

RAICHUR UNIVERSITY, RAICHUR

Course Outline and Syllabus for Master of Arts (MA) in Sociology for
third and fourth Semester under CBCS and CAGP

CODE	TITLE OF THE COURSE	semester exam	I A	Total			P	credit values
HARD CORE								
H.C.3.1	Modern Sociological Theories-I	80	20	100	05	0	0	05
H.C.3.2	Urban Sociology	80	20	100	05	0	0	05
H.C.3.3	Rural Sociology	80	20	100	05	0	0	05
Soft Core (ANY ONE)								
S.C 3.1	Industrial Sociology	80	20	100	05	0	0	05
S.C 3.2	Social Demography	80	20	100	05	0	0	05
Open elective (ANY ONE)								
O.E.3.1	Contemporary Social Problems			50				
O.E.3.2	Sociology of Social Marketing			50				



III Semester

S.C. - 3.1: MODERN SOCIOLOGICAL THEORIES -1

Objectives:

- > To understand the development of sociological theory in post modern perspectives
- The theorists who contributed for the development of post modern sociological theories.
- To examine Structural Theories Functional Theories and elements of Social System

Unit-I: 1 . Nature of Sociological Theory: Types of Sociological Theories

Unit-II: 1.Structural Theory

2.Radcliffe Brown

3. S.F. Nadel

Unit III: 4. Robert K. Merton
Talcott Parsons

1

. Functional Theory

2

Evolution of Functional Theory

.

Merton; Postulates of Functional Analysis

3.

Manifest and Latent Functions: Social Structure and anomie

4.

Parsons Introduction

Unit-IV Elements of Social System;

1 . Functional Pre-Requisites of Social System

2. Pattern Variables

3. Action Frame of Reference

Unit-V: Structural — Functionalism of Parsons and Merton- A
Critical Assessment.

Suggested Readings:

- 1 . Coser, Lewis the Functions of Social Conflict, The Free press, New York, 1956.
2. Martindale, Don the Nature and Types of Sociological Theory, Routledge & Kegan Paul, 1960.
3. Berger Peter & Thomas Luckman the Social Construction of Reality, the Penguin Books, 1967.
4. Turner.J. the Structure of Sociological Theory, Rawat, Jaipur, 1987.
5. Sorokin,P. Contemporary Sociological Theories, Kalyani Publishers, New Delhi. 1978.
6. Wells, A Contemporary Sociological Theories, Good year Publishers, California, 1991.
7. Martindale, D Types of Sociological Theory Hughtion Mifflin. Boston. 1960.
8. Timasheff. N. &Theodorson, Sociological theory, Random House, New York. 1982.
9. Fletcher, Ronald, the Making of Sociology, Vol.I& II, Rawat, Jaipur, 1998.
10. Coser, Lewis. Masters of Sociological Thought, Harcourt Brace, 2nd Edition New Delhi, 1971.

S.C. 3.2: URBAN SOCIOLOGY

Objectives:

- To understand basic concepts and theories of urban growth and urban living with special reference to India.
- It focuses on the study of process of Urbanization and Industrialization.
- To study the Urban Social Intuitions, and Urban social problems

Unit — I: Introduction:

1. Nature, Scope and Importance
2. Concepts: Urban, Urbanization, Urbanism as a Way of Life.
3. Urban Growth in Ancient & Medieval Times.
4. Pre-Industrial City.

Unit-II: Functional Theories of Urbanization

1. Urban Ecology & Ecological Processes.
2. Concentric Zone Theory, Sector Theory and Multineuclei Theory.
3. Land Use Pattern.

Unit-III: Industrialization & Urbanization

1. Economic Development and Urbanization.

Unit — IV: Urban Social Institutions

1. Urban Family
2. Urban Religion
3. Urban Government.

Unit-V: Problems of Urban Life.

1. Slums.
2. Urban Crime
3. Urban Poverty

Suggested Readings:

1. Bergel.E.E.Urban Sociology, McGraw Hill, New York 1965.
2. Geddes, P — Cities in Civilization, William Noregate, London, 1959.
3. Hatt (Paul) & Reisis (Paul) Cities and Society, Glenoe 1961.
4. Mumfort, Lewis. The City in History, Secker & Warburg. 1961.
5. J.JohnPalen- Urban World. McGraw Hill, New York, 1975.
6. The American Journal of Sociology 1955. Vol.LX, March 1955, No.5, Pp.427-520.

H.C. 3.3: RURAL SOCIOLOGY

Objectives:

- Intends to equip Student to understand the nature of rural community.
- It also aims to understand Socio-cultural and Socio— Political, institutions and Socio — Economic conditions, in Rural Society
- It helps the students to analyze rural social problems

Unit-I: Introduction

1. Origin and Development of Rural Sociology
2. Nature, Scope & Importance
3. History of Rural Societies & their Studies.
4. Methods for Studying Rural Communities.

Unit-II: Framework for Studying Village Community

1. Little Community, Peasant Society, Folk-Culture
2. Rural-Urban Continuum
3. Rural-Urban Relations- Rut-urbanization.
4. Rural-Urban Contrasts

Unit-III: Characteristics of Rural Societies

1. Settlement Patterns.
2. Rural Population-Migratory Movements
3. Mode of Production and Agrarian Relations.
4. Agriculture Ladder.

Unit-IV: Rural Institutions

1. Family
2. Religion
3. Rural Education
4. Political Institution

Unit- V: Changes in Rural Society

1. Planned Change- role of Government
2. Role of Non-Government Organizations in Rural Development
3. Globalization- World as a Global Village

Suggested Readings:

1. Sorokin, P. and Other (Eds.) Systematic Source Book in Rural Sociology, (New York, Russel and Rusel 1965).
2. Smith.T.Lynn- Sociology of Rural Life.
3. Sanderson, Dwight- Sociology and Rural Social Organisation, New York, Wiley, 1952.
4. David Mandelbaum- Society in India (Vol. 1 &2) Bombay, Popular, 1972.
5. Gunnar Myrdal- Asian Drama (3 Vols.) London, Alan Lane, 1972.
6. A.R. Desa' (Ed). Rural Sociology in India, Bombay Popular, 1978.
7. A.E.Punit- Social Systems In Rural India, Delhi, Sterling, 1978.
8. Sri.H.S. Maine-Village Communities in the East and West, New Delhi, B.R. Publishing Corporation, 1985.

S.C.3.1 : INDUSTRIAL SOCIOLOGY

- To understand the human organization in the industry and how the work is being organized in an industrial organization
- It studies the labour is abstracted in the industrial work process
- The issue between labour and management is constructed and how the labour welfare measures are implemented in Industry

Unit-I: Introduction

1. Nature and Scope of Industrial Sociology
2. Work and Productive Systems
3. Types of Productive Systems: Guild System, Putting Out System and the Factory System
4. Automation and Work

Unit-II: Social Structure of Industry

1. Industrial Bureaucracy — Theoretical Perspective, Structure and Characteristics of Industrial Bureaucracy
2. Line and Staff Organizations
3. Communication in Industry

Unit-III: Industrial Relations

1. Worker's Participation in Management
2. Industrial Unrest and Industrial Peace

Unit-IV: Trade Unionism

1. Trade Unionism Its Meaning and Functions
2. Theories of Labour Movement

Unit-V: Industry and Society

1. Industry and Family
2. Industry and Community
3. Industry and Government

Suggested Readings:

1. Miller and Form: Industrial Sociology, London, Harper and Row Publishers 1964.
2. Schneider Eugene. V. : Industrial Sociology, London, McGraw Hill, 1971
3. Moore, W.E.: Industrial Relations and Social Order, New York: MacMillian, 1974.
4. Eldrige : Industrial Disputes, London Routledge and Kegan Paul.
5. Parker, S.R. et.al.: The Sociology of Industry, London George Allen and Unwin, 1967.
6. Etzioni, Amitai; Modern Organizations, New Delhi. Prentice Hall of India. 1976.
7. Sexena, R.C.: Labour Problems and Social Welfare, Jai Prakash Nath & Co. Meerat, 1995.
8. Giri, V.V.: 1) Labour Problems in Indian Industry.
2) Industrial Relation
9. Punekar, S.D.: Trade Unionism in India.
10. Agrawal, R.D.: Trade Dynamics of Labour Relations in India.

S.C. 3.2 : SOCIAL DEMOGRAPHY

Objectives:

- Explore the theories of population, the dynamics of population size, distribution and composition
- > Discuss the Socio- Cultural implications of strategies and policies developed to address population problems
- It focuses population growth and population policy in India

Unit-I: Introduction:

- 1 . Nature, Scope and importance of Social Demography
2. Origin and Development of Population Studies

Unit-II: Theories of Population

1. Origin and Growth of Population Theories
2. Malthusian Theory of Population
3. Post-Malthusian Theory: Theory of Demographic Transition

Unit-III: Components of Population Change

1. Fertility :- Trends, Levels and Factors, Differential Fertility
2. Mortality :- Trends, Levels and Factors, Infant Mortality
3. Migration:- Definition and Measurement, Internal and International Migration

Unit-IV: Population of India

- 1 . Size and Growth of Population of India
2. Rates and Trends in Fertility and Mortality
3. Rural and Urban Variation
4. Population Projections

Unit-V: Migration and Population Change

1. Internal Migration in India
2. Rural-Urban Migration

Unit-VI: Population Policy of India

- ✓ 1 . Meaning and Types of Population Policy
- 2. Family Planning Programme; Implementation, Achievements and Recent Trends
- 3. National Population Policy 2001

Suggested Readings:

1. Kingsley, Davis- Population of India and Pakistan, New Jersey: Princeton University, Press, 1951.
2. Donald, J. Bogue — Principals of Demography; John Wiley and Sons, Inc. London, 1969.
3. U.N. The Determinants and Consequences of Population Trends, United Nations, New York (1953), 1973.
4. Minoru Muramatsu and Paul A. Harper; Population Dynamics Calcutta; Oxford and IBH Publishing Co., 1965.
5. W.S. Thompson and D. T. Lewis — Population Problems, New Delhi, TMH, 1976.
6. P.M. Houser and Duncan; Study of Population, Chicago: University of Chicago press. 1973.
7. Peterson Williams — Population; London: Macmillan. 1969.
8. Population Reference Bureau — Latest World Population Data Sheet. .
9. "Brain Drain and how to reverse it: Ed. By Dr.S.K.Chopra. Lancer International 1986 New Delhi- 1 10049.
10. Trends & Characteristics of International Migration: Population Division of the Department of International Economics & Social Affairs of the U.N.O.

O.E. 3.1 – CONTEMPORARY SOCIAL PROBLEMS

- > To acquaint the students with contemporary social problems
- To enable them to make a critical analysis
- It focused on burning issues and government policies and planning

Unit-I : Introduction

1. Social Problems and Social Disorganization
2. Family and Marriage Disorganization
3. Disruption in the Traditional Family and Marriage Institutions.
4. Broken-Homes: Separation and Divorces Measures for Solving the Problems

Unit-II: Typology of Social Conflict

1. Inter-Group Tensions and Conflicts
2. Minority Relations and Group Prejudices
3. Communal Tensions and their Impact on Indian Society
4. Socio religious Movements and Politics

Unit-III: Urban Planning and Policy

1. Housing Problems and Urban Development
2. Housing and Urbanization: Nature Types and Growth Slums and Ghettos
3. Strategies for the Improvement of Slums and Ghettos
4. Housing Policy in Developing and Developed Countries

Suggested Readings:

1. Ahuja, Ram(1992), Social Problems in India.(Hindi & English)
2. Cohen, A.K.(1968), Deviance and Control, New Delhi, Prentice Hall of India
3. Domenach, J.M. et al(1981) Violence and its causes, Paris, UNESCO
4. Eliot, M.A. & Merrill, F.E. (1961), Social Disorganization, Harper and Brothers, York,

O.E. 3.2 Sociology of Social Marketing

Objectives:

- To understand the concept of Social Marketing
- To make the students understand the significance of Social Marketing
- To attract the students to develop skills in Marketing

Unit — I: Introduction

1. Meaning and Definition of Marketing
2. Functions and Role of Marketing
3. Market as Social Institution
4. Elements of Social Marketing
5. Approaches to Social Marketing

Unit — II: Processes of Social Marketing

1. Segmentation (Social differentiation) Target group (Consumer's)
2. 4 Cs- Cause, Cost, Channel and Communication
3. Type of Marketing Research and

Unit —III: Agencies of Social Marketing

1. State, Corporate Agencies
2. International Donor Agencies
3. NGOs

Suggested Readings

1. Philip Kotler and Roberto L. Eduardo (1989), Social Marketing: Strategies for Changing Public Behaviour, Prentice-Hall, New Delhi.
2. Philip Kotler and Gerald Zaltman (1971), Social Marketing: An Approach to Planned Social Change, Journal of Marketing, July 3-12.
3. S. Neelamegham (1987), Marketing in India: Cases and Readings, Vikas, New Delhi.
4. Conard Berenson and Henry Eilbirt (1973), The Social Dynamics of Marketing, Random House, New York.
5. P.K. Sinha and S.C. Sahoo (1994), Services Marketing: Text and Reading, Himalaya Bombay.
6. David J. Racchman (1990), Marketing: Strategy and Structure, Prentice Hall,

