



**MARIAN COLLEGE
KUTTIKKANAM**

(AUTONOMOUS)

MAKING COMPLETE

Syllabus for BA Programme in English Literature, Communication and Journalism

2022 Admissions

Affiliated to Mahatma Gandhi University Kottayam



Marian College Kuttikkanam

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REGULATIONS FOR BACHELOR OF ARTS PROGRAMME IN ENGLISH LITERATURE, COMMUNICATION AND JOURNALISM UNDER CHOICE BASED CREDIT AND SEMESTER SYSTEM 2022

1. SHORT TITLE

- 1.1. These Regulations shall be called Marian College Kuttikkanam (Autonomous) Regulations for Under Graduate Programme, Bachelor of Arts in English Literature, Communication and Journalism (BA Communicative English) under the Choice Based Credit and Semester System 2022.
- 1.2. These Regulations shall come into force with effect from 2022- 2023 admissions.

2. SCOPE

- 1.1. The regulation provided herein shall apply to Bachelor of Arts in English Literature, Communication and Journalism (BA Communicative English, Under Graduate programme, conducted by Marian College Kuttikkanam (Autonomous) with effect from the academic year 2022- 2023 admissions.

3. DEFINITIONS

- 2.1. **Academic Bank Account** means an individual account with the Academic Bank of Credits opened and operated by a student, to which all academic credits earned by the student from a course(s) of study are deposited, recognised, maintained, accumulated, transferred, validated or redeemed for the award of degree/diploma/certificates etc. by an awarding institution.
- 2.2. **Academic Bank of Credits** means an academic service mechanism as a digital or virtual or online entity established by UGC with the approval of the Central Government, to facilitate students to become its academic account holders, thereby paving the way for seamless student mobility between or within degree- granting Higher Educational Institutions through a formal system of credit recognition, credit accumulation, credit transfers and credit redemption to promote distributed and flexible teaching-learning.
- 2.3. **Academic Week** is a unit of five working days in which the distribution of work is organized from day one to day five, with five contact hours of one-hour duration on each day.
- 2.4. **Assessment** is the process of collecting, recording, scoring, describing and interpreting information about the outcome of the learning which is an ongoing process (Ref. UGC Report in November 2019 on 'Evaluation Reforms in Higher Educational Institutions').

- 2.5. **CADL** is an acronym for ‘Continuous Assessment for Deepening Learning’. This is a mandatory component for all taught courses and optional for other courses.
- 2.6. **CARS** is an acronym for ‘Continuous Assessment for Research Skills’. This is a mandatory component for all taught courses and optional for other courses.
- 2.7. **Choice Based Course** means a course that enables the students to familiarize the advanced areas of core course.
- 2.8. **College** means Marian College Kuttikkanam (Autonomous)
- 2.9. **College Continuous Assessment Coordinator** is a teacher nominated by the Principal to coordinate the continuous evaluation undertaken by various departments within the College. He/ She shall be nominated to the College Level Examination Committee
- 2.10. **Continuous Assessment (CA)** is a continuous feedback to the scholar through examinations, assignments, etc., which assess the academic progress of the scholar during the semester
- 2.11. **Continuous Assessment Coordinator (CAC)** is a teacher nominated by the Department Council to coordinate the continuous evaluation and other academic activities undertaken in the Department.
- 2.12. **Courses**
- a. **Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed a core course.
 - b. **Core Elective Courses:** are those offered by the main discipline/subject of study which is Discipline-Specific Electives.
 - c. **Open Elective Course:** is an elective course chosen generally from an unrelated discipline/subject to seek exposure. A core course offered in a discipline/subject may be treated as an elective by other disciplines subjects and vice versa and such electives may also be referred to as open elective courses.
 - d. **Skill Enhancement Electives Courses** are those courses chosen from a pool of courses designed to provide value-based and/or skill-based knowledge
 - e. **Ability Enhancement Electives Courses** are the courses based upon the content that leads to knowledge enhancement; i. Environmental Science and ii. English etc. These are mandatory for all disciplines.
- 2.13. **Course Outcomes (CO)** are statements that describe what students should be able to do at the end of a course.
- 2.14. **Credit** Credit: means the standard methodology of calculating one hour of theory or one hour of tutorial or two hours of laboratory work, per week for a duration of a semester (13-15 weeks) resulting in the award of one credit; which is awarded by a higher educational institution on which these regulations apply; and, Credits for internship shall be one credit per one week of internship, subject to a maximum of six credits
- 2.15. **Credit-accumulation** means the facility created by Academic Bank of Credits in the Academic Bank Account opened by students to transfer and consolidate the credits earned by them by undergoing Courses
- 2.16. **Credits-recognition** means the credits earned through a registered Higher Educational Institution and transferred directly to the Academic Bank of Credits by such Higher Educational Institution
- 2.17. **Credit-redemption** means the process of commuting the accrued credits in the Academic Bank Account of the students maintained in ABC to fulfil the

credits requirements for the award of Degrees or Diplomas or Certificates or Course work for PhD programme etc., by the registered degree-awarding Higher Educational Institutions;

- 2.18. Credit-transfer** means the mechanism by which the Registered Higher Educational Institutions can receive or provide prescribed credits to individual Academic Bank Accounts in adherence to the University Grants Commission credit norms for the course's undertaken by students enrolled in any Registered Higher Education Institution within India
- 2.19. Credit Point (CP)** of a course is the value obtained by multiplying the grade point (GP) by the credit (C) of the course ($CP=GP \times C$).
- 2.20. Cumulative Credit Point Average (CCPA)** is the value obtained by dividing the sum of credit points in all the courses taken by the student for the entire programme by the total number of credits and shall be rounded off to two decimal places.
- 2.21. Degree** means a title/ qualification awarded after satisfactory completion of and achievement in a programme. (Ref. UGC Report in November 2019 on '*Evaluation Reforms in Higher Educational Institutions*' p.8)
- 2.22. Department** means any teaching department in the College.
- 2.23. Department Council** means the body of all teachers of a department in the College.
- 2.24. Elective** is a course that leads to specialization in a discipline.
- 2.25. Evaluation** is the process of making judgments based on evidences and interpretations gathered through examination and assessment and on the basis of agreed upon criteria. (Ref. UGC Report in November 2019 on '*Evaluation Reforms in Higher Educational Institutions*')
- 2.26. Examination** is a quantitative measure of learner's performance and is held at the end of the academic session or semester (Ref. UGC Report in November 2019 on '*Evaluation Reforms in Higher Educational Institutions*').
- 2.27. Grace Marks** means marks awarded to a course or courses, as per the orders issued by the College, from time to time, in recognition of meritorious achievements in NCC/NSS/Sports/Arts and cultural activities or such other similar areas. It is also awarded to students with learning disabilities as per the Government norms.
- 2.28. Grade** means a letter symbol (A, B, C, etc.), which indicates the broad level of performance of a student in a course/ Semester/Programme.
- 2.29. Grade Point (GP):** Numeric weightage attached to each letter grade (Ref. UGC Report in November 2019 on '*Evaluation Reforms in Higher Educational Institutions*' p.8)
- 2.30. Internship** is a period of time during which a student works for a company or organization in order to get experience of a particular type of work or research.
- 2.31. Non Credit Course** is a course for which no credits are awarded. The result of Non-credit course shall be either "Pass" or "Fail".
- 2.32. Open Course** means an elective course which is offered to the students of other departments.
- 2.33. Parent Department** means the department to which a student has joined for a Degree/Diploma/Certificate programme.
- 2.34. Plagiarism** is the unreferenced use of other authors' material in projects/dissertations/assignments etc. and is a serious academic offence.

- 2.35. **Programme** means a collection of courses in which a student enrolls and which contributes to meeting the requirements for the awarding of one or more Certificates/ Diplomas/ Degrees.” (Ref. UGC Report in November 2019 on ‘Evaluation Reforms in Higher Educational Institutions’ p.9)
- 2.36. **Programme Outcomes (POs)** are what knowledge, skills and attitudes a graduate should have at the time of graduation. The following are the programme outcomes:
- **PO1: Domain Knowledge**
 - **PO2: Communicative Competence**
 - **PO3: Applying Modern Technologies**
 - **PO4: Reflective response to ethical and social Issues**
 - **PO5: Sustainability Values**
 - **PO6: Critical thinking and Problem Solving**
 - **PO7: Entrepreneurship and Leadership**
 - **PO8: Team Work**
 - **PO9: Self-Directed and Lifelong Learning**
- 2.37. **Programme Specific Outcomes (PSOs)** are statements that describe what the graduates of a specific programme should be able to do.
- 2.38. **Project** means a regular study undertaken in the college/any appropriate institute/organization under the supervision of a teacher in the parent department.
- 2.39. **Repeat Course** is a course that is repeated by a student for having failed in that course in an earlier registration.
- 2.40. **Semester** means a term consisting of 90 working days (ordinarily), inclusive of tutorials, examination days and other academic activities within a period of six months.
- 2.41. **Semester Credit Point Average (SCPA)** is the value obtained by dividing the sum of credit points (CP) obtained by a student in the various courses taken in a semester by the total number of credits taken by him/her in that semester. The credit points shall be rounded off to two decimal places. SCPA determines the overall performance of a student at the end of a semester.
- 2.42. **Semester End Assessment (SEA)** is the assessment for course(s)- taught or otherwise- at the end of the semester along with SEE. SEA includes SEE, Viva, Lab- examinations etc.
- 2.43. **Semester End Examination (SEE)** is the examination conducted at the end of the semester for a course.
- 2.44. **Seminar** means a discourse by a student, expected to train him/her in self-study, through original contributions and discussions by availing materials including e- resources.
- 2.45. **SWAYAM (Study Webs of Active Learning for Young Aspiring Minds)** is a programme initiated by Government of India and designed to provide best teaching learning resources to all.
- 2.46. **Taught Course:** Taught course is a course supported by class room seminars and lectures.
- 2.47. **Tutorial** means a class to provide an opportunity to interact with students at their individual level to improve their performance.
- 2.48. **Workshop** means a smaller session of dedicated learning, conducted with or without the help of an external resource person(s), intended to impart specific skills to participants

- 2.49. Words and expressions used but not defined in these regulations shall have the meaning assigned to them in the Examination Manual of the College or by other competent statutory bodies.

4. TITLE OF THE PROGRAMME

- 3.1. The title of the programme is Bachelor of Arts (BA) in English Literature, Communication and Journalism (BA Communicative English).

5. PROGRAMME STRUCTURE

- 4.1. Students shall be admitted into Bachelor of Arts (BA) Programme in English Literature, Communication and Journalism.
- 4.2. The duration of the programme is six semesters over a period of three academic years.
- 4.3. The medium of instruction and examination shall be English.
- 4.4. There shall be a one-month compulsory Internship in the sixth semester for the journalism main paper.
- 4.5. The programme will also include Assignments, Seminars, Practicals, and Viva Voce etc.
- 4.6. The total credit for the programme is 120.

6. ATTENDANCE

- 5.1. The minimum requirement of aggregate attendance during a semester for appearing at the end semester examination shall be 75%. Condonation of shortage of attendance to a maximum of 10% in a semester can be given only once during the whole period of Under Graduate programme, subject to the fulfilment of procedure by the applicant.
- 5.2. If a student represents the College, University, State or Nation in Sports, NCC, NSS or Cultural or any other officially sponsored activities such as College Union / University Union activities, the student shall be eligible to claim the attendance for the actual number of days participated subject to a maximum of 10 days in a Semester based on the specific recommendations. Application for attendance or leave by members of a club/association like NCC, NSS etc. for their activities, shall be forwarded by the Teacher in-Charge to the Faculty Advisor/ Programme Coordinator.
- 5.3. The application for such attendance should be recommended by the faculty advisor/course coordinator and should be given to the Vice-Principal (Academics) for final approval.
- 5.4. A student who does not satisfy the requirements of attendance shall not be permitted to take the Semester End Examinations.
- 5.5. Those students who are not eligible even with condonation of shortage of attendance shall repeat the semester along with the next batch, if permitted.

7. BOARD OF STUDIES AND COURSES

- 6.1. The UG Board of Studies for English Literature, Communication and Journalism (UG) shall design all the courses offered by the Programme. The Board shall design and introduce new courses, modify or re-design existing

courses and replace any existing courses with new/modified courses to facilitate better exposure and training for the students.

- 6.2. The syllabus of a course shall include the title of the course, contact hours, the number of credits and reference materials.
- 6.3. Each course shall have a unique alpha numeric code to represent the course.
- 6.4. Every Programme conducted under Choice-based Credit System shall be monitored by the Academic Council.

8. REGISTRATION

- 7.1. A student shall be permitted to register for the programme at the time of admission.
- 7.2. A student who has registered for the programme shall complete the programme within a maximum period of ten continuous semesters from the date of commencement of the programme.

9. ADMISSION

- 8.1. The admission to the BA English Literature, Communication and Journalism (BA Communicative English) programme shall be as per the rules and regulations of the College.
- 8.2. The eligibility criteria for admission shall be as announced by the College from time to time and published in the prospectus/website of the College.
- 8.3. Candidates for admission to the first semester of the BA English Literature, Communication and Journalism programme through CBCSS shall be required to have passed Higher Secondary Examination /Plus Two or an equivalent examination recognized by Mahatma Gandhi University, Kottayam.
- 8.4. Separate rank lists shall be drawn up for reserved seats as per the existing rules of reservation by the state.
- 8.5. The College shall make available a list of programmes offered by the College in the prospectus/website.
- 8.6. There shall be a uniform academic and examination calendar prepared by the College for the conduct of the programmes. The Department shall ensure that the calendar is strictly followed.
- 8.7. There shall be provision for credit transfer subject to the conditions specified in the examination manual of the College.

10. SELECTION CRITERIA

- 9.1. Selection of the students is made on the basis of merit list prepared. The merit mark will be the total marks obtained in the qualifying examination less handicap marks plus twice the marks secured in Part I English of the Plus Two/equivalent examination plus weightage of 50 marks to those who have taken English as one of the optionals for the qualifying exam plus bonus marks if any.

11. PROMOTION

- 10.1. Promotion of a student is governed by the examination manual of the College.

12. EVALUATION AND GRADING

- 11.1. Evaluation:** The evaluation scheme for each course shall contain two parts; (a) Continuous Assessment (CA) and (b) Semester End Examination (SEE). The ratio between CA and SEE is 2:3 in all taught courses. Both CA and SEE shall be in marks/grades as per Mahatma Gandhi University Kottayam regulations in force.
- 11.2. Continuous Assessment (CA):** The CA shall be based on predetermined transparent system involving periodic tests, assignments, seminars (CARS (**Continuous Assessment for Research Skills**) & CADL (**Continuous Assessment for Deepening Learning**)) and attendance in respect of taught courses and based on tests, lab skill/records/viva and attendance in respect of practical courses. The marks assigned to different components for CA are as follows.
- 11.3. Components of Continuous Assessment:** All the four components of the Continuous Assessment are mandatory for taught courses.

For Taught Courses

Component	Assessment Criteria	Marks	
1	Continuous Assessment Tests (CAT)	CA1	5
		CA2	7.5
		CA3	7.5
2	CARS (Continuous Assessment for Research Skills)	7.5	
3	CADL (Continuous Assessment for Deepening Learning)	7.5	
4	Attendance	5	
Total		40	

Marks for Attendance

*Percentage of attendance	Marks
96 and above	5
92 to 95	4
88 to 91	3
84 to 87	2
80 to 83	1
75 to 79	0
Below 75	Not eligible to write SEE
Maximum marks	5

***The % of attendance shall be rounded up. However, this is not applicable for condonation of attendance.**

11.4. Assessment Pattern of seminar, Internship and Non Credit courses are provided along with the detailed syllabus.

11.5. Both CA and SEE marks are to be mathematically rounded up to the nearest integer.

13. SEMESTER END EXAMINATION (SEE)

12.1. The answers must be written in English.

12.2. There shall be one semester end assessment of 3 hours duration for all the taught courses.

12.3. A question paper for taught course may contain short answer type/annotation, short essay type questions/problems and long essay type questions. Different types of questions may have different marks.

12.4. To ensure transparency of the evaluation process, the CA marks awarded to the students in each course in a semester shall be published on the notice board before the commencement of SEE.

12.5. A student shall secure minimum of 30% of the marks for CA of a course to appear for the SEE of that particular course. Those who failed to achieve minimum marks in CA and consequently lost the chance to appear for the SEE, shall be given an opportunity to improve his/her CA before the conduct of the Save a Semester Examination. For the CA improvement at this stage a student cannot repeat all the CA components, but could appear only for the CA Tests (CA1, CA2 and CA3 only). In case of failure to obtain the required pass mark in the CA retest as explained above, a student can appear for supplementary CA Tests along with the junior batch.

Grades and Grade points for each course (CA + SEE) will be as follows.

Percentage of marks	Grade	Grade Point
95 and above	S outstanding	10
85 to below 95	A+ Excellent	9
75 to below 85	A Very Good	8
65 to below 75	B+ Good	7
55 to below 65	B Above Average	6
45 to below 55	C Satisfactory	5
35 to below 45	D Pass	4
Below 35	F Failure	0
	Ab Absent	0

12.6. If a student opts for the betterment of a course(s) in SEE, the student can appear for the Save-a-Semester (SaS) examination for the respective course(s), subject to a maximum of three courses conducted for that semester. The higher of the two grades/marks will be accepted for final grading.

CREDIT POINT AND CREDIT POINT AVERAGE

12.7. For all semesters, Semester Credit Point Average (SCPA) with letter grades are given as below:

SCPA	Grade
9.5 and above	S Outstanding
8.5 to below 9.5	A+ Excellent
7.5 to below 8.5	A Very Good
6.5 to below 7.5	B+ Good
5.5 to below 6.5	B Above Average
4.5 to below 5.5	C Satisfactory
3.5 to below 4.5	D Pass
Below 3.5	F Failure

12.8. Credit Point (CP) of a course is calculated using the formula: $CP = C \times GP$, where C is the Credit and GP is the Grade point

12.9. Semester Credit Point Average (SCPA) of a Semester is calculated using the formula: $SCPA = TCP/TC$, where TCP is the Total Credit Point of that semester, ie, $\sum^n 1CP_i$; TC is the Total Credit of that semester ie, $\sum^n 1C_i$, where n is the number of courses in that semester.

12.10. Cumulative Credit Point Average (CCPA) is calculated using the formula: $CCPA = TCP/TC$, where TCP is the Total Credit Point of that programme ie, $TCP = \sum n CP_i$; TC is the Total Credit of that programme, ie, $TC = \sum n C_i$ and n is the number of courses in that programme.

Programme grades (CCPA) will be as follows.

CCPA	Grade
9.5 and above	S Outstanding
8.5 to below 9.5	A+ Excellent
7.5 to below 8.5	A Very Good
6.5 to below 7.5	B+ Good
5.5 to below 6.5	B Above Average
4.5 to below 5.5	C Satisfactory
3.5 to below 4.5	D Pass
Below 3.5	F Failure

*The grading system will change in accordance with the amendments made by Mahatma Gandhi University, Kottayam regulations in force.

Note: A separate minimum of 30% marks each for CA and SEE and an aggregate minimum of 35% are required for a pass in a course. For a pass in programme a separate minimum of Grade D for all the individual courses and an overall Grade D or above are mandatory. If a candidate secures Grade F for any one of the courses offered in a semester/program only Grade F will be awarded for that semester/programme until the candidate improves this to Grade D or above within the permitted period. Candidates who secure D grade and above will be eligible for higher studies.

Pattern of question for SEA shall be as follows.

Questions shall be set to assess knowledge acquired, application of knowledge in new situations, critical evaluation of knowledge and the ability to synthesize knowledge. The pattern of questions for SEE shall be as follows

Nature of questions	Total number of questions	Number of questions to be answered	Marks for each question	Total Marks
Five questions with <i>Either Or</i> options e.g. 1(A) <i>Or</i> 1(B)	10	5	12	60

- Each question may or may not contain subdivisions.
- If a question contains subdivisions, the total marks for all the subdivisions together shall be 12.
- The Either-Or questions within a question shall measure the same outcomes.
- The question paper of a course shall be set in such a way that all five questions cover all the modules and assess all outcomes defined for the course.
- A question may measure multiple outcomes.

14. AWARD OF DEGREE

13.1. The successful completion of all the courses with a minimum of D (35%) shall be the requirement for the award of the degree by Mahatma Gandhi University, Kottayam.

15. Extra Credits for SWAYAM Courses

- 14.1.** All students are encouraged to pursue SWAYAM courses from <https://swayam.gov.in/> and obtain extra credits.
- 14.2.** After successful registration of SWAYAM courses, students shall inform in writing to the Faculty Advisor concerned. The Faculty Advisors shall furnish the consolidated details to the HoD and the HoD shall forward the details to the Controller of Examinations.
- 14.3.** The extra credits obtained from SWAYAM course will be shown in the consolidated mark sheet/grade sheet provided the proof of successful completion is submitted to the controller of examination before the commencement of final semester end examination.

16. TRANSITORY PROVISION

15.1. Notwithstanding anything contained in these regulations, the Principal of the College shall, for a period of three years from the date of coming into force of these regulations, have the power to provide by order that these regulations shall be applied to any programme with such modifications as may be necessary.

Introduction to BA Programme in English Literature, Communication and Journalism (BA Communicative English)

BA Programme in English Literature, Communication and Journalism (BA Communicative English) is a job oriented programme. It teaches life-related skills and provides ample opportunities for practical applications of these skills. In addition, the students have to undergo an internship of one month as part of the programme requirement. It aims to provide students with an opportunity to apply the skills they have learned to business or media situations. It is designed to familiarize the students with the work world as well.

The programme helps students develop all communicative skills (verbal, written and digital), and introduces them to a wealth of English literature. They acquire a firm grounding in the basics of excellent speaking and writing skills and digital communication for business communication, Journalism, Media communication and Broadcasting. On successful completion of this programme, students should have no difficulty in obtaining jobs as they are equipped with up-dated skills to explore the foyers of the world of business or of media, or to take up teaching as profession or to venture into entrepreneurial endeavors.

Programme Specific Outcomes

On successful completion of BA Programme in English Literature, Communication and Journalism (BA Communicative English), the learners will be able to:

- PSO1:** Demonstrate global competencies in listening, speaking, reading, writing and thinking skills in English
- PSO2:** Analyze the literary merits of the works of major authors of every literary period.
- PSO3:** Apply communication skills relevant to professions like Journalism, Public Relations and Visual Media.
- PSO4:** Apply Information and Communication Technology (ICT) in Media to enhance their verbal, written and digital communication skills.
- PSO5:** Evaluate socio-cultural realities around them through the literature and theory they have learned.

Salient Features

- Job oriented
- One-month internship
- A rich blend of courses
- Emphasis on communication skills and soft skills
- An ideal programme for higher studies in English Literature, Media Studies, Management and so on.

PROGRAMME STRUCTURE

Semester One

Course Code	Name of the Course	Nature of Course	Hrs./Week		Credits
			Theory	Practical	
UEN2201	History of English Literature (Part I)	Core	5		4
UEN2202	A Mosaic of Prose	Core	5		4
UEN2203	Literary Studies: A Methodology	Core	5		4
UEN2204	Introduction to Communication	Core	5		4
UEN2205	Public Relations	Core	5		4
UEN2206	Remedial English Grammar	Non Credit			0
UEN2207	Introduction to the Study of Literature	Non Credit			0
			25		20

Semester Two

Course Code	Name of the Course	Nature of Course	Hrs./Week		Credits
			Theory	Practical	
UEN2208	Basic Skills in Communication	Core	5		4
UEN2209	History of English Literature (Part II)	Core	5		4
UEN2210	Fiction	Core	5		4
UEN2211	Broadcast Journalism	Core	4		4
UEN2212	Print Media: Reporting, Writing and Editing	Core	6		4
UEN2213	Photography	Non Credit			0
UEN2214	Life Skills	Non Credit			

Semester Three

Course Code	Name of the Course	Nature of Course	Hrs./Week		Credits
			Theory	Practical	

UEN2215	Indian Writing in English	Core	5		4
UEN2216	Poetry	Core	5		4
UEN2217	Language and Linguistics	Core	5		4
UEN2218	Research Methodology, Academic and Professional Writing	Core	5		4
UEN2219	Advertising	Core	5		4

Semester Four

Course Code	Name of the Course	Nature of Course	Hrs./Week		Credits
			Theory	Practical	
UEN2220	Comparative Literature	Core	5		4
UEN2221	Drama	Core	5		4
UEN2222	Creative and Technical Writing	Core	5		4
UEN2223	Digital Media and Society	Core	5		4
UEN2224	ICT for Communicative English (Practice)	Core		5	4
UEN2225	Know the People around You and Their Lives	Non Credit			0

Semester Five

Course Code	Name of the Course	Nature of Course	Hrs./Week		Credits
			Theory	Practical	
UEN2226	Literary Criticism and Theory	Core	5		4
UEN2227	Post-colonial Literature	Core	4		3
UEN2228	English for Formal Occasions(Practice)	Core		3	3
UEN2229	Media Laws and Ethics	Core	5		3

UEN2230	Environment Studies and Human Rights through Literature	Core	4		4
UEN2231	Film Studies	Open Course	4		3
UEN2232	News Reading and Compering	Non Credit			0

Semester Six

Course Code	Name of the Course	Nature of Course	Hrs./Week		Credits
			Theory	Practical	
UEN2233	Culture and Cinema	Core	5		4
UEN2234	Dalit Writing	Core	5		4
UEN2235	Gender Perspectives in Literature	Core	5		4
UEN2236	Development Communication	Core	5		4
UEN2237	Internship	Core		5	4

Semester One

Course Code	Name of the Course	Nature of Course	Hrs./Week		Credits
			Theory	Practical	
UEN2201	History of English Literature (Part I)	Core	5		4
UEN2202	A Mosaic of Prose	Core	5		4
UEN2203	Literary Studies: A Methodology	Core	5		4
UEN2204	Introduction to Communication	Core	5		4
UEN2205	Public Relations	Core	5		4
UEN2206	Remedial English Grammar	Non Credit			0
UEN2207	Introduction to the Study of Literature	Non Credit			0

Semester	I		
Course	History of English Literature (Part I)		
Nature	Core	Course Code	UEN2201
Instructional Hours	90	Weekly Hours	5
Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcomes: On completion of the course, the students

CO1: Demonstrate a basic historical knowledge ranging over time, space, and cultures that includes an understanding of change and continuity over time.

CO2: Exemplify how literature influences the social and political history of each period.

CO3: Compare English Literature of one period with that of another.

CO4: Describe how the religious, social and political history of England influences the English writers from 6th to 18th centuries.

CO5: Critically analyse the salient literary trends and movements from Anglo Saxon period to 18th century.

Module 1: (10 hours)

The Early history of England - The settlement of the Germanic tribes - The arrival of Christianity - Old English literature – Pagan and Christian poems: Beowulf and minor poems, Bede, King Alfred – The development of literary forms.

Module 2: (20 hours)

The Norman invasion – Feudalism - Middle English literature – Langland - Sir Gawain and the Green Knight - Medieval romances, alliterative verse – Chaucer: The Canterbury Tales - The beginnings of English drama - Miracle, morality and mystery plays, and Interludes.

Module 3: (30 hours)

The Renaissance - Reformation and Counter-reformation - Elizabethan poetry: Spenser – Sidney - Renaissance drama: Ben Jonson - The University Wits – Shakespeare – Prose: Bacon - Thomas More - Authorised (King James) Version of the Bible.

Module 4: (15 hours)

The rise of Puritanism - The Civil War, Colonial Expansion, Restoration in England and its impact on literature and social life - Donne and the metaphysical poets – Milton – John Bunyan – Restoration drama.

Module 5: (15 hours)

The Eighteenth Century - urbanisation –the rise of modern science and the rise of capitalism - Coffee Houses and their significance - Neo-classical verse - Pope, Dryden, Swift, Essay and Novel: Dr Johnson and Daniel Defoe – periodicals – Addison, Steele.

Core texts:

- Nair, Pramod. *A Short History of English Literature*. New Delhi: India Foundation Books, 2009.
- Hudson, William Henry. *An Outline History of English Literature*. Maple Press, 2016.
- Albert, Edward. *History of English Literature*. Oxford University Press, 5th edition, 2011.
- Carter, Ronald, and John McRae. *The Routledge History of Literature in English: Britain and Ireland*. London: Routledge, 2002.

Books for Reference:

- Greenblatt, Stephen, and Meyer H. Abrams. *The Norton Anthology of English Literature*. New York: Norton & Company, 2013.
- *Cambridge History of English Literature*. C U P 2014
- Daiches, D. *Critical History of English Literature*. Vol. 1. London, 1960.
- Alexander, Michael. *A History of English Literature*, New York: Palgrave, 2007.
- Peck, John and Martin Coyle. *A Brief History of English Literature*. Palgrave, 2012.
- Birch, Dinah Ed. *The Oxford Companion to English Literature*, O U P, 2009

Semester	I		
Course	A Mosaic of Prose		
Nature	Core	Course Code	UEN2202
Instructional Hours	90	Weekly Hours	5
Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcomes: On completion of the course, the students

- CO1:** Analyze and relate different varieties of prose.
- CO2:** Create a prose composition employing the strategies of a genre specified.
- CO3:** Evaluate the various socio-historic and cultural aspects associated with literary texts.
- CO4:** Analyze literary prose texts critically
- CO5:** Appreciate the given prose texts.

Module 1 (20 Hours)

Topics for detailed study - Novel, Short story, Essay, Pamphlets, Literary Criticism, Journalistic Writings, Biographies, Autobiographies, Memoirs, Letters/Diaries, Travelogues /Adventures, Humour.

Module 2 (15 Hours)

- Bacon: Of Studies
- Charles Lamb: Dream Children: A Reverie
- Joseph Addison: Meditations in Westminster Abbey

Module 3 (25 Hours)

- Ruskin Bond - —A Face in the Dark
- Jorge Luis Borges- —Borges and I
- Dr A P J Abdul Kalam: Wings of Fire (Chapter 2)
- Ann Frank –An extract from The Diary of a Young Girl (Diary entry of Friday, September 25, 1942)
- Abraham Lincoln: —Letter to his Son’s Teacher
- Sashi Tharoor: —A Splendor of Caves: Ajanta and Ellora in the Monsoon.

Module 4 (15 Hours)

- William Faulkner: Nobel Prize acceptance speech
- Ngugi WaThiong’o: Decolonising Mind (chapter 1, Part IV)
- Vandana Siva: —Everything I need to know I learned in the Forest

Module 5(15 Hours)

- Prose Appreciation
- Identification of genres of prose pieces

- Critical analysis and appreciation of short prose passages

Books for Reference:

- Bacon, Francis, and Thomas N. Waterfield. *Essays: Moral, Economical and Political.* , 2019.
- Frank, Ann. *The Diary of Ann Frank.* London: Pan Books, 1953.
- *A Background to the Study of English Literature (Revised Edition)* by B. Prasad
- Ngũgĩ, wa T. *Decolonising the Mind: The Politics of Language in African Literature.* London: J. Currey, 2011
- Kalam, Abdul P. J. A, and Arun Tiwari. *Wings of Fire: An Autobiography.* Hyderabad: Universities Press, 2015.
- Weston, Heather, James E. Irby, and Jorge L. Borges. *Borges and I.* London, UK: H. Weston, 2001.
- Kuiper, Kathleen. *Merriam-webster's Encyclopedia of Literature.* Springfield, Mass: Merriam-Webster, 1995.

Semester	I		
Course	Literary Studies: A Methodology		
Nature	Core	Course Code	UEN2203
Instructional Hours	90	Weekly Hours	5
Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcomes: On completion of the course, the students

CO1: Sketch the emergence of literature as a specific discipline within the humanities.

CO2: Apply the tenets of literary theory in the analysis of texts.

CO3: Explain the shift towards contextual-political critiques of literary studies.

CO4: Identify the questions raised by Cultural Studies and Feminism(s).

CO5: Analyse the issues of subalternity and regionality in the literary domain.

Module 1 (15 hours)

Part A: W. H. Hudson: “Some Ways of Studying Literature” from An Introduction to the Study of Literature.

Part B: William Shakespeare: Sonnet 116: “Let Me Not to the Marriage of True Minds”

Module 2 (15 hours)

Part A: Cleanth Brookes:” The Formalist Critics” from the My Credo series: The Kenyon Review

Part B: Emily Dickinson: “Because I could not stop for Death” (poem 479)

Module 3 (15 hours)

Part A: Terry Eagleton: “What is Literature?” from Literary Theory: An Introduction)

Part B: Mahasweta Devi: “Kunti and the Nishadin”

Module 4 (15 hours)

Part A: Lois Tyson: “Feminist Criticism”

Part B: Sara Joseph: “Inside Every Woman Writer”

Module 5 (15 hours)

Part A: Peter Barry: Postcolonial Criticism

Part B: 2 Poems in tandem: Mahmoud Darwish: “Identity Card” and S. Joseph: “Identity Card”

Module 6 (15 hours)

Part A: Pradeepan Pampirikunnu: “What did Literary Histories Say to You?”

Part B: Poikayil Appachan: “No Alphabet in Sight”

Core Text:

- *Nuances: Methodology of Literary Studies*. Macmillan and Mahatma Gandhi University

Semester	I		
Course	Introduction to Communication		
Nature	Core	Course Code	UEN2204
Instructional Hours	90	Weekly Hours	5
Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcomes: On completion of the course, the students

CO1: Differentiate the phases of human communication.

CO2: Evaluate the barriers to effective communication.

CO3: Demonstrate non-verbal communication in all communication situations.

CO4: Categorize the different levels of communication.

CO5: Evaluate the modern issues in effective communication.

Module 1: Introduction (15 hours)

Definition, nature and scope of communication – Evolution of communication – Functions of communication: surveillance, interpretation, socialization, entertainment, reinforcement, education, persuasion, motivation and cultural transmission – process and elements of communication

Module 2: Philosophies in Communication (20 hours)

Opinion leaders – Concept of gatekeeping – Selective process in Communication: exposure, perception and retention – recall and demassification.

Module 3: Theories in Communication (20 hours)

Normative theories: authoritarian, libertarian, soviet communist and social responsibility theories – multi-step flow theory– reinforcement theory– individual difference theory– new media theories–diffusion of innovation theory, cognitive dissonance theory, media dependency theory.

Module 4: Models of Communication (20 hours)

Communication models: Aristotle, Laswell – Shannon and Weaver – Schramm, SMCR, Riley and Riley– Transactional model – Johari window – Indian communication models.

Module 5: Issues in Communication (15 hours)

Contemporary communication – Participatory communication – Media issues in India– Communication and social change – Communication and economic development – Communication and political modernization – Influence of technology on communication (ICTs).

Books for Reference:

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- Denis McQuail, *McQuail's Mass Communication Theory* (2010, 6th edition), New Delhi: Sage Publications Ltd.
 - John Vivian, *The Media of Mass Communication* (2016, 12th edition), London: Pearson
 - Keval J Kumar, *Mass Communication in India* (2011, 4th edition), Ahmedabad: Jaico Publishing House.
 - Margaret H. DeFleur and Melvin Defleur, *Mass Communication Theories: Explaining Origins, Processes, and Effects* (2009), New York: Routledge
 - Marshall McLuhan, *Understanding Media: The Extensions of Man* (1994), New York: MIT Press
 - Seema Hasan, *Mass Communication: Principles and Concepts* (2013, 2nd edition) New Delhi: CBS Publishers and Distributors Ltd.

Semester	I		
Course	Public Relations		
Nature	Core	Course Code	UEN2205
Instructional Hours	90	Weekly Hours	5
Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcomes: On completion of the course, the students

- CO1:** Evaluate and manage public perception
- CO2:** Create public relation strategies
- CO3:** Apply crisis management in different situations
- CO4:** Analyse public relation campaigns in different fields
- CO5:** Apply the concept of integrated communication in a corporate entity

Module 1: Principles of Public Relations (15 hours)

- Concept, meaning and definition – Scope of public relations – Misconceptions of public relations– Public relations marketing – Public relations advertising – Public relations in India.

Module 2: Public Relations Practices (20 hours)

- Publicity techniques – Making an effective presentation – Public relations consultancies and agencies – Management of problems and issues – Public relations research and education – Ethical communication.

Module 3: Concepts in PR (20 hours)

- Transformation of public relations–Public opinion– Public affairs –Crisis management.

Module 4: Public Relations through Social Media (20 hours)

- Influence of social media – Reputation management – Social media platforms – Social media branding – Digital communication strategy.

Module 5: public Relations Tools (15 hours)

- News release – Press conference – Facility visit – Feature writing – Seminar and exhibition - House journal – Internal public relations – Managing change: emerging trends and issues – Professional standards and ethics.

Books for Reference:

- Edward L Bernays, Public Relations (2016), New Delhi: Snowball publishing.
- Iqbal Sachdeva, Public Relations: Principles and Practices (2009), New York: Oxford Higher Education.

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- Keith Butterick, *Introducing Public Relations: Theory and Practice* (2011), New Delhi: Sage South Asia Publications.
 - Philip J Kitchen, *Public Relations: Principles and Practice* (1997), New York: Cengage Learning.
 - Philip Lesly, *Handbook of Public Relations and Communications* (2002), Mumbai: Jaico Publishing House.
 - Sandra Stahl, *The Art and Craft of PR: Creating the Mindset and Skills to Succeed in Public Relations Today* (2018), New Delhi: Sage Publications Pvt. Ltd
 - Michael Puthenthara, *Public Relations*, (2012), Kochi: Kerala Media Academy.

Semester	I		
Course	Remedial English Grammar		
Nature	Non-credit	Course Code	UEN2206
Instructional Hours	15	Weekly Hours	
Credit	0		
Evaluation	Continual	End Semester	Total
	50		50

Course Outcomes: On completion of the course, the students

- **CO1:** Use grammatically acceptable English in speech and writing.
- **CO2:** Identify and rectify the common errors in speech and writing.
- **CO3:** Understand various sentence structures and punctuation rules.

Module 1 (15 Hours)

- Parts of Speech
- Using Proverbs Correctly
- Verbs Correctly
- Using Adverbs and Adjectives Correctly
- Agreement: Matching Sentence Parts
- 25 Most Common Usage Problems
- Phrases and Clauses
- Writing Correct and Complete Sentences
- Sentence Coordination and Subordination
- Punctuation
- Capitalization and Abbreviations

Suggested Text:

- English Grammar for the Utterly Confused by Laurie Rozakis, Published by McGraw Hill

Mode of Evaluation:

- The performance of the learners will be evaluated by a test conducted on Moodle platform. A student shall acquire a minimum of 35% (17.5/50) marks to pass the examination. The result of the evaluation shall declare whether the student has passed or failed in the course. Obtaining a pass in this course is necessary for passing the BA Communicative English programme. A student who fails to obtain minimum pass marks shall redo the tests in the form of a single examination containing questions from all the modules only once along with the SAS exam.

Semester	I
Course	Introduction to the Study of Literature

Nature	NON CREDIT	Course Code	UEN2207
Instructional Hours	15	Weekly Hours	
Credit	0		
Evaluation	Continual	End Semester	Total
	50		50

Course Outcomes: On completion of the course, the students

CO1: Identify different types of poetry and analyze stanza forms.

CO2: Differentiate between different types of drama and identify the dramatic devices in a given play.

CO3: Understand the characteristics of different types of prose and explain the significance of each.

Module 1: Poetry (5 Hours)

- Subjective and Objective Poetry –
- Types:
 - The Lyric
 - The Ode
 - The Sonnet
 - The Elegy
 - The Idyll
 - The Epic
 - The Ballad
 - The Satire
- Stanza Forms: The Heroic Couplet
 - The Terza Rima
 - The Chaucerian Stanza or Ryme Royal
 - The Ottawa Rima
 - The Spenserian stanza

Module 2: DRAMA (5 Hours)

- The Dramatic Art
- Dramatic Types
 - Tragedy and Comedy
 - Tragic-Comedy
 - Farce and Melodrama
 - The Masque
 - The One-Act Play
 - The Dramatic Monologue
- Dramatic Devices
 - Dramatic Irony
 - Soliloquy
 - Expectation and Surprise
 - Stage Directions
- Origin of the English Drama and English Theatre

Module 3: Prose (5 Hours)

- The Essay

- The Novel
- The Short Story
- Biography and Autobiography
- Criticism

Prescribed Text

- *A Background to the Study of English Literature* (Revised Edition) by B. Prasad

Further Reading

- *An Introduction to the Study of English Literature* by W.H. Hudson
- Abrams, M H, and Geoffrey G. Harpham. *A Glossary of Literary Terms.* , 2022

Mode of Evaluation:

- The performance of the learners will be evaluated by three module specific tests conducted on Moodle platform. A student shall acquire a minimum of 35% (17.5/50) marks to pass the examination. The result of the evaluation shall declare whether the student has passed or failed in the course. Obtaining a pass in this course is necessary for passing the BA Communicative English programme. A student who fails to obtain minimum pass marks shall redo the tests in the form of a single examination containing questions from all the modules only once along with the SAS exam.

Semester Two

Course Code	Name of the Course	Nature of Course	Hrs./Week		Credits
			Theory	Practical	
UEN2208	Basic Skills in Communication	Core	5		4
UEN2209	History of English Literature (Part II)	Core	5		4
UEN2210	Fiction	Core	5		4
UEN2211	Broadcast Journalism	Core	4		4
UEN2212	Print Media: Reporting, Writing and Editing	Core	6		4
UEN2213	Photography	Non Credit			0
UEN2214	Life Skills	Non Credit			0

Semester	II		
Course	Basic Skills in Communication		
Nature	Core	Course Code	UEN2208
Instructional Hours	90	Weekly Hours	5
Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcomes: On completion of the course, the students

CO1: Demonstrate knowledge of the International Phonetic Alphabet and be able to perform phonetic experiments.

CO2: Analyze the key aspects of English phonetics, including prosodic features.

CO3: Demonstrate listening strategies appropriate to various situations.

CO4: Apply effective oral communication skills in academic, social and professional situations.

CO5: Use communication strategies to participate in discussion.

CO6: Apply the critical skills and strategies of a successful reader.

Module 1 (20 Hours)

Phonetics: Speech sounds and the organs of sounds - Vowels and Consonants in speech - Phonetic Symbols and transcription- Syllables - Word stress - Stress in polysyllabic words – Stress in words used as different parts of speech - Sentence stress – Weak forms and strong forms – Intonation – Awareness of different accents: American, British and Indian – Influence of the mother tongue

Module 2 (15 Hours)

Listening: Active listening – Barriers to listening – Listening and note taking– Listening to announcements – Listening to news on the radio and television

Module 3 (35 Hours)

Speaking: Word stress- Stress and rhythm in connected speech– Pauses and sense groups – Falling and rising tones -Fluency and pace of delivery – Art of small talk – Participating in conversations –Making a short formal speech – Describing people, place, events and things – Group discussion skills and Telephone skills

Module 4 (20 Hours)

Reading: Theory and Practice – Scanning, skimming, intensive reading , extensive reading - Silent and loud reading - various techniques - advantages and disadvantages-Surveying a textbook using an index - Reading with a purpose – Making predictions – Understanding text structure

– Locating main points – Making inferences - Reading graphics - Reading critically

Core Text

- Sasikumar V., KiranmaiDutt P. and GeethaRajeevan..Communication Skills in English. Cambridge University Press and Mahatma Gandhi University.

Books for Reference

- Sasikumar V.,KiranmaiDutt and GeethaRajeevan. A Course in Listening and Speaking I & II. New Delhi: CUP.
- Lynch,Tony. Study Listening: A Course in Listening to Lectures and Note-taking. New Delhi: CUP
- Anderson, Kenneth, Joan Maclean and Tony Lynch. Study Speaking: A Course in Spoken English for Academic Purposes. New Delhi: CUP
- Glendinning, Eric H. and Beverly Holmstrom. Study Reading: A Course in Reading Skills for Academic Purposes. New Delhi: CUP,
- Joan Van Emden and Lucinda Becker. Effective Communication for Arts and Humanities Students. Palgrave Macmillan
- English for Effective Communication. Oxford University Press

Semester	II		
Course	History of English Literature (Part II)		
Nature	Core	Core	UEN2209
Instructional Hours	90	Weekly Hours	5
Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcomes: On completion of the course, the students

CO1: Delineate major writers and their works in chronological order.

CO2: Analyse how the religious, social and political history of England influences the English writers from 19th- 21st centuries.

CO3: Discuss how literature influences the social and political history of each period.

CO4: Classify all major literary genres.

CO5: Compare English Literature of one period with that of another.

Module 1: (25 hours)

Romanticism - Basic tenets - Gothic writings –The precursors: Blake and Burns - Wordsworth – Coleridge - Keats, Shelley, Byron – Charles Lamb – Fiction: Scott, Jane Austen, the Bronte sisters and Mary Shelley.

Module 2 (25 hours)

The Victorian Age - Industrialisation and its impact - Spread of science and technology and its impact, novel: Charles Dickens, George Eliot and Thomas Hardy – poetry: Arnold, Browning and Tennyson – Pre-Raphaelites – Oscar Wilde and the aestheticians.

Module 3 (15 Hours)

Section-I

What is Modernism?- general characteristics of Modern Age- Characteristics of Modernism in literature- Major Literary movements in Literature: Imagism, symbolism, surrealism, Dadaism cubism

Section II

Edwardian Age- Major features of the Age- Major writers: E M Forster, Rudyard Kipling, Joseph Conrad, H G Wells, W B Yeats, G B Shaw, John Galsworthy, J M Synge

Module 4 (10 hours)

Georgian Era (1910-1936)

Novel: Bloomsbury group- Virginia Woolf; Stream of consciousness method-James Joyce, William Faulkner; Psychological Novel- D H Lawrence; Existentialism - T S Eliot

Drama: expressionism- Eugene O’Neill

Poetry: War Poets- Rupert Brooke, Siegfried Sassoon, Wilfred Owen; Pink Poets- Auden Group-Poets of 1930’s- W H Auden, Stephen Spender, Christopher Isherwood.

Novel: Science Fiction- Adventure novels- Aldous Huxley, William Golding

Module 5 (15 Hours)

Post-Modern Age- General characteristics of the age- how postmodernism is reflected in literature

Fiction: Detective fiction- Agatha Christie; Children’s Fiction- J K Rowling

Poetry: Movement Poetry-Philip Larkin, Ted Hughes, Dylan Thomas

Drama: Kitchen Sink Drama- Angry Young Men- John Osborne, Kingsley Amis; Epic theatre-theatre of the Absurd- Samuel Beckett; Theatre of Menace-Harold Pinter; Contemporary Theatre- Edward Bond, Tom Stoppard, Terence Rattigan

Core texts:

- Carter, Ronald, and John McRae. The Routledge History of Literature in English: Britain and Ireland. London: Routledge, 2002.
- Nair, Pramod. A Short History of English Literature. New Delhi: India FoundationBooks, 2009.
- Hudson, William Henry. An Outline History of English Literature. Maple Press, 2016.
- Albert, Edward. History of English Literature. Oxford University Press, 5th edition,2011.

Books for Reference:

- Greenblatt, Stephen, and Meyer H. Abrams. The Norton Anthology of English Literature. New York: Norton & Company, 2013.
- Daiches, D. Critical History of English Literature. Vol. 1. London, 1960.
- Sampson, George. Cambridge History of English Literature. C U P 2014
- Carter, Ronald and John Mcrae. The Routledge History of Literature in English, 2001.
- Alexander, Michael. A History of English Literature, New York: Palgrave, 2007.
- Peck, John and Martin Coyle. A Brief History of English Literature. Palgrave, 2012.
- Birch, Dinah Ed.The Oxford Companion to English Literature, O U P, 2009.

Semester	II		
Course	Fiction		
Nature	Core	Core	UEN2210
Instructional Hours	90	Weekly Hours	5
Credit	4		
Evaluation	Continuous	Semester End	Total

40

60

100

Course Outcomes: On completion of the course, the students will be able to

CO1: Comment on the specificities of different genres of prose fiction

CO2: Identify, interpret, compare and contrast specific character types from the various genres.

CO3: Analyse the themes and settings of fictional works in relation to the contexts of their making

CO4: Interpret textual meanings and dilate upon the different narrative techniques and strategies.

CO5: Examine the historical, political, and cultural influence in literature, and critique works based on their themes and treatment.

Module 1 (20 hours)

Introduction: Fictional writing and its historical development: beginning of the Novel, Epistolary novels, Gothic Novels, the 18th century novels, Women novelists, 20th century novels, Science Fiction, Modern Novelists, Picaresque novels, Realism, Psychological realism, Utopian novels, Reflexive novels, Postmodern Fiction: Major novelists and novels, elements which go into the writing of fiction, techniques in fiction writing- bildungsroman, Künstlerroman, dystopian fiction, roman-a-clef, Flash fiction.

Module 2: SHORT STORIES (30 hours) Detailed Texts

- Oscar Wilde: “The Nightingale and the Rose”
- O Henry: “Romance of a Busy Broker”
- William Faulkner: “A Rose for Emily”
- Katherine Mansfield : “The Doll’s House”
- James Joyce: “Araby”
- R.K. Narayan: “Out of Business”
- D H Lawrence: “The Rocking-Horse Winner”
- Kate Chopin : “Regret”

Module 3: NOVELS (40 hours)

- Joseph Conrad: Heart of Darkness
- Chinua Achebe: No Longer at Ease
- Earnest Hemingway: Old Man and the Sea

Core Texts:

- Joseph Conrad: Heart of Darkness
- Chinua Achebe: No Longer at Ease
- Earnest Hemingway: Old Man and the Sea

Books for Reference:

- Baldick, Chris. Oxford Book of Literary Terms. London: Oxford University Press, 2005.
- Childs, Peter, Roger Fowler. The Routledge Dictionary of Literary Terms.

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- Hudson, William Henry. *An Introduction to the study of Literature*. Chennai: Atlantic, 2006

Semester	II		
Course	Broadcast Journalism		
Nature	Core	Core	UEN2211
Instructional Hours	72	Weekly Hours	4
Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcomes: On completion of the course, the students

- CO1:** Analyse ethical issues in programmes in broadcast media
- CO2:** Evaluate television and radio programmes
- CO3:** Create programme ideas for television and radio
- CO4:** Write scripts for television and radio programmes
- CO5:** Produce programmes for broadcast media

Module 1 Introduction to Television (20 hours)

Trends in TV journalism – News debates and sensationalism – Human interest values – Ethical values – Commercial and private broadcasting – TV channel ownership patterns– National and international TV news agencies – Analysis of major television programmes in Indian and International channels.

Module 2 Introduction to Radio (20 hours)

Production elements – Audio Technology – Microphones – Radio station equipment – Special audience and programmes – Characteristics of radio – Public broadcasting and commercial broadcasting – Concept of narrowcasting – AM, FM and DRM – Types of radio: Community Radio, Internet Radio– AIR – Broadcasting codes – Commercial broadcasting policy – Community radio policy.

Module 3 Basics of Scripting (12 hours)

Basic principles – Idea to script–Planning and preparation for radio and Television interviews – Art of interviewing - Format of radio and Television news – News packages – Radio and Television news reports – Style sheet – Anchoring news and other types of programmes.

Module 4 Stages of Production (20 hours)

Preparation of a video and audio brief– Production schedule – Budget – Floor plan – Lighting plan and shooting script – Production of a programme – Post production–Radio station equipment – Special audience and LIVE programmes – Radio in formal and non-formal education – Radio in development – Errors and emergencies during broadcast – Listeners feedback.

Books for Reference:

- Andrew Utterback, Studio Television Production and Directing: Concepts, Equipment, and Procedures (2015, 2nd edition), London, Routledge.

- Frank Barnas, Broadcast News Writing, Reporting and Producing, (2017, 7th edition), London, Routledge.
- Herbert Zettl Television Production Handbook, (2014, 12th edition), California Wadsworth Publishing.
- Phillip L Harris and Gil Garcia, Television Production and Broadcast Journalism (2016, 3rd edition), New York. Goodheart-Willcox.
- K M Shrivastava, Broadcast Journalism in the 21st Century, (2010), Noida, Sterling Publishers and Distributors Pvt Ltd.
- Paul Chantler and Peter Stewart, Essential Radio Journalism: How to Produce and Present Radio News, (2009)., London, A and C Black publishers.
- Paul Chantler and Peter Stewart, Basic Radio Journalism, (2016), London, Routledge.
- Peter Stewart and Ray Alexander, Broadcast Journalism, (2016, 7th edition), London, Routledge.

Semester	II		
Course	Print Media Journalism		
Nature	Core	Course Code	UEN2212
Instructional Hours	108	Weekly Hours	6
Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcomes: On completion of the course, the students

CO1: Demonstrate comprehensive understanding of the different news factors

CO2: Apply news gathering techniques for print media

CO3: Attain knowledge to use the technical terms of print media

CO4: Interpret the print media content

CO5: Create news content for print media

Module 1: Introduction to Print Media Journalism (20 hours)

Introduction to Journalism: nature and scope – Role and responsibilities of a journalist– Mass media–News: Definitions, News Values, Structure- Leads: types of leads. Sources of News– Principles of news writing–Traits of a Reporter.

Module 2: News Gathering Techniques and News Bureau (20 hours)

Interview-Techniques and Types–Methods of writing Interview Stories– Features– Conference–Seminar– Press Conference– Press releases.

Module 3: Newspaper Page Organization (25 hours)

Reporting– Operations– Functions and Duties of the Editorial Departments.

Module 4: News Story Analysis and Trends in Global Writing (30 hours)

Principles of Editing–Accuracy; objectivity, consistency, fairness, taste and legal propriety–Style book–Headlines–Typography.

Module 5: Writing Practice and News Interpretation (13 Hours)

Types of reporting – Presenting data using modern methods – Interpretation of news.

REFERENCE:

- Harold Evans, Newman's English, Handling Newspaper Text, News Headlines, Pictures on a Page and Newspaper Design (in 5 volumes) (1984), London, National Council for Training of Journalists.
- Melvin Mencher, News Reporting and Writing (2007), London, Oxford University Press.
- Bob Franklin and Martin Hamer, Key Concepts in Journalism Studies (2006), New Delhi, Vistaar Publications.
- Ambrish Saxena, Fundamentals of Reporting and Editing (2007), New Delhi, Kanishka Publishers.

- Paul V Sheehan, Reportorial Writing (1972), New York, Chilton Books.
- Edward J Friedlander and John Lee, Feature Writing: The Pursuit of Excellence (2011), New Delhi, PHI Learning,
- James Glen Stovall, Writing for the Mass Media (2006), New Delhi, Pearson.
- John Vivian, The Media of Mass Communication (2012), New Delhi, Pearson.
- Seema Hasan, Mass Communication: Principles and Concepts (2010), New Delhi, CBS Publishers.
- KM Shrivastava, News Reporting and Editing, (2015), New Delhi, Sterling Publishers.
- John Bender Lucinda Davenport and others, Reporting for the Media, (2011), London, OUP
- Bruce D Itule and Douglas a Anderson, News Writing and Reporting for Today's Media (2006), New York, McGraw Hill.

Semester	II		
Course	Photography		
Nature	Core	Course Code	UEN2213
Instructional Hours	10	Weekly Hours	
Credit	0		
Evaluation	Continuous	Semester End	Total
	50		50

Course Outcomes: On completion of the course, the students

- CO1:** Understand the basics of photography
- CO2:** Apply the exposure triangle in photography
- CO3:** Apply framing and composition
- CO4:** Apply the techniques of lighting in photography
- CO5:** Create and design a portfolio of work

Module 1: Introduction to Photography (2 hours)

- Photography – definition and concept – Brief history of photography - Scope of photography – Types of photography – Handling camera and tripod.

Module 2: Basics of Photography (4 hours)

- Types of cameras: SLR and DSLR – Structure of DSLR camera – Three pillars of photography (exposure triangle): Shutter speed, Aperture and ISO – Lens: types and characteristics – Focus, focal length, depth of field, white balance – Camera accessories-Image formats: JPEG and RAW files.

Module 3: Practical Photography (4 hours)

- Indoor and outdoor photography-practical sessions.

General Guidelines

- It is a non-credit course offered in workshop mode with a subject expert.
- The duration of the workshop shall be a minimum of 10hours.
- Each student is expected to submit a detailed workshop report immediately after the completion of the workshop.
- An online examination will be conducted after the workshop.
- Each student should produce a mini portfolio of the photos which they clicked during the workshop.
- The mini portfolio will be evaluated by the subject expert.
- A student should acquire a minimum of 35% (17.5/50) to pass the examination.

Evaluation Criteria and Allocation of Weights

- 25 marks for online examination
- 15 marks for practical exercise
- 10 marks for the workshop report

REFERENCE:

- Michael Freeman, *Black and White Photography: The Timeless Art of Monochrome in the Post - Digital Age* (2017), London: Ilex Press.
- Bryan Peterson, *Learning to See Creatively: Design, Colour, and Composition in Photography* (3rd edition, 2015), New York: Amphoto Books.
- Henry Carroll, *Photographers on Photography: How the Masters See, Think and Shoot* (2018) London: Laurence King Publishing.
- Bruce Barnbaum, *The Art of Photography: A Personal Approach to Artistic Expression* (2017), New York: Rocky Nook.
- Henry Carroll, *Read This If You Want to Take Great Photographs of People* (2015), London: Laurence King Publishing.

Semester	II		
Course	Life Skills		
Nature	Non Credit	Course Code	UEN2214
Instructional Hours	30	Weekly Hours	0
Credit	0		
Evaluation	Continuous	Semester End	Total
	50		50

Course Outcomes: On completion of the course, the students

CO1: Identify the differences between ‘education for life’ and ‘education for living.’

CO2: Identify Intellectual skills that help earn a living and Interpersonal skills/Psycho-social competencies.

CO3: Distinguish between expressions of emotions and management of emotions.

CO4: Analyse the turmoil resulting from entangled relationships and from ensuing media and peer pressure.

CO5: Review and summarize the implications of psychological maturity and social responsibility.

Module 1 (30 Hours)

- Analyzing information and experience in an objective manner and decision making
- Healthy relationships
- Human Sexuality
- Emotional Intelligence and Emotional Management
- Respect for the Others
- Spirituality
- Self-assertiveness
- Negotiation skills
- Time management
- Self-Esteem

Evaluation:

Attendance: 5 Marks	Assignment: 15 Marks
Group Work: 30	
Total: 50	
A minimum of 35% is required for a pass.	

Semester Three

Course Code	Name of the Course	Nature of Course	Hrs./Week		Credits
			Theory	Practical	
UEN2215	Indian Writing in English	Core	5		4
UEN2216	Poetry	Core	5		4
UEN2217	Language and Linguistics	Core	5		4
UEN2218	Research Methodology, Academic and Professional Writing	Core	5		4
UEN2219	Advertising	Core	5		4

Semester	III		
Course	Indian Writing in English		
Nature	Core	Course Code	UEN2215
Instructional Hours	90	Weekly Hours	5
Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcomes: On completion of the course, the students will be able to

CO1: Classify the major genres in Indian Writing in English.

CO2: Analyze and appreciate the unique features of Indian Writing in English.

CO3: Evaluate the nationalistic and postcolonial aspects of Indian Writing in English.

CO4: Evaluate the major class/caste issues in the context of Indian Literature.

CO5: Analyse the use of myth in Indian Writing in English and its contemporary relevance.

Module 1 Poetry (25 hours)

- Sarojini Naidu: Love and Death
- Keki N. Daruwalla: Pestilence in Nineteenth Century Calcutta
- Nissim Ezekiel: A Farewell Party to Ms. Pushpa T S
- Jayanta Mahapatra: Hunger
- Kamala Das: An Introduction
- Meena Kandasamy: Amnesia, Selective
- Harindranath Chattopadhyaya: Shaper Shaped

Module 2: ESSAYS (5 hours)

- Jawaharlal Nehru: “A Tryst with Destiny”
- Khushwant Singh: —Resolution and Independence

Module 3: FICTION (20 hours)

- Mulk Raj Anand: A Pair of Mustachios
- Jhumpa Lahiri: Interpreter of Maladies
- R K Narayan: Swami and Friends
- Ruskin Bond: The Thief

Module 4: Novel (20 hours)

- Rohinton Mistry: A Fine Balance

Module 5: Drama (20 hours)

- Girish Karnad: Yayati

Core Texts

- Gokak, Vinayak Krishna (ed). The Golden Treasury of Indo-Anglian Poetry. SahityaAkademy, 1970. 105. 155.271.

- 2. Parthasarathy R. (ed). Ten Twentieth Century Indian Poets. Delhi. OUP, 1976.
- 3. Mehrotra, ArvindKriahna (ed). Twelve Modern Indian Poets. Delhi. OUP, 1992.
- 4. Rushdie. Salman (ed). Indian Yarns: An Anthology of Indian English Writing. Cambridge University Press, 2013.

Books for Reference:

- 1. M.K.Naik. Perspectives on Indian Poetry, Abhinav Delhi Publication, 1984.
- 2. M.K.Naik. Perspectives on Indian Drama, Delhi,
- 3. E.S.Nelson. The Literature of Re-worlding the Indian Diaspora, New York

Semester	III		
Course	Poetry		
Nature	Core	Course Code	UEN2216
Instructional Hours	90	Weekly Hours	5
Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcomes: On completion of the course, the students

CO1: Differentiate the various elements and types of poetry.

CO2: Specify and interpret the figurative language used in poems.

CO3: Comprehend the different critical approaches to poetry and write short appreciation of given poems

CO4: Develop an understanding of the representation of poetry in various historic periods and cultures.

CO5: Appreciate and critique poetry as a literary art form.

Module 1 (30 hours)

Subjective and Objective Poetry, types of Poetry: Lyric, Ode, Sonnet, Elegy, Ballad, Epic, Mock Epic, Dramatic Monologue, Haiku. Stanza – Couplet, tercet, terzarima, ottavarima, quatrain, Spenserian stanza, rime royal. Poetic devices: alliteration, assonance, simile, metaphor, image, symbol, rhythm, rhyme. Meter: heroic couplet, free verse and blank verse.

Module 2 (20 hours)

- William Shakespeare : Sonnet 130
- John Donne : Batter My Heart
- John Milton : On His Blindness
- Alexander Pope : Excerpt from Canto 1 of Rape of the Lock, ‘Toilet Scene’
- William Wordsworth: Tintern Abbey Lines
- P. B. Shelley : Ode to the West Wind
- John Keats : La Belle Dame Sans Merci
- Robert Browning : My Last Duchess

Module 3 (15 hours)

- William Butler Yeats : A Prayer for My Daughter
- Thomas Stearns Eliot : The Love Song of J. Alfred Prufrock
- Philip Larkin : Church Going
- Ted Hughes : The Thought Fox
- Seamus Heaney : Death of a Naturalist

Module 4(15 Hours)-Glimpses of World Poetry

- Walt Whitman : —A Noiseless Patient Spider
- Wole Soyinka – —Telephonic Conversation
- Pablo Neruda – —Tonight I can Write

- Khalil Gibran – —On Children
- Kamala Das – —Nani
- Basho Matsuo ——Transcience
- Louise Gluck—Pietal

Module 5 (10 Hours)

- Appreciating Poetry
- Differentiate the various elements and types of poetry.
- Interpret the figurative language used in poems.
- Critique poetry as a literary art form.

Core Text Books:

- Prasad, B. A Background to the Study of English Literature. Trinity Press, 2014
- Abrams, M H, and Geoffrey G. Harpham. A Glossary of Literary Terms. , 2022.
- Chaskar, Ashok &ChetanDeshmane Ed. Auroral Musings: A Collection of English Poetry. Orient Black Swan, 2014.
- Ramanan, Mohan G Ed. Modern English Poetry: A Selection. Orient Black Swan, 2014.

Books for Reference:

- Furniss, Tom and Michael Bath. Reading Poetry- An Introduction. London: Prentice Hall, 1996.
- Hobsbaum, Philip. Metre, Rhythm and Verse Form.London:Routledge, 2006 .
- Matterson, Stephen and Daryl Jones. Studying Poetry. London:Arnold, 2000.
- Thomas, C.T. Ed. Chaucer to Housman Vol I .New Delhi: B.I. Publications 1987.
- Thomas, C.T. Ed. Chaucer to Housman Vol II. New Delhi: B.I. Publications 1990.

Semester	III		
Course	Language and Linguistics		
Nature	Core	Course Code	UEN2217
Instructional Hours	90	Weekly Hours	5
Credit	4		
Evaluation	Continuous	Semester End	Total

40

60

100

Course Outcomes: On completion of the course, the students

CO1: Decipher the major organs involved in speech production and demonstrate how they are involved in articulating phonemes and to distinguish between phonetic and phonemic transcriptions.

CO2: Articulate a chiseled and polished neutral accent and speak globally intelligible English.

CO3: Analyze and examine the growth, change and development process of English language.

CO4: Formulate the basic ideas of English Language Teaching (ELT) and recognize the relationship between Second Language Acquisition and learning.

CO5: Identify the different methodology and various approaches used in Teaching English to Speakers of Other Languages (TESOL), Teaching English as a Foreign Language (TEFL) and Teaching English as a Second Language (TESL).

Module 1 (25 hours)

Linguistics – branches of linguistics

Approaches to the study of language – diachronic & synchronic – prescriptive & descriptive – traditional & modern

Key concepts – langue & parole – competence & performance – grammaticality & acceptability Morphology –morphemes – classification – allomorphs

Syntax – word classes – form and function class.

Module 2 (20 hours)

Phonology — Syllables

Suprasegmentals – word stress– stress and rhythm in connected Speech – juncture, assimilation and elision, intonation.

Conversation transcription practice.

Module 3 (20 hours)

Language- Flux in language, dead languages, Grimm’s Law, Verner’s Law, Word Formation.

Varieties of Language – regional/class – discourse – individual – national varieties – British – American –General Indian English– RP

Module 4 (25 hours)

Introduction to English Language Teaching Nature of language- process of communication and principles of teaching language- Language Acquisition Relationship between language Acquisition and learning- English as Second Language- English as Foreign Language

Methods/ Techniques of Teaching English Language- grammar translation method, direct method, bilingualmethod, structural-oral-situational approach- Communicative Language Teaching.

Core Texts:

- Jones, Daniel. An outline of English Phonetics, Cambridge Uni. Press, 2001
- Chaskar, Ashok, Arjun Jadhav and Sanjay Pagare. Linguistics: An Introduction. Orient BlackSwan, 2014
- T. Balasubramanian. A Textbook of English Phonetics for Indian Students. Laxmi Publications, 2013
- Richards, J.C and Rogers, T. Approaches and Methods in Language Teaching. Cambridge University Press. New York. 2001.

Books for Reference:

- Leech, Geoffrey .Margaret Deuchar et al. English Grammar for Today: A New introduction. London: Palgrave, 2005.
- Krashen, Stephen. Principles and Practice in Second Language Acquisition. Oxford. Chicago, 1982
- Trask, R.L. Key Concepts in Language and Linguistics. Routledge, 2004
- Lyons, John. Language and Linguistics: An Introduction. Cambridge University Press, 1999
- Hall, Christopher. An Introduction to Language and Linguistics. . Viva Continuum Edition, 2008
- Jones, Daniel. English Pronouncing Dictionary . Cambridge. Cambridge UP, 2006
- Collins, Beverley and Inger M. Mees. Practical Phonetics and Phonology. London: Routledge, 2008.
- Roach, Peter. English Phonetics and Phonology. New Delhi: Cambridge UP, 2009
- Hengcock, Mark. English Pronunciation in Use Cambridge University Press, 2003
- <http://www.bbc.co.uk/learningenglish/english/features/pronunciation>

Semester	III		
Course	Research Methodology, Academic and Professional Writing		
Nature	Core	Course Code	UEN2218
Instructional Hours	90	Weekly Hours	5
Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcomes: On completion of the course, the students will be able to

CO1: Understand the basic framework of the process of research and develop an aptitude for research

CO2: Use appropriate theoretical frameworks to critique given visual/written texts.

CO3: Write book reviews, abstracts and short conference papers.

CO4: Apply the techniques of academic writing and documentation format in their articles.

CO5: Use the latest MLA format to prepare bibliography for different sources.

Module 1 (25 hours)

Introduction to Research – Meaning of Research–Critical thinking – Significance of research and scientific temper – Basic concepts - Types of Research – Qualitative – Quantitative - Research in Humanities and Social Sciences - Research in English – Current Trends - Steps of research – Identifying an area of Research -Formulating a research problem- hypothesis –Research questions- Formulating an argument-Research proposal- Literature review – research gap – framing objectives of research - Data Collection–Organising data-Research design– Research articles- Research projects – Dissertations – Thesis – Writing sample research proposal

Module 2 (20 hours)

Academic Writing – academic language- Professional writing - Selecting key points from resources – Note-making – Summary – Paraphrasing - sentences and their variations - writing effective sentences- constructing different paragraphs: descriptive, expository, narrative, argumentative, etc. -choosing and focusing on a topic of general interest, planning and writing an essay with special attentiveness to the introductory and concluding paragraphs.

Module 3 (30 hours)

Basic Concepts: Research article –Conference papers – book reviews- writing an abstract – key words – title of an article –Gathering information about Your Sources - Choosing authentic sources for research – databases - Data collection from appropriate sources–encyclopaedias-inflibnet- jstor- proquest- the process of writing - Revising the article –Writing multiple drafts- Proofreading– Possibilities of Publishing articles - Practice sessions for research papers

Module 4 (15 hours)

Research ethics– Plagiarism - Intellectual Property Rights - Why document sources? Common citation styles in Humanities- MLA – APA – Chicago - Documentation- MLA- Citing sources in the text - Documentation of different kinds of sources and how to cite them in the text - Acknowledging sources used – preparing bibliography - Documentation: Preparing the list of works cited - How to document different types of sources in the list of works cited

Core Texts

- Anderson, Marilyn, et al. Critical thinking Academic Writing and Presentation Skills. Pearson Publishers, 2012.
- Gibaldi, Joseph. MLA Handbook for Writers of Research Papers .Delhi: Affiliated East West Press, 2004.

Books for Reference:

- A Handbook to Literary Research. New York: Routledge, in association with the Open University, 2009.
- Denzin, N.K., Lincoln, Y.S. (2005). “Introduction: The Discipline and Practice of Qualitative Research.” The Sage Handbook of Qualitative Research: Third Edition. (Norman K. Denzin, Yvonna S .Lincoln: Editors) London: Sage Publications, pp. 1-32
- Griffin, Gabriele. Research Methods for English Studies. , 2017.
- Seely, John. The Oxford Guide to Writing and Speaking. New Delhi: Oxford University Press, 1998.
- Lannon, John M. The Writing Process. Southeastern Massachusetts University, 2007.
- Fergenson, Lorraine. Writing with Style. Holt and Winston Inc. 1991.
- Kothari, C R, and Gaurav Garg. Research Methodology: Methods and Techniques. , 2019.

Semester	III		
Course	Advertising		
Nature	Core	Course Code	UEN2219
Instructional Hours	90	Weekly Hours	5
Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcomes: On completion of the course, the students

- CO1: evaluate the different types of advertisements
- CO2: examine the role of various media in the marketing process
- CO3: examine the social and ethical issues surrounding an advertisement
- CO4: create and produce various copy texts
- CO5: create advertisements based on unique selling proposition (USP)

Module 1: Advertising Concept (15 hours)

Introduction to advertising; Definition, Functions, Relevance; Brief History of Advertising in World and India; Introduction to Advertising Concepts; Types of Advertising; Media of Advertising; Synergy between Marketing and Advertising.

Module 2 : Advertisement (20 hours)

Marketing concepts, marketing process, marketing tools, marketing communication process, integrated marketing Communication, Media Mix: Print ads, –Radio-T.V- SMS- Internet-Social Networking Sites, Outdoor Advertising, Role, functions and purpose of advertising agencies- Indian & international; Trends in modern advertising, Representation and Stereotyping in Advertising

Module 3:Print, Film and TV Commercials (20 hours)

Advertising research and strategy, Key elements in an Advertising Plan- budget, programming; Tools of Advertising Research, Consumer segmenting, Target Groups, Product positioning; implementation: types of media, selection and media planning, media buying.

Module 4: Advertising Agency (20 hours)

Consumer behavior- Relationship between Advertising Strategy and Consumer Behavior, Advertising as communication, AIDA-DAGMAR principles, Copy writing skills, The Creative Brief; Language in advertising, Principles of Layout and Design, Writing copy for advertising, Production process in different media.

Module 5: Case Studies (15 hours)

- Case Studies- Pepsi, Coca Cola, Hindu-Times of India etc.

Core Text Books:

- David Ogilvy, Ogilvy on Advertising (1985), New York: Vintage Books.

- George E Belch and Michael A Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective (2014, 10th edition), New York: McGraw-Hill.
- George Felton, Advertising: Concept and Copy (2013, 3rd edition), New York: W. W. Norton and Company.
- Jogender Mehta, Advertising, Marketing and Sales Management (2008), Jaipur: Book Enclave Publishers.
- Joseph Sugarman, The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters (2006), New York: Wiley Publishers.
- Michael Puthenthara, Advertising (2012), Kochi: Kerala Media Academy.
- S A Chunawalla and K C Sethia, Foundation of Advertising: Theory and Practice (2010), Bombay: Himalaya Publishing House.
- Sandra Moriarty, Nancy D Mitchell and William D Wells, Advertising and IMC: Principles and Practice (2016, 10th edition) Noida: Pearson Education India.

Semester Four

Course Code	Name of the Course	Nature of Course	Hrs./Week		Credits
			Theory	Practical	
UEN2220	Comparative Literature	Core	5		4
UEN2221	Drama	Core	5		4
UEN2222	Creative and Technical Writing	Core	5		4
UEN2223	Digital Media and Society	Core	5		4
UEN2224	ICT for Communicative English (Practice)	Core		5	4
UEN2225	Know the People around You and Their Lives	Non Credit			0

Semester	IV		
Course	Comparative Literature		
Nature	Core	Course Code	UEN2220
Instructional Hours	90	Weekly Hours	5

Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcomes: On completion of the course, the students

- CO1:** Comment on the theoretical trajectories of Comparative Literature.
- CO2:** Compare literary texts from different historical and literary background.
- CO3:** Compare the themes and characters of canonical texts with those of their retellings with a view to understanding the latter as sites of resistance.
- CO4:** Interpret the ways in which literary texts and their different adaptations both emerge from and contribute to their literary, historical and cultural contexts.
- CO5:** Compare a variety of artistic forms such as literary texts, painting photography, films, comics, theatre, sculpture, and more.

Module 1 (30 hours)

- K M Krishnan : Comparative Literature: An Introduction(in the anthology Between the Lines)
- Susan Bassnet : What is Comparative Literature Today?
- Bijay Kumar Das : “Retrospect and Prospect”
- R K Dhawan: The Case for Comparative Literature

Module 2 (30 hours)

- Thomas Mann : Transposed Heads
- Girish Karnad : Hayavadana
- Tennessee Williams : The Glass Menagerie
- Shyamaprasad : Akale(Movie)

Module 3 (30 hours)

- Anna Akhmatova: Reading Hamlet
- C. P. Cavafy: King Claudius
- Salman Rushdie: Yorick
- Robert Frost : The Road Not Taken
- N. N. Kakkad : VazhiVettunnavarod

Core Text:

- Dr. K. M. Krishnan Ed. Between the Lines: A Text Book of Comparative Literature Books for Reference:
- Amiya K Dev & Sisir Kumar Das Ed.: Comparative Literature: Theory and Practice
-

Semester	IV		
Course	Drama		
Nature	Core	Course Code	UEN2221
Instructional Hours	90	Weekly Hours	5
Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcomes: On completion of the course, the students will be able to

- CO1**Analyze the history of theatre, with particular attention to the evolution of stylistic and aesthetic trends
- CO2**Compare and contrast various schools and forms of drama
- CO3**Examine the use of theatrical devices
- CO4**Represent and enact a play, or part of it, written by a native or foreign dramatist
- CO5**Assess the verbal and visual language of drama.

Module 1 (15 hours)

Drama – Origins and early forms: Greek Drama, Mystery plays, Miracle Plays, Morality Plays and Interludes. The Major Dramatic Genres: Tragedy, Comedy, and Tragi-Comedy. Types of comedy – Romantic Comedy, Comedy of Humors, Comedy of Manners/Restoration Comedy, Sentimental Comedy, farce, burlesque, black comedy. Types of Tragedy: Revenge Tragedy, Domestic Tragedy, Heroic Drama. Other forms: melodrama, masque, One-Act Plays, epic drama, absurdist drama, kitchen sink drama Dramatic Devices – irony, soliloquy, aside, chorus.

Module 2 (30 hours)

Sophocles: Oedipus Rex

Module 3 (30 hours)

William Shakespeare: The Tempest

Module 4 (15 hours)

Chekov: The Swan Song

Eugene O’Neil: Thirst

M Sajitha: Matsyagandhi

Core texts:

- Golden Threshold: An Anthology of One Act Plays and Stories. Orient Blackswan, 2013
- Chapter 2 from A Concise Companion to Literary Forms. Emerald, 2013.
- Glossary of Literary Terms, M. H. Abrams, Cengage Learning, 2014
- The Tempest
- Oedipus Rex

Books for Reference:

- Styan, J. L. Elements of Drama, Cambridge University Press, 1967.
- Wilfred L. Guerin et al, A Hand Book of Drama, New Delhi: OUP, 2007
- The Semiotics of Keir Elam: Critical approaches to Literature, London: Routledge, 2009.
- Steven Craft and Helen Oxford, Theatre and Drama, OUP, 2000.

Semester	IV		
Course	Creative and Technical Writing		
Nature	Core	Course Code	UEN2222
Instructional Hours	90	Weekly Hours	5
Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcomes: On completion of the course, the students will be able to

- CO1 Recognize imagination as the shaping force of creative writing and appraise works from different genres.
- CO2 Analyze and select Geoff Petty's six-phase model, called ICEDIP, as the best strategy for successful creative writing and to create fictional writing in the form of short stories, short crime fiction and novelettes, as well as short lyrics and sonnets.
- CO3 Practice their creative voice in nonfiction such as biographical and autobiographical essays, feature articles, travel writing and diaries.
- CO4 Create script writing for one-act plays, radio plays and sitcoms.
- CO5 Create digital and technical writings such as content writing, blogging and script writing.

Module 1 (20 hours)

What is creativity - Creative process: ICEDIP (Inspiration, clarification, distillation, perspiration, evaluation and incubation) Why Write? – Writing is easy - writing is natural – finding time to write – word about technology – capturing ideas – generate your own ideas – using what only you know – using magazines and newspaper article – choosing a subject for your first article – a step – by – step guide

Module 2 (20 hours)

Ingredients in short story – finding short story ideas – finding believable characters – a convincing background – a good opening – shape – a satisfying ending - travel writing - stand and stare – putting personality into the picture - what is creative non-fiction – finding a subject – structure – flexibility – beginning your research – organizing you material

Module 3 (30 hours)

Traditional and Experimental poetry – poetic types – stylistic features – figures of speech – balancing - Finding your own voice in poetry Formula play writing - Writing stage plays – the purpose of theatre – stage characters – conflict – tension - dialogue versus action – structure – writing radio plays – television drama – screen plays

Module 4 (20 hours)

Technical Writing: Introduction- Types of Professional Writing- Technical, Content and Instructional Designing-Audience, Purpose and Persuasion -Content Writing tools- Introduction to HTML- Blogging-Vlogging - Twitter

-Creative Writing in Digital Platforms- Search Engine Optimization - Creating storyboards, E-learning tools - Script Writing for Radio and Television.

Books for Reference:

- May, Stephan: Creative Writing, Arvon Foundation, 2008.
- Freeman, Sarah: Written Communication, Orient Longman Ltd. 1977.
- Hedge, Tricia: Writing, Oxford University Press, 1988
- Petty, Geoffrey: How to be better at ...Creativity. The Industrial society, New Delhi:1998

Semester	IV		
Course	Digital Media and Society		
Nature	Core	Course Code	UEN2223
Instructional Hours	90	Weekly Hours	5
Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcomes: On completion of the course, the students

- CO1:** Evaluate the impact of digital media on society
- CO2:** Evaluate digital media's effectiveness in campaigning for a social cause
- CO3:** Evaluate negative and positive effects of digital media
- CO4:** Create digital media content for social causes
- CO5:** Attain proficiency to use the convergent technologies

Module 1: Introduction (20 Hours)

Introduction to digital media, tools and applications, features, Positives and negatives of digital media, Concept of society

Module 2 Basic Concepts (20 Hours)

Understanding the digital: Digital Condition, Digital Natives, Digital Immigrant, Cute-cat Theory, Metaphors of Internet Digital identity, digital subjectivity, Web 1.0, Web 2.0, Web 3.0, mobile phones and convergence of technologies

Module 3 : Theories and Case Studies (20 Hours)

State and Citizenship in a Digital Society: Idea of the State, Modern State in Transition, IT ACT 2000, Arab Spring, Anti-Corruption Crusades, Aadhar, State Surveillance, Wiki Leaks, Case study of mobile phones in North East.

Module 4: Political Economy of Digital Media (15 Hours)

Political economy of digital media: SOPA and PIPA Debates, State Intervention on digital Content in Google, twitter, and Facebook in India

Module 5: Rights Discourse in Digital Media(15 Hours)

Creative commons, Facebook, Google and privacy debates, open source software and hardware, copyright disputes.on digital Content in Google, twitter, and Facebook in India

Books for Reference:

- Bonime, Andrew, and Ken C Pohlmann. Writing for New Media. New York: John Wiley, 1998.
- Jason Whittaker Web Production for writer & Journalist, London Routledge.
- Yochai Benkler: The Wealth of Networks: How Social Production Transforms Markets and Freedom
- Pramod Nair: —WikiLeaks, the New Information Cultures and Digital Parrhesia
- Robert W. McChesney: The Political Economy of the Mass Media
- Shah, N.& Abraham, S. (2009). Digital Natives with a Cause, The Centre for Internet & Society. Gibson, W. (1984). Neuromancer.Ace.
- Althusser, L. (1974). Ideology and Ideological State Apparatuses. Prima Publishing.
- Herman, E. S., Said, E., & Chomsky, N. (1988). Manufacturing Consent: The Political Economy of the Mass Media, New York: Pantheon.
- Benkler, Y. (2006). The Wealth of Network, Yale University.

Semester	IV		
Course	ICT for Communicative English (Practice)		
Nature	Core	Course Code	UEN2224
Instructional Hours	90	Weekly Hours	5

Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcomes: On completion of the course, the students

CO1: Prepare a MS word document based on formatting guidelines

CO2: Create a blog, customize it and publish posts based on a theme of their choice

CO3: Use various Google Drive Apps to collaborate online

CO4: Design a poster with an image editing tool

CO5: Create a short video and publish it to YouTube

Module 1 (15 Hours)

Preparing a document with Microsoft Word Explore Microsoft Word, Enter, edit, and proofread text, Modify the structure and appearance of text, Organize information in columns and tables, Add simple graphic elements, Reference content and content sources, Collaborate on documents, Preview, print, and distribute documents, Keyboard shortcuts.

Module 2 (15 Hours)

Sharing knowledge with a Blog Getting Started, Writing your first blog posts, Permissions and privacy, Customize your blog, Gadgets and the Blogger Layout, Comments and backlinks, Publish and Archive, Share your blog, Advanced internet searching techniques and SEO.

Module 3 (15 Hours)

Collaborating with Google Apps Google Drive, Google Docs, Google Spreadsheet, Google Slides, Google Forms

Module 4 (15 Hours)

Image Editing Basics Different Image Formats, Exploring the Workspace, Basic photo corrections, working with selections, Layer Basics, Masks and Channels, Making Image Compositions.

Module 5 (25 Hours)

Video Editing Basics Introduction, Import Photos & Music, Arrange Photos on Timeline, Add Music to Timeline, Preview your Project, Export your Video, Publishing the video in YouTube

Evaluation Components and Distribution of Marks

Component	Marks
Moodle Quiz on MS Word	15
Blog Creation	20
Google Slides	10
Google Forms	10
Poster Design	20

Short Video	20
Attendance	5

Books for Reference:

- Rajaraman, V. Introduction to Information Technology. Prentice Hall.
- Evans, Alan, Kendal Martin et al Technology in Action. Pearson Prentice Hall, 2015

Semester	IV		
Course	Know the People Around you and Their Lives		
Nature	Non credit	Course Code	UEN2225
Instructional Hours	30	Weekly Hours	
Credit			
Evaluation	Continuous	Semester End	Total
	50		50

Course Outcome: On completion of the course, the students will be able to

CO1: Understand the various ways in which social responsibility can be undertaken.

CO2: Develop skills to break an issue into various modules and resolve them effectively.

CO3: Conduct independent research and generate relevant reports.

Hours of Study

Class Room Instruction	5 Hours
Field/Project Work	15 Hours
Guided Study	10 Hours

Guidelines for Faculty Members

- This course is supposed to be based on data collected in the form of answers to questionnaire designed by the students and approved by the faculty members.
- The topic of the research should be related to social, economic or environmental issues concerning the common man.
- The students should prepare an abstract of the proposed research which should clearly state the objective and the nature of expected outcomes. This abstract and the related questionnaire should be ratified by the department council before the student groups proceeds to undertake the project.
- The students may be divided into groups of consisting of 3-4 students each under a faculty member to advise and guide their efforts.
- They will be directed to visit sites approved by the faculty members and collect data, and if possible videos.
- The faculty guide will guide the students and approve the project title and help the students in preparing the questionnaire and final report.
- The students will be marked on the basis of a final report which should contain 2,000 to 3,000 words and relevant charts, tables and photographs.

Layout of the Report

- Introduction
- Objective of the research
- Research Methodology
- Questionnaire
- Expected Outcomes

Note: Research report should be based on primary data.

Guideline for Report Writing

Title Page: The following elements must be included:

Title of the article;

Name(s) and initial(s) of author(s), preferably with first names spelled out;

Name of the institution

Name of the faculty guide

Abstract:

Each report is to be preceded by an abstract approved by the faculty members. The abstract should highlight the objectives, methods, results, and conclusions of the project.

Text: Reports should be submitted in MS-Word.

Use a normal, plain font (e.g., 12-point Times Roman) for text.

Use the automatic page numbering function to number the pages.

Save your file in docx.

Format

The report should be Spiral/ hardbound

Cover page

Acknowledgement

Content

Project report

Evaluation pattern

The students will be marked on the basis of their abstract, questionnaire and the clarity of objectives.

Course Evaluation

Continuous Assessment

Abstract 5 Marks

Objectives 5 Marks

Questionnaire 10 Marks

Presentation 30 Marks

A minimum of 35% is required for a pass.

Semester Fifth

Course Code	Name of the Course	Nature of Course	Hrs./Week		Credits
			Theory	Practical	
UEN2226	Literary Criticism and Theory	Core	5		4
UEN2227	Post-colonial Literature	Core	4		3
UEN2228	English for Formal Occasions(Practice)	Core		3	3
UEN2229	Media Laws and Ethics	Core	5		3
UEN2230	Environmental Studies and Human Rights through Literature	Core	4		4
UEN2231	Film Studies	Open	4		3
UEN2232	News Reading and Compering	Non Credit			0

Semester	V		
Course	Literary Criticism and Theory		
Nature	Core	Course Code	UEN2226
Instructional Hours	90	Weekly Hours	5
Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcomes: On completion of the course, the students will be able to

- CO1:** Understand the nature of literary criticism based on classical Greek paradigms
- CO2:** Analyze the historical development of criticism
- CO3:** Define literary theory and criticism
- CO4:** Create an aptitude for critical analysis of literary works
- CO5:** Create interpretations of literary works in the light of various critical approaches
- CO6:** Compare and contrast the major trends within literary theory of the 20th century.

Module 1 (20 hours)

Major concepts from these works of the classical authors mentioned below

- Aristotle :Poetics
- Plato :Republic
- Horace :ArsPoetica
- Longinus :On the sublime

Module 2 (20 hours)

- Philip Sydney: Major concepts from *An Apology for Poetry*
- Contributions of John Dryden to literary criticism
- William Wordsworth: Major concepts from *Preface to Lyrical Ballads*
- Samuel Taylor Coleridge: Concept of fancy and imagination

Module 3 (20 hours)

- Realism
- Naturalism
- Symbolism
- Aestheticism
- Touchstone Method
- Objective Correlative
- Dissociation of Sensibility
- Impressionism

Module 4 (30 hours)

- New Criticism
- Formalism
- Modernism and Postmodernism
- Structuralism & Post Structuralism
- Deconstruction
- Postcolonial Theory
- Reader Response Theory

- New Historicism
- Semiotics
- Psychoanalysis
- Gender & Queer Theory
- Archetypal Criticism
- Marxism
- Ecocriticism

Books for Reference

- Abrams, M H, and Geoffrey G. Harpham. A Glossary of Literary Terms. Stamford: Cengage Learning, 2015.
- Atkins, J.W.H. English Literary Criticism. Vol. 1. Jaipur (India): Surabhi Publications, 1999.
- Barry, Peter. Beginning Theory: An Introduction to Literary and Cultural Theory. Manchester: Manchester University Press, .
- Danzier and Johnson. An Introduction to Literary Criticism. Boston: Heath, 1961.
- Das, B.B. and Jatindra Mohan Mohanty. Eds. Literary Criticism: A Reading. New Delhi: Oxford University Press, 1985.
- Habib, Rafey. A History of Literary Criticism: From Plato to the Present. Malden: Blackwell Publishing Ltd, 2005.
- Wellek, Rene. A History of Modern Criticism 1750-1950: The Romantic Age. Cambridge: Cambridge University Press, 1981.
- Wimsatt, William K., and Cleanth Brooks. Literary Criticism: A Short History Calcutta: Oxford Book Company, 1957.

Semester	V		
Course	Postcolonial Literature		
Nature	Core	Course Code	UEN2227
Instructional Hours	72	Weekly Hours	5
Credit	3		

Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcomes: On completion of the course, the students

- CO1:** Analyse Postcolonial Literature in the light of Postcolonial theories.
- CO2:** Evaluate common features that characterize writings from different countries.
- CO3:** Develop a skill in applying postcolonial theories in interpreting a text.
- CO4:** Examine how Postcolonial writers respond to social and ethical issues.
- CO5:** Locate and represent subaltern voices through their own writings.

Module 1: Essays (5 hours)

- Chinua Achebe: An Image of Africa: Racism in Conrad's *Heart of Darkness*

Module 2: Poetry (15 hours)

- Judith Wright : “Eve to Her Daughters”
- Wislawa Szymborska : “Possibilities”
- Derek Walcott : “Ruins of a Great House”
- John Pepper Clark : “Casualties”
- Edward Kamau Brathwaite: “Limbo”

Module 3: Fiction (30 hours)

- John Maxwell Coetzee: Waiting for the Barbarians
- Mahasweta Devi : Draupadi

Module 4: Drama (22 hours)

- Wole Soyinka: The Lion and the Jewel

Core text

- After the Sunset: An Anthology of Post-Colonial Literatures in English. Oxford University Press, 2013.

Books for Reference

- The Arnold Anthology of Post-Colonial Literature in English, Ed. John Thieme
- Readings in Commonwealth Literature, William Walsh
- An Anthology of Commonwealth Poetry , Ed., C. D. Narasimhaiah

Semester	V		
Course	English for Formal Occasions (Practical)		
Nature	Core	Course Code	UEN2228
Instructional Hours	54	Weekly Hours	3
Credit	3		
Evaluation	Continuous	Semester End	Total
	100		100

Course Outcome: On completion of the course, the students

- CO1:** Deliver a perfect speech

CO2: Do anchoring, compering and emceeing for formal programmes

CO3: Participate and prove their mettle in a job interview

CO4: Effectively participate in a group discussion.

CO5: Organize and conduct a formal meeting.

Module 1 (18 hours)

The skills of Public Speaking, body language and body posture, self-confidence and mental poise—How to make an extempore speech, oral reports, presentations with or without visual media announcements-- how to do anchoring, compering and emceeing, and how to be a good debater.

Module 2 (18 hours)

How to attend a job interview, how to conduct a job interview and how to interview a celebrity – how to participate in a group discussion or on a panel discussion, and how to moderate a discussion.

Module 3 (18 hours)

To conduct a business meeting, to chair a meeting -- Negotiations, persuasions, bargains using win-win strategies – how to give talks on a prepared topic, seminars, how to make a speech at a symposium, and present an oral project report.

Activities:

- Candidates address the students on a given topic, using all the public speaking skills they have learned in class.
- Give an oral book report in the class
- Prepare a documentary in English on a topic of social interest. The topic should be approved by the teacher concerned.
- Conduct a debate on a studied topic with four or five discussants who are knowledgeable about the topic and let one person to be the moderator.
- Name a celebrity and choose a student to role play the famous person who must be interviewed by a student journalist. Get the journalist to prepare six or seven questions.
- The students have to interact with a foreigner/non-Keralite for 10 to 15 minutes and videograph it.

Assessment Criteria:

CARS: Viva based on the OJT: 20 Marks

Group discussion: 10 Marks

News Analysis: 5 Marks

Declamation: 5 Marks

Thought of the Day: 5 Marks

CADL: Project Report: 25 Marks

Final Assessment: 30 Marks (Conduct all the above mentioned activities for each candidate. One single activity will be in 5 marks.)

Core Texts:

- Beebe, Steven. Public Speaking: An Audience-Centered Approach, Allyn & Bacon, 2011.

- Stephen M Pollan & Mark Levine. Lifescrpts: What to Say to Get What You Want in Life's Toughest Situations, John Wiley & Sons, Hoboken, NJ, 2004.
- Hybels, Sandra. Communicating Effectively, McGraw Hill Higher Education, London, 2014.

Books for Reference:

- Alger, Ralph K. Mechanics of Communications, Cambridge University Press, 2001.
- Alger, Ralph K. Good Speakers and Good Speeches, Cambridge University Press, 1996.
- Huggins, Viola. What to say and when, BBC, London, 2006.
- Kaul, Asha. The Effective Presentation, New Delhi: Response Books, 2004
- Shepherd, Kerry. Presentations at Conferences, Seminars and Meetings. New Delhi: Response Books, 2009.
- Vilanilam, J. V. More Effective Communication: a Manual for Professionals. Response Books, 2008.

Semester	V		
Course	Media Laws and Ethics		
Nature	Core	Course Code	UEN2229
Instructional Hours	90	Weekly Hours	5
Credit	3		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcomes: On completion of the course, the students

CO1: Apply principles of media ethics

CO2: Apply the rights and liberties of media

CO3: Evaluate the ethical issues in the field of journalism

CO4: Write for print media based on media laws and ethics

CO5: Produce content for broadcast and online media based on media laws and ethics

Module 1: Introduction to Constitution of India (20 hours)

Indian constitution and its salient features – Fundamental rights and duties – Directive principles of state policy – The union and state governments: Lok Sabha and Rajya Sabha, State legislature.

Module 2: An overview of Indian Press Laws (25 hours)

History of press laws in India: Introduction to Indian penal code, relevant provisions of Indian penal code– Right to privacy –The Contempt of Court Act, 1971 – Civil and criminal law of defamation – Official Secrets Act 1923 – Right to Information Act, 2005 – Protection of Civil Rights Act, 1955 – Intellectual property rights - Information Technology Act, 2000 - Crime against women and children.

Module 3: Print Media Laws (20 hours)

Constitutional provisions for freedom of media – Press commissions, press council – Press and Registration of Books act 1867 – Copyright Act, 1957 – Working Journalists Act, 1955 – Working Journalists (Fixation of Rates and Wages) Act, 1958.

Module 4: Electronic Media Laws (10 hours)

AIR and Doordarshan code of broadcasting news – News policy for broadcast media – Various committees and commissions regarding media – Specified Press Laws Cinematograph Act 1953 – Prasar Bharati Act.

Module 5: Ethics in Journalism (15 hours)

Cyberspace and government regulation – Communal issues – Court reporting – Reporting sex related offences – Juvenile crimes reporting – Press and social responsibility.

REFERENCE:

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- Bidyut Chakrabarty, Indian Constitution: Text, Context and Interpretation (2019), New York: SAGE Publications.
 - Granville Austin, The Indian Constitution: Cornerstone of a Nation (2019), UK: Oxford University Press.
 - Juhi P Pathak, Introduction to Media Laws and Ethics (2014), New Delhi: Shipra publications.
 - Kiran Prasad, Media Law and Ethics: Readings in Communication Regulation (2008), New Delhi: B R publishing corporation.
 - M Neelamalar, Media Laws and Ethics (2009), New Delhi: prentice hall India learning private limited.
 - Rajeev Bhargava, Politics and Ethics of the Indian Constitution (2009), London: Oxford University Press.
 - Roy I Moore, Media Laws and Ethics: A Casebook (2008), UK: Routledge.

Semester	V		
Course	Environment studies and Human Rights through Literature		
Nature	Core	Course Code	UEN2230
Instructional Hours	72	Weekly Hours	4
Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcomes: On completion of the course, the students

- CO1:** Students recognize that our life-support system is maintained by all the species that make-up the biosphere, so that they are prepared to sustain biodiversity at all costs.
- CO2:** They develop observation skills and critical thinking and apply them to the analysis of a problem-infested environment.
- CO3:** They analyze the principles of ecology and the environmental damage to life-supportive elements such as air, land and water on a global scale.
- CO4:** They develop a plan to counteract the overall impact of a specific issue, whether local or global, sketching out an effective environment management plan.
- CO5:** They develop empathy and respect for human rights and their application in Indian context.

Module 1: Multidisciplinary Nature of Environmental Studies and Natural Resources:

Natural resources and associated problems - Forest resources- Water resources- Mineral resources- Food resources- Energy resources- Land resources- Need for public awareness- Role of an individual in conservation of natural resources - Equitable use of resources for sustainable lifestyles.

Module 2: Ecosystems, Biodiversity and Its Conservation

Concept of an ecosystem -Producers, consumers and decomposers- Different types of ecosystem- Biodiversity - Introduction –types and importance- India as a mega-diversity nation- Biodiversity Hot -Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts- concept of threatened fauna , IUCN categorization and red list - Endangered and endemic species of India.

Module 3: Social Issues and Environmental laws in India

Unit 1: Global environmental issues- ozone depletion, global warming, greenhouse effect, climate change, acid rain, nuclear accidents.

Local environmental issues- landscape alteration, quarrying, sand mining, coastal erosion, degrading of mangroves and wetlands.

Disaster and Disaster management- floods, earthquakes, cyclone and landslides- Need for disaster management – Disaster Management in India

Pollution- air, water, soil, noise, thermal and nuclear- control measures, role of individuals in prevention of pollution -Issues relating to solid and electronic waste disposal.

Unit 2: Environmental laws in India (brief overview only- the objectives and key provisions only)- Environment Protection Act, Air (Prevention and control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act, issues involved in enforcement of environmental legislation. – Sustainable development- Concept- UN and sustainable development goals

Module 4: Ecocriticism and Literature related to ecology and environment

Concept of Ecocriticism- Proponents of Ecocriticism-waves of Ecocriticism-Ecocriticism as a literary theory- Ecofeminism.

Essays

Rachel Carson- Silent Spring: Chapter 8 ‘And No Birds Sing’

Vikram Doctor: “Why it requires more than simple bans to stop plastic menace”

Sanchari Pal: “The inspiring story of How Sikkim became India’s cleanest state”

Poems

Ayyappa Panikker: “Where are the woods Children”?

A K Ramanujan: “Ecology”

Short Story

Sarah Joseph: Gift in Green [chapter 2] - Hagar: A Story of a Woman and Water

Ruskin Bond: Dust on the Mountain’

Module 5: Foundations of Human Rights

Concept of human rights- Evolution of Human Rights- Basic International Human Rights Documents - UDHR ,ICCPR,ICESCR- Human Rights in Indian Constitution – Fundamental Rights- The Constitutional Context of Human Rights-directive Principles of State Policy and Human Rights- Human Rights of Women & children–minorities- Prisoners- National Human Rights Commission- State Human Rights Commission- Human Rights Awareness in Education.

Suggested Reading:

- Erach Bharucha, Text book for environmental studies, University Grants Commission, New Delhi and Bharathi Vidyapeeth Institute of Environment Education and Research, Pune.
- A.H. Robertson and JG Merills, Human Rights in the World,

-
- Jack Donnelly, Universal Human Rights in Theory and Practice
 - YSR Murthy, Human Rights Handbook
 - Justice H Suresh, All human Rights are Fundamental Rights
 - Philip Alston and Ryan Goodman, International Human Rights
 - Michael Goodhart, Human Rights: Politics and Practice
 - Robert Dahlstrom- Green Marketing: Theory, Practice and Strategies, Cengage Learning India Private Limited.
 - A N Sarkar, Green Banking, Atlantic Publishers.
 - Thomas Aronsson and Karl Gustaf Lofgren, Edgar Handbook of Environmental Accounting, Elgar Publishing.
 - The World We Live in: A Selection of Writings on Some Vital Issues

Semester	V		
Course	Film Studies		
Nature	Open	Course Code	UEN2231
Instructional Hours	72	Weekly Hours	4
Credit	3		
Evaluation	Continuous	Semester End	Total
	40	60	100

A list and syllabus of all open courses offered by different departments of the college is given in the Annexure. Students can choose any one open course offered other than by their parent department. However, admission to a particular open course is subject to availability of seats.

Semester	V		
Course	News Reading and Compering		
Nature	Non Credit	Course Code	UEN2232
Instructional Hours	10	Weekly Hours	0
Credit	0		
Evaluation	Continuous	Semester End	Total
	50		50

Course Outcomes: On completion of the course, the students

- CO1:** Apply the skills necessary for research, develop and write news
- CO2:** Apply and develop analytical and critical thinking skills for preparing news reading
- CO3:** Demonstrate appropriate and credible sources for news stories
- CO4:** Apply psychological determinants of effective communication
- CO5:** Produce programmes for different TV formats.

Module I: Effective Communication (4 hours)

Effective verbal communication – Quality of voice – Good pronunciation – Modulation – Clarity – Sight reading and uniqueness of speech delivery – Skills in the use of language – Expressive use of body postures – Facial expressions – Facing the camera – sense of pace – timing and style – Sense of rhythm – Patience and perseverance.

Module II: Qualities of Anchor (4 hours)

Qualities and qualifications of a news anchor – Screen test and audition – Functions and responsibilities – Familiarity with modern studios – Equipment and production process – Interactivity – Modern styles of news reading – Interviewing and compering – Presenting corporate videos.

Module III: Stages of Production (2 hours)

Preparation of a video brief– Developing an idea into story – Script and storyboard – Production schedule – Budget – Floor plan – Lighting plan and shooting script – Production of a programme – Post production.

General Guidelines

- It is a non-credit course offered in workshop mode with a subject expert.
- The duration of the workshop shall be a minimum of 10 hours.
- Each student is expected to submit a detailed workshop report immediately after the completion of the workshop.
- An online examination will be conducted after the workshop.
- Students should produce a news bulletin in a group assigned by the faculty in-charge.
- A student should acquire a minimum of 35% (17.5/50) to pass the examination.

Evaluation Criteria and Allocation of Marks

- 25 marks for online examination
- 15 marks for practical exercise

- 10 marks for the workshop report

REFERENCE:

- Frank Barnas, *Broadcast News Writing, Reporting and Producing* (2017), London, Routledge.
- Herbert Zettl, *Television Production Handbook*, California, Wadsworth.
- Stephen Cushion and Justin Lewis, *The Rise of 24-hour News Television: Global Perspectives*, (2010), New York Peter Lang Publishers.
- Andrew Utterback, *Studio Television Production and Direction: Concepts, Equipment and Procedures*, (2015), AndrewUtterback London, Andrew Utterback.
- Gerald Millerson, *Video Production Handbook*, (1992), London, Focal Press.

Semester Six

Course Code	Name of the Course	Nature of Course	Hrs./Week		Credits
			Theory	Practical	
UEN2233	Culture and Cinema	Core	5		4
UEN2234	Dalit Writing	Core	5		4
UEN2235	Gender Perspectives in Literature	Core	5		4
UEN2236	Development Communication	Core	5		4
UEN2237	Internship	Core		5	4

Semester	VI				
Course	Culture and Cinema				
Nature	Core	Course Code	UEN2233		

Instructional Hours	90	Weekly Hours	5
Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcome: On completion of the course, the students

CO1: Demonstrate a critical attitude towards reading and understanding aspects of culture

CO2: Interpret literature in art/cinema and vice versa through the close study of adaptations

CO3: Demonstrate ability to relate contemporary realities with evolving theories of cinema

CO4: Analyse the film theories and movements

CO5: Evaluate the popular, parallel and regional films

MODULE 1: Key Concepts (25 Hours)

What is culture– culture and ideology – class structure– hegemony – culture and gender– culture and race– popular culture – high culture – Mainstream – sub-culture – co-culture and counterculture – popular culture and media – Propaganda – categories of popular culture: films, soap operas, popular music, sports, video games, Fandoms and fan fiction.

MODULE 2: A Brief History, Film Movements and Theories (25 Hours)

Major Genres of film– documentary –feature films – short films – thriller – melodrama – musical – horror – western – fantasy – animation – film noir – expressionist – historical – mythological and road movies– Terminology in film– Mis-en-scene – Expressionism – Neo-realism – Denotative and connotative meaning in film – Major film movements – German expressionism – French new wave – Italian neo realism – New queer cinema – Indian new wave–Film theories–Auteur theory– feminist film theory– Marxist film theory and soviet montage theory.

Module 3: Understanding Culture through Cinema (20 Hours)

Modern Times (1936)

Bicycle Thieves (1948)

Mother India (1957)

Patherpanchali (1955)

Piravi (1989)

Children of Heaven (1997)

Bedevelled (2010).

Module 4 : Adaptation As Discourse (20 Hours)

Adoor Gopalakrishnan’s Mathilukal. (Film)

Pride and Prejudice- Joe Wright (Film, 2005)

Jayaraj’s Kaliyattam (1997)

Reading Material:

- Walter Benjamin (1968) "The Work of Art in the Age of Mechanical Reproduction, Hannah Arendt (ed.) Illuminations
- Mrinalini Sebastian: —Understanding Cultural Studies
- Laura Mulvey, —Visual Pleasure and Narrative Cinema. | in Laura Mulvey, Visual and Other Pleasures. Palgrave Macmillan, 2009
- Songs of Innocence and Experience: A Comparative study of William Blake's poems (The Lamb, The Fly, The Tyger) and their illustrations

REFERENCE:

- Andrew Dix, Beginning Film Studies (2005), New Delhi: Viva Publishing.
- David A Cook, A History of Narrative Film (2016), New York: W W Norton and Company.
- David Bordwell and Kristin Thompson, Film Art: An Introduction (1996), New York: McGraw-Hill.
- Gokulsing Moti and Dissanayake Wimal (1998), Indian Popular Cinema: A Narrative of Cultural Change, London: Trentham Books
- James Monaco, How to Read a Film: The Art, Technology, Language, History, and Theory of Film and Media (1981), New York: Oxford University Press
- Satyajit Ray (1994), Our Films, Their Films. London: Hyperion
- Susan Hayward, Cinema Studies: Key Concepts (2005), London: Routledge

Semester	VI		
Course	Dalit Writing		
Nature	Core	Course Code	UEN2234
Instructional Hours	72	Weekly Hours	5
Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcome: On completion of the course, the students

- CO1:** Identify the unique features of Dalit writing
- CO2:** Discuss the development of Dalit Literature
- CO3:** Analyse common themes occurring in Dalit Literature
- CO4:** Develop a sensitive and compassionate approach to Dalit life, experiences and issues
- CO5:** Identify role models belonging to Dalit class who have impacted the world.

Module 1: Non Fiction (15 Hours)

- Sharatchandra Muktibodh: What is Dalit Literature?
- Baburao Bagul: Dalit Literature is but Human literature
- R G Jadhav: Dalit Feelings and Aesthetic Detachment

Module 2: Fiction (35 Hours)

Short stories

- Om Prakash Valmiki, Jhoothan
- AvinashDolas, Refugee
- Arjun Dangle, Promotion
- C. Ayyappan, Madness (Trans. Malayalam)

Novel

- U. R Anathamurthy: *Samskara*

Module 3: Poetry (20 Hours)

- NamdeoDhasal: Hunger
- Hira Bansode: Yasodhara
- RaghavanAtholi: Kandathi
- KanchaIlaiah: The Untold Story of Harappa
- J V Pawar: Birds in Prison
- ArunKamble: Which language I Should Speak?

Module 4: Drama (15 Hours)

- Vijay Tendulkar: *Kanyadaan*

Module 5: Autobiographical Extract (5 hours)

- Sharankumar Limbale: The Bastard

Books for Reference

- K Satyanarayana& Susie Tharu (ed). No Alphabet in Sight: New Dalit Writing from South India. New Delhi: Penguin Books. 2011
- Dangle, Arjun. Poisoned Bread: Translations from Marathi Dalit Literature. New Delhi: Orient Blackswan, 2009

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- Dasan M., Pratibha V. et al (ed). 2012. The Oxford India Anthology of Malayalam Dalit Writing. New Delhi: Oxford University

Semester	VI		
Course	Gender Perspectives in Literature		
Nature	Core	Course Code	UEN2235
Instructional Hours	90	Weekly Hours	5
Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcome: On completion of the course, the students will be able to

- CO1:** To formulate how class, race and gender influence literature
- CO2:** Analyze the diverse spectrum of gender and identify the concerns of the same.
- CO3:** Justify the need for feminism and recognize the need to move from women specific issues to gender specific ones.
- CO4:** Examine the biases in the portrayal and construction of gender and patriarchal norms
- CO5:** Evaluate their idea of gender roles and demonstrate an educated sensibility in concepts regarding sex and gender.

Module 1: Introduction to Gender Studies (15 Hours)

Key Concepts: Sex and Gender-Types of Gender-Gender Roles and Gender Division of Labor-Gender Stereotyping and Gender Discrimination-Gender Perspectives of Body- Social Construction of Masculinity and Femininity-The Other and Objectification -Male Gaze and Objectivity

Module 2: Essays (15 Hours)

Virginia Woolf :—Shakespeare and his Sisterl (Excerpt from A Room of One's Own)
 Elaine Showalter: —Towards a Feminist Poetics
 Alice Walker :—In Search of our Mothers' Gardens (From In Search of Our Mother's Gardens)

Module 3: Poetry (25 hours)

Aphra Behn: —The Dream
 Adrienne Rich :—Aunt Jennifer's Tigers
 Imtiaz Dharker: —Purdah
 Margaret Atwood : —Spelling
 Maya Angelou :—Still I rise
 Nikki Giovanni :—Woman
 Jericho Brown: —The Tradition

Module 4: Novel (25 Hours)

Koral Dasgupta: Sati Series II (2022)
 ShyamSelvadurai: Funny Boy

Module 5: Short Fiction (10 Hours)

Ismat Chughtai : —Lihaaf (The Quilt)
Shashi Deshpande : “A Wall is Safer”
Sucharita Dutta : “Cast Out”

Core Texts

- Dr. Sobhana Kurien, Ed. Breaking the Silence: An Anthology of Women’s Literature. ANE Books.
- Dutta, Sucharita. Cast Out and Other Stories, Dhauri Books, 2018.
- Jeanette Winterson: Oranges Are Not the Only Fruit
- ShyamSelvadurai: Funny Boy

Books for Reference

- Maggie Humm Ed. Feminisms: A Reader. New York: Wheat Sheaf, 1992.
- Elaine Showalter. A Literature of their Own.
- Patricia Mayor Spacks. The Female Imagination. New York: Avon, 1976.
- Jasbir Jain Ed. Women in Patriarchy: Cross Cultural Readings. New Delhi: Rawat Publications, 2005
- Susie Tharu & K Lalitha. Women Writing in India Vol I & II. New Delhi: OUP, 1991.
- Gayle Green & Copelia Kahn. Making a Difference: Feminist Literary Criticism. New York: Routledge.
- Sandra Gilbert & Susan Gubar. The Mad Woman in the Attic: The Woman Writer. Yale University Press, 1978.
- Simone de Beauvoir. The Second Sex. UK: Hammond Worth, 1972.
- Lisbeth Goodman Ed. Literature and Gender. New York: Routledge, 1996.
- Adrienne Rich. Of Woman Born. New York: Norton.
- Geetha, V Gender: Theorizing Feminism, Bhatkal & Sen 2006.

Semester	VI		
Course	Digital Media Journalism		
Nature	Core	Course Code	UEN2036
Instructional Hours	90	Weekly Hours	5
Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcomes: On completion of the course, the students

CO1: Effectively use social media for newsgathering and news dissemination

CO2: Create and enhance professional brand on social media

CO3: Evaluate the effectiveness of mobile and social media strategies and policies in news organizations

CO4: Use social media networks as journalism tools

CO5: Write, edit, curate, and podcast on digital platforms

Module 1: Introduction to Digital Media (15 hours)

Introduction to digital journalism– major historical developments in journalism – partisan newspapers, muckraking, New Journalism, high modernism, digital disruption– social media and personal branding for digital journalists.

Module 2: Basic Concepts (15 hours)

Social media and digital journalism– attention economy– digital journalism and online advertising–social media journalism.

Module 3: Digital Journalism Software (20 hours)

Audio and video editing software for MOJO; FilmoraGo–Adobe Premiere Clip–KineMaster–Viva Video –Voice PRO – Lexis Audio Editor –Wave Pad –FL Studio Mobile –Lexis Audio Editor.

Module 4: Mobile Journalism (20 hours)

Going live - reviewing Mojo stories - practical application.

Module 5: Application of Digital Journalism (20 hours)

Managing smart phone limitations - native cameras and external apps - challenges to mojo - changing role of journalists.

REFERENCE:

- Keenan May, Peter Newcomb, —How the Web Was Won,|| Vanity Fair, 2008.

-
- Batya Friedman, Helen Nissenbaum. —Bias in Computer Systems,|| ACM Transactions on Information Systems, 1996, Vol. 14, No. 3, 330-47.
 - What Is Web 2.0? Tim O'Reilly, 2005.
 - Supplemental reading: Manuel Castells, The Rise of the Network Society, 2005.
 - Markus Prior, —Media and Political Polarization, Annual Review of Political Science, 2013.
 - Eli Pariser, —The Filter Bubble, or How Personalization Is Changing the Web,|| TED Talks, 2011 (video).

Semester	VI		
Course	Internship		
Nature	Core	Course Code	UEN2237
Instructional Hours	90	Weekly Hours	5
Credit	4		
Evaluation	Continuous	Semester End	Total
	40	60	100

Course Outcomes: On completion of the course, the students

- CO1:** Analyse the work atmosphere in a media organization
- CO2:** Apply theoretical knowledge to work in a media organization
- CO3:** Evaluate the different departments in a media organization
- CO4:** Create content for a media organization
- CO5:** Create a portfolio of work completed

General Guidelines for Internship

- There shall be internship placements for not less than four weeks in a registered organization during the semester.
- The internship process involves working under the mentorship of a professional of the concerned organisation and also with a faculty member of the Department.
- During the internship, the students are expected to submit a joining day report on the very first day of joining and weekly internship reports on the Moodle platform towards the end of each week.
- The weekly report will be assessed based on the progression of their work at the organisation and timely submission. The joining day report will carry 10 marks and weekly report will carry 30 Marks in the continuous assessment.
- The students are required to submit an internship report within one week on completion of the internship period.
- Failure of timely submission of the weekly and final internship reports will make the student ineligible for the SEA Viva Voce examination.
- The final report shall consist of a minimum of twenty-five pages and the report shall carry 30 Marks in the evaluation. The report shall be assessed as part of semester end assessment.
- One bound copy and a soft copy of the report should be submitted to the department for evaluation.

Evaluation Pattern

Continuous Assessment (CA) (40 Marks)	Semester End Assessment (SEA) (60 Marks)
Joining Day Report (10 Marks) Weekly reports (30 Marks)	Final internship report (30 Marks) Viva voce (30 Marks)

ANNEXURE I

OPEN COURSES

A list of open courses and their detailed syllabus offered by different departments of the college is given below. Students may choose any of the open courses offered other than the parent department. However, admission to a particular open course is subject to the availability of seats

SI No	Course Name	Offering Department
1	Capital Market and Investment Management	School of Commerce and Professional Studies
2	Fundamentals of Accounting	School of Commerce and Professional Studies
3	Film Studies	Department of English
4	Fundamentals of Economics	Department of Economics
5	Internet and Digital Marketing	Department of Computer Applications(UG)
6	Applicable Mathematics	Department of Mathematics
7	Brand Management	Department of Business Administration(UG)
8	Development Communication	School of Social Work
9	Physical Health and Life Skills Education	Department of Health and Wellness

DEPARTMENT OF ENGLISH

Semester:	V		
Course:	Film Studies		
Type:	Open Course	Course Code:	UEN2231
Instructional Hours:	72	Weekly Hours:	4
Credit:	3		

Evaluation	Continual	End Semester	Total
	40	60	100

Course Outcome

- CO1 Develop critical and appreciative skills in film viewing
- CO2 Write reviews and critiques on films
- CO3 Examine the verbal and non-verbal messages in films and how they influence the socio-political-cultural behavior of people
- CO4 Observe the operation of the sound and color in films
- CO5 Outline the processes of film production, including pre-production, production, and post production
- CO6 Draft research essays in the discipline.

MODULE-1**22 Hours**

Unit 1- The Major genres: Documentary, Narrative, Avant-garde, Feature films, Short Films, Thriller, Melodrama, Musical, Horror, Western, Fantasy, Animation, Film noir, Expressionist, Historical, Mythological, Road movies.

MODULE-2**25 Hours**

Unit 1- Introduction to the basic terminology of filmmaking

Unit 2- Mise en scene, long takes deep focus Shots (close up, medium shot, long shot)

Unit 3- Editing: chronological editing, cross cutting, montage, continuity editing, continuity cuts, jump cuts, match cuts, 30 degree rule, 180 degree rule. Sound in the movies, colour in the movies.

Unit 4- The production, distribution of films

MODULE-3**25 Hours**

Unit 1- Battleship Potemkin – Silent Cinema, Montage

Unit 2- Bicycle Thieves: Neo Realism

Unit 3- The Godfather: Hollywood Classic

Unit 4- Rashomon: Asian Classic. Japanese Cinema

Unit 5- Kodyettam: Malayalam Classic

Recommended Readings

1. Beginning Film Studies
2. Bazin, Andre: What is Cinema? Vol. 1 and Vol. 2
3. Hyward, Susan. Key concepts in Cinema Studies.
4. Laura Mulvey: Visual Pleasure and Narrative Cinema (1975) Originally Published - Screen 16.3
5. Autumn 1975 pp. 6-18
6. Metz, C. Film Language: A Semiotics of the Cinema.
7. Sergei Eisenstein: Film Form: Essays in Film Theory.
8. Andrew, J D. Introduction to Major Film Theories.
9. Bill Nichols: Engaging Cinema: An Introduction to Film Studies.
10. Lapsley, R and Westlake, M. Film Theory: An Introduction.
11. Ravi S Vasudevan., ed. Making Meaning in Indian Cinema.
12. Jill Nelmes: Introduction to Film Studies (5thedn.)

School of Commerce and Professional Studies

Semester:	V		
Course:	Capital Market & Investment Management		
Type:	Open Course	Course Code:	UBM2233A
Instructional Hours:	72	Weekly Hours:	4
Credit:	3		

Evaluation	Continual	End Semester	Total
	40	60	100

Course Outcomes

- CO1 Describe the components of Indian Financial System
- CO2 Explain the functioning of new issue market and identify the major intermediaries
- CO3 Invest in any security after analyzing various factors related
- CO4 Describe the basic concepts related to investment management
- CO5 Develop an investment plan by analyzing different investment avenues.

Module 1: The Indian financial system 9 Hours

Unit 1: Components Role and functions-Financial market-Classification Industrial security market-Government security market-Money market Capital market and money market-Money market instruments. SEBI-Establishment-Objectives-Powers and functions

Module 2: Primary Market 15 Hours

Unit 1: Primary market-Functions of new issue market-Methods of floating new issue-IPO-FPO-Public issue-bonus issue-Right issue-Private placement-Book building-ESOP-Intermediaries in the new issue market-Registrars to the issue-brokers to the issue-Bankers to the issue-Underwriters.

Module 3: Secondary Market 18 Hours

Unit 1: Secondary market-Role and functions of Stock Exchanges-Members of the Stock Exchanges-Classification-type of speculators-Speculative transaction listing of securities- Methods of trading in a stock exchange- Online trading-Depository system Stock market indices.

Module 4: Investment 15 Hours

Unit 1: Investment-Meaning-Characteristics and Importance of Investment- Need for savings and investment –Types of Risks- Risk Management- Types of Investors-Factors affecting investment- Role of savings practices –financial intermediaries – linkage between financial and real savings – Importance of household savings –Shifts in Savings and investment.

Module 5: Investment Avenues 15 Hours

Unit 1: Investment Avenues – Objectives of investors – Characteristics of investments – Risk Return relationship – Classes of instruments –Investment portfolio for average household- Measurement of expected risk and return-Investor protection measures in India

Text Books

1. Pathak, B. V, 2011, Indian financial system, Delhi: Pearson Education.
2. Singh, P, 2013, Investment Management. New Delhi: Himalaya

Recommended Readings

1. O. P.Gupta,2007,Indian Security Market an Empirical study,Anmol Publisher
2. V.A. Avadhani,2011,Investment and Securities Markets in India, Himalaya Publishing House
3. Bharathi. V.P.Pathak,2010, Indian Financial System, Pearson
4. Khan. M.Y,2015, Financial Services, McGraw Hill Education
5. Gupta N.K, Monica Chopra,2010,Financial Markets, Institutions and Services,Ane Books Pvt. Ltd
6. Bhalla V.K.,2008,Investment Managements Chand &Co,S Chand & Company
7. Ravi patel,2013,Swing Trading With Technical Analysis ,Buzzingstock Publishing House

School of Commerce and Professional Studies

Semester:	V		
Course:	Fundamentals of Accounting		
Type:	Open Course	Course Code:	UBM2233B
Instructional Hours:	72	Weekly Hours:	4
Credit:	3		

Evaluation	Continual	End Semester	Total
	40	60	100

Course Outcome

•	CO1	Apply accounting concepts and conventions in various business transactions.
•	CO2	Pass journal entries for various business transactions.
•	CO3	Post Journal entries to ledger accounts and balance the accounts.
•	CO4	Prepare Trial Balance using ledger balances to ensure arithmetical accuracy of accounts
•	CO5	Create final accounts of various business firms.

Module 1: Introduction

15 Hours

Unit 1: Accounting – meaning – Objects- Concepts and Conventions-Double Entry – Books of Accounts – Bookkeeping and Accounting – Accountancy – The language of the Business World – Principles of double entry –Advantages of double entry

Module 2: Journalizing

15 Hours

Unit 1: Journal- Rules of debit and credit - Kinds of Accounts –Journalizing

Module 3: Ledger and Sub divisions of ledger

12 Hours

Unit 1: Ledger – Sub divisions of ledger – Account – Form of an Account – Posting of Journal – Balancing of Accounts - Cash book (simple, triple column)-Petty Cash book.

Module 4: Trial Balance

10 Hours

Unit 1: Trial Balance – Meaning – Objects-Summary of Accounting Entries – Suspense Account

Module 5: Final Accounts

20 Hours

Unit 1: Final Accounts-Trading and Profit and Loss Account –Balance Sheet (with adjustments) using computerized accounting (tally)

Text Books

1. T S Grewal, 2014, Double entry book keeping, Sultan Chand
2. Jain & Narang, 2011, Financial Accounting, Mumbai: Kalyani.

Recommended Readings

1. Gupta, R. L., & Radhaswamy, M, 2010, Financial Accounting, New Delhi: Sultan Chand & Sons
2. Maheswari S. N., & Maheswari S. K. 2009, Advanced accountancy. New Delhi: Vikas

DEPARTMENT OF ECONOMICS

Semester:	V		
Course:	Fundamentals of Economics		
Type:	Open Course	Course Code:	UEC2227
Instructional Hours:	72	Weekly Hours:	4
Credit:	3		

Evaluation	Continual	End Semester	Total
	40	60	100

Course Outcome

•	CO1 Apply basic concepts of economics of demand and supply
•	CO2 Analyze and demonstrate the expenditure pattern of a country
•	CO3 Critically evaluate the functioning of financial system
•	CO4 Evaluate the planning system and strategies
•	CO5 Analyse the Kerala economy

Module 1: Basic Concepts**16 Hours**

Unit 1: Economics - micro and macro – deduction and induction – basic economic problems - production possibility curve. Utility - total and marginal. Law of Demand – elasticity of demand - price elasticity - types. Law of supply.

Unit 2: National income – meaning and concepts

Module 2: Public Economics**16 Hours**

Unit 1: State vs. Market - public revenue - tax and non-tax revenue – direct and indirect taxes – major direct and indirect taxes in India - public debt and public expenditure – budget – types - fiscal deficit - revenue deficit - trade cycle and its phases - fiscal and monetary policies as tools for combating inflation and deflation.

Module 3: Financial System and International Trade**25 Hours**

Unit 1: Money and its functions – Negotiable and non-negotiable instruments – cheques – drafts - bills of exchange – promissory notes-letter of credit - certificate of deposits – commercial papers - banking and non-banking institutions - commercial banks – recent trends in Indian commercial banking – (Core Banking, Internet Banking, Mobile Banking, ATM/Debit & Credit Cards) - RBI – functions - money and capital market – major financial instruments – shares, debentures and bonds – Insurance: meaning, nature and types - stock exchange – BSE, NSE – stock market indices – SEBI - mutual funds.

Unit 2: Terms of trade - balance of trade - balance of payments -measures of

correction - foreign exchange - exchange rate – spot – forward – fixed – floating - IMF, World Bank – WTO.

Module 4: Indian Economic Development

15 Hours

Unit 1: An overview of Planning in India - Planning Commission – Finance Commission - current Five Year Plan – Green revolution – changing pattern of India’s industrialization - Liberalization - Privatization - Globalization (LPG)

Module 5: Kerala Model Development (6 Hours)

Major features of population in India and Kerala - Kerala model of development

Recommended Readings

- R.R. Paul (2008), Monetary Economics, Kalyani Publishers, Ludhiana
- V.K. Bhalla (2008), Investment Management, S. Chand & Co., New Delhi.
- Robert S. Pindyck et al., (recent edition) Micro Economics, Pearson Education, Delhi.
- Bo Sodersten & Reed Dominic, International Economics, palgravemcmillan
- Samuelson (2009), Economics, Tata McGraw Hill, New Delhi.
- Gaurav Datt & Ashwani Mahajan, (recent edition) Datt & Sundharam Indian Economy, S. Chand & Co., New Delhi (recent edition)
- Alwin Prakash, Kerala’s Economic Development (2004), Sage Publications, New Delhi.
- Meera Bai M. (ed) (2008), Kerala Economy, Serials Publication, New Delhi.

DEPARTMENT OF COMPUTER APPLICATIONS

Semester:	V		
Course:	Internet and Digital Marketing		
Type:	Open Course	Course Code:	UBC2229
Instructional Hours:	72	Weekly Hours:	4
Credit:	3		

Evaluation	Continual	End Semester	Total
	40	60	100

Course Outcome

•	CO1 Understand the basic concepts of Internet and Cyber laws.
•	CO2 Develop web pages using HTML.
•	CO3 Enlist the different areas of e-marketing.
•	CO4 Demonstrate the different possibilities of social media in digital marketing.
•	CO5 Explain the features of e-English and online marketing tools.

Module 1: Internet and Cyber Law**16 Hours**

Basics of Internet: History, Internet Access Methods, Internet Service Providers, Protocols: TCP and IP, IPAddress and Domain Names, Internet Services: Communication Services, Information Retrieval Services, WebServices, World Wide Web, Security Measures: Passwords, Virus Protection, Firewalls Encryption, Cyber Law:Penalty for damage to Computer, Computer system, Tampering with Computer Source Documents, Hacking,Computer Related Offences.

Module 2: Web Design**12 Hours**

Introduction to HTML: HTML Tags, Basic structure of an HTML document, Heading, Paragraphs, Line Breaks, Elements of HTML: Working with Text, Working with Lists, Tables, Frames, Working with Hyperlinks, Imagesand Multimedia, Working with Forms and controls, Web Site Design: Creation of simple Web Sites, Legal and Ethical Issues in Web Design.

Module 3: Marketing in the Digital Era**14 Hours**

E-marketing: Definition, The changing marketing landscape, The internet and Business, E-marketing- Strengthsand Applications, Online Marketing Mix: E-products, E-place, E price, E-promotion, Customer RelationshipManagement: Introduction, Best practises, Goals, Processes, Customer lifecycle, Next generation CRM.

Module 4: Business drivers in the virtual world**14 Hours**

Social media: Introduction, Social media model, Social media Analytics, Social media tools, Viral Marketing, Online Branding: Cyber branding, Customer

based brand equity pyramid, Digital brand ecosystem, BrandExperience, Brand Identity, Domain names, Traffic Building: Diamond-water paradox, Internet Traffic Plan, SearchEngine Marketing, Websites and Internet marketing.

Module 5: E-English and online tools for marketing**16 Hours**

E-English: Introduction, Online distribution and procurement, Traditional distribution management issues, Advantages offered by Internet, Spiral of prosperity model, E-procurement, E-English Applications, DeLone and McLean Model, Monitoring social media presence of E-English brands, Online tools in marketing: Knowledge discovery and data mining, Methods for consumer segmentation, Consumer targeting, Brand positioning online.

Text Books

- Douglas E. Comer, The Internet, 3rd ed. Prentice Hall of India
- Steven Holzner, HTML Black Book, 1st ed. Dreamtech Press
- Vandana Ahuja, Digital Marketing, Oxford Higher Education D.P Goyal, Management

Recommended Readings

- Kogent Learning Solutions Inc. HTML 5 in simple steps, Dreamtech Press.
- Barkha and U. Rama Mohan, Cyber Law Crimes, 3rd ed. Asia Law House

DEPARTMENT OF MATHEMATICS

Semester:	V		
Course:	Applicable Mathematics		
Type:	Open Course	Course Code:	UMA2230
Instructional Hours:	72	Weekly Hours:	4
Credit:	3		

Evaluation	Continual	End Semester	Total
	40	60	100

Course Outcome

- CO1:** Apply the factorization method and quadratic formula to solve quadratic equations, test the divisibility of numbers and find the logarithm of numbers.
- CO2:** Plot points and draw graphs of straight lines.
- CO3:** Apply problem solving techniques to solve aptitude problems.
- CO4:** Find the derivatives and integrals of functions
- CO5:** Make conclusions with mathematical, statistical and quantitative information.

Module 1:**18 Hours**

Types of numbers, Quadratic equations (Solution of quadratic equations with real roots only), Logarithms–All rules without proof, Multiplication and division of numbers, evaluating expressions of the form $(x^{p/q})$, x any real number, p & q are integers), Permutations and combinations, simple applications, Trigonometry introduction, Values of trigonometric ratios of $0^\circ, 30^\circ, 45^\circ, 60^\circ$ & 90° , Heights and distances – Simple cases - (application of $\sin x, \cos x, \tan x$, and their reciprocals only). Two dimensional geometry- Introduction, plotting points and drawing graph of the lines of the form $ax + by + c = 0$.

Module 2:**18 Hours**

Probability – Introduction – Sample spaces and events, Simple examples like tossing coin, tossing die etc., Differential Calculus – Differentiation – Standard results (derivatives) without proof, Product rule, Quotient rule and function of function rule), Integral calculus (Integration simple cases, with and without limits)

Module 3:**18 Hours**

HCF and LCM of numbers, Fractions, Squares and square roots, cube and cube roots, simplifications, Ratio and Proportion, Percentage, Profit and loss, Simple average (No Weighed average)

Module 4:**18 Hours**

Simple interest, Compound interest, Problems on ages, Calendar Problems, Elementary mensuration – Area and perimeter of polygons, Elementary Algebra, (Simplifications of algebraic expressions)

Recommended Readings

1. M. Tyra & K. Kundan – Concepts of Arithmetic, BSC Publishing company Pvt. Ltd, C-37, Ganesh Nagar, Pandavnagar Complex Delhi – 110092
2. R.S. Aggarwal, Quantitative Aptitude, S. Chand & Co, New Delhi. 2013.

DEPARTMENT OF BUSINESS ADMINISTRATION

Semester:	V		
Course:	Brand Management		
Type:	Open Course	Course Code:	UBB2224
Instructional Hours:	72	Weekly Hours:	4
Credit:	3		

Evaluation	Continual	End Semester	Total
	40	60	100

Course Outcome

CO1 Demonstrate a fair understanding about key principles of branding

CO2 Discuss and apply different strategies for promoting brands and types of branding.

CO3 Design and implement brand strategies that consider brand naming, logo and its types

CO4 Cognize and apply brand positioning strategies

CO5 Demonstrate and apply knowledge of different brand extension strategies.

Module I -

Unit 1: Product – Meaning & Definition, Types of Product.

Unit 2: Brand – Meaning & Definition. Importance of Branding. Process of Branding.

Circular process. Types of Brands. Need for gender equality in creation of brand equity.

Module II –

Unit 1: Brand Identity. Meaning & Definition. **Brand Name.** Attributes of a brand name. Brand name protection. **Promoting your brand** – Objectives – Different media. Cross badging - Destination branding - Celebrity endorsement- basic concepts only Brand promotion and environment protection.

Module III –

Unit 1: Logo. Meaning & Definition. **Logo Design** – Do's & Don'ts Ingredients. Wordmark. Brand mark. Trademark. **Tagline** – Meaning & Definition. Functions.

Module IV –

Unit 1: Brand Positioning – Concept, Advantages, Process. **Brand Equity** – Meaning & Definition. Advantages. Factors contributing to brand equity. Measurement of brand equity.

Module V -

Unit 1: Brand extension – Meaning, Advantages. **Brand Licensing** – Meaning Benefits.

Unit 2: Co-branding – Meaning, Benefits. Ethical practices in brand promotion.

Recommended Readings

- Moorthi , Brand Management, Vikas Publications
- Harsh V Verma , Brand Management –Excel Books
- Kotler Koshy Keller Jha, Marketing Management, Pearson Education
- MainakDhar, Brand Management 101: 101 Lessons from Real-World Marketing, Wiley publishers

SCHOOL OF SOCIAL WORK

Semester:	V		
Course:	Development Communication		
Type:	Open Course	Course Code:	USW2222
Instructional Hours:	72	Weekly Hours:	4
Credit:	3		

Evaluation	Continual	End Semester	Total
	40	60	100

Course Outcome

- CO1** Understand key theories around communication, development, culture, behaviour and social change
- CO2** Evaluate various strategies adopted for the purpose of effective development communication.
- CO3** Analyze the ways in which the media has a role in the shaping of identity, particularly along intersections of caste, class and gender.
- CO4** Develop skills in Public Speaking, Organizing Meetings, Workshops, Conferences, Seminars, Written Communication and Public Relation.
- CO5** Design effective strategies for social change through development communication.

Module I - Basic Concepts 10 Hours

Unit 1: Communication: Definition, objectives, purpose, evolution, barriers

Unit 2: Communication and Development- Concept of development, Relationship of Development and Communication

Module II Theoretical framework of Development Communication 17 Hours

Unit 1: Dominant and alternate paradigms of development

Unit 2: modernization theory, dependency theory, globalization theory, diffusion of innovations theory

Unit 3: Participatory approaches

Module III Communication strategies and development 20 Hours

Unit 1: Communication strategies for rural development – print media, radio, television, community radio, new media

Unit 2: Communication strategies for women's development and empowerment, health, family welfare and population management, ecological conservation and sustainable development

Unit 3: ICT for Development – Indian experiences –satellite instructional television experiment, kheda communication project, Jhabua Development Communication project, telemedicine, e governance experiments

Module IV Communication Techniques for Social Work Practice 15 Hours

Unit 1: Group communication techniques - Lectures, forum, brain storming, guided discussion, case study, role play, demonstration

Unit 2: Mass Media in Social work practice: Exhibition, Cinema, Television, Radio, Print Media, Theatre & Local or Folk Media, Information Technology, World Wide Web

Module V Skill training:

10 Hours

Unit 1: Public speaking, meetings, conference, seminar, effective written communication, street theatre

Recommended Readings

- Vilanilam, VJ(2002). *Mass Communication Theory and Practice*. Bhopal: MakhanlalChaturvediRashtriyaPatrakaritaVishawavidyalaya. (M1: Ch 1; Pp 1-5)
- Rogers, M Everett(1976). *Communication and Development Critical Perspectives*. London: Sage Publications Ltd. (M1: Ch1; Pp 7-14)
- Prasad, Kiran(2009). *Communication for Development-Reinventing Theory and action*. New Delhi: B R Publishing Corporation.(M1: Ch1 Pp:1-9, M2:Ch 2;Pp 53-86, M 3:Ch 5; Pp 158-183, Ch7;Pp 216-242, Ch10 -13;Pp 350-484)
- T H Farthullah (2002). *Communication skills for Technical Students*.(M:4)

DEPARTMENT OF PHYSICAL EDUCATION

Semester:	V		
Course:	Physical Health and Life Skills Education		
Type:	Open Course	Course Code:	UPE2201
Instructional Hours:	72		
Credit:	3		

Course Outcomes

- CO1** Ability to search appropriate sources of information about physical fitness
- CO2** Suggest set of exercises or activities to maintain or improve efficiency of different body systems.
- CO3** Ability to suggest combination of nutrients and its various sources for balanced diet.
- CO4** Application of first aid and its procedure for common injuries.
- CO5** Demonstrate and suggest exercises for the prevention and management of hypo-kinetic diseases

MODULE-1

Physical Education and Physical Fitness- Concept of Physical Education; Meaning, Definition, Aims and Objectives of Physical education; Need and Importance of Physical Education; Physical Education & its Relevance in Inter Disciplinary Context; Physical Fitness Components; Types of Fitness – Health related Physical Fitness - Performance Related Physical Fitness; Activities for developing Physical Fitness

MODULE-2

Health concepts of Physical Education - Definition and meaning of Health; Dimensions and Determinants of Health; Physical activity and Health Benefits; Effect of Exercise on Body systems; Circulatory, Respiratory, Digestive, Skeletal and Muscular; Body types [Endomorph, Ectomorph, and Mesomorph]; Role of Physical Education Programme on Community Health Promotion (Individual, Family & Society)

MODULE-3

Nutrition and Health - Concept of food and nutrition; Balance Diet; Vitamins-malnutrition – Deficiency diseases; Determining caloric intake and expenditure; Obesity, causes and preventing measures- role of Diet and exercise

MODULE-4

Safety Education and Health promotion - Principles of Accidents Prevention; Health and safety in daily life; First aid and emergency Care; Common Injuries and their Management; Modern life style and Hypo-kinetic Disease- Prevention and management

MODULE-5

Sports and Life Skills Education- Sports and Socialization; Substance abuse among youth – Preventive and remedial measures; Yoga & Meditation,; Asanas

and its benefits; Sports and character building; Values in sports; Sports for world peace and International understanding; Basic knowledge about different games [Track and field athletics, Volleyball, Basketball, Football, Cricket and Badminton]; National Sports Awards [Rajiv Gandhi Khel Rathna Award, Dhronacharya Award, Arjuna Award, MAKATrophy]

Recommended Readings

1. AAPHERD, Health 'Related Physical Fitness Manual' 1980. Published by Association drive Reston Virginia.
2. ACSM Fitness Book, Leisure Press Cmpign, Illinois, 1996, Canada
<http://www.pitt.edu/~gsp/home>
3. Alice C (2000), 'Yoga for sports', Chicago; CB.
4. B.C. Rai 'Health Education and Hygiene' published by Prakashan Kendra, Lucknow.
5. Birch, Mac Laren, George (2005), 'Sports & Exercise Physiology' -instant notes UK: BIOS scientific publishers
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ANNEXURE II

MODEL QUESTION PAPER

Marian College Kuttikkanam (Autonomous)
BA English Literature, Communication and Journalism
CBCSS (Regular) Degree Examination March 2022
First Semester

Model Question Paper
UEN2205- Public Relations

Time: 3 Hours

Marks: 60

(Answer the following five questions. Each question carries 12 marks)

1(A) Analyse a popular PR campaign in India based on your choice.

OR

1(B) Write a brief note about Ivy Lee and his contributions to the field of PR.

2(A) Elaborate on CSR activities of any Indian brand in the year 2020.

OR

2(B) Elucidate on any unsuccessful PR campaigns listing the factors for its failure.

3(A) Explain about anyone PR campaign of Nestle by analysing it based on the characteristics of PR.

OR

3(B) Analyse the crisis management campaigns done for Cadbury's Dairy Milk.

4(A) Explain the importance of persuasion in PR using an example.

OR

4(B) Evaluate the success of any CSR activity in contributing to the PR of Infosys.

5(A) Design a PR campaign for a textile brand of your choice.

OR

5(B) Prepare a proposal for a CSR activity for a pharmaceutical company highlighting the company's commitment towards the environment.

Marian College Kuttikkanam (Autonomous)
BA English Literature, Communication and Journalism
CBCSS (Regular) Degree Examination March 2022
Second Semester
Model Question Paper
UEN2208 Basic Skills in Communication

Time: Three Hours

Maximum Marks: 60

Answer the following five questions. Each Question carries 12 marks

1. (A) Answer the following

- i. Identify the vowel sound in the following words: fish, cheap, next, pack, lost, talk, fund, old
- ii. Find the common sound in the words said, friend, men and very
- iii. Transcribe the following words: most, please, loud, atlas
- iv. Mark stress in the following words: hero, accept, message, pleasure, instruct, afternoon, again, writer

OR

1. (B) Answer the following

- i. Identify the beginning consonant sound in the following words: sheer, weary, yellow, very, gas, thanks, plate, during
- ii. Find the odd one out from the words office, odd, want and all
- iii. Transcribe the following words: village, table, mother, detach
- iv. Mark sentence stress in the following sentences:
 - a. The architect drew a plan for the house.
 - b. Serpents cast their skin once a year.

2. (A) Answer the following

- i. Find out how many syllables are there in the following words: another, probability, contain, strength.
- ii. Mark the tone for the following sentences:
 - a. Come back at once, will you?
 - b. Turn down the music
 - c. The sun rises in the east
 - d. Why are you crying? (expressing concern)
- iii. Transcribe the following expressions using weak forms:
 - a. Why am I here?
 - b. The girls are beautiful.
- iv. Transcribe using contracted forms:
 - a. They're away on holiday.
 - b. I'll be there in a moment.

OR

2. (B) Answer the following

- i. Find out how many syllables are there in the following words: examination, friends, family, happiness.
- ii. Mark the tone for the following sentences:
 - a. It's raining.
 - b. Who's shouting?

- c. Are you ready?
 - d. I'm sorry.
- iii. Transcribe the following expressions using weak forms:
- a. Bread and butter
 - b. As early as
- iv. Transcribe using contracted forms:
- a. They'd left home early.
 - b. They're honest.

3. (A) Can you recreate any incident from the movies you have watched where partial listening and partial comprehension lead to comic situations?

OR

3. (B) Can you recreate any incident from your life where partial listening and partial comprehension lead to comic situations?

4. (A) Create dialogues for the following situations:

- a. Seeking a clarification
- b. Extending an apology
- c. Giving an opinion
- d. Congratulating a friend on his recent achievement

OR

4. (B) Prepare an imaginary conversation between a tourist and a guide. The tourist has a plan to visit the important tourist destinations in Kerala

5. (A) Read the following poem carefully and answer the questions that follow

After every solitary night,
The sun will shine bright.
All that happens is for your good,
So never cease to give a try
For behind every dark cloud,
There is a highlighted sky!
Don't stop these tears from falling
And many will reach to wipe your sigh
In the area of pain, hearts merge
And compassion reveals its true worth
Hope always ripen into ones well being
Isn't autumn followed by spring?

Nothing great in that routine
Unless you part how will you miss?
True love strikes when not before the eye
And as you meet the joy will multiply
One may swing the bat and
Still lose the game, but
Beneath the loss, there may be some gain
Only when you fall, you learn to stand
And the victory becomes truly divine
Don't curse trouble as it teaches to pray
And once you are through you know,
There's a God and great is the way!
So again I repeat,
Whatever happens is for your benefit
It's the reality of life, you can't deny
For a new soul is born,
Only when the other bids goodbye

- a) What is the central idea of the poem?
- b) What, according to the poet is the benefit of adversity?
- c) According to the poet, when are you facing misfortune?
- d) What is the benefit of failure?
- e) What are the advantages of separation in the poem?

OR

5. (B) Read the following passage carefully and answer questions that follows:

Different students like or dislike different subjects. However, there is one thing in common for all of them: the role of the teacher in these “likes” and “dislikes”. It's very hard for a student to succeed in learning a subject if he or she doesn't like the person who teaches it. To be sure that students are going to like a teacher the school wants to hire, the principal of one high school decided to try a new way of choosing teachers. In order to be accepted, the candidate has to be interviewed twice – first by the principal and then by the students'committee. Gabi Levy explains the reason for this double interview: —We, the students, want to know what kind of person our future teacher is because he or she will teach us and not the principal. Another student adds: —It is great that our school allows us to make important decisions and influence our school life. The principal, Ronen Dan, agrees with his students: —The students want to know whether the candidate answers their criteria, and the administration has its own requirements. We discuss the results of each interview together and decide who can be accepted. I hope that now there will be fewer conflicts and more understanding between students and teachers in our school. This experiment teaches kids to take responsibility for their

choice. If they approve of a teacher, they can't complain that his or her requirements are unfair.

- a) What is the connection between the teacher's personality and a student's success?
- b) What made the school principal try a different approach in finding new teachers?
- c) Who interviews potential teachers?
- d) What is the purpose of the double interview, according to students?
- e) How do students feel about their school because of this experiment?
- f) How do the principal and the students cooperate when choosing the right teacher for their school?
- g) What goal does the principal want to achieve by letting students take part in a job interview?
- h) Give a suitable title for the passage.
- i) Identify the main idea of the passage.
- j) What is the tone of the passage?

(5*12 = 60 Marks)

Marian College Kuttikkanam (Autonomous)
BA English Literature, Communication and Journalism
CBCSS (Regular) Degree Examination March 2022
Model Question Paper
UEN2215 Indian Writing in English
Semester III

Time: Three Hours

Maximum Marks: 60

Answer the following five questions.

Each question carries 12 marks

1. A. Write short notes on the following. (2 marks each)
 - i) "Harp" is a metaphorical usage. What does Derozio mean by it?
 - ii) Why do you think that the monkeys in the poem 'Entertainment' are portrayed as being sad?
 - iii) Jayanta Mahapatra is known for his expertise with imagery. Substantiate with one example.
 - iv) In the poem 'Shaper Shaped', how did the fashioner of swords change himself?
 - v) What occasioned the rediscovery of the cave temples of Ajanta?
 - vi) What is Amensia? Why is it selective?

OR

1. B) Write short notes on the following. (2 marks each)

- i) In the poem —The Harp of India, what does the term 'withered bough' mean?
- ii) When and why does the crowd in the poem 'Entertainment' dissolve?
- iii) In the poem 'Shaper Shaped', what is the change that comes over the poet?
- iv) Is Meena Kandaswamy talking about a medical condition in her poem? Justify.
- v) Comment on the theme of relationships in the —Interpreter of Maladies
- vi) What is the new star that Nehru refers to in his speech? Why does he use the term 'new star'?

2. A) Analyse the unique features of Indian Writing in English, especially the theme of Independence and Emergency, using A Fine Balance as a representative text. Make parallelisms with other novels from Indian Writing in English and Regional literatures which deal with similar themes.

OR

B) Fiction in Indian Writing in English has mostly succeeded in being the representation of its unique Indianness. A Fine Balance is a great example of the same. Justify.

3. A) Write an article on —Class and Class Struggle: Reading —Pestilence and —A Pair of Mustachios. Do you think India is now free from these discriminations? Substantiate.

OR

3.B) Compare and Contrast caste discrimination in India with the ancient class of —Asura – Deval division. Use the play Yayati and the poems that you have learned to substantiate your argument.

4. A) Post colonialism and nationalism are essential parts of most works of Indian Writing in English. Substantiate using the speech —Tryst with Destiny and the poems —Hunger and —Entertainment. Do you see a contrast between what was dreamt of India and the real India? Justify.

OR

4.B) Indian culture and Nationalism are highly connected to Buddhism. With colonialism and the development of Hinduism, Buddhism was almost forgotten. Write a short article with reference to Shashi Tharoor's essay on Ajanta and Ellora caves.

5. A) Discuss the contemporary relevance of the drama Yayati by Girish Karnad. How does Karnad use Myths to bring out greater truths of life?

OR

5.B.) Discuss to what extent Karnad has been successful in using mythology in the drama Yayati. Discuss the original myth on Yayati, the variant that Karnad uses, the relevance of the variant and the other myths he has incorporated.

MARIAN COLLEGE KUTTIKANAM (Autonomous)
Department of Communicative English
Model Question paper
UEN2209- History of English Literature (Part II)
Semester II

Time: 3 Hours

Maximum Mark: 60

(Answer the following five questions. Each question carries 12 marks)

1. (a) French Revolution rolled the dice for the Romantic Age. Critically examine the reasons for the statement.

OR

(b) Wordsworth and Coleridge are compatriots in the Romantic Age. But they are different. Analyze this statement with reference to the writing style of these two poets.

2. (a) 'A Thing of Beauty is a Joy forever'- Comment on the significance of the phrase in the poetical career of John Keats.

OR

(b) Examine the use of supernatural elements in the works of P B Shelley.

3. (a) Critique on the portrayal of the English social culture of the Victorian Age in the works of Charles Dickens.

OR

(b) Comment on the picturing of Victorian Morality in the works of Thomas Hardy and George Eliot.

4. (a) How have major literary movements in Literature been portrayed in Modernist works?

OR

(b) Delineate on the variety of poetical movements in the Modernist Age.

5. (a) The Victorian Age is a radical shift from the Romantic age in Literature. Explain.

OR

(b) Give a critical comment on the status of women writers in Victorian England with that of the Romantic Age.

Marian College Kuttikkanam (Autonomous)
BA English Literature, Communication and Journalism
CBCSS (Regular) Degree Examination March 2022
Model Question Paper
UEN2216 Poetry
Fourth Semester

Time: Three Hours

Maximum Marks: 60

Answer the following five questions.

Each question carries 12 marks

1. (A)

- i. How is Shakespearean sonnet different from Petrarchan and Spenserian sonnet?
- ii. In —Sonnet 130, William Shakespeare draws on sight, sound and smell when he compares his mistress' eyes to the sun, her lips to red coral, her breasts to white snow, her hair to black wires, her cheeks to red and white roses, her breath to perfume and her voice to music. Reflect on the literary element used in these lines.
- iii. How does Shakespeare poke fun at the poets of his time in —Sonnet 130?

OR

1. (B)

i. —I made a garland for her head,
 And bracelets too, and fragrant zone;
 She looked at me as she did love,
 And made sweet moan

Identify the poem from which these lines are taken. Comment on the type of poem.

- ii. Interpret the figurative language employed by the poet in this poem.
- iii. Analyze the poem as a fine example of romantic poetry.

2. (A) Compare and contrast the following poem titled —I Felt a Funeral in My Brain by Emily Dickinson with —Because I Could not Stop for Death.

I felt a Funeral, in my Brain,
 And Mourners to and fro

Kept treading - treading - till it seemed
 That Sense was breaking through -
 And when they all were seated,
 A Service, like a Drum -
 Kept beating - beating - till I thought
 My mind was going numb -
 And then I heard them lift a Box
 And creak across my Soul
 With those same Boots of Lead, again,
 Then Space - began to toll,
 As all the Heavens were a Bell,
 And Being, but an Ear,
 And I, and Silence, some strange Race,
 Wrecked, solitary, here -
 And then a Plank in Reason, broke,
 And I dropped down, and down -
 And hit a World, at every plunge,
 And Finished knowing - then -

OR

2. (B) Compare and contrast the following poem titled —The Thought-Fox—with
 —Horses written by Ted Hughes.

I imagine this midnight moment's forest:

Something else is alive

Beside the clock's loneliness

And this blank page where my fingers move.

Through the window I see no star:

Something more near

Though deeper within darkness

Is entering the loneliness:

Cold, delicately as the dark snow,

A fox's nose touches twig, leaf;

Two eyes serve a movement, that now

And again now, and now, and now

Sets neat prints into the snow

Between trees, and warily a lame

Shadow lags by stump and in hollow

Of a body that is bold to come

Across clearings, an eye,
A widening deepening greenness,
Brilliantly, concentratedly,
Coming about its own business
Till, with a sudden sharp hot stink of fox
It enters the dark hole of the head.
The window is starless still; the clock ticks,
The page is printed.

3. (A) —The Love Song of J. Alfred Prufrock is an investigation of the disturbed consciousness of the typical modern man. Discuss.

OR

3. (B) How does Shelley depict the theme of re-generation in his poem —Ode to the West Wind?

4. (A) Identify the meter and type of poem given below and also find the poetic devices and prosodic features inherent in the poem.

5. (A) Attempt a dramatic monologue in the voice of a made-up or pre-existing character (poetic meter, not necessary). It should reveal some of the speaker's character traits and some interesting or shocking fact about the speaker or his life.

OR

5. (B) Write an —Ode to Marian (college). Let your verse reflect the characteristics of an ode that you have learned.

OR

5. (C) Compose a sonnet based on a story you are familiar with, from the perspective of one of the characters, such as a myth or fairytale, or even a novel or movie. You must introduce the issue at the beginning, develop it through each line and then bring it to a conclusion at the end of the poem.

Your sonnet does not have to be in iambic pentameter.

OR

5. (D) _I am grateful for the time we had

Even though it was too short.....‘

Consider these lines to be the opening lines of an elegy. Complete the poem by using the characteristic features of an elegy.

(5*12 = 60 Marks)

CBCSS (Regular) Degree Examination March 2022**Model Question Paper****UEN2217 LANGUAGE AND LINGUISTICS****SEMESTER III**

Time: 3 Hours

Maximum Marks: 60

(Answer the following five questions. Each question carries 12 marks)

1 (A). Analyse the production of speech sounds appertaining to the organs responsible in the process.

OR

1 (B). Evaluate the three main components of speech production with special reference to air-stream mechanisms.

2 (A). There are a set of multiple possible spoken sounds in phonology. Evaluate how sounds are organised and used in natural languages with reference to phone, phoneme, and allophone with examples.

OR

2 (B).

(i) The concrete realisations of morphemes can be conditioned phonologically and morphologically. Analyse your views focusing on allomorphs with examples.

(ii) Evaluate your understanding on connected speech phenomena with reference to liaison, elision, and assimilation with examples.

3 (A). Distinguish between traditional grammar and modern linguistics from a nonnative view point.

OR

3 (B). Competence and Performance are unaffected by grammatically irrelevant conditions'. Evaluate the system of linguistic knowledge possessed by native speakers and contrast it with your English language skills.

4 (A). Analyse the segmental and suprasegmental difficulties in English pronunciation encountered by speakers of other languages while developing a neutral accent.

OR

4 (B). Distinguish the use of word stress, sentence stress, intonation, rhythm and voice modulation with examples.

5 (A). Evaluate the type of language education that you receive and analyse your views on the basis of methods and techniques that are involved in the process of English Language Teaching.

OR

5 (B). Language acquisition can be considered as the most suitable form of familiarising a language. Explicate your observation from a language learner's point of view.

MARIAN COLLEGE, KUTTIKKANAM (AUTONOMOUS)

BA English Literature, Communication and Journalism

CBCSS (Regular) Degree Examination March 2022

Model Question Paper

Semester IV

UEN 2222: CREATIVE AND TECHNICAL WRITING

Time: 3 hours Maximum marks:60

Answer the following five questions. Each question carries 12 marks.

1. A) i) You are inspired after listening to a TED talk on the power of lateral thinking in the creative process. Write a journal entry on the same. Use your understanding of ICEDIP to elucidate. (6 marks)

ii) Write a short travelogue of a one-day trip for you Facebook page. (6 marks)

OR

1. B) i) You are inspired after reading an Editorial on the topic —Creativity springs not from groups. Write a journal entry on the same topic. Use your understanding of ICEDIP to elucidate. (6 marks)

ii) Write a short piece for your Facebook page about your home town or village designed to intrigue anyone who might not have visited it before. (6 marks)

2. A) i) Write a personal essay on the theme: 'Why appearance is not so important.' (100 words) (6 marks)

ii) Frame a character sketch of an extraordinary 65-year-old woman for your novel. What makes her extraordinary/mysterious? Present the characteristics in one page where you, the novelist, presents the new character in beginning of your second chapter. (100 words) (6 marks)

OR

2. B) i) Write a personal essay on the theme: 'How I express myself artistically.' (100 words) (6 marks)

ii) Frame a character sketch of a ten-year-old boy who has some unique talents, for your novel. What are those unique characteristics? Present the characteristics in one page where you, the novelist, presents the new character in beginning of your second chapter. (100 words) (6 marks)

3. A) Compose a short poem (12-16 lines) on the topic: 'Seagulls at evening.'

OR

3. B) Compose a short poem (12-16 lines) on the topic: 'Intimacy and Privacy'

4. A) Write a post for your blog on 'The media's craze for sensational news.

OR

4. B) Write a post for your blog on 'Truth in the Era of Fake News.'

5. A) Write a 'modern version' of the story of Romeo and Juliet, "the star-crossed lovers."

OR

5.B) Every morning, there were dark marks on the kitchen step. What were they? How had they got there? I decided to investigate.