

**SES's L. S. RAHEJA COLLEGE OF ARTS AND
COMMERCE
(AUTONOMOUS)**



Syllabus of Communication in Ancient India under NEP 2020 vertical (VSC) with effect from 2024-25

**DEPARTMENT OF / BOARD OF STUDIES: MEDIA AND MASS
COMMUNICATION**

HoD / Sr. Person of the Department: Ms. KAVITA MAKHIJA

Date of approval by the BoS: 26th APRIL 2024

APPROVED by the Academic Council: 29th APRIL 2024

Ratified by the Governing Body: 6th May 2024



Programme: Bachelor of Arts in Multimedia and Mass Communication				Semester : II	
Course: Communication in Ancient India				Code: UGBAMMCIIMJ224	
Academic Year: 2024-2025				Batch: 2024-2027	
Teaching Scheme			Evaluation Scheme		
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	02	20 marks/40% of the total marks	30 marks/60% of the total marks

Learning Objectives:	<ul style="list-style-type: none"> To understand the evolution of communication technologies and writing systems in ancient India To explore the role of visuals, artistic traditions and cultural exchange in communication
Learning Outcomes :	<ul style="list-style-type: none"> Learners will be able to outline the multifaceted communication practices of Ancient India Learners will be able to assess the historical and cultural significance in ancient Indian communication patterns
Pedagogy:	<ul style="list-style-type: none"> Lecture Presentations Peer Learning Class discussion Screenings

Each lecture session would be of one hour duration (60 sessions).

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
I	Evolution of communication and language in ancient India: <ul style="list-style-type: none"> Transmission of knowledge through oral narratives Evolution of ancient Indian scripts Evolution of ancient Indian languages Classical literature and literary genres: Vedas, Upanishads, Epics (Ramayana, Mahabharata), Jataka tales, etc. Iconography and symbolism in ancient Indian art and architecture. Role of caves, inscriptions, and monuments in preserving and disseminating information 	<ul style="list-style-type: none"> Lecture Presentations Screenings 	15
II	Rituals and Artistic traditions: <ul style="list-style-type: none"> Development of sculpture, painting, and mural traditions. Role of visual storytelling in religious and cultural contexts (e.g., temple sculptures, cave paintings). Performing arts: music, dance, theatre, and storytelling traditions. Rituals and ceremonies as forms of social and religious communication. 	<ul style="list-style-type: none"> Lecture Presentations Peer Learning Class discussion Screenings 	15

	<ul style="list-style-type: none"> • Spread of Indian religions (Buddhism, Hinduism, Jainism) and cultural influences beyond India. • Diplomatic missions, pilgrimage routes, and cross-cultural interactions in ancient times. 		
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REFERENCE BOOKS

1. Singh, U. (2009). *A History of ancient and Early medieval India: From the stone age to the 12th century (PB)*. Pearson Education India.
2. Singhanian, N. (2018). *Indian Art and Culture for UPSC and State Civil Services Examinations*. McGraw Hill Education (India) Private Limited.
3. Thapar, R. (2015). *The Penguin history of early India: From the origins to AD 1300*. Penguin UK.
4. Kumar, P., & Yadav, B. (2023). Resonance of Traditions: Ancient Bhartiya Communication in a Contemporary Context. *Journal of Communication and Management*, 2(03), 210-217.
5. Chattopadhyay, M. (2013). A HISTORICAL STUDY OF ANCIENT INDIAN THEATRE-COMMUNICATION IN THE LIGHT OF NATYASASTRA. *Global Media Journal: Indian Edition*, 4(2).
6. Kumar, M., & Kumar, S. Ancient and Traditional Communication System of Rural India on the Basis of Archaeological and Literary Sources with the Special Reference to Haryana State.

Internal Continuous Assessment (ICA) Pattern

Sr No.	Examination Method	Marks
1	Project / Assignment	10
2	Viva / Presentation	5
3	Class Participation	5
TOTAL		20

Term End Examinations (TEE) Question Paper Pattern

Question No.	Description	Total Marks
1	Concept Based / Case Study	6
2	A. Full Length Theory Question OR B. Full Length Theory Question	12
3	Short Notes (3 out of 4)	12
TOTAL		30