences
- 3. Economy:** Land ownership and land distribution- Agrarian structure and relations and decline of Jajmani system - Present occupational structure- Features of Tribal economy; Urban Economy; Industrial, Service and Informal Sectors.
- 4. Stratification:** Varna and Jati - Definition, features and functions of Caste system; Caste and Class; Class in India: Agrarian and Non Agrarian classes, Emergence of middle class- Dominant Caste; changing trends in caste system.
- 5. Polity:** System of governance – Nation, State and Local Governance: Access to politics: Caste, Religion, Language and Region – Differential access to political power.
- 6. Education:** Traditional Educational System – Emergence of modern formal education system in India- Differential access to education in India- Education and Social Mobility.
- 7. Communities:** Tribal Community, Rural community and Urban Community: Distribution of population - Difference between rural and urban communities- Village settlement patterns - Growth of urban centres, types of urban communities.

8. Problems of Indian Society

- a.** Tribal Society: Exploitation of Tribes, Land alienation and displacement and Problems of Health and Nutrition
- b.** Rural Society: Poverty and Unemployment, Indebtedness and farmers' suicides and Illiteracy
- c.** Urban Society: Housing and civic services, Pollution, Crime and Juvenile Delinquency and HIV/AIDS.

References:

- Ram Ahuja : Indian Social System
Rawat Publications, New Delhi.
- Ram Ahuja : Social Problems in India.
Rawat Publications, New Delhi.
- M.N. Srinivasa : Indian Social Structure
Hindustan Public Corporation (India) , Delhi.
- Patricia Uberoi (Ed) : Family, Kinship And Marriages in India,
Oxford University Press, New Delhi.
- S. C. Dubey : Indian Society
National Book Trust, India, New Delhi.
- David Mandelbaum : Society in India,
Popular Prakasan, Bombay.
- Victor S D' Souza : Inequality and its Perpetuation
Manohar Publications, New Delhi.

HISTORY AND CULTURE OF INDIA(1526-1946AD)

I- B.A(HISTORY) / II - Semester
As per Choice Based Credit System (CBCS)



Authors

Dr. M. Deenadayal
Dr. R. Jyothi
Dept. of History
Sri Venkateswara University
Tirupati - 517 502 AP



Centre for Distance and Online Education
Sri Venkateswara University
Tirupathi, AP -517 502

Year : 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No:+91 40 23710657, 238000657, 23810657

Cell:+91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

**Centre for Distance and Online Education
Sri Venkateswara University**

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

CONTENTS

Page No.

Lesson - 1

01 - 80

- 1.0 Aims and objectives
- 1.1 Introduction
- 1.2 History of Mughal Empire
 - 1.2.1 Mughal dynasty
 - 1.2.2 Influence on the Indian subcontinent
 - 1.2.3 Urdu language
 - 1.2.4 Mughal society
- 1.3 Brief Survey of Political history up to 1707AD
 - 1.3.1 Accession (February 14, 1556)
 - 1.3.2 Expansion of the Moghul Empire under Akbar
 - 1.3.3 Reign of Aurangzeb and decline of empire
 - 1.3.4 Moghul miniatures: 16th - 17th century AD
- 1.4 Polity and Administration
 - 1.4.1 Land Revenue System of SherShah and Akbar.
 - 1.4.2 Changes introduced by Akbar in the Land Revenue System
- 1.5 Social Composition
 - 1.5.1 Nobility
 - 1.5.2 Peasantry
 - 1.5.3 Slavery and Status of Woman
 - 1.5.4 Economy during Mughal period:
- 1.6 Religion
 - 1.6.1 Hindu
 - 1.6.2 Muslim
 - 1.6.2.1 Effects on the fortunes of the Moghul empire
 - 1.6.2.2 Conditions of the Moghul period
 - 1.6.3 Composite culture
 - 1.6.4 Education
 - 1.6.5 Literature
 - 1.6.6 Art
 - 1.6.7 Architecture
 - 1.6.8 Fine Arts
 - 1.6.9 Decline and Disintegration of Moghul Empire
 - 1.6.9.1 History of Moghul Empire
 - 1.6.10 Rise of Regional powers- Marathas-Sikhs
 - 1.6.10.1 Rise of Marthas
 - 1.6.10.2 Career and achievements of Shivaji
 - 1.6.10.3 Powers of Marthas
 - 1.6.10.4 Sikhs
- 1.7 Summary
- 1.8 Keywords
- 1.9 Review Questions

Lesson - 2**81 - 126**

- 2.0 Introduction
- 2.1 Advent of European Powers
- 2.2 Fall of Portuguese Power in India
- 2.3 Expansion and Consolidation of British Empire:
 - 2.3.1 Expansion of British Empire:
- 2.4 Wars
 - 2.4.1 Achievements of Robert Clive
 - 2.4.2 Anglo- Marthas war
 - 2.4.3 Anglo- sikh war
- 2.5 Subsidiary Alliance:
- 2.6 Doctrine of Lapse:
- 2.7 Economic policies and Changes
 - 2.7.1 Mercantilism
 - 2.7.2 Free Trade policies
 - 2.7.3 Land Revenue System
 - 2.7.3.1 Permanent Revenue Settlement
 - 2.7.3.2 Ryotwari System
 - 2.7.4 Mahalwari systems
- 2.8 Commercialization of Agriculture
- 2.9 Condition of Peasants
- 2.10 Famines
- 2.11 Decline of Cottage Industries (De-Industrialization)
- 2.12 Summary
- 2.13 Keywords
- 2.14 Review Questions

Lesson - 3**127 - 148**

- 3.0 Aims and objectives
- 3.1 Introduction
- 3.2 Peasant Revolt
 - 3.2.1 The Peasants Revolt of 1381
 - 3.2.2 The Peasants Revolt - Wat Tyler meets King Richard-II
- 3.3 Tribal Revolt
 - 3.3.1 Tamar Revolts (1789-1832)
 - 3.3.2 The Kherwar Movement of the Santhals (1833)
 - 3.3.3 Santhal Revolt of 1855
 - 3.3.4 Bokta Rising, Sardari Larai or Mukti Larai Movement of 1858-95
- 3.4 The revolt of 1857
 - 3.4.1 East India Company Expansion in India
- 3.5 Causes of the revolt
 - 3.5.1 Causes of The Failure of the Revolt
- 3.6 Results of the revolt
- 3.7 Summary
- 3.8 Keywords
- 3.9 Review questions

Lesson - 4**149 -184**

- 4.0 Aims and objectives
- 4.1 Introduction
- 4.2 Meaning of social change
- 4.3 Factors for social change
- 4.4 Christian Missionaries
- 4.5 Western Education
 - 4.5.1 Impact of English education on Indian Life and thought
- 4.6 Emergence of New Middle Classes
 - 4.6.1 Emergence of Middle class during British rule
- 4.7 Growth of press
 - 4.7.1 Impact of press on the religious, social and political arenas of India
- 4.8 Socio-Religion Reform Movements
 - 4.8.1 Brahma Samaj
 - 4.8.2 Arya Samaj
 - 4.8.3 Theosophical Society
 - 4.8.4 Ramakrishna Mission
 - 4.8.5 Aligarh Movement
- 4.9 Summary
- 4.10 Keywords
- 4.11 Review questions

Lesson - 5**185 - 224**

- 5.0 Aims and objectives
- 5.1 Introduction
- 5.2 Indian National Movement
- 5.3 Factors for the growth of Nationalism
- 5.4 Indian National congress
- 5.5 Three Phases of Freedom struggle
- 5.6 Revolutionary Movements
- 5.7 workers movements
- 5.8 Summary
- 5.9 Keywords

Lesson - 6**225 - 236**

- 6.0 Aims and objectives
- 6.1 Introduction
- 6.2 Emergence of Communal trends
 - 6.2.1 Factors that led to Hindu Communalism
- 6.3 Partition of India
 - 6.3.1 India's Partition was Inevitable
- 6.4 Integration of Princely States to Indian Union
- 6.5 Summary
- 6.6 Keywords
- 6.7 Review Questions

History and Culture of India (1526-1950)

Unit – I

Survey of Sources

Establishment of Mughal Empire – Sur Interrugnam – Brief Survey of Political History up to 1707 AD – Polity and administration – Society-Social Composition-Ulema-Nobility-peasantry – artisans – Slaves-Status of Women –Economy: Agriculture Industries, Trade and Commerce Economic and Technology development.

Religion – Hindu – Muslim relations – Composite Culture. Education, Literature, Art, Architecture and Fine Arts.

Decline and Disintegration of Mughal Empire – Rise of Regional Powers-Marathas – Sikhs

Unit-II

Advent of European powers-Portuguese, Dutch, English and French Expansion and consolidation of British Empire-Wars-Diplomacy-Policies Pursued-Subsidiary Alliance – Doctrine of Lapse.

Economic policies and changes-Mercantilism and Free-trade policies-L and Revenue Settlements-Permanent-Ryotwari-Mahalwari Systems-Intrigues Commercialization of Agriculture-Condition of peasants-Famines-Decline of Cottage industries (de-industrialization)

Unit-III

Anti-Colonial Upsurge-Peasant and Tribal Revolts-1857 Revolt – Causes –Results and Nature.

Unit-IV

Factors for Social Change-Christian Missionaries-Western Education-Emergence of New Middle Classes-Growth of press-Socio-Religion Reform Movements-Brahma Samaj-Arya Samaj-Theosophical Society-Ramakrishna Mission-Aligarh Movement-Self-Respect movements, Jyotiba Phule – Narayana Guru, Periyar and Dr. B.R. Ambedkar.

Unit-V

Indian National Movement – Factors for the growth of Nationalism – Indian National Congress-Three Phases of Freedom struggle-revolutionary Movements-Left-Wing movement-Peasant and workers movements.

Unit VI

Emergence of Communal Trends-partition of India-Integration of Princely States into Indian Union.

INDIAN GOVERNMENT AND POLITICS

I- B.A(POLITICAL SCIENCE) / II - Semester

As per Choice Based Credit System (CBCS)



Authors

Dr. Subramanyam

Dr. I. Subramanyam

Dept. of Political Science

S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

Year : 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No:+91 40 23710657, 238000657, 23810657

Cell:+91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

**Centre for Distance and Online Education
Sri Venkateswara University**

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

CONTENTS

Page No.

UNIT -1

01 - 08

- 1.0 Aims and Objectives
- 1.1 Introduction
- 1.2 Essential qualities or requirements or Characteristics of a good Constitution
- 1.3 Evolution of Constitutionalism
- 1.4 Classification or Types of Constitutions
 - 1.4.1. Written and Unwritten Constitutions
 - 1.4.2. Unitary, Federal, Quasi-Federal and Confederal Constitutions
 - 1.4.3. Semi-federal Constitution
 - 1.4.4. Confederal Constitution
- 1.5 Difference between Indian Constitution and Others
- 1.6 Summary
- 1.7 Keywords
- 1.8 Review Questions
- 1.10 Suggested Readings

UNIT -2

09 - 32

- 2.0 Aims and Objectives
- 2.1 Introduction
- 2.1 Rise of Nationalism causes of the growth of National Consciousness
- 2.2 Foundation of the Indian National Congress
 - 2.2.1 Genesis of the Congress: Contribution of A.O. Hume
 - 2.2.2 Congress the Child of British Raj
 - 2.2.3 Popularity of the Congress: Was the Congress a National Organisation
 - 2.2.4 Methods of Early Congress
 - 2.2.5 Objects of Early Congress
 - 2.2.6 Early Congress: An Estimate
- 2.3 Moderate Nationalists: Their Demands, Ideology and Principles
- 2.4 Moderate Leaders
- 2.5 Extremist nationalism
 - 2.5.1 Causes of the Growth of Extremist Movement
- 2.6 Extremist nationalism
 - 2.6.1 The Political Ideology and Principles of the Extremists
 - 2.6.2 Differences between moderates and extremists

- 2.7 Mahatma Gandhi and national movement
 - 2.7.1 Non Co-operation Movement
 - 2.7.2 Non-Co-operation Movement: An Evaluation
 - 2.7.3 Civil Disobedience Movement
- 2.8 Philosophy of the Constitution
- 2.9 Summary
- 2.10 Keywords
- 2.11 Review Question

UNIT -3

33 - 44

- 3.0 Aims and Objectives
- 3.1 Introduction
- 3.2 Union–State Relations
 - 3.2.1 Legislative Relations and Division of Powers
 - 3.2.2 A Strong Centre
- 3.3 Center- State Relations
- 3.4 Summary
- 3.5 Keywords
- 3.6 Review Questions

UNIT -4

45 -68

- 4.0 Aims and Objectives
- 4.1 Introduction
- 4.2 Fundamental Rights
 - 4.2.1 Types of Rights
- 4.3 Important Cases
- 4.4 The Right to Constitutional Remedies
 - 4.4.1 A Note on Writs
- 4.5 Directive Principles of State Policy
- 4.6 The Need to Balance Fundamental rights with Directive Principles
- 4.7 Summary
- 4.8 Keywords
- 4.9 Review Questions

UNIT -5

69 - 82

- 5.0 Aims and Objectives
- 5.1. Introdution
- 5.2. The Union executives

- 5.2.1 The Presiden
- 5.2.2 Vice President
- 5.2.3 The Prime Minister & Council of Ministers
- 5.2.4 The Council of Ministers
- 5.3 Cabinet System of Government
 - 5.3.1 Cabinet Dictatorship
 - 5.3.2 Importance of Cabinet Committees
 - 5.3.3 Cabinet Committees - Organization and Functions
 - 5.3.4 Working of the Cabinet Committee
- 5.4 Role of prime ministers office in union administration
 - 5.4.1 Composition of the FMO in 2001
 - 5.4.2 Role and Functions of the PMO
- 5.5 Review Question

UNIT-6

83 - 100

- 6.0 Aims and Objectives
- 6.1. Introdution
- 6.2. Composition of Council of State
 - 6.2.1 Composition of the House of People
- 6.3. Priviliges of MPS
- 6.4 Speaker of Lok Sabha
 - 6.4.1 Deputy Speaker
- 6.5 Procedure of Parliamentary Business
- 6.6 Powers and Functions of Parliament
- 6.7 Rajya Sabha
- 6.8 Lok Sabha
- 6.9 Law Making process in India
- 6.10 Working System of Committees
- 6.11 Summary
- 6.12 Keywords
- 6.13 Review Question

UNIT-7

101 - 112

- 7.0 Aims and Objectives
- 7.1. Introdution
- 7.2. Function of Judiciary

- 7.2.1 Independence of Judiciary
- 7.2.2 Importance of Independent Judiciary
- 7.2.3 Organisation of Judiciary
- 7.2.4 Integrated Judiciary
- 7.3 Judicial Review
 - 7.3.1 Maxims of Judicial Review
 - 7.3.2 Judicial Activism
- 7.4 Supreme Court of India (Art 124-147)
 - 7.4.1 Composition
 - 7.4.2 Role of Supreme Court as guardian of Constitution
- 7.5 The High Court (Art 214-237)
 - 7.5.1 Critical Assessment of the Role of The Supreme Court
- 7.6 Summary
- 7.7 Keywords
- 7.8 Review Question

UNIT -8

113 - 146

- 8.0 Aims and Objectives
- 8.1 Introduction
- 8.2 Nature of the Indian Party System
 - 8.2.1 Classification of Political Parties in India
 - 8.2.2 Salient Features of The Party System in India
- 8.3 Energizing Bipolar Party System
 - 8.3.1 The Problems of Political Parties in India
- 8.4 The Party System in Indian National Parties
 - 8.4.1 The Bharatiya Janata Party: Ideology and Social Base
 - 8.4.2 BJP-RSS Relationship
 - 8.4.3 The Bahujan Samaj Party (BSP) Ideology and social bases
 - 8.4.4 The Communist Party of India (CPI): Ideology and Social Base
 - 8.4.5 The CPI (Marxist) Ideology and Social Base
 - 8.4.6 The Nationalist Congress Party (NCP)
 - 8.4.7 Rashtriya Janata Dal
- 8.5 The Party System in India [Role of Regional and State Parties]
 - 8.5.1 Regional Political Party
 - 8.5.2 National Conference
- 8.6 India's Experiment with Coalition Government at the Federal Level
 - 8.6.1 Coalition Governments in Other Countries
- 8.7 Summary
- 8.8 Keywords
- 8.9 Review Questions

UNIT -9**147 -164**

- 9.0 Aims and Objectives
- 9.1. Introducton
- 9.2. Election Commission of India
 - 9.2.1 Election Commission Reconstituted
 - 9.2.2 Functions of the Election Commissions
- 9.3. Officers on Election - Duty
- 9.4 Types of Elections
- 9.5 Process of Election
- 9.6 Electoral Process in India
 - 9.6.1 Some Defects in the Electoral Process
 - 9.6.2 Proposals for Electoral Reforms: View of the Election Commission of India
- 9.7 The Election Commission of India
- 9.8 Summary
- 9.9 Keywords
- 9.10 Review Question

UNIT -10**165 - 172**

- 10.0 Aims and Objectives
- 10.1. Introducton
- 10.2. Governor
 - 10.2.1 Powers and Functions of the Governor
- 10.3 The State Government
- 10.4 Council of Ministers
- 10.5 Chief Minister
- 10.6 The State Legislature (Article 168-212)
 - 10.6.1. Composition of Legislative Council (Vidhana Parishad)
 - 10.6.2 Legislative Procedure
- 10.7 Summary
- 10.8 Keywords
- 10.9 Review Question

UNIT -11**173 - 196**

- 11.0 Aims and Objectives
- 11.1. Introducton
- 11.2 Language Politics in India
 - 11.2.1 Official Language of India
 - 11.2.2 Language Associations vs Pressure Groups
 - 11.2.3 Multi- Party System and Hindi-English Controversy
 - 11.2.4 Linguistic Reorganization of India
 - 11.2.5 Role of Regional or National Languages in Administration
- 11.3 Religion
 - 11.3.1 Religion Living Patterns

- 11.3.2 Interrelations Interaction and Conversions
- 11.4 Communalism
 - 11.4.1 Concept of Communalism
 - 11.4.2 Communalism in India
 - 11.4.3 Hindu-Muslim Communalism
 - 11.4.4 Hindu-Sikh Communalism
 - 11.4.5 Communal Violence
 - 11.4.6 Causes of Communal Violence
- 11.5 The Caste and Indian Politics
 - 11.5.1 Caste in Historical Perspective
 - 11.5.2 Caste in Modern Perspective
 - 11.5.3 Political Dimensions of Caste: Rajni Kothari's Approach
- 11.6 Regionalism in Indian Politics
 - 11.6.1 Growth of Regionalism
 - 11.6.2 Forms of Expression of Regionalism
 - 11.6.3 Regionalism and Secession Form the Indian Union
- 11.7 Regionalism and Problems of Linguistic Minorities
- 11.8 Summary
- 11.9 Keywords
- 11.10 Review Questions

UNIT - 12

197 - 220

- 12.0 Aims and Objectives
- 12.1. Introduciton
- 12.2 Distinguish the New Social Movements from the Old Social Movements
 - 12.2.1 Distinction between Old and New Social Movements in the Indian Context
 - 12.2.2 Classification of Social Movements in India
- 12.3 Working Class or Trade Union Movements
- 12.4 Tribal Movements
 - 12.4.1 Tribal Movements in Post-Independence India
- 12.5 Womens' Movements
 - 12.5.1 Social Reform movements during Freedom Struggle and Women
 - 12.5.2 Women's Movements in the Post-Independence Era
 - 12.5.3 International Initiatives and Women's Movement
- 12.6 Dalit Movements
 - 12.6.1 Nature of Dalit Movements
 - 12.6.2 Dalits and Issues of Reservations
- 12.7 Backward Caste/ Class Movements

12.8 Ecological Movements

12.9 Summary

12.10 Keywords

12.11 Review Questions

UNIT - 13

221 - 244

13.0 Aims and Objectives

13.1 Introduction

13.2 National Integration

13.2.1 India's Problems of National Integration

13.2.2 National Integration

13.2.3 Impediment to National Integration

13.3 Politics in India Model for Integration

13.4 Communalism in Indian Politics

13.4.1 Genesis and Growth of Communalism in India

13.4.2 Socio-Economic basis of Communalism

13.4.2.1 Growth of Communalism

13.4.3 Hindu Communalism

13.4.4 Muslim Communalism

13.4.5 Sikh Communalism

13.4.6 Anatomy of Communal Riots

13.4.7 Suggestions for Eradicating Communalism

13.5 Terrorism

13.5.1 Classification

13.5.2 Cause for Terrorism

13.5.3 Working Method of Terrorism

13.5.4 Terrorism in India

13.5.5 Legislation to Combat Terrorism

13.6 TADA vs POTA

13.7 International Terrorism

13.7.1 Global War against Terrorism

13.7.2 Efforts being made by the United Nations to meet the Menace of International Terrorism

13.7.3 Measures to Remove Terrorism

13.8 Summary

13.9 Keywords

13.10 Review Questions

సృజనాత్మక రచన

డిగ్రీ (జనరల్) / సెమిస్టర్ - III

రచయితలు

డా॥ బి. అశోక్

డా॥ ఎస్. సునీల్ కుమార్

తెలుగు విభాగం

ఎస్. వి. విశ్వ విద్యాలయం

తిరుపతి, ఆంధ్రప్రదేశ్ - 517 502



Centre for Distance and Online Education
Sri Venkateswara University

Tirupathi, AP -517 502

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director
Centre for Distance and Online Education
Sri Venkateswara University
Tirupathi, AP -517 502

జనరల్ తెలుగు / సెమిస్టర్ - III

సృజనాత్మక రచన

అభ్యసన ఫలితాలు

ఈ కోర్సు విజయవంతం ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. తెలుగు సాహిత్య అభ్యసన ద్వారా నేర్చుకున్న నైపుణ్యాలను, సృజనాత్మక నైపుణ్యాలుగా మార్చుకోగలరు.
2. విద్యార్థులు భాషాతత్వాన్ని, భాష యొక్క ఆవశ్యకతను, భాష యొక్క ప్రాధాన్యాన్ని గుర్తిస్తారు. మనిషి వ్యక్తిగత జీవనానికి, సామాజిక వ్యవస్థ పటిష్ఠతకు భాష ప్రధానమని తెలుసుకుంటారు.

తెలుగుభాషలోని కీలకాంశాలైన 'వర్ణం-పదం-వాక్యాల ప్రాధాన్యాన్ని గుర్తిస్తూ, వాగ్రూప- లిఖితరూప వ్యక్తీకరణ ద్వారా భాషానైపుణ్యాలను మొరుగుపరచుకోగలరు.

3. భాషానైపుణ్యాలను అలవరుచుకోవడంతోపాటు వినియోగించడం నేర్చుకుంటారు. రచనా, భాషానైపుణ్యాలను సృజనాత్మక రూపంలో వ్యక్తీకరించగలరు.
4. ప్రాచీన పద్యరచనతో పాటు ఆధునిక కవిత, కథ, వ్యాసం మొదలైన సాహిత్యప్రక్రియల నిర్మాణాలకు సంబంధించిన సిద్ధాంతవిషయాలను నేర్పడంతో పాటు వారిలో రచనా నైపుణ్యాలను పెంపొందించుకోగలరు.
5. సృజన రంగర, ప్రసారమాధ్యమ రంగాల్లో ఉపాధి అవకాశాలను అందిపుచ్చుకోగలరు.
6. అనువాద రంగంలో నైపుణ్యం సంపాదించగలరు.

పాఠ్య ప్రణాళిక

యూనిట్ - 1: వ్యక్తీకరణ నైపుణ్యం

1. భాషా ప్రాథమిక అంశాలు : (భాష- నిర్వచనం, లక్షణాలు, ఆవశ్యకత ప్రయోజనాలు)
2. వర్ణం, పదం, వాక్యం : (లక్షణాలు, సామాన్య- సంయుక్త- సంశ్లిష్ట వాక్యాలు)
3. భాషా నిర్మాణంలో వర్ణం, పదం, వాక్యం

యూనిట్ - II : సృజనాత్మక రచనలు

4. కవితా రచన : ఉత్తమ కవితా - లక్షణాలు
5. కథారచన : ఉత్తమ కథ - లక్షణాలు
6. వ్యాస రచన : ఉత్తమ వ్యాసం లక్షణాలు

యూనిట్ - III: అనువాద రచన

7. అనువాదం- నిర్వచనం, అనువాద పద్ధతులు
8. అనువాద సమస్యలు - భౌగోళిక, భాషా, సంస్కృతిక సమస్యలు, పరిష్కారాలు
9. అభ్యాసం - ఆంగ్లం నుండి తెలుగుకు, తెలుగు నుండి ఆంగ్లానికి ఒక పేరును అనువదించడం

యూనిట్ - IV: మాధ్యమాలకు రచన - 1 (ముద్రణామాధ్యమం/ ప్రింట్ మీడియా)

10. ముద్రణామాధ్యమం: పరిచయం - పరిధి - వికాసం
11. వివిధ రకాల పత్రికలు , పరిశీలన - పత్రికా భాష - శైలి - వైవిధ్యం
12. పత్రికా రచన : (వార్తా రచన, సంపాదకీయాలు, సమీక్షలు - అవగాహన)

యూనిట్ - V: మాధ్యమాల రచన - 2 (ప్రసార మాధ్యమం/ ఎలక్ట్రానిక్ మీడియా)

13. ప్రసార మాధ్యమాలు : (నిర్వచనం, రకాలు, విస్తృతి ప్రయోజనాలు)
14. శ్రవణ మాధ్యమాలు : (రచన, రేడియో రచన, ప్రసంగాలు, నాటికలు, ప్రసార సమాచారం)
15. దృశ్య మాధ్యమాలు : (రచన, వ్యాఖ్యానం(యాంకరింగ్), టెలివిజన్ రచన)

విషయ సూచిక సృజనాత్మక రచన

యూనిట్ - 1: వ్యక్తికరణ నైపుణ్యం

1. భాషా ప్రాథమిక అంశాలు

1.1	ఉద్దేశ్యం	3
1.2	పాఠ్యభాగం	3
1.3	పాఠ్యభాగ పరిచయం	10
1.4	పాఠ్యభాగ సారాంశము	10
1.5	వ్యాసరూప ప్రశ్నలు	12
1.6	సంగ్రహ ప్రశ్నలు	14

2. వర్ణం, పదం, వాక్యం

2.1	ఉద్దేశ్యం	17
2.2	పాఠ్యభాగం	17
2.3	పాఠ్యభాగ పరిచయం	21
2.4	పాఠ్యభాగ సారాంశము	21
2.5	వ్యాసరూప ప్రశ్నలు	21
2.6	సంగ్రహ ప్రశ్నలు	23

3. భాషా నిర్మాణంలో వర్ణం, పదం, వాక్యం

3.1	ఉద్దేశ్యం	25
3.2	పాఠ్యభాగం	25
3.3	పాఠ్యభాగ పరిచయం	32
3.4	పాఠ్యభాగ సారాంశము	32
3.5	వ్యాసరూప ప్రశ్నలు	32
3.6	సంగ్రహ ప్రశ్నలు	38
3.7	విద్యార్థులకు అభ్యాసం	42

యూనిట్ - II : సృజనాత్మక రచనలు

4. కవితా రచన

4.1	ఉద్దేశ్యం	45
4.2	పాఠ్యభాగం	45
4.3	పాఠ్యభాగ పరిచయం	48

4.4	పాఠ్యభాగ సారాంశము	48
4.5	వ్యాసరూప ప్రశ్నలు	49
4.6	సంగ్రహ ప్రశ్నలు	52

5. కథారచన

5.1	ఉద్దేశ్యం	55
5.2	పాఠ్యభాగం	55
5.3	పాఠ్యభాగ పరిచయం	60
5.4	పాఠ్యభాగ సారాంశము	61
5.5	వ్యాసరూప ప్రశ్నలు	61
5.6	సంగ్రహ ప్రశ్నలు	66
5.7	విద్యార్థులకు అభ్యాసం	70

6. వ్యాస రచన

6.1	ఉద్దేశ్యం	55
6.2	పాఠ్యభాగం	55
6.3	పాఠ్యభాగ పరిచయం	60
6.4	పాఠ్యభాగ సారాంశము	61
6.5	వ్యాసరూప ప్రశ్నలు	61
6.6	సంగ్రహ ప్రశ్నలు	66
6.7	విద్యార్థులకు అభ్యాసం	70
6.8	ప్రోజెక్టు వర్క్	80

యూనిట్ - III: అనువాద రచన

7. అనువాదం

7.1	ఉద్దేశ్యం	83
7.2	పాఠ్యభాగం	83
7.3	పాఠ్యభాగ పరిచయం	86
7.4	పాఠ్యభాగ సారాంశము	86
7.5	వ్యాసరూప ప్రశ్నలు	86
7.6	సంగ్రహ ప్రశ్నలు	91
7.7	విద్యార్థులకు అభ్యాసం	92

8. అనువాద సమస్యలు

8.1	ఉద్దేశ్యం	93
8.2	పాఠ్యభాగం	93

8.3	పాఠ్యభాగ పరిచయం	104
8.4	పాఠ్యభాగ సారాంశము	104
8.5	వ్యాసరూప ప్రశ్నలు	104
8.6	సంగ్రహ ప్రశ్నలు	117
8.7	విద్యార్థులకు అభ్యాసం	118

9. అభ్యాసం

9.1	ఉద్దేశం	119
9.2	ఆంగ్లం నుండి తెలుగుకు అనువాదం చేయుట	119
9.3	తెలుగు నుండి ఆంగ్లంకు అనువాదం చేయుట	120
9.4	విద్యార్థులకు అభ్యాసం	120

యూనిట్ - IV: మాధ్యమాలకు రచన - 1 (ముద్రణామాధ్యమం/ ప్రింట్ మీడియా)

10. ముద్రణామాధ్యమం

10.1	ఉద్దేశ్యం	123
10.2	పాఠ్యభాగం	123
10.3	పాఠ్యభాగ పరిచయం	126
10.4	పాఠ్యభాగ సారాంశము	126
10.5	వ్యాసరూప ప్రశ్నలు	127
10.6	సంగ్రహ ప్రశ్నలు	129
10.7	విద్యార్థులకు అభ్యాసం	130

11. వివిధ రకాల పత్రికలు

11.1	ఉద్దేశ్యం	131
11.2	పాఠ్యభాగం	131
11.3	పాఠ్యభాగ పరిచయం	137
11.4	పాఠ్యభాగ సారాంశము	138
11.5	వ్యాసరూప ప్రశ్నలు	138
11.6	సంగ్రహ ప్రశ్నలు	142
11.7	విద్యార్థులకు అభ్యాసం	144

12. పత్రికా రచన

12.1	ఉద్దేశ్యం	145
12.2	పాఠ్యభాగం	145
12.3	పాఠ్యభాగ పరిచయం	149

12.4	పాఠ్యభాగ సారాంశము	149
12.5	వ్యాసరూప ప్రశ్నలు	150
12.6	సంగ్రహ ప్రశ్నలు	152
12.7	విద్యార్థులకు అభ్యాసం	154

యూనిట్ - V: మాధ్యమాల రచన - 2 (ప్రసార మాధ్యమం/ ఎలక్ట్రానిక్ మీడియా)

13. ప్రసార మాధ్యమాలు

13.1	ఉద్దేశ్యం	157
13.2	పాఠ్యభాగం	157
13.3	పాఠ్యభాగ పరిచయం	159
13.4	పాఠ్యభాగ సారాంశము	159
13.5	వ్యాసరూప ప్రశ్నలు	159
13.6	సంగ్రహ ప్రశ్నలు	161
13.7	విద్యార్థులకు అభ్యాసం	162

14. శ్రవణ మాధ్యమాలు

14.1	ఉద్దేశ్యం	163
14.2	పాఠ్యభాగం	163
14.3	పాఠ్యభాగ పరిచయం	170
14.4	పాఠ్యభాగ సారాంశం	170
14.5	వ్యాసరూప ప్రశ్నలు	170
14.6	సంగ్రహ ప్రశ్నలు	175
14.7	విద్యార్థులకు అభ్యాసం	176

15. దృశ్య మాధ్యమాలు

15.1	ఉద్దేశ్యం	177
15.2	పాఠ్యభాగం	177
15.3	యాంకరకు ఉండాల్సిన లక్షణాలు	182
15.4	పాఠ్యభాగ పరిచయం	184
15.5	పాఠ్యభాగ సారాంశం	184
15.6	వ్యాసరూప ప్రశ్నలు	184
15.7	సంగ్రహ ప్రశ్నలు	191
15.8	విద్యార్థులకు అభ్యాసం	192

A Course in
Conversational Skills

*As per Choice Based Credit System (CBCS)
For Degree I - Year / III - Semester
Common to all Branches*



Authors

Prof. V. Ravi Naidu

Dr. E. Gangadhar

Dr. A. Sreenivasulu

Dept. of English

S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education
Sri Venkateswara University

Tirupathi, AP -517 502

Year : 2024

Edition : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No:+91 40 23710657, 238000657, 23810657

Cell:+91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpada, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

A Course in Conversational Skills

Learning Outcomes

By the end of the course the learner will be able to:

- Speak fluently in English
- Participate confidently in any social interaction
- Face any professional discourse
- Demonstrate critical thinking
- Enhance conversational skills by observing the professional interviews

Unit-I

Speech: 1. Tryst with Destiny Jawaharlal Nehru

Skills: 2. Greetings

3. Introductions

Unit-II

Speech: 1. Yes, We Can Barack Obama

Interview: 2. A Leader Should Know How to Manage Failure Dr.A.P.J.Abdul Kalam/ India
Knowledge at Wharton

Skills: 3. Requests

Unit-III

Interview: 1. Nelson Mandela's Interview With Larry King

Skills: 2. Asking and Giving Information

3. Agreeing and Disagreeing

Unit-IV

Interview: 1. JRD Tata's Interview With T.N.Ninan

Skills: 2. Dialogue Building

3. Giving Instructions/Directions

Unit-V

Speech: 1. You've Got to Find What You Love Steve Jobs

Skills: 2. Debates

3. Descriptions

4. Role Play

Content

A Course in Conversational Skills

Unit-1

1.0	Objectives	2
1.1	Introduction	2
1.2	Speech: Tryst with Destiny Jawaharlal Nehru	2
1.3	Vacabulary	8
1.3.1	In Depth Reading Comprehension	25
1.3.2	Topics for Speech	25
1.4	Greetings	26
1.5	Introduction	31
1.5.1	Introducing Oneself and Others	32
1.5.2	Examples	33
1.5.3	Practice Exercises	36
1.5.4	Asking Questions and Giving Reply	38
1.5.4.1	Practice Exercises	40

Unit-2

2.0	Objectives	44
2.1	Introduction	44
2.2	Speech: Yes, we can Barack Obama	45
2.3	Vocabulary	49
2.4	A Leader should know how to Manage Failure	49
2.5	Requests	55

Unit-3

3.0	Objectives	64
3.1	Introduction	64

3.2	Nelson Mandela's Interview with Larry King	65
3.3	Asking and Giving Information	83
3.2.1	Practice Exercises	85
3.4	Agreeing and Disagreeing	87

Unit-4

4.0	Objectives	96
4.1	Introduction	96
4.2	JRD Tata's Interview with T.N.Ninan	96
4.3	Dialogue Building	101
4.3.1	Rules for Writing Dialogue	103
4.3.2	Activities	103
4.4	Giving Instructions/ Directions	107
4.4.1	Practice Exercises	113
4.4.2	Asking For and Giving Instructions	114
4.4.3	Practice Exercises	116

Unit-5

5.0	Objectives	118
5.1	Introduction	118
5.2	'You've got to find what you Love,'	118
5.3	Debate	124
5.3.1	Necessity of Debate	124
5.3.2	The Basic Debating Skills	124
5.3.3	Essentials of a Good Debate	125
5.3.4	Structure for Debate	127
5.3.5	Debate Vocabulary and Phrases	128
5.3.6	Exercises	129

5.4	Descriptions	133
5.4.1	Qualities of a Descriptive Essay	134
5.4.2	Format	134
5.4.3	Describing Places	134
5.4.4	Describing People	134
5.4.5	Describing Events	135
5.5	Role Plays	136
5.5.1	Examples	140
5.5.2	Practice Exercises	144

Life Skill Course

Environmental Education

*As per Choice Based Credit System (CBCS)
Common to all Branches*



Authors

Dr. M. Shanthi

Dr. B. Sudheeshna

Dept. of Management Studies
S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education
Sri Venkateswara University
Tirupati, AP -517 502

Year : 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No:+91 40 23710657, 238000657, 23810657

Cell:+91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

Environmental Education

Learning outcomes

On completion of this course the students will be able to

1. Understand the nature, components of an ecosystem and that humans are an integral part of nature.
2. Realize the importance of environment, the goods and services of a healthy biodiversity, dependence of humans on environment.
3. Evaluate the ways and ill effects of destruction of environment, population explosion on ecosystems and global problems consequent to anthropogenic activities.
4. Discuss the laws/ acts made by government to prevent pollution, to protect biodiversity and environment as a whole.
5. Acquaint with international agreements and national movements, and realize citizen's role in protecting environment and nature.

Unit-1: Environment and Natural Resources

1. Multidisciplinary nature of environmental education; scope and importance.
2. Man as an integral product and part of the Nature.
3. A brief account of land, forest and water resources in India and their importance.
4. Biodiversity: Definition; importance of Biodiversity - ecological, consumptive, productive, social, ethical and moral, aesthetic, and option value.
5. Levels of Biodiversity: Genetic, species and ecosystem diversity.

Unit-2: Environmental Degradation and Impacts

1. Human population growth and its impacts on environment; land use change, land degradation, soil erosion and desertification.
2. Use and over-exploitation of surface and ground water, construction of dams, floods, conflicts over water (within India).
3. **Deforestation:** Causes and effects due to expansion of agriculture, firewood, mining, forest fires and building of new habitats.
4. Non-renewable energy resources, their utilization and influences.
5. A brief account of air, water, soil and noise pollutions; Biological, industrial and solid wastes in urban areas. Human health and economic risks.
6. Green house effect - global warming; ocean acidification, ozone layer depletion, acid rains and impacts on human communities and agriculture.

7. **Threats to biodiversity:** Natural calamities, habitat destruction and fragmentation, over exploitation, hunting and poaching, introduction of exotic species, pollution, predator and pest control.

Unit-3: Conservation of Environment

1. Concept of sustainability and sustainable development with judicious use of land, water and forest resources; afforestation.
2. Control measures for various types of pollution; use of renewable and alternate sources of energy.
3. **Solid waste management:** Control measures of urban and industrial waste.
4. **Conservation of biodiversity:** In-situ and ex-situ conservation of biodiversity.
5. **Environment Laws:** Environment Protection Act; Act; Wildlife Protection Act; Forest Conservation Act.
6. **International agreements:** Montreal and Kyoto protocols; Environmental movements: Bishnois of Rajasthan, Chipko, Silent valley.

Content

Environmental Education

Unit-1: Environment and Natural Resources

1.0	Objectives	1
1.1	Introduction	1
1.2	Definitions of Environment	2
1.2.1	Classification of Environment	3
1.2.2	Components of Environment	3
1.2.3	Environmental Studies	5
1.2.4	Objectives of Environmental Education	6
1.2.5	Importance of the Environmental Studies	7
1.2.6	Scope of Environmental Education	8
1.2.7	Multidisciplinary Nature	9
1.2.8	Need for Public Awareness	11
1.3	Man as an Integral Product and Part of Nature	12
1.4	Land Resources	13
1.4.1	Land as a Resource	14
1.4.2	Land Degradation	14
1.4.3	Physical Properties of Soil	15
1.4.4	Landslides	16
1.4.5	Soil Erosion	17
1.4.6	Desertification	18
1.4.7	Environmental Impacts of Overgrazing	19
1.5	Forest Resources	20
1.5.1	Use of Forests	20
1.5.2	Importance of Forests	21
1.5.3	Over-exploitation of Forests	22
1.5.4	Forest Areas in India	22
1.5.5	Deforestation	24
1.5.6	Major Causes of Deforestation	24
1.5.7	Effects of Deforestation Environment and Tribal People	25
1.5.8	Afforestation Programmes	26
1.5.9	Timber Extraction	26

1.5.10	Effects of Mining Operations on a Forest and Tribal People	27
1.6	Water Resources	29
1.6.1	Uses of Water	30
1.6.2	Effects of Over-utilisation of Surface & Ground Water	30
1.6.3	Effects of Overutilisation of Ground Water	31
1.6.4	Conflicts Over Water	31
1.7	Biodiversity	32
1.7.1	Definitions	33
1.7.2	Types of Biodiversity	33
1.7.3	Importance of Biodiversity	35
1.7.4	Uses of Biodiversity	40
1.7.5	Values of Biodiversity	42
1.8	Levels of Biodiversity	43
1.9	Outcomes	46
1.10	Review Questions	46
1.11	Multiple Choice Questions	47
Unit-2: Environmental Degradation and Impacts		
2.0	Objectives	49
2.1	Introduction	49
2.2	Population Growth	50
2.2.1	Population Explosion	50
2.2.2	Impact on Environment	52
2.3	Land use Change	53
2.3.1	Direct Land use Change	54
2.3.2	Indirect Land use Change	55
2.3.3	Limitations of the Indirect Land use Change Concept	55
2.4	Land Degradation	56
2.4.1	Causes of Land Degradation	56
2.4.2	Prevention and Control Measures for Land Degradation	57
2.4.3	Soil Erosion	57
2.4.4	Desertification	59
2.5	Water Resources	59
2.5.1	Uses of Water	60
2.5.2	Effects of Over-utilisation of Surface & Ground Water	61
2.5.3	Construction of Dams	62

2.5.4	Floods	65
2.5.5	Drought	66
2.5.6	Conflicts Over Water	67
2.6	Deforestation	70
2.6.1	Major Causes of Deforestation	71
2.6.2	Effects of Deforestation Environment and Tribal People	72
2.6.3	Causes	73
2.6.4	Effects	74
2.7	Resources	74
2.7.1	Differences between Renewable and Non-renewable Resources	75
2.7.2	Non-Renewable Energy Resources	76
2.8	Pollution	78
2.8.1	Air Pollution	79
2.8.2	Water Pollution	85
2.8.3	Soil Pollution	89
2.8.4	Noise Pollution	91
2.8.5	Solid Waste	95
2.8.6	Human health and Economic Risks	97
2.9	Green House effect	97
2.9.1	Global Warming and Green House Effects	98
2.9.3	Ocean Acidification	101
2.9.4	Ozone Layer Depletion	102
2.9.5	Acid Rain (Acid Precipitation)	106
2.10	Threats to Biodiversity	109
2.11	Outcomes	110
2.12	Review Questions	111
2.13	Multiple Choice Questions	112
Unit-3: Conservation of Environment		
3.0	Objectives	117
3.1	Introduction	117
3.2	Sustainability	118
3.2.1	Issues of Environmental Sustainability	118
3.3	Sustainable development	119
3.3.1	Goals of Sustainable Development	122
3.3.2	Threats to Sustainability	122

3.3.3	Sustainable Development with Judicious use of Land	125
3.3.4	Sustainable Development with Judicious use of Water	124
3.3.5	Sustainable Development with Judicious use of Forest Resources	125
3.3.6	Aforestration	126
3.4	Control Measures for Various Types of Pollution	128
3.4.1	Control of Air Pollution	128
3.4.2	Control of Automobile Pollution	128
3.4.3	Control of Water Pollution	129
3.4.4	Control of Soil Pollution	129
3.4.5	Control of Noise Pollution	130
3.4.6	Control of Thermal Pollution	130
3.5	Energy Resources	131
3.5.1	Growing Energy Needs	131
3.5.2	Types of Natural Resources	132
3.5.3	Use of Alternate Energy Sources	134
3.6	Solid Waste management	135
3.6.1	Increasing Industrialization and Rapid Urbanisation	136
3.6.2	Effects of Solid Waste Pollution	138
3.6.3	Measures for Safe Urban and Industrial Waste Disposal	138
3.7	Conservation of Biodiversity	140
3.8	Environment Laws	145
3.8.1	The Environment (Protection) Act, 1986	145
3.8.2	Wildlife Protection Act	146
3.8.3	Forest Conservation Act, 1980	148
3.9	International Agreements	150
3.9.1	Kyoto Protocol	150
3.9.2	Motreal Protocol	151
3.10	Environmental Movement	151
3.10.1	Bishnois of Rajasthan	152
3.10.2	Chipko Movement	153
3.10.3	Silent Valley	154
3.11	Outcomes	155
3.12	Review Questions	155
3.13	Multiple Choice Questions	156

Life Skill Course

Personality Enhancement & Leadership

*As per Choice Based Credit System (CBCS)
Common to all Branches*



Authors

Dr. M. Shanthi

Dr. B. Sudheeshna

Dept. of Management Studies

S.V. University, Tirupati - 517502 AP



**Centre for Distance and Online Education
Sri Venkateswara University
Tirupathi, AP -517 502**

Year : 2024

Edition : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No:+91 40 23710657, 238000657, 23810657

Cell:+91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpada, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

Personality Enhancement & Leadership

Learning Outcomes

By successful completion of the course, students will be able to:

- Develop comprehensive understanding of personality
- Know how to assess and enhance one's own personality
- Comprehend leadership qualities and their importance
- Understand how to develop leadership qualities

Unit-I

Meaning of Personality – Explanations of Human Personality – Psychodynamic Explanations – Social Cognitive Explanation – Big Five traits of Personality

Unit-II

Assessment of Personality - Projective & Self Report Techniques - Building Self-Confidence – Enhancing Personality Skills

Unit-III

Leadership Characteristics – Types of Leaders – Importance of Leadership – Leadership Skills – Building and Leading Efficient Teams – Leadership Qualities of Abraham Lincoln, Mahatma Gandhi, Prakasam Pantulu, Dr. B. R. Ambedkar & J.R.D. Tata

Content

Personality Enhancement & Leadership

Unit-1

1.0	Objectives	1
1.1	Introduction	1
1.2	Personality	2
1.2.1	Nature of Personality	3
1.2.2	Characteristics of Personality	4
1.2.3	Foundations of Personality	4
1.2.4	Stages of Personality	5
1.2.5	Determinants of Personality	6
1.3	Personality Structure	8
1.4	Theories of Personality	9
1.5	Psychodynamics	13
1.5.1	Psychosexual Stages of Development	16
1.5.2	Freudian Psychodynamics	17
1.5.3	Jungian Psychodynamics	17
1.5.4	Positive Psychology	18
1.5.5	Psychoanalysis	19
1.5.5.1	Key Terms of Psychoanalytical Theory	19
1.5.5.2	Strengths of Psychoanalysis	20
1.5.5.3	Criticisms of Psychoanalysis	20
1.6	Psychodynamic Theory of Personality	20
1.6.1	Psychodynamic Treatment	22
1.6.2	Other Psychodynamic Theorists	22
1.6.3	Erickson Psychodynamic Theory of Personality	23
1.6.3.1	The Ego Psychology	23
1.6.3.2	The Epigenetic Principle	23
1.7	Social Cognitive Explanation	26
1.7.1	Main Tenets of Social Cognitive Theory	26
1.7.2	Albert Bandura's Social Learning Theory	26
1.7.3	Evaluation of Bandura's Theory	32

1.8	Definition of the Big Five Factors	32
1.8.1	Discovery of the Big Five in Cattell's Variable List	33
1.8.2	The Big Five Theory	34
1.8.3	Measurement of the Big Five Inventory (BFI)	36
1.9	Outcomes	39
1.10	Review Questions	40
Unit-2		
2.0	Objectives	41
2.1	Introduction	41
2.2	Assessment of Personality	41
2.2.1	Need of Assessment	42
2.2.2	Purpose of Personality Assessment	43
2.3	Methods of Personality Assessment	43
2.3.1.	Personality Inventories	44
2.3.1.1	History of Personality Assessment	45
2.3.2	Projective Methods	48
2.3.2.1	History of Projective Methods	48
2.3.2.2	Types of Projective Tests	49
2.3.2.3	Evaluation of Projective Tests	51
2.3.3	Observational Methods	52
2.3.4	Self-Report Tests	52
2.3.5	Self Report Personality Test (Inventory)	55
2.3.5.1	Single-Traits Tests	57
2.3.5.2	Multidimensional Tests	57
2.3.5.3	Strength and Weakness of Self-Report Tests	57
2.3.5.4	Faking in Personality Inventories	58
2.3.5.5	Measures to Avoid Faking	58
2.3.5.6	Methods to Overcome Weaknesses in Self-Report Tests	59
2.4	Building Self confidence	60
2.4.1	Techniques of Self Confidence	61
2.5	Enhancing Personality skills	63
2.5.1	Importance of Personality Skills	64
2.5.2	Enhancing Personality Skills	64

2.5.3	Steps to Improve Personal Development Skills	65
2.5.4	Personal Development Skills in the Workplace	66
2.6	Outcomes	67
2.7	Review Questions	67
Unit-3		
3.2	Definition	70
3.2.1	Characteristics of Leadership	70
3.2.2	Nature of Leadership	71
3.2.3	Importance of Leadership	72
3.2.4	Need of Leadership	73
3.3	Leadership Types	73
3.4	Styles of Leadership	75
3.5	Leadership skills	79
3.5.1	Functions of Leader	80
3.5.2	Qualities of an Effective Leader	81
3.5.3	Leadership Skills	82
3.5.4	Qualities of Leadership	83
3.6	Building and Leading Efficient Teams	83
3.6.1	Team Development Stages	84
3.6.2	Different Types of Teams	84
3.6.3	Team Building	85
3.6.4	Importance of Building Strong Teams	86
3.6.5	Steps in Building Strong Teams	87
3.6.6	Team Activities	89
3.7	Leadership Qualities of Abraham Lincoln	90
3.8	Leadership Qualities of Mahatma Gandhi	91
3.9	Leadership Qualities of Prakasham Pantulu	92
3.10	Leadership Qualities of B.R. Ambdkar	93
3.11	Leadership Qualities of J.R.D. Tata	93
3.11.1	Leadership Skills	95
3.12	Outcomes	95
3.13	Review Questions	96

Skill Development Course
Disaster Management

*As per Choice Based Credit System (CBCS)
Common to all Branches*



Authors

Dr. M. Shanthi

Dr. B. Sudheeshna

Dept. of Management Studies
S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education
Sri Venkateswara University
Tirupati, AP -517 502

Year : 2024

Edition : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No:+91 40 23710657, 238000657, 23810657

Cell:+91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

Disaster Management

Learning Outcomes

After successful completion of the course, the students are able to;

1. Understand the nature, cause and effects of disasters
2. Comprehend the importance of Disaster Management and the need of awareness
3. Acquire knowledge on disaster preparedness, recovery remedial measures and personal precautions
4. Volunteer in pre and post disaster management service activities

Unit-I

Introduction of Disaster - Different types of disasters- Natural- (flood, cyclone, earthquake, Famine and pandemic) - Accidental- (Fire, Blasting, Chemical leakage, Rail, Aviation, Road boat tragedies and nuclear pollution) - Disaster Management Act 2005

Unit-II

Causes and immediate effects of Disasters - Preparedness of disasters –Precautions – Dissemination of information - Nature and concepts - Role of National Disaster Management Authority and Role of Government and non governmental organizations in protecting human livestock and natural resources.-Use of technology -Role of Citizens and Youth in the prevention.

Unit-III

Post disaster effects - short term - Procedures for Rehabilitation and Recovery - Role of volunteers and Safety Precautions - Long term remedial and preventive measures – Collection, filing and storage of information - Case studies.

Content

Disaster Management

Unit-1

1.0	Objectives	1
1.1	Introduction	1
1.2	Disaster	1
1.3	Types of Disasters	2
1.3.1	Earthquakes	3
1.3.2	Tunami	5
1.3.3	Cyclones	7
1.3.4	Floods	10
1.3.5	Droughts	12
1.3.6	Landslides	14
1.3.7	Forest Fires	16
1.3.8	Famine	18
1.3.9	Pandemic	20
1.4	Man-made Disasters	28
1.5	Accidental Disaster	29
1.5.1	Fire Accidents	29
1.5.1.1	Fire Safety Precautions	30
1.5.2	Blasting	32
1.5.3	Rail Accidents	33
1.5.4	Aviation Accidents	34
1.5.5	Road Accidents	36
1.5.6	Boat Tragedies	37
1.6	Nuclear Pollution	39
1.6.1	Causes of Nuclear Pollution	39
1.6.2	Effects of Nuclear Pollution	40
1.6.3	Prevention of Nuclear Pollution	41
1.7	Disaster Management Act 2005	41

1.7.1	Scope and Objective	42
1.7.2	Criticism of the Disaster Management Act	43
1.8	Outcomes	43
1.9	Review Questions	43
Unit-2		
2.0	Objectives	45
2.1	Induction	45
2.2	Causes and Immediate Effects of Disasters	46
2.2.1	Causes of Disasters	46
2.2.2	Effects of Disasters	48
2.3	Preparedness of Disasters	50
2.3.1	Measures of Disaster Preparedness	50
2.4	Precautions or Steps for Preparedness of Disaster Strikes by Communities	53
2.5	Dissemination of Information	54
2.5.1	Importance of Information	55
2.5.2	Nature of Dissemination of Information	55
2.5.3	Concepts of Dissemination	56
2.5.4	Channels for Disseminating Information	57
2.6	Role of National Disaster Management Authority	58
2.6.1	Evolution of NDMA	58
2.6.2	Functions and Responsibilities of NDMA	58
2.6.3	Institutional Framework for Disaster Management in India	59
2.6.4	Role & Responsibility of SDMA	59
2.6.5	Role & Responsibility of SEC	60
2.6.6	Role & Responsibility of DDMA	61
2.7	Role of Government and non Governmental Organizations in Protecting Human Livestock and Natural Resources	61
2.8	Use of Technology in Disaster Management	62
2.9	Role of Citizen in Prevention of Disaster	64
2.10	Role of Youth	65
2.11	Outcomes	66
2.12	Review Questions	66

Unit-3

3.0	Objectives	67
3.1	Introduction	67
3.2	Post Disaster Effects	68
3.3	Disaster Management Cycle	69
3.4	Procedures for Rehabilitation and Recovery	71
3.4.1	Rehabilitation	71
3.4.2	Types of Rehabilitation	72
3.4.3	Procedure for Rehabilitation	72
3.4.4	Procedure for Recovery	73
3.4.4.1	Disaster Recovery Plan	73
3.4.4.2	Disaster Plan	74
3.4.4.3	Benefits of Disaster Recovery Plan	75
3.4.4.4	Strategies and Tools for Disaster Recovery Plan	75
3.4.4.5	Steps of a Disaster Recovery Plan	76
3.5	Role of Volunteers in Disasters	77
3.6	Role of Safety Precautions	80
3.7	Preventive measures of Disaster	81
3.8	Collection- Filling-Storing of Information	83
3.8.1	Data Collection	83
3.8.2	Filling of Data	84
3.8.3	Storage of Information	85
3.8.3.1	Storage Management and Disaster Recovery	85
3.9	Case study	86
3.10	Outcomes	88
3.11	Review Questions	88

**MODERN INDIA:
SOCIAL CHANGE; DEVELOPMENT AND ISSUES**

II - BA(Sociology) / III - Semester

As per Choice Based Credit System (CBCS)



Authors

Prof. Stanly Jaykumar

Dr. M. Bhaskar

Dr. C. Ramanaiah

Dept. of Sociology

S.V. University

Tirupati - 517 502 AP



**Centre for Distance and Online Education
Sri Venkateswara University
Tirupathi, AP -517 502**

Year : 2024

Edition : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No:+91 40 23710657, 238000657, 23810657

Cell:+91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpada, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

**Centre for Distance and Online Education
Sri Venkateswara University**

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

CONTENTS

	Page No.
Unit - I	1 - 42
Unit - II	43 - 86
Unit - III	87 - 106
Unit - IV	107 - 136
Unit - V	137 - 188

Modern India: Social Change; Development and Issues

1. Social Change

Meaning, definition and nature of social change-Factors affecting social change-
Overview of theories of social change: evolutionary, structural and modernization

2. Development and Underdevelopment

Concepts of Development and Underdevelopment- Indicators of development and
Human Development Indices - Concepts of Economic Development, Social
Development and Sustainable Development - Globalization and consequences

3. British Rule and Social Change

Changes in administrative, Judiciary, agrarian (land revenue/ownership), educational
institutional structure and their social impact (modernization)

4. Social Movements

a. Social reform movements: Abolition of Sathi and child marriage; Widow remarriages-
Arya Samaj, Bramho Samaj.

b. Protest & Self respect movements: Non-Brahmin Movement, Backward Class and
Dalit movements

c. Agrarian Movements and Peasant movements

5. Independent India and Trends of Social Change

Salient feature of constitution of India - Community development and Democratic
decentralization- Land reforms- Constitutional Safeguards for weaker sections (SC, ST,
BC, Women, Differentially abled and children)

6. Planned Development

Meaning of planned development- Overview of objectives and achievement of Five
Year Plans -Green revolution

7. Intervention Programmes

Poverty reduction programmes – Education, Health and Skills promotion- Social
Exclusion & Inclusive Policies

8. Social Issues and Challenges

Population explosion -Migration & urbanization -Gender Issues: Domestic Violence,
Trafficking; Empowerment -Development induced displacement -Problem of the elderly;
Violation of Human Rights.

HISTORY AND CULTURE OF ANDHRA PRADESH

(from Satavahanas to 1956 A.D.)

II- B.A(HISTORY) / III - Semester

As per Choice Based Credit System (CBCS)



Authors

Dr. P. Venu

Dr. Krishna Mohan Reddy

Dept. of History

Sri Venkateswara University

Tirupati - 517 502 AP



Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

Year : 2024

Edition : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No:+91 40 23710657, 238000657, 23810657

Cell:+91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

CONTENTS

Unit - I

1.0	Aims and Objectives	1.1
1.1	Introduction	1.2
1.2	Influence of Geographical Features on History	1.2
1.2.1	Divisions	1.3
1.2.2	Demographics	1.3
1.2.3	History	1.4
1.2.4	Culture	1.5
1.2.5	Literature	1.7
1.3	A Brief Survey of Political history from, Satavahanas to Vijaynagara period.	1.7
1.4	Socio- Economic Cultural conditions under Satavahans	1.16
1.5	Under Kakatiyas	1.21
1.5.1	Conditions of Kakatiya Period	1.24
1.5.2	Kakatiyas arts and Letters	1.26
1.6	The Vijayanagara Empire	1.27
1.6.1	Features of Vijayanagara Administration	1.27
1.6.2	Conditions of Vijayanagara Period	1.29
1.7	Growth and Spread of Jainism and Buddhism and their contribution to Art and Architecture	1.31
1.7.1	Jainism in South India	1.31
1.7.2	Growth of Buddhi	1.36
1.7.3	Buddhism Contribution to Art and Architecture	1.38
1.7.4	Decline of Jainism and Buddhism	1.47

1.8	Summary	1.50
1.9	Keywords	1.50
1.10	Review Questions	1.52

Unit - II

2.0	Aims and Objectives	2.55
2.1	Introduction	2.55
2.2	Qutub Sahis Political History	2.55
2.3	Culture under Qutb sahis:	2.60
2.3.1	Administrative system of Qutub Shahi	2.63
2.3.2	Steps in the fall of Golkonda	2.65
2.3.3	Socio conditions of Qutub Shahi	2.67
2.4	The Asaf Jahis	2.71
2.4.1	Conditions of Telangana rule of Asaf Jahi	2.76
2.5	Salarjung Reforms	2.78
2.6	Summary	2.81
2.7	Keywords	2.81
2.8	Review Questions	2.82

Unit-III

3.0	Aims and Objectives	3.83
3.1	Introduction	3.83
3.2	Andhra under Colonial Rule	3.84
3.2.1	Company Rule (1766-1857)	3.84
3.2.2	Crown Rule (1858-1917)	3.85
3.3	Coming of European Merchant Companies	3.86
3.4	Conquest of Andhra by the British	3.87

3.4.1	British Acquire Northern Circars	3.87
3.4.2	Influence of British established in Andhra	3.90
3.5	Administration	3.92
3.6	Land Revenue Settlements	3.93
3.7	Famines	3.95
3.8	Impact of Industrial revolutions on Andhra Economy	3.97
3.9	Sir Thomas Munroe	3.98
3.10	Impact of 1857 Revolt in Andhra	3.100
3.11	Summary	3.104
3.12	Keywords	3.104
3.13	Review Questions	3.106

Unit-IV

4.0	Aims and Objectives	4.107
4.1	Introduction	4.108
4.2	Social Reforms	4.108
4.2.1	Causes for the Reform Movements	4.110
4.3	Kandukuri Veeresalingam	4.110
4.3.1	Pre-Veerasingam Era	4.110
4.3.2	Veerasingam Era	4.112
4.4	Sri Raghupati Venkataratnam Nayudu	4.116
4.5	Gurazada Venkata Apparao	4.117
4.6	Komarraju Venkata Lakshmana Rao	4.120
4.7	Non Brahmin	4.121
4.8	Adi Andhra	4.124
4.9	Dalit	4.127
4.10	New Literary Movements	4.132

4.11	Gurram Jashua	4.134
4.12	Boyi Bhimanna	4.137
4.13	Viswanatha Satyanarayana	4.138
4.14	Rayaprolu Subba Rao	4.140
4.15	Sri Sri	4.141
4.16	Summary	4.142
4.17	Keywords	4.142
4.18	Review Questions	4.143

Unit-V

5.0	Aims and Objectives	5.145
5.1	Introduction	5.145
5.2	Vande Mataram	5.149
5.2.1	Home Rule	5.151
5.2.2	Non-Cooperation Movement	5.152
5.3	Alluri Sita Rama Raju	5.158
5.4	Rampa Rebellion	5.159
5.5	Civil Disobedience Movement	5.162
5.6	Quit India Movement	5.166
5.7	Political Consequences in Telangana	5.170
5.8	Nizam Andhra Maha Sabha	5.176
5.9	Hyderabad State Congress	5.178
5.10	Razakar Movement	5.179
5.11	Police Action and Accession of Telangana to Indian Union	5.180
5.12	Summary	5.184
5.13	Keywords	5.184
5.14	Review Questions	5.186

Unit-VI

6.0	Aims and Objectives	6.187
6.1	Introduction	6.188
6.2	Peasant Armed Struggle	6.188
6.3	Tribal Uprisings	6.192
6.3.1	Tribal Classification Criteria and Demands	6.196
6.4	Komaram Bhimu	6.201
6.5	Bhoodan Movement	6.204
6.6	Movement for Separate Andhra State	6.207
6.7	Andhra Mahila Sabha	6.209
6.8	Sree Bagh Pact	6.210
6.9	The Martyrdom of Potti Sree Ramulu	6.213
6.10	The Formation of Andhra Pradesh	6.216
6.11	1953 Vishalandra	6.218
6.12	States Reorganization Commission	6.220
6.13	Gentlemen's Agreement	6.223
6.14	Andhra State 1956.	6.226
6.15	Summary	6.228
6.16	Keywords	6.228
6.17	Review Questions	6.230

History and Culture of Andhra Pradesh

Unit-I :

Influence of Geographical features on History, Sources-A Brief Survey of Political history from Satavahanas to Vijayanagara period-Socio-Economic-Cultural conditions under Satavahana, Kakatiya and Vijayanagara rulers-Growth and Spread of Jainism and Buddhism and their contribution to Art and Architecture.

Unit-II:

The Qutb Sahis-A Brief Survey of Political History-Society, Economy and Culture. The Asaf Jahis-A Brief Survey of their political history-Society, Economy and Culture-Salarjung's Reforms.

Unit-III:

Andhra Under Colonial Rule: Coming of European Merchant Companies-Conquest of Andhra by the British-Early Uprising-Administration-Land Revenue Settlements-Agrarian Conditions-Famines-Impact of Industrial Revolutions on Andhra Economy-Sir Thomas Munroe-Impact of 1857 Revolt In Andhra.

Unit-IV:

Social Reform and Literary Movements: Veeresalingam, Raghupathi Venkata-Ratnam Naidu, Gurajada Appa Rao, Komarraju Venkata Lakshmana Rao, Non-Brahmin, Adi Andhra, Dalit, Self-Respect Movements-New Literary Movements-Gurram Jashua, Boyi Bhimanna, Viswanatha Satyanarayana, Rayaprolu Subba Rao, Sri Sri.

Unit-V:

Freedom Movement in Andhra : Vandemataram, Home Rule, Non Co-Operation
Alluri Sitarama Raju – Rampa Rebellion 1922-24-Civil Disobedience and Quit India Movements.
Political Consciousness in Telangana : Nizam Andhra Maha Sabha, Hyderabad
State Congress, Razakars, Police Action and Accession of Telangana into Indian Union.

Unit-VI:

Leftist Movements in Andhra and Telangana : Peasant Armed Struggle – Tribal Uprisings-Komaram Bhimu-Bhoodan Movement.
Movement for Separate Andhra State: Andhra Mahila Sabha-Sree Bagh pact-Martyrdom of Potti Sree Ramulu-Formation of Andhra State,1953-Vishalandhra Movement-State's Re-organization Commission-Gentlemen's Agreement-Formation of Andhra Pradesh in 1956.

POLITICAL THOUGHT

II- B.A(POLITICAL SCIENCE) / III - Semester

As per Choice Based Credit System (CBCS)



Authors

Dr. I. Subramanyam

Dr. B. Venkatesulu Reddy

Dept. of Political Science

S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

Year : 2024

Edition : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No:+91 40 23710657, 238000657, 23810657

Cell:+91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

CONTENTS

UNIT - I

	Page No.
1.0 Aims and Objectives	1.2
1.1 Introduction	1.2
1.2 Nature of Ancient Indian Political Thought	1.2
1.2.1 Use of Different Terms/Names	1.2
1.2.2 Nature or Features of Ancient Indian Political Thought or Hindu Polity	1.3
1.2.3 Scope	1.6
1.2.4 Sources of Ancient Indian Political Thought	1.6
1.2.5 Origin and Development of Polity in Ancient India	1.10
1.2.6 Relationship of Ethics and Politics in Ancient India	1.11
1.3 MANU The Law Book of Manu-SMRITI Business	1.13
1.3.1 Importance of Manu	1.13
1.3.2 Date of Authorship of Manusmriti	1.14
1.3.3 Subject Matter of Manusmriti	1.14
1.3.4 Manu on Origin of State	1.14
1.3.5 Manu on Kingship	1.14
1.3.6 Manu's Views on State or Manu on Saptanga Sidhanta	1.22
1.4 Kautilya: State and Society	1.23
1.4.1 Authorship and Date of Arthashastra	1.23
1.4.2 Meaning, Nature and Elements of the State	1.26
1.4.3 Comparison with the Modern Concept	1.30
1.4.4 Function of State	1.30
1.4.5 Kautilya's Views about Kingship	1.32
1.4.6 Duties and Functions of King	1.34
1.4.7 Kautilya's View on the Council of Ministers	1.36
1.4.8 The Doctrine of Mandal Theory (SIDHANTA) or Circle of State	1.41
1.4.9 The Shatguna Anti (Six-Fold Policy) or Six forms of Foreign Policy	1.41
1.4.10 Rules of War and Peace	1.44
1.4.11 Kautilya as Political Scientist	1.50
1.4.12 Kautilya and Machivelli	1.52
1.5 Gautama Buddha: Dharma and sangha	1.54
1.5.1 Origin of State or Kingship	1.54
1.5.2 Principles of Political Righteousness of Dharma	1.54
1.5.3 Principles and Policies of Government	1.55

1.5.4 Conception of a World-Ruler	1.55
1.6 Summary	1.55
1.7 Keywords	1.56
1.8 Review Questions	1.56
1.9 Suggested Readings	1.58

UNIT - II

2.0 Aims and Objectives	2.60
2.1 Introduction	2.60
2.2 Political Principles or Postulates or Philosophy of Gandhiji (Contribution to Political Thought by Gandhiji), The Concept of Ahimsa (Non-violence)	2.61
2.2.1 The Concept or Doctrine or Principle of Satyagraha (Satyagraha A History of Conflict)	2.62
2.2.2 Techniques of Satyagraha	2.63
2.2.3 Gandhiji's views on State, State is the Embodiment of Power & Force	2.65
2.2.4 Non-violent Society and Gandhian Economy	2.67
2.2.5 Gandhiji for Social Uplift	2.68
2.2.6 Compare and Contrast between Gandhism and Communism (Marxism)	2.70
2.3 Nehru: Democratic socialism	2.70
2.3.1 Back Ground	2.71
2.3.2 The Pragmatic Thinker	2.71
2.3.3 Structure of Governance : Nehruvian Inputs	2.73
2.3.4 Planning for Development	2.75
2.3.5 The Dilemma of a Democrat	2.76
2.3.6 Internationalist Jawaharlal Nehru	2.78
2.3.7 Concluding Observations	2.80
2.4 B.R. Ambedkar business	2.82
2.4.1 A Life For The Cause of Untouchables	2.83
2.4.2 Castes and Untouchability in Hindu Society	2.85
2.4.3 Annihilation of Caste	2.85
2.4.4 Gandhi Ambedkar Debate	2.87
2.4.5 Political Thoughts of Ambedkar	2.90
2.4.6 Right of People	2.90
2.4.7 Constitutional Democracy	2.91
2.4.8 Social Justice	2.92
2.5 M.N. Roy	2.93
2.5.1 Roy's Return to India	2.94

2.5.2 Philosophy of Radical Humanism of M.N Roy	2.95
2.5.3 Philosophy of History	2.98
2.5.4 Criticism of Roy's Radical Humanism	2.98
2.5.5 Roy's Break from Soviet Communism and his Theory of Decolonisation	2.100
2.5.6 Basis of Roy's Criticism of Modern Democracy and Criticism of Political Parties.	2.102
2.5.7 Constitution of India	2.103
2.6 Summary	2.108
2.7 Keywords	2.108
2.8 Review Questions	2.109
2.9 Suggested Readings	2.110

UNIT - III

3.0 Aims and Objectives	3.111
3.1 Introduction	3.112
3.2 Plato	3.112
3.2.1 To Study Politics is to Study power; to Study Philosophy is to Study Rationality	3.112
3.2.2 The Platonic Utopia	3.116
3.2.3 Slavery, Sin Salvation	3.119
3.2.4 The Conspiracy of The Godly	3.121
3.2.5 Why Men Need Government	3.122
3.2.6 Tyranny and Revolution	3.125
3.2.7 Politics and The Philosopher	3.129
3.2.8 The Dynamics of Political Change Democracy & Degeneration	3.132
3.3 Aristotle	3.135
3.3.1 Works of Aristotle	3.136
3.3.2 Differences between Aristotle and Plato	3.137
3.3.3 Classification of Constitutions	3.140
3.3.4 Aristotle on Property	3.145
3.3.5 Aristotle on Revolutions	3.147
3.3.6 Aristotle's Views on Justice	3.150
3.4 St. Augustine and St. Thomas Aquinas	3.153
3.4.1 St. Augustine and St. Thomas Aquinas Political Theology	3.154
3.4.2 God Man and Politics	3.154
3.4.3 The Two Cities	3.156
3.4.4 Slavery, Sin, and Salvation	3.158
3.4.5 The Conspiracy of The Godly	3.160
3.4.6 Tyranny and Revolution	3.161

3.4.7 The Rule of Law	3.166
3.5 Niccolo Machiavelli	3.168
3.5.1 A Policy Science	3.171
3.5.2 A Model of Man	3.173
3.5.3 A Handbook of Power	3.175
3.5.4 Liberty, Law and Majority Rule	3.177
3.6 Thomas Hobbes (1581 -1679)	3.181
3.6.1 Methodology of Hobbes	3.181
3.6.2 Hobbes on Human Nature	3.182
3.6.3 Hobbes on State of Nature	3.182
3.6.4 Hobbes on Sovereignty	3.184
3.6.5 Laws Hobbes	3.185
3.6.6 Hobbes on Rights and Liberty	3.185
3.6.7 Individualism and Absolutism in Hobbes	3.186
3.7 John locke	3.187
3.7.1 Locke's Views on State of Nature	3.189
3.7.2 Locke on Law of Nature	3.189
3.7.3 Locke on Social Contract	3.189
3.7.4 Ambiguities in Contract	3.190
3.7.5 Locke on State	3.190
3.7.6 Locke on Revolution	3.192
3.7.7 Locke on Property	3.193
3.8 Jean jacques rousseau (1712 – 1778) [JJ Rousseau]	3.197
3.8.1 Influences on Rousseau	3.198
3.8.2 Rousseau on Human Nature	3.198
3.8.3 Rousseau on the State of Nature	3.199
3.8.4 Rousseau on Social Contract	3.199
3.8.5 Individualism and Absolutism in Rousseau	3.201
3.9 Utilitarian Thinkers [Jermy benthom , J.S mill]	3.203
3.9.1 Main Principles of Utilitarian Philosophy	3.203
3.9.2 Utilitarian Philosophers	3.204
3.9.3 Principle of Utility	3.204
3.9.4 Bentham on Natural Law and Natural Rights	3.206
3.9.5 Bentham on State	3.207
3.9.6 Bentham on Individual Liberty	3.207
3.9.7 Reforms of Law and judicial Administration	3.208
3.9.8 Bentham on Punishments and Prison Reforms	3.208
3.9.9 Bentham on Education	3.209
3.9.10 Shortcomings of Bentham	3.209

3.10 John Stuart Mill (1806-1878)	3.210
3.10.1 Mill and Utilitarianism	3.210
3.10.2 Mill on Liberty	3.212
3.10.3 Mill on State	3.213
3.10.4 Mill on Representative Government	3.213
3.10.5 Mill as Individualist and Socialist	3.215
3.10.6 Estimation of Mill	3.216
3.11 Hegel [George Wilhelm Friedrich Hegel (1770 -1831)]	
Early Life and Works	3.216
3.11.1 Hegel on Human Nature	3.217
3.11.2 Hegel on State	3.217
3.11.3 Hegel on Freedom	3.218
3.11.4 Hegel on Constitution	3.219
3.11.5 Hegel on War	3.219
3.11.6 Hegel on International Law	3.220
3.11.7 Defects or Short-comings	3.220
3.12 Karl Marx (1818 – 1883)	3.222
3.12.1 Sources of Marxian Philosophy	3.223
3.12.2 Writings of Marx	3.223
3.12.3 The Communist Manifesto	3.224
3.12.4 Main Ideas of Marx’s Political Philosophy	3.225
3.12.5 Theory of Class-war	3.227
3.12.6 Inevitability of Destruction of Capitalism	3.228
3.12.7 Marx’s Theory of Value	3.229
3.12.8 Marx’s Theory of State and Revolution	3.229
3.12.9 Shortcomings of Marx	3.232
3.13 Gramsci	3.235
3.13.1 Turin	3.235
3.13.2 In the PCI	3.236
3.13.3 Thought	3.237
3.13.4 Hegemony	3.237
3.13.5 Intellectuals and Education	3.237
3.13.6 State and Civil Society	3.238
3.13.7 Historicism	3.238
3.13.8 Influence	3.238
3.13.9 The Revolutionary Party as “Modern Prince”	3.238
3.14 Summary	3.239
3.15 Keywords	3.239
3.16 Review questions	3.240
3.17 Suggested Readings	3.240

II - B.A.(Political Science)
POLITICAL THOUGHT

Unit-I

1. Ancient Indian Political Thought

- a) Sources of Ancient Indian Political Thought
- b) Manu: Varnadharma and Dandaneeti
- c) Kautilya: State and Society
- d) Goutama Buddha: Dhamma and Sangha

Unit-II

2. Modern Indian Political Thought

- a) Gandhi: Ahimsa and Satyagraha
- b) Nehru: Democratic Socialism
- c) Ambedkar: Annihilation of Caste
- d) M.N. Roy: Radical Humanism

Unit-III

3. Western Political Thought

Plato, Aristotle, St. Thomas Aquinas, Machiaveeli, Thomas Hobbes,
John Locke, J.J. Rousseau, Jermy Benthom, J.S. Mill.
Hegel, Marx and Gramsci.

Books Recommended

- 1. Political Ideas in Ancient India : R.S. Sharma
- 2. Western Political Thought : Amal Kumar Mukopadhyay
- 3. A History of Political Thought : Sabine G.H.
- 4. Annihilation of Caste : Ambedkar G.H.
- 5. Modern Political Theory : Ebentein W.
- 6. A History of Political Thought : Plato to Marx, Mukherjee & Ramaswamy
- 7. Political Ideologies : Their Origins and Impact, Baradat, Prentice Hall of India.

APPLICATIONS OF SOCIOLOGY

II - BA(Sociology) / IV - Semester

As per Choice Based Credit System (CBCS)



Authors

Dr. C. Ramanaiah

Dr. Venkatesulu

Dept. of Sociology

S.V. University

Tirupati - 517 502 AP



Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

Year : 2024

Edition : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No:+91 40 23710657, 238000657, 23810657

Cell:+91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpada, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

CONTENTS

	Page No.
Unit - I	1 - 42
1.0 Introduction	
1.1 Introduction to applied Sociology	
1.2 Sociology and Social problems	
1.2.1 Definition of Sociology	
1.2.2 Social problems	
1.2.2.1 Remedies for the Divorce Evil	
1.3 Sociology and Social Change	
1.3.1 The changing social order	
1.3.2 Historical background	
1.3.2.1 Patterns of social change	
1.3.3 Cyclic Change	
1.3.3.1 One- Directional Change	
1.3.3.2 Combined Patterns of Change	
1.3.4 Explanations of social change	
1.3.5 Mechanisms of social change	
1.4 Sociology and Social policy and action	
1.4.1 Sociology	
1.4.2 Origins	
1.4.3 Social Policy	
1.4.3.1 History of social policy	
1.4.3.2 Sociology in Policy Analysis:	
1.4.4 Sociology action	
1.4.4.1 Types of social action	
1.5 Sociology and Development	
1.5.1 The Essence of True Development:	
1.5.2 Application	
1.6 Sociology and Professions	
Unit - II	43 - 86
2.0 Introduction	
2.1 Definition	
2.1.1 Variations of Participatory Development	
2.1.2 Implementation	
2.1.3 Benefits	
2.1.4 Criticisms	

- 2.2 Promoting Participatory Development
 - 2.2.1 What is participatory development?
 - 2.2.2 What is good governance?
 - 2.2.3 The relationship between participatory development and good governance
 - 2.2.4 Participatory development and good governance in Japan:
- 2.3 Need for Social participation
- 2.4 Community Development
 - 2.4.1 The history of community development
 - 2.4.2 Principles of Community Development
 - 2.4.3 Seven steps for community development as per Wellbriety Moovement:
 - 2.4.3.1 Resources for Implementing Systemic Change
 - 2.4.4 10 Steps to Community Development
- 2.5 Community Organization
 - 2.5.1 Grassroots and “Door-Knocking” Groups
 - 2.5.2 Faith-Based Community Organizing (FBCO)
 - 2.5.3 Power vs. Protest
 - 2.5.4 Political Orientations
 - 2.5.4.1. Fundraising
 - 2.5.5 Community organizing for international development
 - 2.5.6 20 Principles for Successful Community Organizing
 - 2.5.7 Steps for Community Organizing
- 2.6 Group Formation
 - 2.6.1 Group Formation and Structure
 - 2.6.2 Group Dynamics
 - 2.6.3 Stages of Groups Formation
- 2.7 Social Action
 - 2.7.1 Types of social action
- 2.8 Capacity building Strategies

Unit - III

87 - 106

- 3.0 Introduction
- 3.1 Meaning of Participatory Development:
 - 3.1.1 The Rise of Participatory Development
- 3.2 Techniques of Participatory development
 - 3.2.1 Advantages and Challenges of Participatory methods
 - 3.2.2 WHAT is to be assessed? Relevance of impact goals and indicators
 - 3.2.3 WHO is to be included? Questions of representation
 - 3.2.4 WHY are particular impacts are occurring? Reliability of findings
- 3.3 PRA Techniques:
 - 3.3.1 Origins of participatory rural appraisal
 - 3.3.2 PRA techniques
 - 3.3.3 Importance of participatory techniques

- 3.3.4 Participatory rural appraisal
- 3.3.5 Aims of participatory methods
- 3.3.6 Scope of PRA
- 3.3.7 Participatory rural appraisal
- 3.3.8 Overview of PRA Techniques
- 3.3.9 The limits of PRA
- 3.4 Summary
- 3.5 Key Words
- 3.6 Review Questions

Unit - IV

107 - 136

- 4.0 Introduction Counseling
- 4.1 What is counseling
 - 4.1.1 Definition of counseling
 - 4.1.2 What is a Counseling Session Like?
- 4.2 Need for Counseling
 - 4.2.1 When to go to a counselor
 - 4.2.2 Who needs Counseling?
- 4.3 Types of Counseling
 - 4.3.1 Counseling Techniques
 - 4.3.2 The Use of Counseling Skills in Group Training at Work
- 4.4 Types of Counseling
 - 4.4.1 Types of counseling using therapy techniques
 - 4.4.2 People who offer counseling
- 4.5 CAREER COUNSELING
 - 4.5.1 Challenges of career counseling/guidance
 - 4.5.2 Career Assessment
 - 4.5.3 Career Planning
 - 4.5.4 Self Development Process
 - 4.5.5 Career Goals
 - 4.5.6 Definition of Career planning
 - 4.5.7 Steps in Career Planning Process
 - 4.5.8 Tips for career Planning
- 4.6 Counseling methods and Techniques
- 4.7 Summary
- 4.8 Keywords
- 4.9 Review Questions

Unit - V

137 - 188

- 5.1 Introduction
- 5.2 Definition of Field Survey

- 5.2.1 Need for Field Survey
- 5.2.2 Why is Field Survey Required?
- 5.3 Types of Survey
- 5.4 Steps in conducting Survey
 - 5.4.1 Field Survey Procedure Steps
 - 5.4.2 Five Steps for Designing an Effective Survey
 - 5.4.3 Survey Methods:
 - 5.4.3.1 Questionnaire Case study
 - 5.4.3.2 Interviews Case study
- 5.5 Steps for Planning Field Surveys
- 5.6 Survey Sampling Methods
- 5.7 How to design survey questions
- 5.8 Survey Questions
 - 5.8.1 Types of Survey Questions
 - 5.8.2 Advantages and Limitations of Surveys
- 5.9 Advantages of Survey Method
 - 5.9.1 How to overcome the limitations of Survey Method
- 5.10 Data collection Methods
 - 5.10.1 Techniques of Data Collection
 - 5.10.2 Purpose of Data Collection
 - 5.10.3 Collection of Data
 - 5.10.3.1 Statistical Inquiry
 - 5.10.3.2 Planning Stage
 - 5.10.3.3 Execution Stage
 - 5.10.3.4 Primary and Secondary Data
 - 5.10.3.5 Limitations of Secondary Data
- 5.11 Report writing
 - 5.11.1 Meaning of Report
 - 5.11.1.1 Purpose of business Reports
 - 5.11.2 Objectives of Report writing
 - 5.11.3 Importance of Report Writing
 - 5.11.4 Essentials of good Report
 - 5.11.5 How to Write a Good Report
 - 5.11.6 Guidelines in Preparing Reports
 - 5.11.7 Techniques of Report writing
- 5.12 Technical Reports
 - 5.12.1 Tips to Make Successful Technical Report Writing
 - 5.12.2 Steps in technical or business report writing
- 5.13 Summary
- 5.14 Keywords
- 5.15 Review Questions

Applications of Sociology

1. Applications of Sociology

Introduction to applied sociology – sociology and social problems – sociology and social change – sociology and social policy and action – sociology and development – sociology and professions.

2. Participatory Development

Promoting Participatory Development: Need for Social Participation, Community Development and the Community Organization – Principles and Steps – Group Formation and Social Action – Capacity Building Strategies.

3. Participatory Development Techniques

Participatory development – Meaning, Techniques of Participatory Development, PRA techniques.

4. Counseling

Meaning; need; Types of counseling, Methods of counseling.

5. Field Survey & Report Writing

Need, Meaning of survey, types of survey Steps in conducting survey; Data collection methods ;Salient features of report writing .

HISTORY OF MODERN WORLD (1453-1945 AD)
II- B.A(HISTORY) / IV- Semester
As per Choice Based Credit System (CBCS)



Authors

Prof. Anandha Naidu
Prof. P. Bhaskar Reddy
Dr. M. Deenadayal
Dr. R. Jyothi
Dept. of History
Sri Venkateswara University
Tirupati - 517 502 AP



Centre for Distance and Online Education
Sri Venkateswara University
Tirupathi, AP -517 502

Year : 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No:+91 40 23710657, 238000657, 23810657

Cell:+91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

**Centre for Distance and Online Education
Sri Venkateswara University**

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

CONTENTS

Unit - I

1.0	Aims and Objectives	1.2
1.1	Introduction	1.2
1.2	Causes of Renaissance	1.2
1.3	Main Characteristics of Renaissance	1.5
	1.3.1 Reformation and Rise of Protestantism	1.7
	1.3.2 Importance and Influence of Intellectual Renaissance	1.9
1.4	Reformation	1.10
	1.4.1 Meaning of Reformation	1.11
	1.4.2 Causes of the Reformation Movement	1.11
	1.4.3 Counter reformation in Europe	1.14
	1.4.3.1 Causes of Counter Reformation	1.15
	1.4.3.2 Causes of the Success of Counter Reformation (Catholicism)	1.18
	1.4.3.3 Results and Consequences of the Counter Reformation	1.19
1.5	Geographical Discoveries	1.21
	1.5.1 Influence of the Geographical Discoveries	1.25
1.6	Rise of Colonialism	1.25
	1.6.1 Types of colonialism	1.26
	1.6.2 Role of companies in early colonialism	1.30
1.7	Mercantilism	1.32
	1.7.1 Period of Mercantilism	1.33
	1.7.2 Factors Responsible for the Birth of Mercantilism	1.34
	1.7.3 Merchantilists Theory of State	1.35
	1.7.4 Criticism of Merchantilists	1.35
1.8	Commercial Revolution	1.36
	1.8.1 Origins of the term	1.36
	1.8.2 Factors of Commercial Revolution	1.36
	1.8.3 Key Features	1.38
	1.8.4 Economic theory	1.41
1.9	Emergence of Modern World Economy	1.42
1.10	Summary	1.48
1.11	Keywords	1.48
1.12	Review Questions	1.50

Unit - II

2.0	Aims and Objectives	2.51
2.1	Introduction	2.51
2.2	Emergence of Nation states in Europe	2.51
	2.2.1 Characteristics of the Absolute Monarchies	2.52
	2.2.2 Causes of the Rise of Absolute Monarchies:	2.53
2.3	Nature of Feudalism in Europe	2.55
	2.3.1 Nature of Feudalism	2.55
	2.3.2 History of Feudalism	2.56
2.4	History of Feudalism in Europe	2.58
	2.4.1 The Development of European Feudalism	2.59
	2.4.2 Feudalism in Germany	2.60
	2.4.3 Feudalism in Asia	2.63
2.5	Summary	2.65
2.6	Keywords	2.65
2.7	Review Questions	2.68

Unit-III

3.0	Aims and Objectives	3.69
3.1	Introduction	3.70
3.2	Age of Revolution	3.70
3.3	Glorious Revolution	3.74
	3.3.1 Revolt of Monmouth	3.75
	3.3.2 Causes of Revolution	3.76
	3.3.3 Consequences of the Glorious Revolution	3.79
3.4	American Revolution (1776)	3.80
	3.4.1 American alliances after 1778	3.81
	3.4.2 The British move South, 1778–1783	3.81
	3.4.3 Yorktown 1781	3.82
	3.4.4 The war winds down	3.82
	3.4.5 Peace treaty	3.82
3.5	American Revolution	3.83
	3.5.1 American armies and militias	3.83
	3.5.2 Loyalists	3.84
	3.5.3 British armies and auxiliaries	3.84

3.6	French Revolution	3.86
3.6.1	Mental Revolution	3.91
3.6.2	Causes of French Revolution	3.95
3.7	Summary	3.100
3.8	Keywords	3.101
3.9	Review Questions	3.102

Unit-IV

4.0	Aims and Objectives	4.104
4.1	Introduction	4.104
4.2	Industrial Revolution	4.104
4.2.1	Causes of the Industrial Revolution	4.104
4.2.2	Effects of Industrial Revolution	4.107
4.3	Rise of Capitalism impact on Asia and Africa	4.107
4.3.1	Capitalism	4.107
4.3.2	Types of Capitalism	4.108
4.3.3	The rise of Capitalism	4.109
4.4	Meiji Restoration	4.114
4.4.1	Causes of Meiji restoration Internal Discontentment	4.115
4.4.2	Conflict between Chausu and Shogun Nobles	4.117
4.5	Modernisation of Japan	4.118
4.5.1	Decline of Shogun Government and rise of Meiji Emperor	4.118
4.5.2	End of the Feudal System	4.119
4.5.3	Reforms in Military System	4.119
4.6	Unification Movements in Germany	4.122
4.6.1	The Beginning of the National Movement in Germany	4.125
4.6.2	The Revolution of 1848	4.128
4.6.3	Causes of the Failure of the Unification of Germany	4.129
4.6.4	Methods and achievements of Bismark as the architect of Germany.	4.130
4.6.5	Rise of Controversy.	4.131
4.6.6	The Result of Austro-Prussian War	4.132
4.6.7	The Treaty of Frankfort	4.133
4.7	Unification of Italy	4.134
4.7.1	Beginning of the National Movement in Italy	4.135
4.7.2	The Revolts of 1820	4.136
4.7.3	Count Cavour	4.138

4.7.3.1 Contribution of Cavor to the Unification of Italy	4.139
4.8 Complete Unification of Italy	4.142
4.9 Summary	4.143
4.10 Keywords	4.143
4.11 Review Questions	4.144

Unit-V

5.0 Aims and Objectives	5.146
5.1 Introduction	5.146
5.2 World between 1914-1945	5.146
5.2.1 The Steps Toward War	5.163
5.2.2 Human Costs	5.167
5.3 Causes and consequences of first world war	5.167
5.3.1 Lack of International Institution	5.170
5.3.2 The Immediate Cause of the War	5.170
5.4 Beginning of the War	5.171
5.4.1 Main events of the war	5.172
5.5 League of nations	5.183
5.5.1 Formation of the League of Nations	5.184
5.5.2 The Covenant of the League of Nations	5.184
5.5.3 Aims and Objects of the League of Nations	5.184
5.5.4 The Organization of the League of Nations	5.185
5.5.5 Bodies of the League of Nations	5.185
5.6 Facism in Italy	5.188
5.6.1 Formation of the Fascist Party	5.191
5.6.2 The principles of fascism	5.191
5.6.3 Home policy of Mussolini	5.194
5.7 Nazism in Germany	5.198
5.7.1 An introduction of adolf Hitler	5.198
5.7.2 End of Democracy in Germany	5.201
5.7.3 The causes of the rise of Hitler and Nazi party	5.202
5.7.4 Home policy of Hitler	5.204
5.8 Militarism in Japan	5.209
5.8.1 Rise of militarism	5.209
5.8.2 Economic factors	5.211
5.8.3 Opposition to militarism	5.213
5.8.4 End of Japanese militarism	5.214

5.9	Communist movements in Russia and china	5.216
5.9.1	Communists movement in China	5.218
5.9.2	The Chinese Communist Party	5.220
5.10	Summary	5.221
5.11	Keywords	5.222
5.12	Review Questions	5.222

Unit-VI

6.0	Aims and Objectives	6.225
6.1	Introduction	6.225
6.2	Causes and Consequences of Second World War	6.226
6.2.1	Diplomatic Alliances	6.227
6.2.2	Immediate Cause of War : Hitler's Assault upon Poland	6.229
6.2.3	Consequences of the Second World War	6.230
6.3	United Nations Organization	6.231
6.3.1	The Atlantic Charter	6.232
6.3.2	Aims of the United Nations Organization	6.233
6.3.3	Organization of the UNO	6.232
6.3.4	Achievements of the United Nations Organization	6.233
6.3.5	Critical Evaluation	6.239
6.4	Summary	6.240
6.5	Review Questions	6.240

HISTORY OF MODERN WORLD (1453-1945 AD)

Unit-I :

Characteristic features of Renaissance-Significance of Reformation and Counter Reformation movements in Europe-Geographical Discoveries and Rise of Colonialism, Mercantilism and Commercial Revolution-Emergence of Modern World Economy.

Unit-II:

Emergence of Nation States in Europe – Nature of Feudalism in Europe and Asia.

Unit-III:

Age of Revolutions-Glorious Revolution (1688)-American Revolution (1776)-French Revolution (1789)

Unit-IV:

Industrial Revolution and Rise of Capitalism-Impact on Asia and Africa-Meiji Restoration and Modernisation of Japan-Unification Movements in Germany And Italy.

Unit-V:

World between 1914-1945 Rivalry among colonial powers Imperialist Hegemony-Causes and consequences of first World War – World between the Wars – league of Nation, Fascism in Italy, Nazism in Germany, Militarism in Japan – Communist Movements in Russia and China.

Unit-VI:

Causes and consequences of Second World War – UNO.

INTERNATIONAL RELATIONS

II- B.A(POLITICAL SCIENCE) / IV - Semester

As per Choice Based Credit System (CBCS)



Authors

Prof. Muralidhar

Prof. B. Venkatachalapathi

Dr. Subramanyam

Dept. of Political Science

S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education

Sri Venkateswara University

Tirupati, AP -517 502

Year : 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No:+91 40 23710657, 238000657, 23810657

Cell:+91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

**Centre for Distance and Online Education
Sri Venkateswara University**

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

CONTENTS

	Page No.
Unit - I	1 - 18
Unit - II	19 - 52
Unit - III	53 - 68
Unit - IV	69 - 104
Unit - V	105 - 136
Unit - VI	137 - 164
Unit - VII	165 - 206
Unit - VIII	207 - 244

Syllabus for Second Year BA(POLITICAL SCIENCE)

PAPER IV : International Relations

-
- 1) International Relations: Evolution, Nature, Scope and Significance.
 - 2) History of International Relations: Rise of Sovereign Nation State System. First World War, Second World War – Impact on International Relations
 - 3) Concepts of International Relations: Power – Elements of National Power, Super Power, Regional Power, Unilateral Hegemony – Uni-Polarity, Bipolarity, Multiplicity & Security.
 - 4) International Political Economy:
 - i) Historical Overview: Colonialism, Decolonization. Developing Nations and Problems.
 - ii) International Financial Institutions: World Bank, WTO Functions and Role
 - iii) Globalization and its Impact on Developing Nations.
 - 5) International Organizations: United Nations, Structure and Role, Need for revision of the charter, Regional Organizations, European Union, SAARC and ASEAN.
 - 6) International Security: Arms Race, Arms Control and Disarmament, Issues in Nuclear Politics
 - 7) Foreign Policy: India's Foreign Policy, Determinants and Features, Non-Alignment, Evaluation and Relevance – Recent Trends.
 - 8) Contemporary Issues in International Relations : Environment, Human Rights and Terrorism.

Books Recommended

1. Politics Among Nations: Hans, Margentheu
2. The Analysis of International Relations: Karl W. Deutsch
3. International Relations: Palmer and Parkins
4. India Foreign Policy, Foreign Service Institute, New Delhi, India
5. International Relations between the two World Wars: Carr E.H.