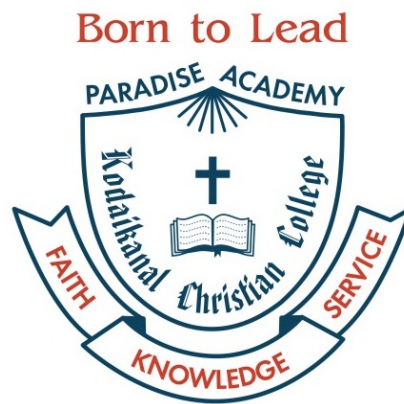


Kodaikanal Christian College
(Autonomous)

B.A ENGLISH WITH MASS COMMUNICATION&JOURNALISM

**SYLLABUS
2020**



DEPARTMENT**B.A ENGLISH WITH MASS COMMUNICATION&JOURNALISM
SYLLABUS
SEMESTER – I**

Part	Course Code	Course	Title	Hours/Week	Continuous Marks	Final Marks	Total Marks	Credit
I	20ULT01/ 20ULF01	Language – I	General Tamil – / French – I	3	40	60	100	3
II	20UEC01	English – I	Professional Communication Skills I	3	40	60	100	3
III	20BEC11	Core – I	Social History of England	4	40	60	100	5
	20BEC12	Core – II	Age of Shakespeare & Milton	4	40	60	100	5
	20BEC13	Core – III	Introduction to Mass Communication	4	40	60	100	5
IV		Non Major Elective – I	Offered By Other Departments	2	40	60	100	2
		Total		20				23

IV	20BENA A	Non Major Elective – I*	Read & Write	2	40	60	100	2
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SEMESTER – II

Part	Course Code	Course	Title	Hour s/ week	Continuous Marks	Final Marks	Total Marks	Credit
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I	16ULT02/ 16ULF02	Language – II	General Tamil – II / French – II	3	40	60	100	3
II	16UEC02	English – II	Professional Communication Skills II	3	40	60	100	3
III	16BEC21	Core – IV	Neo-Classical & Romantic Literature	4	40	60	100	5
	16BEC22	Core – V	History of English Literature	4	40	60	100	5
	16BEC23	Core – VI	Radio and Television Studies	4	40	60	100	5
	16BEA20	Allied	Computer Skills for Journalists	3	40	60	100	3
IV	16BTNAB/ 16ATNAB	Non Major Elective – II	Offered By Other Departments	2	40	60	100	2
V	16PSP02	Part – V Course – II	Public Speaking	2	40	60	100	2
Total				25				28

IV	16BENA B	Non Major Elective – II*	Film Appreciation	2	40	60	100	2
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* For students of other majors who opt for the course “General Tamil – II”

Note

Prerequisite for ‘General Tamil – II’ is ‘General Tamil – I’

Prerequisite for ‘Introduction to French – II’ is ‘Introduction to French – I’

Prerequisite for ‘Basic Tamil – II’ is ‘Basic Tamil – I’

Prerequisite for ‘Advanced Tamil – II’ is ‘Advanced Tamil – I’

SEMESTER – III

Part	Course Code	Course	Title	Hours/week	Continuous Marks	Final Marks	Total Marks	Credit
I	16ULT03 / 16ULF03	Language – III	General Tamil – III / French – III	3	40	60	100	3
II	16UEE03	English – III	Professional Communication Skills III	3	40	60	100	3
III	16BEC31	Core – VII	News Journalism for Print/ Online newspapers	5	40	60	100	5
	16BEC32	Core – VIII	Victorian Period	5	40	60	100	5
	16BEC33	Core – IX	Indian Literature in English	5	40	60	100	5
	16BEA31	Allied – II	American Literature	3	40	60	100	3
IV		Non Major Elective – III*	Basic Tamil I/Advanced Tamil I	2	40	60	100	2
			Total	26				26

IV	14BENAC	Non Major Elective – III**	Short Stories and One-act plays	2	40	60	100	2
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* BA English students opt for Non Major Electives offered by other Departments

** Course offered by the English Department for students of other majors

SEMESTER – IV

Part	Course Code	Course	Title	Hours/week	Continuous Marks	Final Marks	Total Marks	Credit
I	16ULT04 / 16ULF04	Language – IV	General Tamil – IV / French – IV	3	40	60	100	3
II	16UEE04	English – IV	Professional Communication Skills IV	3	40	60	100	3
III	16BEC41	Core – X	Twentieth Century Literature	5	40	60	100	5
	16BEC42	Core – XI	Shakespeare	5	40	60	100	5
	16BEC43	Core – XII	Ethics and Laws for Journalists	5	40	60	100	5
	16BEA40	Allied – III	Feature Writing for Newspapers and Magazines	3	40	60	100	3
IV		Non Major Elective – IV*	Basic Tamil II/Advanced Tamil II	2	40	60	100	2
			Total	26				26

IV	16BENAD	Non Major Elective – IV**	Reading for Pleasure	2	40	60	100	2
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* BA English students opt for Non Major Electives offered by other Departments

** Course offered by the English Department for students of other majors

SEMESTER – V

Part	Course Code	Course	Title	Hours/week	Continuous Marks	Final Marks	Total Marks	Credit
III	16BEC51	Core – XIII	History of English Language	5	40	60	100	5
III	16BEC52	Core – XIV	Social history of India	5	40	60	100	5
III	16BEC53	Core – XV	Interview and Presentation Techniques for Radio and Television	5	40	60	100	5
	16BEC54	Core – XVI	Drama	5	40	60	100	5
IV	16UES51	Compulsory course UGC	Environmental Science	2	40	60	100	2
			Total	22				22

SEMESTER – VI

Part	Course Code	Course	Title	Hours/week	Continuou s Marks	Final Marks	Total Marks	Credit
	16BEC61	Core-XVII	Introduction to Literary Criticism	5	40	60	100	5
	16BEC62	Core- XVIII	World Literature	5	40	60	100	5
III	16BEC63	Core – XIX	Soft Skills	3	40	60	100	3
	16BEC64	Core - XX	Media Sudies	3	40	60	100	2
	16BEC6Z	Core – XI	Project Work	4	40	60	100	5
IV	16UVE61	Compulsory course UGC	Value Education	2	40	60	100	2
			Total	22				22

SEMESTER – I

Professional Communication Skills I

(Part II English)

Hours: 3 Course Credit: 3

Course Objective: This course intends to assist the learners to achieve competence in communication in English. Literary texts will be used to help the learner achieve key skills like reading, writing, speaking and listening. Classroom activities will be learner-centered and interactive.

Unit I - Prose

My Greatest Olympic Prize - Jesse Owens

The Post Master - Rabindranath Tagore

Early Influences - Dr. A.P.J. Abdul Kalam

Unit II - Grammar

Articles

Parts of Speech

Modals

Tenses

Unit III- Communication Skills

Developing Conversational Skills

Reading and Listening Skills

Mother tongue interference

Vocabulary building

Fillers

Unit IV

Presentation skills—Content – Delivery – Body Language – Voice – Words

Using technology for presentations

Unit V

Letter Writing

Format, Types, Practical

Text Book: Modern Avenues: Harrows Publication.

References: Sahayam, John. Effective Communication skills in English:

Note: Handouts / online resources will be provided by the department.

Social History of England

Hours: 5 Course Credits: 5

Course Objective:

In this course, students will learn about major political, social and historical events that shaped English history. This course should help the learner relate the literary texts to the contexts of history.

UNIT I -Origin

Origin of Britain – The Renaissance – The Reformation – The Dissolution of Monasteries – The Religion of England – The Tudor Navy – The Spanish Armada

UNIT II- Elizabethan Theatre

The Elizabethan Theatre – The East India Company – Colonial Expansion – The Civil War – Puritanism – Restoration England

UNIT III- Revolutions

Age of Queen Ann – The Union of England and Scotland – The Agrarian Revolution – The Glorious Revolution – The Industrial Revolution – The Methodist movement

UNIT IV -Humanitarian movements

Other Humanitarian movements – The war of American Independence – England and Ireland – Effects of the French revolution – The Reform Bills

UNIT V-The Victorian age

The Victorian age – Development of Sciences – Advancements in Transport and Communication – Early Twentieth Century – The World Wars

Text Book

Xavier, A.G. “An Introduction to Social History of England” Vishwanthan printers and publisher, Chennai,2006.

Age of Shakespeare and Milton

Hours: 5 Credits: 5

Course description: This course is a survey of select works of English Literature from Shakespeare's plays to Milton's epics. Further, the course will trace the growth of genres, development of drama and the evolution of English prose during the Elizabethan period. Topics such as Renaissance, Puritan age and Metaphysical poetry will also be considered.

UNIT I - Poetry

Prothalamion – Spenser

When to the Sessions – William Shakespeare

My Mistress' Eyes - William Shakespeare

Not Marble, Nor the Gilded Monuments - William Shakespeare

Sun Rising – John Donne

The Canonization - John Donne

UNIT II - Prose

Of Studies– Francis Bacon

Of Truth - Francis Bacon

Of Ambition - Francis Bacon

UNIT III - Drama

Doctor Faustus – Christopher Marlowe

UNIT IV–Epic

Paradise Lost- Book I (Lines: 1 - 375) – John Milton

UNIT V - Interpreting Literature

In this unit, the student writes an interpretation of a literary piece based on a careful observation of textual details and literary devices used.

Texts for interpretation:

When I consider how... - John Milton

A Valediction: Forbidding Mourning - John Donne

Antony and Cleopatra (The Opening Scene) – William Shakespeare

Texts:

Paradise Lost – Vasans Publication

Doctor Faustus -Manimekala Publishing House, Madurai.

Handouts / online resources will be provided by the department faculty.

Introduction to Mass Communication

Hours: 4 Credits: 5

Course Description:

This course aims at facilitating students understanding of concepts, strategies and impact of mass media in the present world. It also gives a brief introduction to different journalism platforms and a guide to journalistic ethics.

UNIT I -Communication

Meaning of communication – Definition, Nature, Scope, Process of Communication, Functions of Communication. Communication as a social science – the fact of communication –need for communication

UNIT II-Types of communication

Types of communication – Oral and Written, Verbal and Non-Verbal. Levels of Communication: Intrapersonal, Interpersonal, Group, Mass Communication. Differences between levels of communication - western models of communication – Indian communication theories – barriers to communication - Information technology a brief history – mass communication and culture – the phenomenon of mass culture.

UNIT III- Mass media

The mass media – history, practices and values – functions of the mass media – Theories of the press/ media-Characteristics of Print Media, Electronic Media, Traditional and Folk Media, and New Media.

UNIT IV- Journalism

Journalism – the role of the press – a short history of Indian Journalism– the making of the newspaper, magazines and their genres – Introduction to radio journalism and production (brief) - Introduction to TV journalism and production (brief) – what is news and news values - sources of news – E journalism

UNIT V-Freedom of the press

Freedom of the press: the right to publish and the right to privacy – press codes and ethics – press council's guides to journalistic ethics – censorship and control in the press media laws – Press ownership and monopolies Discussion Forum on media law & ethics

Text

- Keval. J.Kumar, *Mass communication in India*, Jaico publishing house, Mumbai, 2002

Reference

1. Bittner.R, *Mass Communication: An Introduction*, Prentice Hall, 1980
2. Hamid and Moulana, *Global communication in Transition*, Sage publications, 1996.
3. Subir Ghosh: *Mass Communication: An Indian Perspective*, ShishuSahityaSamsad, 2009
4. Denis Mcquail: *McQuail's Mass Communication Theory (6th Edition)*, SAGE Publications Ltd, 2010
5. *The Dynamics of Mass Communication*, 12th edition, by Joseph R. Dominick. McGraw Hill

Handouts / online resources will be provided by the department/ faculty.

READ AND WRITE (NME – For Other Majors)

Hours: 2 Credits: 2

Course Description: This course aims at enhancing the quality of reading and writing among the learners at the under-graduate level. The course will deal with topics such as kinds of reading and increasing reading efficiency through theory and practice. The course will also focus on the art of writing. Topics such as mechanics of writing, aspects of style, improving vocabulary, writing at work, home and college will be dealt with through theory and practice.

UNIT: I – Reading I

How to read – speed reading – skimming – scanning for ideas

UNIT: II – Reading II

Word/phrase/sentence recognition drills – study reading drills

UNIT – III – Writing I

Elements of style – mechanics of writing – improving vocabulary

UNIT – IV – Writing II

How to write – reports – writing for meetings – invitations and announcements –academic writing

UNIT – V – Mini Projects in Reading and Writing

Course materials will be provided by the department.

References:

Increasing Reading Efficiency –Lyle L. Miller

How to Write and Speak Better – Reader’s Digest Publication

Note: Handouts / online resources will be provided by the department faculty.

SEMESTER – II

INTRODUCTION TO FRENCH- II

OBJECTIVES

The basic objectives of semester I, comprehension, speaking, and reading skills, will be continued in semester II. The methodology employed will be incorporated into a broader range of vocabulary usage and grammatical skills. Analysis of written passages will include more intense work with the rhythmic groups that constitute the basic grammatical patterns of meaning in the language.

Unit I

Revision and exercises of comprehension, speaking, vocabulary, and grammatical patterns covered to date.

Unit II

Textbook: Reading and grammatical analysis from text. Irregular verbs; object pronouns; imperative; interrogative adverbs; dictation

Unit III

Textbook: Reading from text; role playing; dictation; grammar: revision of Future, irregular verbs. Introduction of partitive article.

Unit IV

Textbook: Selected texts; reading aloud; questions (oral); dictation. Grammar: past tense; object pronouns, direct and indirect; transformation exercise

Unit V

Textbook: Selections from text. Exercises as above. Revision material covered.
Grammar: past tense of pronominal verbs, intransitive verbs of motion.
Intensive comprehension and oral drills.

Required text Additional resources:

Synchronie and pronunciation CD	Modern French Course
Mandanagobalane, K.	Mathurin Dondo, Ph.D
Samhita Publications, Chennai.	Oxford University Press, New Delhi

Websites as indicated by instructor.

Handouts by instructor

Le Nouvel Entraînez-Vous

Siréjols / Renaud

CLE International, Paris

Professional Communication Skills II

Credits: 3

Objective: Objectives for this course are the same as those for Professional Communication Skills I. This course is a continuation of our efforts to help the learner achieve professional competence in the use of English for effective communication.

Unit I Prose

A Glory has departed – Jawaharlal Nehru
The Aim of Education – Livingstone
Arguing – Robert Lynd

Unit II CV and Resume Preparation

Distinction between CV and Resume – Resume for the corporate sector- Preparation of an effective Resume – Cover Letter

Unit III Grammar

Sentence Structure
Voice
Direct and Indirect Speech
Question Tags

Unit IV- Department wise topics

(BA EMJ)Phonetics

Phonology, Phonetic Transcriptions, Symbols, Received Pronunciation, Accent, Received standard, Modified Standard, Regional Standard

(BBA) Introduction to communication

Communication: Meaning, Significance and process- Information flow: Directions of Communication- Channel, Media ad types of communication- different modes of communication used within an organization – Barriers of effective communication

(Bsc. Ns) Language and technology

The history of technologies for writing ,Typesetting and printing ,Technologies for communicating remotely, How to acquire example texts: Suitable texts, How to obtain texts, Sharing the texts, Using the texts, Considering the authors and the audiences, Use of computers for social interaction, Cyberspace as a social context

(BSW) Written communication for social workers

Formal Letter writing, email, Memo, Constitution. Bye-laws. Approaching Government Officials – Petition writing, Filing a complaint (Online and Offline) Applying RTI. Project Proposal Writing - Advocacy through online platforms – Facebook, Instagram, Twitter,

Unit V- Department wise topics

(BA EMJ)English in the digital era

Phases in the development of language- oral/phonic phase, written/graphic phase, electronic/digital phase – Impact of digitalization of language – Language of e-mail and texting, Universalization of English.

(BBA) Business communication

Organization communications with customers- effectiveness of social media communion – impact on effectiveness of communication in business- designing and presenting oral information effectively and communicate effectively in writing.

(B. Sc. Ns) Types of computer grammar

Type 0, Type 1, Type 2, Type 3, Automata

Telephony, Pragmatics, Discourse features, Interaction by text messaging, Lexis and

Orthography, Inside Communication: process, shared memory message passing, Multithread program communication

(BSW)Communication within an Organization

Meetings, briefings (Whole staff, department, individual), Presentation, Newsletters, letters, email, Interviews, Appraisals.

Barriers: Verbal communication – tone, clarity, active listening and focusing

Non- Verbal communication – body language

Equality and Diversity- Prejudgments, assumptions

Note: Handouts / online resources will be provided by the department faculty.

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Neo-Classical and Romantic Literature

Hours: 5 Credits: 4

Course Objective: Focus will be on honing the critical skills essential for appreciation of literary texts and relate the texts to life. Major texts chosen from poetry, prose and drama of the Neo-classical and Romantic periods will be taken for close examination and critical appreciation.

Unit I – Poetry

Ode to a Nightingale – John Keats

Ode on a Grecian Urn – John Keats

Ode to Autumn– John Keats

Ode to the Westwind – P B Shelley

Unit II – Poetry

Mac Flecknoe– John Dryden

Tintern Abbey Lines – William Wordsworth

Solitary Reaper– William Wordsworth

Kublakhan- Samuel Taylor Coleridge

Unit III – Prose

The Spectator – Mr. Spectator, The Genius of the English Language and Fans.

Unit IV – Drama

School for Scandal – Richard Brinsley Sheridan

Unit V - Interpretation

Rape of the Lock (Canto I) – Alexander Pope (CAE-I)

Elegy Written in the Country Churchyard - Thomas Gray (CAE-II)

The Rime of the Ancient Mariner – Samuel Taylor Coleridge (Semester Exam)

Note: Handouts / online resources will be provided by the department faculty.

History of English Literature

Hours: 4 Credits: 5

Course Description:

This course is a survey of prominent literary works and significant trends of English Literature from 1400 to 2000. In this course, topics, such as contexts of English literature, growth of genres, and impact of political and social events on English literature will be considered in depth.

Unit – I: From Chaucer to Milton (1340-1660)

Authors: Geoffrey Chaucer, Edmund Spenser, William Shakespeare, John Donne, Milton.

Contexts: Renaissance

Genres: Ballads, Sonnets, Plays, Metaphysical Poetry, Epic

Unit – II: Literature of the Neo-classical period (1660 – 1800)

Authors: John Dryden, Jonathan Swift, Alexander Pope, Samuel Johnson, Addison, Steele

Contexts: Restoration - Neo-classicism

Genres: Satire, Prose, Fiction, Literary Criticism, Drama

Unit – III: Literature of the Romantic Period (1789 - 1830)

Authors: William Blake, William Wordsworth, S T Coleridge, Lord Byron, P.B Shelley, John Keats

Contexts: Industrial Revolution - French Revolution -Romanticism

Genres: Sonnets, Elegy, Narrative poetry, Blank Verse, Critical prose

Unit – IV: Literature of the Victorian Period (1850 - 1900)

Authors: Tennyson, Robert Browning, Mathew Arnold, Jane Austen. Oscar Wilde, Thomas Hardy, George Eliot

Contexts: Age of Queen Victoria (History, Politics, Society and Science)

Genres: Dramatic Monologue, Narrative Poetry, Prose, Drama, Fiction

Unit – V: Literature of the Twentieth Century

Authors: Wilfred Owen, D.H.Lawrence, W B Yeats, T.S Eliot, Auden, Dylan Thomas, Philip Larkin, Ted Hughes, Bernard Shaw, Virginia Woolf, James Joyce, Joseph Conrad, George Orwell

Contexts: World War I, World War II, major political and social events of the twentieth century – Modernism and Post-modernism

Genres: Poetry, Drama, Fiction, Prose

Text: Hudson, William Henry. **An Outline History of English Literature.**

RADIO AND TELEVISION STUDIES

Hours: 4 Credits: 5

Course Description: This course aims to expose the students to the use of radio and television as media of effective communication and to develop a sophisticated understanding of how radio and television work as a medium, through the study of appropriate concepts and the application of appropriate analytical tools. A brief introduction to public relations and advertising will also be given to the students.

Unit – I- Radio

Radio as a Mass Medium, Indian Broadcasting: the early years, AIR after independence, AIR in the 1990s, FM Broadcasting, Radio Formats and Genres, Programme Composition of AIR, Broadcasting Policy, Code, Ethics

Unit – II- Radio interview formats & hierarchy in Radio

Preparation for **Radio Interview**, Interview Methods (Scripted, Semi –Scripted, Ad-Lib), Interview Format (Opening, The body, The Closing), Live & Taped Interviews, Writing for **Radio News**, People involved in Producing Radio News(Executive Producer, Editor, News Reader , Board Operator , Line- Up Producer).

Unit – III- Television

Introduction to Television, Television in India, Television: Higher Education and National Development, Programme genres, Soap Operas, Ownership and control in Indian Broadcasting, Ethics of Telecasting.

Unit – IV- Cinema

Influence of Cinema on Television, Cable Television and Satellite Television, Impact of Cable and Satellite T: Perceptions of Viewers, Guidelines for advertising on AIR and Television. Concepts of Public relations & advertising (brief)

Unit – V- Rating games

Audience as 'Market', Psychology of Audiences, Public Opinion Surveys, Audience Measurement: The 'Ratings' Game (AIR, BARC, ETC), Audience and Readership surveys.

Books for Reference:

Kumar, Keval. Mass Communication in India.

Crook, Tim. International Radio Journalism

McQueen, David. Television, A Media Student's Guide

COMPUTER SKILLS FOR JOURNALISTS

Hours: 3 Credits: 3

Course description: This course aims to familiarize the students with digital software and to facilitate them with the skills required to design newspapers, magazines, books, and print materials for advertising.

Unit I- INTRODUCTION TO MULTIMEDIA

Introduction to multimedia and animation Introduction to MS power point, Presentation manager Import and assembly of files software related to audio and video: cool edit, windows movie maker

Unit II-DESKTOP PUBLISHING

Desktop Publishing: Concept, Rules of DTP.

Corel draw: vector and bitmap images, tools, outline, designing brochures, stationery, print materials, and special effects.

Adobe Photoshop – layers, transparency, tools, magic tool, wand, feature effect, drop shadow, special effects

Adobe Page maker; I pages (iOS)

Unit III -GRAPHICS AND ANIMATION

Graphics and Animation: Theory and practice. Elements of 2D Graphic Elements of 3D Graphics. 3D Modeling. 3D Animation. Special effects creation. Environmental special effects.

Unit IV-INTRODUCTION TO INTERNET

Introduction to Internet: Getting Connected to Internet, Types of Internet Connections, Internet Terminology, Understanding Internet Address , Computer Viruses and Security Threats.

Undergo training in Networking topologies, types of servers, server software, Internet protocols (TCP/IP, FTP, HTTP)

Unit V-CREATING EFFECTIVE DESIGN

Lab work on Creating effective design- basic design applications using Photoshop in Logo design, stationery design and package design. Photoshop tool box and palette, selection and path tools, painting, drawing and editing tools; colour modes, colour picker, colour palette, colour options and editing modes.

Books for Reference

Singhai, Rahul. *Computer Application for Journalism*

Mehta,Subhas. *Computer and Communication*

Wilson, Barbara. *Information technology: The Basics*

Public Speaking

(For All Majors)

Hours: 2 Course Credits: 2

COURSE OBJECTIVE

The focus is on cultivating the ability to speak in public without fear. The course aims to help the learner speak with focus on content and delivery. It frees the learner from inhibitions and helps him/her think logically and speak convincingly with ease and accuracy. The learner will have ample opportunities to practice the theoretical inputs before a live/online audience.

UNIT - I

History of Public Speaking- Conquest of Stage Fear – Preparation and Arrangement of Content – Audience Analysis – Parts of a Speech – Opening – Development of Main Argument – Closing.
Key aspects of effective communication-Topic, purpose
Types of Speech – Informative & Persuasive, speech evaluation

UNIT – II

Cultivation of Voice – Body Language – Time Management
Online Public speaking skill development

REFERENCE

1. How to Write and Speak Better – Reader's Digest Publication
2. On Communication – Harvard Business Review Press, Boston.

Note: Handouts / online resources will be provided by the department/faculty.

Film Appreciation

(NME- For Other Majors)

Hours: 2 Credits: 2

OBJECTIVE

Emphasis is on developing critical skills to appreciate cinema as entertainment, education and enlightenment. The learner will have opportunities to watch movies in different languages and provide feedbacks based on various parameters of judgement. The learner will also get to know about a brief history of world cinema.

Unit I

History of World Cinema – Indian Cinema –Aspects of a movie – Shots – Angles – Cinematography – Choreography – Significance of Song and Dance in Indian Cinema

Unit II

Making of a movie – Audience analysis – Review of Select movies

Note: Handouts / online resources will be provided by the department.

SEMESTER – III

INTRODUCTION TO FRENCH- III

Objective:

This is an intermediate level French language course. The course objective aims at developing in the student a broader ability in the formal skills required for more complex communication in the language, both written and spoken.

Methodology

More complex grammatical structures, verb tenses, and vocabulary will be introduced through analysis of written passages. Both written and oral exercises will be used to reinforce the study target, and to provide continuing improvement in listening and speaking skills. Dictation, analysis of previously unseen texts (newspaper, magazine, simple literary), situational role play, and paragraph writing will also figure as teaching tools.

Unit I. Revision. Phonetics; pronunciation and comprehension; rhythmic (grammatical) groups. Review of verbs, tenses, nouns and their determinants, and an overview revision of the basic grammatical patterns taught at the elementary level.

Unit II. Continued revision and introduction of new grammar and vocabulary. Reading from text. Analysis. Imperfect vs. Past Perfect tenses. Exercises. Role playing. Dictation.

Unit III. Readings from text. Reading aloud. Grammatical analysis. Vocabulary exercises. Situational role playing. Transformation exercises. Dictation.

Unit IV Text, readings. Analysis of grammar and vocabulary; pronominal verbs. Simple relative pronouns. Formulation of independent sentences using grammatical structures that have been studied to this point. Translation of seen and unseen texts.

Unit V Reading and analysis of mixed texts. Division of sentences into grammatically connected groups. Compound relative pronouns. Written and oral exercises. Review of all essential vocabulary and grammatical patterns covered during the 5 study units.

Required textbook

Synchronie II and pronunciation CD
Mandanagobalane, K
Samhita Publications, Chennai
Revised edition, 2008

Siréjols / Renaud

Additional resources

Modern French Course
Mathurin Dondo, Ph.D.
Oxford University Press, New Delhi.

Websites, articles, as indicated
Le Novel Entraînez-Vous

CLE International, Paris

Professional Communication Skills III

(For EMJ major only)

Hours: 3 Credits: 3

Objectives:

The purpose of this course is to help EMJ major students deal with challenging literary texts in different genres in the contexts of critical thinking and effective communication. Going beyond textual knowledge, the learners will be encouraged to use the texts for improving their communication skills, namely Reading, Listening, Speaking and Writing.

Unit I- Preparation for Interviews

Interviews for Placement – Stress Interviews – Mock Interviews

Unit II- Fiction

Five Point Someone-Chetan Bhagat

Unit III- Academic Writing

Writing as a process- Sentence Skills- Structuring Paragraphs, Structuring Essays, Content Editing

Unit IV- One act plays

(BA EMJ)

The Game of Chess - Kenneth Sawyer Goodman

Reunion - W. S. T. John Tayleur

Unit V - Prose

(BA EMJ)

'On Habits' - A G Gardiner

Reference: Speaking English Effectively: Krishna Mohan & N P Singh, Macmillan.

Note: Handouts / online resources will be provided by the department faculty.

News Journalism for Print/ Online newspapers

Hours: 5 Credits: 5

Objective: To help students learn about reporting as a craft and as an art. The course will introduce the learner to various areas of news reporting such as new definitions of news, news gathering processes, writing and style, types of reporting, including interview stories and professional problems.

UNIT I- Newsin print media

Characteristics and Environment What is News? Definitions, Nature of News, Types of News, News Value, Hard & Soft News. Orientation & Perspective, Objectivity & Fairness, News as a process, Verification, special interests. Importance of News

UNIT II- Newsgathering processes

Content of Newspaper: News Stories, Features, Articles, Editorial, Advertorial, Advertisements & Public Relations

UNIT III- Types of Reporting

Interview stories, Feature and human-interest stories – investigative and interpretive reporting, etc.

UNIT IV- Writing for print media

Writing for Magazines -News Angles, Suspended Interest, Stories, Writing feature, Keeping it simple, involving the reader

Online & E-newspapers- Online print Journalism, Basics Elements of Online Journalism, Writing for Online Media, Online Newsroom Setup, Content Production: Online Media, Production of News Website

UNIT V- Practical

Practical training

Reference

Reporting – Mitchell V. Charnley& Blair Charnley

News Writing - George Hough

The Professional Journalism - M. V. Kamath

The Journalist 's Handbook - M.V. Kamath

<https://alison.com/courses/media-and-journalism>

<http://poynter.com/>

Note: Handouts / online resources will be provided by the department faculty

Victorian Period

Hours: 5 Credit: 5

Course Objective: This course is a survey of prominent works of English Literature written during the Victorian Period (1850 – 1900). In this course, the students will get to know about Dramatic Monologues, Narrative Poetry, Prose and Criticism, Impact of Victorian Mindset on Literature through a selection of readings.

Unit I – Introduction and Poetry

A brief introduction to Victorian Age & Literature

Poetry

Ulysses - Alfred Lord Tennyson

My Last Duchess - Robert Browning

Dover Beach - Mathew Arnold

Unit II – Prose

Carlyle - Signs of the Time

R L Stevenson - Night Among the Pines

Macaulay - London in 1685

Unit III – Fiction

Thomas Hardy – Mayor of Casterbridge

Charles Dickens – A Tale of Two Cities

Unit IV – Drama

The Importance of Being Ernest - Oscar Wilde

Unit V – Interpretations

Mathew Arnold's The Scholar Gypsy (CAE- I)

The Last Ride Together (CAE- II) / Robert Browning's Andrea Del Sarto (Semester Exam)

Note: Handouts / online resources will be provided by the department faculty.

Indian Literature in English

Hours: 5 Credit: 5

Course Objective: This course is an introduction to the Evolution of Indian Literature in English from Tagore to Dattani. Focus is on the different facets of Indian history and culture seen through the eyes of Indian Writers writing in English.

Unit I- Introduction

Introduction to Indian Literature in English – Aravind K Malhotra / M K Naik – Updated
Version by Shyamala Narayan

Unit II – Poetry

Where the Mind is Without Fear – Rabindranath Tagore
Poet, Lover, Birdwatcher – Nissim Ezekiel
The Patriot – Nissim Ezekiel
Conventions of Despair – A.K. Ramanujan
An Introduction – Kamala Das
The Exile – Jayantha Mahapathra

Unit III – Prose

What is Hinduism (The Discovery of India) – Jawaharlal Nehru
Indians- Great, Greater, Greatest – Ramachandra Guha
Advantages of Anonymity – R.K. Narayan
Indian Crowd – Nirad C. Chaudhuri

Unit IV – Fiction

God of Small Things – Arundhati Roy

Unit V – Drama

Silence! The Court is in Session – Vijay Tendulkar
Dance Like a Man – Mahesh Dattani

Note: Handouts / online resources will be provided by the department.

American Literature

Hours: 3 Credit: 3

Course Objective:

The course intends to examine selections from American Literature from Emerson to Maya Angelou. It will help students learn about the multiplicity of ideas and cultures in USA as expressed in literary texts.

Unit I

Brief introduction to major American Writers – Emerson, Thoreau, Hawthorne, Melville, Poe, TS Eliot, Frost, Stevens, Langston Hughes, O’Neil, Lowell, Plath, Sexton, Dickinson, Angelou

Unit II - Poetry

Because I Could Not Stop for Death - Emily Dickenson
Mending Wall, Design - Robert Frost
Lady Lazarus, Daddy - Sylvia Plath
Skunk Hour - Robert Lowell

Unit III - Prose

Nobel Prize Acceptance Speech – William Faulkner
Commencement Address at Stanford University - Steve Jobs
Life in His Language - Toni Morrison

Unit IV - Fiction

A Farewell to Arms - Hemingway

Unit V - Drama

Death of a Salesman – Arthur Miller

Reference

Outline of American Literature - USIA
The Norton Anthology of American Literature.

Note: Handouts / Online Resources will be provided by the department faculty.

Short Stories and One-Act Plays
(NME - For Other Majors)

Hours: 2 Credits: 2

OBJECTIVE

This course is an introduction to short stories and one-act plays in English as popular modern genres. Selections should help the students to appreciate English literature and also help them become avid readers of literature.

Unit I

One-act plays:

The Game of Chess - Kenneth Sawyer Goodman

Lithuania - Rupert Brooke

Unit II

Short Stories:

The Secret Life of Walter Mitty – James Thurber

Go Down, Moses - William Faulkner

Reference

Modern Short Stories – Edited by Jim Hunter

One-act Plays for Colleges – V. A. Shahane

Note: Handouts / online resources will be provided by the department faculty.

SEMESTER – IV

Introduction to French- IV

Objective:-

Semester IV will aim to expand on the objectives stated for Semester III. The techniques that make up the methodology employed have been described and will be refined in accordance with the level of the student's abilities.

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Unit I Text. Direct and indirect speech; subordinate clauses; linking propositions.

Unit II Text, chapter 8, conditional tense; conditions contrary to fact.

Unit III Mixed texts. Subjunctive tense and uses. Oral and written exercises.

Unit IV Textbook exercises; subjunctive tense continued; demonstrative pronouns.

Unit V Textbook readings and exercises. Present Participle; Gerund; Passive Voice.
Review of material covered in the 5 units.

Required textbook

Synchronie II and pronunciation CD
Mandanagobalane, K
Samhita Publications, Chennai
Revised edition, 2008

Siréjols / Renaud

Additional resources

Modern French Course
Mathurin Dondo, Ph.D.
Oxford University Press, New Delhi.

Websites, articles, as indicated

Le Novel Entraînez-Vous

CLE International, Paris

Professional Communication Skills IV

Course Credits: 3

Objectives:

This course pursues the same objectives as given for Professional Communication Skills III.

Unit I Prose

- | | |
|------------------------|-------------------|
| 1. Monday Morning | - Mark Twain |
| 2. The Eyes Have It | - Ruskin Bond |
| 3. Headache | - R. K. Narayan |
| 4. My Financial Career | - Stephen Leacock |

Unit II

Art of Writing: Essays, Assignments, Research articles, Reports

Unit III

Research Methodology

Research and Writing- Formatting a Research Paper- Mechanics of Writing- Documentation in MLA Format, Documentation in APA Format

Unit IV

(BA EMJ) **Poetry**

- | | |
|--------------------------------------|-------------------|
| If | - Rudyard Kipling |
| Night of the Scorpion | - Nissim Ezekiel |
| Stopping by Woods on a Snowy Evening | - Robert Frost |

Unit V Fiction:

(BA EMJ)

English Teacher -R K Narayan

Mini- Project on a literary or a general topic in consultation with the department.
Handouts / Online Resources will be provided by the department faculty.

Shakespeare

Course Credit: 3

Hours: 3 Credit: 3

Course Objective: The learner shall explore the evolution of Shakespeare's dramatic genius and art through the prescribed plays. The emphasis will also be on his drama as genre and as performance.

Unit I- Introduction

Introduction to Shakespearean Drama, Theatre and Audience

Unit II – Romance

Romeo and Juliet

Unit III – Comedy

Twelfth Night

Unit IV – Tragedy

Hamlet

Unit V - History

Julius Caesar

Reference:

Shakespearean Tragedy – A.C. Bradley

William Shakespeare, a biography by A.L. Rowse

Studies in Shakespeare – British Academy Lectures, OUP.

Note: Handouts / online resources will be provided by the department.

Twentieth Century Literature

Course Credit: 5

Course Objective: This Course introduces the learner to some of the major writers of the Twentieth Century. The focus will also be on major movements, both literary and social and their impact on the writers.

Unit I

An Introduction to Modernism and Postmodernism

Unit II – Poetry

Strange Meeting – Wilfred Owen

Second Coming, Byzantium – WB Yeats

Journey of the Magi, The Love Song of Alfred J Prufrock – T.S Eliot

In Memory of WB Yeats – W.H. Auden

Wedding Wind, Poetry of Departures – Philip Larkin

Famous Poet, Hawk Roosting – Ted Hughes

Digging – Seamus Heaney

Unit III – Prose

Going Out for a Walk – Max Beerbohm

Worship of the Wealthy – G.K. Chesterton

On Doing Nothing – J.B. Priestly

Unit IV – Fiction

1984 – George Orwell

Unit V - Interpretation

Drama

Murder in the Cathedral – T.S Eliot

Note: Handouts / online resources will be provided by the department.

Ethics and Laws for Journalists

Credits: 5

Course Description

This course aims to facilitate the students with the knowledge of the press laws and ethics and to enhance the understanding of the decrees provided by the constitution and its utilization and violation.

Unit I- Indian Constitution

Salient features, Preamble, Fundamental rights, Directive principles, Functions of the executive, judiciary, legislative at the Centre and State, Emergency provisions and its effects on media.

Unit II- Election process& party system in India

Election process at the Centre and State, Panchayati Raj, municipalities, Nature of party system in Indian. Freedom of the Press: Constitutional guarantee of press freedom under Art. 19(1)(a). Reasonable restrictions under Art 19(2) and Art 19(6).

Unit III- Press laws

History of Press Laws, Working Journalists and Other Newspaper Employees Act 1955, Press council Regulation 1979, Censorship, Contempt of Court/House, Cinematograph Act – certification and rules, PrasarBharati Act, Cable Television Act, Indian penal Code, Broadcasting Bill 1997

Unit IV- Acts known by Journalists

Official Secrets Act, Defamation, Right to Information, Press and registration of books Act, Information Bill 1998, Copyright Act, Patents Act, Cyber Laws (cybercrimes, obscenity, digital signature, piracy, privacy,) , Public Interest Litigation and Intellectual property litigation, Trade Marks, TRAI, recent acts passed by the government related to press

Unit V

Ethics: Basic components of Ethics – truth, objectivity, credibility, accountability, justice and fairness, bias, plagiarism, Privacy, right to reply, sensational writing, yellow journalism, bias, accountability Press Council's guidance to Journalistic ethics

Books for Reference:

Gillmor, E. *Mass Communication Laws: Cases and Comments*. Thomson Learning. 1998.

Iyer, Venkat. *Mass Media Laws and Regulations in India*. New Delhi: AMIC

Pylee, M V. *Constitution of India*. New Delhi: Vikas Publishers.

Saxena, Ambrish. *Right to Information and Freedom of Press*.

Radhakrishnamurthi, B. *Indian Press Laws*, Guntur : Indian Law House, 1980.

Kumar, Keval. *Mass Communication in India*

Durga Das Basu: *Laws of the Press in India*, Prentice Hall of India, 1980 2.

Rayudu C S and Nageswara Rao: *Mass Media Laws and Regulations*, Himalaya Publishing House,
2010

Someshwara Rao B: *Journalism: Ethics, Codes and the Law*, ACME Bangalore.

Feature Writing for Newspapers and Magazines

Hours: 3 Credit: 3

Course Objective:

This course helps students with hands-on learning and training in writing and editing articles for publication, and allows them to build a portfolio published of articles. A deeper understanding of the roles of, and relationship between, different elements of writing and reporting learned in earlier modules enables students to be consistent in identifying and writing stories worthy of publication.

Unit I

What is Feature Writing?- Writing Feature stories- How to write features- overview- Different genres of Feature stories- Differences between news, articles and features.

Unit II

What is News? - News Values- Newsworthiness

Unit III

Pyramid structure for News stories, Inverted pyramid structure- Hourglass structure- Diamond structure- Rules for writing News Leads

Unit IV

Feature Writing for Magazines- Researching your Feature stories- Interviewing, Organising, Describing and Reporting.Principles of News Writing. Methods of Writing a News Story. Leads: Types of Leads. Sources of News. Qualifications of a Reporter.Code of Conduct for Journalists.

Unit V

Sources of Information

References

- Feature Writing for Newspapers and Magazines: The Pursuit of Excellence, by Edward Jay Friedlander and John
- The 2013 Writer's Market, edited by Robert Lee Brewer
- Download a free copy of "Journalism 2.0" by Mark Briggs (J-Lab, 2007) at http://www.kcnn.org/resources/journalism_20/
- Writer's Market (Writer's Digest Books) o Telling True Stories: A Nonfiction Writers' Guide
- Feature Writing: The Pursuit of Excellence by Edward Jay Friedlander and John Lee (Pearson)
- Media Storm at <http://www.mediastorm.com> Interactive Narratives at <http://www.interactivenarratives.org>
- ProPublica at <http://www.propublica.org/>
- Poynter Institute at <http://www.poynter.org> Jim Romenesko<http://www.poynter.org/column.asp?id=45>
- Richard Prince's Journal-isms <http://mije.org/richardprince>

Note: Handouts / online resources will be provided by the department faculty.

Reading for Pleasure (NME)
(For Other Majors)

Hours: 2 Credits: 2

Course Objective

This course aims to revive and hopefully sustain the reading habit among the young especially in the context of media explosion. We intend to prescribe best sellers by popular authors. Reading books in English as a habit should help them eventually achieve mastery over the English language.

Unit I

Jeffery Archer

Khalid Hosseini

Unit II

Ruskin Bond

Select Short Stories and Novels in Translation

(Ambai- Wings)

Note: Handouts / online resources will be provided by the department.

SEMESTER – V

History of the English Language

Hours: 5 Credits: 5

Objective: This course will provide an introduction to the study of the English language from a historical, linguistic, and philological perspective. The course proceeds chronologically, beginning with general questions of language study before moving on to the earliest known forms of English, and continuing on to the present day. The course provides students with the ability to identify and explain how language changes through historical periods.

Unit I – Origin of Language, Old English and Middle English

Origin of language, Indo-European family, Origin of the English language, Characteristics of Old English, vowel gradation, i-mutation, foreign influences on Old English, general characteristics of Middle English, impact of the Norman Conquest on English, spelling, vocabulary, grammar, and pronunciation

Unit II – Renaissance and Reformation

Effect of the renaissance on English, factors for changes in spelling, great vowel shift, impact of Bible translations on English, intellectual tendencies of the 18th century, efforts of standardization of English and failure, Dictionaries in English, and impact of colonization on English

Unit III – Nineteenth and Twentieth century English

Social and intellectual forces, impact of science and technology and World Wars, birth of international native and non-native varieties of English—Australian, Canadian, South African, Caribbean, and South Asian English

Unit IV – Status of English in the 21st Century

Contemporary English, English for Specific Purposes, English as a Global Language, English as the Language of the Virtual World

Unit V – Growth of vocabulary, Change of meaning, and Etymology

Processes of vocabulary growth and of change of meaning over the period of time, etymology of select words and idioms, strength and weaknesses of etymological study

References

Baugh, Albert C. *A History of the English Language*. New Delhi: Routledge, 2000.
Flavell, Linda and Roger. *Dictionary of Word Origins*. London: Kyle Cathie, 2000.
Wood, Frederick T. *An Outline History of the English Language*. Madras: Macmillan, 1979.
Wrenn, C. C. *The English Language*. New Delhi: Vikas Publisher, 2001.
Note: Handouts / online resources will be provided by the department.

Social History of India

Course Credit: 5

Course description: This course will enable the students to have a comprehensive understanding of the Indian history, art forms, culture and society for the students to write/report on events within the Indian context.

Unit I- Indian History

Indian history in brief – Dynasties (Chola, Chera, Maurya, Mughal, Pandiya)- Invasions- (Dutch, Portuguese, British rule)

Unit II- Gandhian Era

Gandhi and Freedom struggle- Independence and after

Unit III- Indian Culture

Cultural Heritage of India, Art forms of India, Folk and Dance forms of India.

Unit IV- Unity in diversity

Diverse language, culture, language, food habits, belief systems, religions

Unit V- Current Affairs

Issues covered in Newspapers, magazines and television during November to April of the current academic year will be included for the examination.

Students will have to do a mini-project/ present a seminar on topics related to India.

Reference books:

India: A History- John Keay

Discovery of India by Jawaharlal Nehru

India after Gandhi: The History of the World's Largest Democracy by Ramachandra Guha

The Wonder That Was India by A L Basham

The Great Indian Novel by Shashi Tharoor

The Last Mughal: The Fall of a Dynasty: Delhi, 1857 by William Dalrymple

Note: Handouts / online resources will be provided by the department faculty

Interview and presentation techniques for Radio/ Television & Online journalism

Hours: Credits: 5

Course Objective

To equip students with the news room procedures, enhance presentation skills and script writing. It will also give them a practical experience in conducting media interviews and give them an insight about the techniques involved.

Unit I- Introduction to Radio

Radio: A Sound Medium, Writing for Radio, News Gathering Process for Radio, News Production

Unit II- Introduction to Television

Television: An Audio- Visual Medium, Writing for Television, Television News, Content Production for Television

Unit III- Introduction to Online Journalism

Online Journalism, Basics Elements of Online Journalism, Writing for Online Media, Online Newsroom Setup, Content Production: Online Media, Production of News Website

Unit IV- Interview and presentation techniques for radio, television & online media

Types of Questions: open, closed, leading, follow-on, re-phrasing; Interview styles: formal, informal; Other factors influencing interview: - level of aggression, physical presence, position, manner, dress; power and authority; level of knowledge; tone and volume, clarity of language; appropriateness, ethical considerations.

Pattern: mode of address; verbal content (language use, syntax, vocabulary, allusion); facial expression; tone of voice; non-linguistic prompting; body language; silence; dumbing down; expository method; audience

Unit V- Research

sources of information; primary and secondary research; gathering information; collating information; filtering for relevance; summarizing; synthesizing from several sources

Unit VI

Practicals - interview and presentation techniques for radio, television & online media

Note: Handouts / online resources will be provided by the department faculty

Books for Reference:

- Puri, G.K. *Journalism, Competition Success Review*, New Delhi : Competition Review (p) Ltd.
- Ahuja B.N. *Theory and Practice of Journalism set to Indian Context*, New Delhi L Surjeet Publications, 1979.
- Kamath M V: *Journalist's Handbook*, Vikas Publishing House Pvt Ltd, Noida, 2011
- Srivastava K M: *News Reporting and Editing*, Sterling Publishers Pvt Ltd, Delhi, 2009

- RangaswamiParthasarathy: Basic Journalism, MacMillan Publishers India Ltd., Here is the News! Reporting for the Media.
- McDougal C D: Interpretative Reporting, MacMillan Company, 1972
- Ramachandra Iyer: Quest for News, MacMillan Pvt. Ltd. Madras, 1979
- Baba Prasad M: Reporting, Wordmakers, Bangalore.
- <https://alison.com/courses/media-and-journalism>

Drama

Course Credits: 5

Course Objective: The focus of this course is on non-Shakespearean drama from Marlowe to J. B. Priestley. Students will critically examine various elements of drama including, structure, characters, dialogue, plot, setting, etc.

Unit I

Introduction to Drama

Unit II

She Stoops to Conquer – Oliver Goldsmith

Unit III

Arms and the Man – G.B. Shaw

Unit IV

The Rival – R.B. Sheridan

Unit V

A Doll's House – Henrik Ibsen

Note: Handouts / online resources will be provided by the department faculty.

ENVIRONMENTAL STUDIES

Course Credits: 2

OBJECTIVE

This Course aims at bringing awareness about the environment among students.

UNIT –I NATURAL RESOURCES AND ECO SYSTEMS

Multidisciplinary nature of Environmental studies-Definition-scope-Importance –Awareness- Forest Resources-Water Resources- Mineral Resources-Food Resources-Energy Resources-Land Resources-Eco System-Types-Structure and Function-Producer, Consumers and Decomposers-Energy Flow- Ecological Succession-Food Chains, Food webs and Ecological Pyramids

UNIT II BIODIVERSITY AND CONSERVATION

Introduction- Definition-Conservation Value- Biodiversity Levels- Hotspots-Threads- Endangered and Endemic species of India- Conservation

UNIT III SOCIAL ISSUES AND THE ENVIRONMENT

Unsustainable to sustainable Development- Water conservation- Urban problems related to Energy- Resettlement and Rehabilitation of people-Environmental pollution: causes, effects and control measures of Air pollution, water pollution, soil pollution, Marine pollution, Noise pollution, Thermal pollution-Nuclear Hazards – Environmental Ethics

UNIT IV HUMAN POPULATION AND THE ENVIRONMENT

Population Growth-Explosion- Family Welfare Programme- Human Health- Human Rights- Value education-HIV and AIDS – Women and child welfare- Role of IT

UNIT V FIELD WORK

Visit to local areas, polluted sites: study of common plants, Insects, Birds, Ecosystem-visit to sanctuaries

REFERENCE

Wright and Boorse, *Environmental Science: Toward a sustainable Future*, New Delhi, Pearson, 2010.

Note: Handouts / online resources will be provided by the department faculty.

SEMESTER – VI

Introduction to Literary Criticism

Credits: 5

OBJECTIVE

This course is an introduction to the theory and criticism of literature. The focus will be on developing critical skills to achieve fuller enjoyment and understanding of literature.

UNIT I

Classical criticism – Plato and his ‘mimesis’ and Aristotle and his definition and function of tragedy.

UNIT II

Renaissance criticism – Sydney’s justification of poetry as an art form on five grounds; Ben Johnson’s idea of ‘master passion’ that determines personality of character.

UNIT III

Neo classical criticism – John Dryden, Alexander Pope, and Samuel Johnson’s critical concepts of imitation, nature, correctness, reason, good sense, universal truths, general ideas, didactic function of poetry, style and diction.

UNIT IV

Romantic criticism – Wordsworth’s idea of poet and poetry and Coleridge’s types of imagination and willing suspension of disbelief.

UNIT V

Victorian criticism – Arnold’s concept of poetry as criticism of life, high seriousness in literature, estimates, and classics. Modern criticism – Eliot’s tradition and individuality, theory of impersonality, and objective correlative – Formalism – New Criticism – Marxism and critical theory – Structuralism and post-structuralism – New Historicism – Practical Criticism – Cultural Materialism – Gender Studies – Cultural Studies

References

1. Waugh, Patricia, *Literary Theory and Criticism*. New Delhi, OUP, 2006.
2. Enright, D.J. and Ernst De Chickera, *English Critical Texts*. New Delhi, OUP, 2005.
3. Wilfred L. Guerin, et al - *A Handbook of Critical Approaches to Literature* – OUP

Note: Handouts / online resources will be provided by the department.

Soft Skills

Hours: 3 Course Credits: 3

OBJECTIVE

Our main objective is to make every student life-ready and career-ready. Hence our focus will be on self-awareness, emotional intelligence, interpersonal skills, adaptability, motivation, and time management and presentation skills. The course also will assist those preparing resumes, learn about group discussion dynamics and interview techniques.

UNIT I

Executive Presence- Definition-Gravitas, communication & appearance- Self-awareness exercises- cultivating emotional intelligence - Time Management

UNIT II

Interpersonal Skills- Leadership-Change Management-Building relationships-Communicating in a work environment: Motivating subordinates, Negotiating, Conflict Resolution, Team building

UNIT III

Presentation skills- Group discussion dynamics- Use of Technology for Presentation

UNIT IV

Case studies

UNIT V

Group and Individual Presentations

REFERENCE

1. Carnegie, Dale, *How to win friends and influence people*
2. Robert M.Sherfield et all - *Developing Soft Skills* -, Pearson
3. Pease, Allan-*Body Language*
4. On Communication HBR's 10 Must Reads
5. Executive Presence - *Sylvia Ann Hewlett*, Harper Collins

Note: Handouts / online resources will be provided by the department faculty.

Course Credits: 5

Objective:

This course helps the learner to understand, analyse and appreciate a wide range of authors, characters, themes and plots in world literature. The learner gains an understanding of human nature as expressed by writers from different nations. Further the student could relate the values and insights he/she gathers from a variety of literary works to their own lives.

Unit I

The Outsider – Albert Camus

Unit II

Waiting for Godot – Samuel Becket

Unit III

1984 Here and Now – KeeThuanChye/ The Alchemist – Paulo Coelho

Unit IV

The Word, Poetry – Pablo Neruda

A Far Cry from Africa – Derek Walcott

Still I Rise – Maya Angelou

Unit V

Vanka – Anton Chekhov

The Death of Ivan Ilyich – Leo Tolstoy

Note: Handouts / online resources will be provided by the department.

Media Studies

Hours: 5 Credits: 5

Objective

The aim of the course is to help study the impact and influence of mass media by examining photographs, advertisements, television shows, and social media. The course focuses on helping the students to understand, create, and critically interpret media programs. This gives a practical outline to digital photography, advertising and PR concepts and helps in media management

Unit I -Audiovisual Production

Production Design, Editing, Production Management

Unit II- Digital Photography

Camera: Types, Structure and Functions, Picture Composition, Techniques of Photography, Photo Editing

Unit III- Advertising & Public Relations

Overview of Advertising, Theories, Models and Appeals in Advertising, Understanding the Target Audience, Strategic Planning and Brand Management, Ad Agency: Structure & Functions History and Evolution of PR, Tools and Techniques for PR, Writing for PR, Process, Research & Evaluation

Unit IV- Social Media

Social Media in Indian & global Scenario, Online News Sharing, online mediums blog, vlog, you tube, Facebook, twitter, its reach and relevance, Social Media Audience

Unit V- Media Management in mass communication

Definition, purpose, steps, principles, theory

REFERENCE

1. Barrow, Erik, *Mass Communication: Television, Radio, Film, Press*, New York, OUP, 1990.
 2. Chuna, Walls and Sethia, *Foundations of Adverting: Theory and Practice*, Bombay, Himalayas Publisher, 1995.
 3. Gupta, Om and Ajay S. Jasna, *Information Technology in Journalism*, New Delhi, Kanishka Publishers, 2002.
 4. Nag, Sunanda. *Want to be a Copy Writer?* Bangalore, Gangaram Publications Ltd., 1996.
 5. Rodger, Ian. *Radio Drama*, London, Macmillan, 1982.
 6. Self, David, *Television Drama: An Introduction*, London, Macmillan, 1984.
- Sims, Norman and Mark Kramer, *Literary Journalism*, New York, Balnntinne Books, 1995.

VALUE EDUCATION

Hours:2 Credits: 2

OBJECTIVES

- To sensitize the student towards value formation
- To deepen the understanding, motivate and take responsibility with regard to making positive personal and social choices
- To inspire individuals to choose their own personal, social, moral and spiritual values and be aware of practical methods for developing and deepening them.

UNIT –I VALUES AND THE INDIVIDUAL

Values: Meaning- the significance of Values- classification of values- need of value education – values and the individual: self-discipline, self-confidence, self-Initiative, empathy, compassion, forgiveness, honesty and courage

UNIT – II VALUES AND RELIGION

Karmayoga in Hinduism- Love and Justice in Christianity – Brotherhood in Islam- Compassion in Buddhism- Ahimsa in Jainism and courage in Sikhism-need for religious harmony

UNIT – III VALUES AND SOCIETY

Definition of society- Democracy- Secularism- Socialism- Gender Justice- Human Rights- Socio-political awareness- Social Integration- Social Justice

UNIT-IV PROFESSIONAL VALUES

Definition- Accountability- Willingness to learn- Team spirit- Competence Development- Honesty- Transparency- Respecting Others- Democratic Functioning- Integrity and commitment

UNIT- V ROLE OF SOCIAL INSTITUTIONS IN VALUE FORMATION

Role of Family- Peer group- Society- Educational Institutions- Role Models and Mass Media I Value Education

REFERENCE

1. Subramanyam K., *Values in Education*, Madurai, Ramana Publications, 1995.
2. Joseph K.P., *Peace and Value Education: A Creative Response to consumerism and Communalism*, Hyderabad, National Institute of Peace and Value Education, 2003.
3. Bedi Kiran, *What went wrong... and continues*, Delhi, UBS Publishers and Distributors Pvt, Ltd, 2005.
4. Tagore Rabindranath, *Personality*, New Delhi, Rupa and Co., 2002.

Additional Paper suggestions for literature:-

English Language Education

Course Objective: Course aims at introducing some of the salient features of English language education so that students can meaningfully contextualize English language education both as a medium and as a subject of study. It includes the colonial history of ELE in India, place of English in Indian Educational Reports, paradigm shifts in English language curriculum, approaches, methods, and techniques, testing and evaluation, and concepts.

Unit 1 – History of English Language Education

Charles Grant, Macaulay’s Minutes, Charles Wood’s Despatch, Calcutta University Report

Unit 2 – Place of English in Educational Reports

From Secondary Education Report of 1950-52 to Knowledge Commission Report of 2007

Unit 3 – English Language Curriculum

Macro-Skills: Listening, Speaking, Reading, & Writing; Micro-Skills, Grammar, Role of Literature

Unit 4 – Teaching-Learning Approaches, Methods, & Techniques, and Assessment Grammar

Translation, Direct, Communicative Language Learning, Task- based Instruction, Content-based Instruction, Project-based, Journals,

Unit 5 – ELT Concepts

Learner strategies, Learning Styles, Fluency vs. Accuracy, Scaffolding, Motivation, Learner Autonomy, Teacher Cognition, Cooperative & Collaborative Learning, Learner-Centred

References

Krishnaswamy, N. & Krishnaswamy, L. 2006. The story of English in India. Delhi: Foundation Books.

Aslam, M. 2003. Teaching of English: A practical Course for B.Ed. Students. Delhi: Foundation Books.

Translation

Course Objective: The course will trace the history of translation and its significance. A basic knowledge on theories of translation will be given focusing more on practice. It will also enable students to analyse different problems of translation and find solution to the problems by applying different translation theories, techniques and methods. The course will train students to become skilled translators.

Unit 1 – Translation

Definition and Significance

Unit 2 – Theories on Translation

Early Theories by theorists like Homer, Cicero, Dryden, Shelley, Matthew Arnold and Alexander Pope -Modern Theories of Edward Fitzgerald, Eugene Nida, George Steiner, and Theodore Savory

Unit 3 – Methods of Translation

Various methods of translation like metaphrase, paraphrase, transliteration, trans-creation, and transference

Unit 4 – Practice of Translation

Training for translation of passages from English to Tamil and vice-versa

Unit 5 – Problems in Translation

Cultural and Linguistic untranslatability, problems encountered in translating different literary genres and solutions found.

References

Bassnet, Susan Mcguire. Translation Studies. London: Routledge,1998. Bassnet,SusanMcguire and Harish Trivedi. Post-Colonial Translation: Theory and Practice. London: Routledge, 2000

Additional subjects for Journalism:-

Media Management

Hours: 5 Credit: 5

Objectives

This course enables the students to know how to manage the media, understand the target audience and how to handle and form marketing strategies.

UNIT- 1- Management

Principles – scope –Overview of media landscape in India—Print, Radio, Television, Digital media- New media and its impact-- media economy with special reference to Indian market-- media as an industry and profession; Introduction to Media Economics.

UNIT- 2- Indian media consumer

Principles of media management and their significance --Foreign equity in Indian media (including print media) – New challenges. Sources of Revenue for Print, Electronic and Digital Media.Strategy to boost advertisements – competition with other media – management of advertisement department – advertisement manager – responsibilities -- apex bodies: DAVP, INS and ABC.

UNIT- 3 - Print Media Management

Ownership patterns, structure of newspaper organization & functions of various departments & personnel. Emerging marketing strategies. Customer Relationship Management (CRM) in print, FDI in Media; Strategy to boost circulation – circulation department – functions – circulation manager – need of all round ability – coordination with other departments.

UNIT- 4 - Broadcast Management

TV & Radio: Ownership Pattern-: Organizational Structure, Structural Hierarchy, Functions of various departments and personnel. Programming considerations, Audience research, Programming strategies, Programme promotion, marketing programs. FM radio in India.The market and the audiences, CBS; an analysis, issues of broadcast management.Management of community radio –principles and scope.

UNIT- 5- Marketing strategies

Employee / employer and customer relations services; Marketing strategies – brand promotion (space/time, circulation)– reach – promotion – Event management — market survey techniques - human research development for media. Strategies for monetization

Reference

1. Alan B. Albarran, Management of Electronic Media
2. Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O.Wirth, Handbook of Media Management and Economics, Routledge (2006)
3. Alison Alexander, James Owers, Rod Carveth (ed), Media Economics - Theory & Practice, Lawrence Erlbaum Associates, New Jersey (1993)
4. ArunPattanaik, Textbook of Media Management
5. George Sylvie, Jan Wicks LeBlanc, C. Ann Hollifield, Stephen Lacy, ArdythSohnBroadrick , Media Management: A Casebook Approach (Routledge Communication Series) 4th Edition
6. Gillian Doyle, Understanding Media Economics, Sage (2002)
7. Peter K. Pringle, Electronic Media Management, Focal Press (2006)
8. PradipNinan Thomas, Political Economy of Communications in India, Sage, 2010
9. Robert Picard, Media Economics - Concepts and Issues, Sage (1989)
10. Sandra Diehl and Matthias Karmasin, Media and Convergence Management
11. VanitaKohli-Khandekar, The Indian Media Business, Sage (2010)

Film and Documentary Studies

Hours: 5 Credit: 5

Objectives: The students will gain in depth knowledge about film industry, its history, elements of film making and documentary. They will be able to do their own documentary by the end of this course

UNIT– 1 – Introduction to film

Definition of a Film, Cinema, Fiction and Non-fiction-- Characteristics of film media -- Language of Cinema: image and sound codes Forms: Entertainment, information, persuasion, records/ archival, experimental; Formats: Regular 8 mm, Super 8 mm, 16 mm, 35 mm, 70 mm, 3D. Plot in Cinema; Narrative and plot: structure, conventions and variations, alternatives to narrative fiction -documentary and avant-garde; Conflict as a plot element; Character as a plot element

UNIT – 2 History of film

Film History: (a) Brief history of the development of film in India. Film style: classical, realist and formalist. Important directors, film companies. Period of institutionalization of cinema and after:

UNIT – 3 Cinematography & Editing

Cinematography: the camera in time and space– proxemics, focus, lens, movement and angles, Editing in Cinema: attributes of editing, story-centered editing, tempo, graphics, transitions; creating meaning outside the story, continuity and disrupting the rules; New Indian Cinema

UNIT -4 Documentary

Fiction and non-fiction, documentary-definition-- evolution, forms. Analyzing documentary texts- subject and ideologies, viewpoints, forms, production methods, audience-experience; Four Traditions of documentary –newsreel, propagandist, naturalist, realist; different stylistic traditions. Documentary precursors to cinema and television: some successors of documentary: non-fiction novels, new journalism and reality TV'; Documentary in the 21st century.

UNIT -5-Film Business and Industry

Stages of film production from idea and script to post-production-- Economics, Finance and business of film- Film distribution, import and export of films-- Regional films. Film Criticism: (a) Film criticism: Classical, structural, psychoanalytical, political, sociological and social& feminist; Genre, Auteur. Audience and Reception. (b) Reception theories: Film Society: (a) Influences of Indian cinema, cultural of Indian cinema; film censorship; Institutions: Films division, NFDC (FFC), FTII, NFAI, Film Festivals Authority of India, Censor Board. Film Society Movement, National and State awards for films.

References

1. Andrew, Dudley J. The Major Film Theories – An Introduction, OUP, 2008.
2. Barnouw, Erik, Documentary: A History of the Non-Fiction Film (New York and Oxford: Oxford University Press, 1974).
3. Bill Nichols, Introduction to Documentary, Indiana University Press, 2001.
4. Eric Barnouw&Krishnaswamy : Indian Film, OUP
5. Gaston Roberge, The Subject of Cinema, Seagull, Calcutta, 1990.
6. J Garth & J Linton, Movies as Mass Communication
7. James Beverdge, Script Writing for Short Films, Reports and Papers on Mass Communication, No. 57, UNESCO.
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9. Khwaja Ahmed Abbas: How Films are Made, NBT, 1977.
10. Kobita Sarkar, Indian Cinema Today: An Analysis, Sterling, New Delhi, 1975.
11. Marie Setton, Film as an Art and Film Appreciation, NCERT, New Delhi, 1964.

UNIT– 1

Definition of a Film, Cinema, Fiction and Non-fiction-- Characteristics of film media --
Language of Cinema: image and sound codes- Plot in Cinema; Narrative and plot: structure,
conventions and variations, alternatives to narrative fiction -documentary and avant-garde;
Conflict as a plot element; Character as a plot element

UNIT – 2

Editing in Cinema: attributes of editing, story-centered editing, tempo, graphics, transitions;
creating meaning outside the story, continuity and disrupting the rules; Jump-cut and match-cut

UNIT – 3

Film History: (a) Brief history of the development of film in India. (b) Film style: classical,
realist and formalist. (c) Important directors, film companies and films

UNIT -4

Fiction and non-fiction, documentary-definition-- evolution, forms Four Traditions of
documentary –newsreel, propagandist, naturalist, realist;

UNIT -5

Film Business and Industry-- Stages of film production from idea and script to post-production--
Economics, Finance and business of film- Film distribution, import and export of films--
Regional films. Film Criticism: Film criticism: Classical, structural, psychoanalytical, political,
sociological and social& feminist; Genre, Auteur. Film censorship, Institutions: Films division,
NFDC (FFC), FTII, NFAI, Film Festivals Authority of India, Censor Board, Film Society
Movement, National and State awards for films.

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11. Marie Setton, Film as an Art and Film Appreciation, NCERT, New Delhi, 1964.
12. Marie Setton, The Art of Five Directors: Film Appreciation, National Institute of Audiovisual Aids, New Delhi, 1962.
13. Michael Rabiger, Directing the Documentary, Focal Press, 2009.
14. Michael Renov (ed.), Theorizing Documentary, Routledge: NY, 1993.
15. Nelmes, Jill (Ed), An Introduction to Film Studies, Routledge, 2007.
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17. Richard Kilborn and John Izod., An Introduction to Television Documentary – Confronting Reality, Manchester University Press, 1997.
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19. Satyajit Ray, *Our Films, Their Films*
20. Siegfried Kracauer, *Theory of Film*, Oxford U.P. Oxford/London/New York.
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