



Sri Guru Gobind Singh College of Commerce

(University of Delhi)

Pitam Pura, Delhi-110034

NOTICE

Applications are invited for the guest teaching position in our Post Graduate Diploma course in Business Journalism and Corporate Communications for the Subject "Global Information Scenario". Please refer to the snapshot of the syllabus attached here along with.

Mail your resume at the earliest to meenugupta@sggsc.ac.in. Walk - in interviews would be conducted on 3rd January at 11.a.m. in the Principal office.

Ms. Meenu Gupta
Course Co-ordinator

Dr. Jatinder Bir Singh
Principal

Global Information Scenario

(Objective : This paper aims to provide a perspective of the emerging modern world system that has a significant impact on Global Communication Scenario and Inter-Cultural and Cross-Cultural Communication.)

1. Foreign Policy in India : change and continuity in the post cold war era, adoption of non-alignment and its relevance
2. Role of United Nations : its role, prospects and limitations, peace keeping activities, specialized agencies like UNICEF, UNESCO, ILO
3. Regional organizations : SAARC, ASEAN, EU, etc. and their role.
4. International Economic Order, WTO, Globalisation and its impact, role of IMF, World Bank
5. Emerging World Information Scenario
6. Intercultural Communication
7. Cross Cultural Communication

Suggested Readings

1. India's Foreign Policy – Harish Kapur
2. India's Foreign Policy – V.P. Dutt
3. Non-Alignment and the Non-Aligned Movement in the present world order – M.S. Rajan
4. The United Nations : International Organisation and World Politics – Rober Riggs and Jack Plans
5. Regional Corporations and Development in South Asia Volume I & II – Bhabhani Sen Gupta
6. International Relations – Dr. Krishnaveni Muthiah
7. Communication and Culture – Tony Schirato and Susan Yell
8. Intercultural Communication – Fred E Jandt
9. International Management Cross Cultural Dimensions – Richard Mead, Cambridge, Black Well
10. Bridging Cultural Barriers for Corporate Success : How to manage the multi-cultural work force – Sondra Thiederman, New York: Lexington Books.
11. Intercultural Communication – K.B. Mathur
12. Communication and Culture – P.C. Joshi