

MATS UNIVERSITY
School of Arts & Humanities



B.A. English with Mass Communication

Program code- 0601BA

(Four year Full Time Degree Course)

Choice Based Credit System

(SEMESTER SYSTEM)

(2022)

Rules, Regulations and Course Content



Introduction to the Course:

Arts and Humanities is one of the evergreen branch of university education. MATS University, Department of Arts and Humanities introduce BA (Honors) in English programme to its basket of contemporary and progressive programmes from July 2011. This program caters to aspirants who desire to build their professional competence on a higher plateau with specialized knowledge in the field of Language, Literature, Journalism and mass communication.

The course has been designed keeping in mind the demands of the contemporary world. This is to give students a wider knowledge-base, which will help them in higher studies as well as in the industrial sector.

Objectives:

The BA honours English is a vibrant and unique undergraduate programme. It aims to provide a rich understanding of theory and practice in specific fields; a strong foundation that will enable students to translate their university experience to the professional world.. The programme Special emphasis is laid on the development of critical thinking, analytical, written and oral presentation skills.

English Honours is the study of literature, Linguistics and philosophy of the English language. It investigates how the English language is used in a variety of global context and explores literature from different historical periods and in diverse cultural setting. You'll explore writing and speech in a wide range of forms and develop your skills in the interpretation of literary and non literary texts. The programme has a growing reputation for innovative teaching

And research in literature and creative writing. Lectures, seminars, tutorials and workshop will offer the opportunity to gain confidence and expertise in writing in a variety of modes, including prose, poetry and screenplays.

This programme opens avenue to the journalism and mass communication industry, you will gain knowledge in print, online and broadcast journalism,

and grow to understand the legal and ethical framework within which journalists work. Successful pursuance of the course prepares candidates for careers in fields such as English Teacher media, advertising, writing, Editor, Publisher, Researcher, Communicator, Public Relations Officer, Blogger, etc.

Programme Details:

BA honours English course of MATS University is a three year degree programme divided into six semesters. The programme is more careers oriented in its design, course structure and teaching – learning process as compared to B A (Pass). The curriculum is developed duly considering the desired level of knowledge exposure in the context of ever changing environment in global world.

After pursuing the programme students would be able to communicate effectively on activities with the community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

Programme Highlights:

- *Contemporary curriculum that bridges the gap between Academics and Industry.*
- *Project & Viva*
- *Regular current affairs session*
- *Guest Lectures by Industry experts, Academicians on related topics.*
- *Industrial Visits*
- *Association Programmes on a regular basis.*
- *Barinstorming Sessions*
- *Media Visits*
- *Internships*
- *Projects*

- *Case Studies*

BA (Honors) English Programme

Scope and content

1. The Regulation and policies documented here are applicable for B.A. (Honors) English Programme offered by MATS University.
2. The Regulations and Policies given here are in addition to the Rules and Regulation notified at the time of admission.
3. The University authority may modify, add, delete, expand or substantiate any part of the Regulations and Policies as per the need and instructions from the relevant body.

Course Matrix

The three year B.A. (Honors) English Programme is designed in Semester pattern under CBCS (Choice Based Credit System).

There are six semesters with the following courses:

- a. Core Course (CC)**
 - b. Elective Course (EC)**
 - c. Ability Enhancement Course (AEC)**
 - c. Specialization Course**
 - d. Value additions**
- A. Core Course:**



Core Course comprise of subjects that form an integral part of the programme. These subjects provide a strong ground in basic disciplines of study. These are the general and compulsory subjects for all students of B.A. (Honors) English. They are meant for giving an in-depth knowledge in related fields. The credit hours for Core Course are 6 and total marks are 100 out of which 30 marks are for the internal assessment.

B. Elective Course (EC): Generally a course which can be chosen from a pool of courses and which maybe very specific or specialized or advanced or supportive to the discipline/subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is included in Elective Course. It may be of following categories:

- a. **Discipline Specific Electives (DSE) Course:** It may be offered by the main discipline/subject of study.
- b. **Generic Elective Course (GE) Course:** It is an elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure.

C. Ability enhancement Courses (AEC): This may be of two kinds

- c. Ability Enchantment Compulsory Course (AECC): Courses based on the content that leads to knowledge enhancement and are mandatory for all disciplines.
- d. Skill enhancement Course (SEC): These courses are value based and/or skill-based and are aimed to provide hands-on training, competencies, skills etc.

D. Dissertation/Project Work: Practical training is the most important part of the curriculum where the students will be given finishing touch to come out as a successful graduate. At the end of fifth semester the students should undergo one month internship that will give an exposure to the practical aspects of different subjects. In sixth semester there is a **Project Work and Viva Voce** which will help the students to improve

their presentation and communication skills with proper understanding of the particular topic in which the research is conducted.

Project Work and viva-voce is based on the Internship training of the student. It is included as a core course. Project Work will carry a total of 100 marks. Of this, 70 marks are for field work and study and 30 marks will be awarded towards the viva-voce examination. Successful completion of Project work is essential for all students.

E . Specialization Course

Critical subjects and issues related to the Specialization Groups not covered by the Core Course are delivered under Specialization Course. Students get deep insight into various specialized disciplines, which are important but not common. The credit hour for Specialization Courses is 4 per course and total marks are 100 out of which 30 marks are for the internal assessment.

F. Value additions

The modern world is a world of competition, enhancement of talent is vital at graduate level. Apart from essential syllabus, students get necessary practice and knowledge in different fields to make them fit to face the challenges with, so the department focuses on following value additions.

- Self Management
- Workshops
- Seminars
- Communication Skills enhancement

- Presentation
- Industrial Visit
- Group Discussion
- Interview Skills training.
- National and International Tours

EXTRA VALUE ADDITIONS

- Yoga and meditation
- Current Events
- Book Review
- Mentoring

Assessment and Examination:

Credits: Total credit hours for the entire programme are 152, which will be awarded as shown in course matrix.

Admission criteria and eligibility:

The minimum qualification required to be eligible for admission is Higher Secondary or intermediate (10+2) or any equivalent qualification from a recognized Board or University.

The method of selection:

- a. Written Test
- b. Group Discussion
- c. Personal Interview

Examinations and assessment:



1. Examination shall be conducted at the end of each semester as per the Academic Calendar notified by MATS University.
2. The system of evaluation shall be as follows:

Each course will carry 100 marks, of which 30 marks shall be reserved for internal assessment based on:

- Mid Semester Examination - 10
- Class Tests - 10
- Attendance - 05
- Assignment - 05

2.2. The remaining 70 marks in each paper shall be awarded on the basis of a written examination at the end of each semester.

Examinations for courses shall ordinarily be conducted only in the respective odd and

Even Semesters as per the scheme of examinations. Regular as well as ex-students shall be permitted to appear/reappear in courses of odd semesters only at the end of odd semester and courses of even semesters only at the end of even semesters.

3. Mid-term Examination: In each semester there will be a Mid-semester Examination which is compulsory for all the students. Out of 30 internal marks, 1/3rd weightage is given for Mid-semester Examination.

4. Term End Examination: A Board of Examiners constituted as per the provisions in the statutes of MATS University will conduct term-end examinations.

Maximum marks for all Courses will be 70.

CRITERIA FOR MARKS FOR B.A. (Hons) English

Internal Assessment shall be as per existing norms

Marks shall be as follows:

- There shall be two assignments per semester.
- There will be Class tests held by the faculty who teaches the subject.

Workload and Tutorials:

- Lecture per paper/ per week
- Tutorials (weekly) per paper/ group
- Tutorial Group Size As per existing norms
- Section Size As per existing norms

Eligibility for Term-End examination

Candidates fulfilling the eligibility criteria as per the ordinance and scored minimum attendance of 75% in each subject will be allowed to appear for Term End Examination.

Eligibility to Pass:

1. A student is declared to have passed in each courses if he/she secures at least 40% marks from Internal and external together.
2. Promotion of the student is not automatic and is also based on other regulations included in this document.

Grading System: Performance of the students will be shown on letter grades denoted by O,A,A+,B+B,C P and F.

Grading Criteria: As per MATS University Rules.



Ranks: Only candidates who have passed each of the semester examination at the first appearance shall be eligible for award of Ranks. The first ten ranks shall be notified.

Award of Qualification: As per MATS University Rules.

Note:

1. When a student appears for the failed papers, the internal assessment marks originally secured by him/her will be carried forward.
2. The student must complete B.A. degree as per the provisions of the Statute.

Academic Integrity and Ethics:

1. A student who has committed an act of academic dishonesty will be deemed to have failed to meet the basic requirement of satisfactory academic performance. Thus, academic dishonesty is only a basis for disciplinary action but also is relevant to the evaluation of student's level of performance and progress.
2. Where there has been violation of basic ethos and principles of academic integrity and ethics, the Director/Board of Examiners/HOD may use their discretion in terms of disciplinary action.
3. Academic dishonesty includes, but is not necessarily limited, to the following:-
 - a. Cheating or knowingly assisting another student in committing an act of cheating.
 - b. Unauthorized possession of examination materials, destruction or hiding of relevant materials.
 - c. Act of plagiarism.
 - d. Unauthorized changing of marks or marking on examination records.


Attendance:

1. Students are required to attend and participate in all scheduled class sessions, Guest lectures, workshops, outbound learning programs and club/ forum activities of both academic and non- academic nature.
2. A student is eligible for end-term examination, amongst other regulations, only if he/she has a minimum of 75% attendance in each subject individually.
3. Students may be dropped from the programs due to excessive and non-intimated absence.
4. Students must notify the HOD in writing, the reasons for absence, if any, from class sessions, activities and assessment components.
5. On notification of absences (including anticipated absences) the Director/ HOD would determine whether the absences could be rectified or whether it is possible to satisfactorily complete the subject with the number of identified absences

DURATION

The duration of the course shall be three years. (a) Each academic year shall be divided into two semesters. The first academic year shall comprise the first and second semesters, the second academic year the third and fourth semesters, and the third academic year as the fifth and sixth semesters (b) The odd semesters shall consist of the period from July to December of each year and the even semesters from January to May of each year. There shall be not less than 90 working days for each semester.

GENERAL GUIDELINES:

1. The students are expected to spend a considerable amount of time in research, reading and practice.
 2. All students are expected to develop and maintain a positive professional attitude and approach throughout the programme and in conduct of all other activities.
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3. Attendance alone is not sufficient. Students are expected to participate, to help the class learn and understand the topics under consideration.
4. Food and drinks are not permitted in the class room/ conference hall/library.
5. All students are expected to dress as per stipulated dress code.



Program Outcome

PO 1- Basic knowledge of language and literature.

PO 2- Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms.

PO 3- Communication: Communicate effectively on activities with the community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

PO 4 - Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO 5- Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of Socio-Cultural change.

PO 6- Problem analysis: Identify, formulate, research literature, and analyze complex problems reaching substantiated conclusions using coherent learning.


Program Specific Outcomes

PSO 1- Understand background and origin of religion, culture, society. Literature and language.

PSO 2- Understand and compare the existing & past political, religious and economic conditions of the Society

PSO 3- Develop practical skills in Field of mass communication and journalism.

PSO 4 – Understanding the nuances of various philosophies of Life.



Awards

After successfully completion of 2 semesters (1years)
Students will be awarded Vocational Certificate in BA English
Hons. with Mass Communication

After successfully completion of 4 semesters (2years)
Students will be awarded Vocational Diploma in BA English Hons.
with Mass Communication

After successfully completion of 6 semesters (3years)
Students will be awarded Degree in BA English Hons.
with Mass Communication

After successfully completion of 8 semesters (4 years)
Students will be awarded Research Degree in BA English Hons.
with Mass Communication



**COURSE STRUCTURE B.A. English Hons. with Mass Communication
SEMESTER I**

Code	Subject	Credit	Univ.	Int. Marks	Total Marks
		1Cr= 10 hrs	Exam Marks		
MSAH/BAE/10 1 (C 1)	History of English Literature-I	6	70	30	100
MSAH/BAE/10 2 (C 2)	History & Scope of Journalism	6	70	30	100
MSAH/BAE/10 3 (C3)	Literary Terms	4	70	30	100
MSAH/BAE/10 4 (AECC 1)	Environmental Studies	2	35	15	50
MSAH/BAE/10 5 (GE 1)	News Gathering & Production for Radio/ T.V.	4	70	30	100
MSAH/BAE/10 6 (VAD)	Basics of Photography	No Credit			
	Total	22	315	135	450

C 1- Core course 1

C 2- Core Course 2

C 3- Core Course 3

AECC1- Ability Enhancement Compulsory Course 1

GE 1- General Elective2

VAD- Value Added Course

**B.A. English Hons. with Mass Communication
Semester II**

Code	Subject	Credit	Univ.	Int. Marks	Total Marks
		1Cr= 10 hr	Exam Marks		
MSAH/BAE/20 1 (C 4)	History of English Literature-II	6	70	30	100
MSAH/BAE/20 2 (C 5)	Mass Media and Organizational Structure	6	70	30	100
MSAH/BAE/20 3 (C6)	Elizabethan Age	4	70	30	100
MSAH/BAE/20 4 (AECC 2)	Introduction to Phonetics and Reading Ability	2	35	15	50
MSAH/BAE/20 5 (GE 2)	Writing & Editing	4	70	30	100
MSAH/BAE/20 6 (VAD)	French Language	Non Credit			
	Total	22	315	135	450

C 4- Core course

C 5 - Core Course

C 6- Core Course

AECC2- Ability Enhancement Compulsory Course 2

GE 2- General Elective2

VAD- Value Added Course

Award

After successfully completion of 2 semesters (1year)

*Students will be awarded Vocational Certificate in BA English Hons. with Mass
Communication*



**B.A. English with Mass Communication
Semester III**

Code	Subject	Credit	Univ.	Int. Marks	Total Marks
		1Cr= 10 hrs	Exam Marks		
MSAH/BAE/30 1 (C 7)	From Jacobean to Puritan Age	6	70	30	100
MSAH/BAE/30 2 (C 8)	Ethics & Press/ Media Law/ Code of Conduct	6	70	30	100
MSAH/BAE/30 3 (C 9)	Indian Writing in English	4	70	30	100
MSAH/BAE/30 4 (SEC 1)	Public Relation	6	70	30	100
MSAH/BAE/30 5 (GE 3)	Communicative English	2	35	15	50
MSAH/BAE/3 06 (VAD)	Office Automation	Non Credit			
	Total	24	315	135	450

C 7- Core course

C 8 - Core Course

C 9- Core Course

SEC 1- Skill Enhancement Course 1

GE 3- General Elective 3

VAD- Value Added Course

**B.A. English with Mass Communication
Semester IV**

Code	Subject	Credit	Univ.	Int. Marks	Total Marks
		1Cr= 10 hrs	Exam Marks		
MSAH/BAE/401 (C 10)	Neo-Classical Age	6	70	30	100
MSAH/BAE/402 (C 11)	IT Applications in Journalism	6	70	30	100
MSAH/BAE/403 (C 12)	American Literature	6	70	30	100
MSAH/BAE/404 (SEC 2)	Media Advertising	4	70	30	100
MSAH/BAE/405 (GE 4)	Diasporic Writing	2	35	15	50
MSAH/BAE/406 (VAD)	Ethics and Moral Values	Non Credit			
	Total	24	315	135	450

C 10- Core course

C 11- Core Course

C12- Core Course

SEC 2- Skill Enhancement Course 2

GE 4- General Elective 4

VAD- Value Added Course

Award

After successfully completion of 4 semesters (2years)

*Students will be awarded Vocational Diploma in BA English Hons. with Mass
Communication*

**B.A. English with Mass Communication
Semester-V**

	Code	Subject	Credit	Univ.	Int. Marks	Total Marks
			1Cr= 10 hrs	Exam Marks		
1	MSAH/BAE/501 (C 13)	Romantic and Victorian Age	6	70	30	100
2	MSAH/BAE/502 (C 14)	Historical, Contemporary Analysis of Films	6	70	30	100
3	MSAH/BAE/503(A)	Children Literature	4	70	30	100
	MSAH/BAE/503(B) (DSE 1)	Contemporary Literature		70	30	100
4	MSAH/BAE/504 (GE)	Media Planning	4	70	30	100
	MSAH/BAE/505 (VAD)	Web Designing				
		Total	20	280	120	400

C 13- Core course

C 14- Core Course

DSE 1- Discipline Specific Elective 1

DSE 2- Discipline Specific Elective 2

VAD- Value Added Course

B.A. English with Mass Communication
Semester VI

	Code	Subject	Credit	Univ.	Int. Marks	Total Marks
			1Cr= 10 hrs	Exam Marks		
1	MSAH/BAE/601 (C 15)	Modern and Post Modern Age	6	70	30	100
2	MSAH/BAE/602(A)	War Literature	6	70	30	100
	MSAH/BAE/602(B) (C 16)	Literary Criticism		70	30	100
3	MSAH/BAE/603(A)	Internship/	4	70	30	100
	MSAH/BAE/603(B) (DSE 3)	Dissertation		70	30	100
4	MSAH/BAE/604(A)	Media Psychology/	4	70	30	100
	MSAH/BAE/604(B) (DSE 4)	South- Asian Literary Studies		70	30	100
	MSAH/BAE/605 (VAD)	Digital Marketing	No Credit			
		Total	20	280	120	400

C 15- Core course

C 16- Core Course

DSE 3- Discipline Specific Elective 3

DSE 4- Discipline Specific Elective 4

VAD- Value Added Course

Award

*After successfully completion of 6 semesters (3years)
Students will be awarded Degree in BA English Hons. with Mass Communication*



B.A. (Hons.) English Semester – I
Paper – History of English Literature – I

Objectives: This paper will introduce the students to the origin and history of English literature, from the birth of English literature up to the Jacobean Age. The paper will make the students understand the chief characteristics of the different ages, the writers of different ages and at the same time will give a deep insight about the historical and political background. The paper will also introduce how Socio-cultural and political aspects of different ages are reflected in the writings of different writers.

Module – I

History and Origin of English Literature with Classification of Ages

Module – II

The Age of Chaucer (1340-1400)

Module – III

The Age of Shakespeare (1558-1603)

Module – IV

The Jacobean and Caroline Ages (1603-1649)

Module – V

The Puritan Age (1649-1660)

Recommended Reading:

1. History of English literature by Hudson (2015)
2. English Literature – Its History and Significance by William J. Long (2012)
3. A History of English Literature- Arthur Compton Rickett (2015)
4. The Routledge History of Literature in English- Ronald Carter and John Mc Rae (2021)
5. The Concise Cambridge History of English Literature, (Cambridge University Press) (2001)

B.A. (Hons.) English Semester – I
Paper – II History and Scope of Journalism

Objectives: To enable students to demonstrate the ability to think critically, creatively and independently. To enable them to gather and critically evaluate in-depth information from diverse sources.

Module – I

Definition – Historical background and the development of Journalism and Mass Communication in India

Module – II

Development of Printing Machine and Journalism
Impact of Machine era on Journalism

Module – III

Journalism in Pre- Independence and Post Independence India

Module – IV

Journalism of Gandhiji, Madhab Rao Sapre , Journalism of Mankanlal Chaturvedi

Module – V

Scope of Journalism and Mass Communication in the present era
Changing face of Journalism and Mass Communication

Recommended Reading:

1. Introduction to Journalism by Trevor Ibbotson, Richard Rudin
2. Handbook of Journalism and Mass Communication by V. S. Gupta and Vir Bala Aggarwal
3. Mass Communication in India by Kewal J. kumar
4. A History of Journalism by Mohit Moitra
5. Basic Journalism by Rangaswami Parthasarathy
6. History of Indian Journalism, Natrajan J

B.A. (Hons.) English Semester – I
Paper – III Literary Terms

Objectives: This paper will introduce the students to key concepts of different literary terms and different literary genre. This paper will inculcate in the beginners a proper understanding of all the literary forms.

Module – I

Poetry Types: Subjective and Objective Poetry - The Lyric, The Ode, The Sonnet, Elegy, Epic, Ballad, Song, Myth.

Module – II

Literary Terms – I: Meter, Verse, Rhyme, Rhythm, Rhyme Scheme, Simile, Metaphor, Onomatopoeia, Blank Verse, Personification, Allegory, Allusion, Poetic Diction, Pun, Parable, Fable, Parody.

Module – III

Dramatic Art and Types: Miracle, Mystery, Morality or Interludes, Tragedy, Comedy, Tragic-Comedy, Farce, Melodrama, Burlesque, Masque, Tragic Flaw, Unity of Action, Wit, Catastrophe, Catharsis, Climax, Comic Relief, Theatre of Absurd, Historical Plays, Poetical Plays.

Module – IV

Prose (Non-fiction): Essay, Diary, Epistolary, Biography, Autobiography, Life Writing.

Module – V

Prose (Fiction): Novel, Types of Novels, Short Story, Stream of Consciousness, Protagonist and Antagonist, Types of Narration, Reading Text in Context.

Recommended Reading:

1. Abrams, M.H. : A Glossary of Literary Terms (2015)
2. Prasad.B: A Background to the Study of English Literature for Indian Students (2016)
3. Dictionary of Literary Terms and Literary Theory, Cuddem (Penguin) (2015)
4. A Dictionary of Literary Terms, Gray (LPE) (1992)

B.A. (Hons.) English Semester – I
Paper – IV Environmental Studies

Objectives: To create an environment conciseness among the students.

Module – I

Multidisciplinary nature of environmental studies: Definition, scope and importance, Natural Resources: Renewable and non-renewable resources, Food chain, Food web, Forest resources: Use and over-exploitation, deforestation: case studies. Ecological Pyramids, dams and their effects on forest and tribal people.

Module – II

Environmental Pollution, Definition: Cause, effects and control measure of - Air pollution. Water pollution. Soil pollution. Marine pollution. Noise pollution. Thermal pollution. Nuclear hazards.

Module – III

Solid waste management: Causes, effects and control measures of urban and Industrial waste. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: floods, earthquake, cyclone and landslides. Environmental Protection Act

Module – IV

Social Issues and the Environment From Unsustainable to Sustainable development.. Water conservation, rain water harvesting, Re-settlement and rehabilitation of people, its problems and concerns. Case Studies. Environmental ethics: Issues and possible solutions.

Module – V

Public awareness. Human Population and the Environment. Variation among nations. Family Welfare Programme. Human Rights. HIV / AIDS. Women and Child Welfare.

Recommended Reading:

1. Agarwal K.C. 2001 Environmental Biology Nidhi Publ. Ltd. Bikaner
2. A Text book of Environmental studies by S. S. Purohit, Shammi, Agrawal.
3. Miller T. G. Jr., Environmental Science, Wadsworth Publishing Co.
4. Odum, E.P. 1971, Fundamentals of Ecology, W.B. Saunders Co. USA, 574p

B.A. (Hons.) English Semester – I
Paper – V News Gathering & Production for Radio and T.V.

Objectives: To introduce to students the techniques in News gathering in Mass Media.

Module – I

News defined, Basics of News gatherings, collection of journalistic information, Methods of collection of journalistic information: Observation, verbal interaction, In-depth Reporting

Module – II

Essentials of journalistic writing: clear, comprehensive, correct, Guidelines for journalistic Writing, Language and Style of writing in a newspaper, scripting

Module – III

The Media – Introduction to Press – Present day Press, Radio – Objectives of Radio, All India radio, Programme services, Writing a script for Radio, Technological developments in Radio, like FM channels

Module – IV

Television: Introduction, Cable and private television networks, Impacts of private television on Doordarshan, Writing for television, credibility and objectivity,

Module – V

National Media Policy, Social expectations from Media, Different News Sources – Reuters, PTI, UNI, ANN

Recommended Reading:

1. Basic Journalism by Rangaswami Parthasarathy (Macmillian)
2. Theory and Practice of Journalism by B.N Ahuja
3. Broadcast Journalism, Anmol Publications by Jan R. Hakemulder, Ray AC de Jonge, PP Singh
4. Presenting on TV and Radio by Janet Trewin
5. Techniques of Radio and Television News by Andrew Boyd
6. Radio Production, Focal Press by Robert Mc Liesh

B.A. (Hons.) English Semester – I
Paper – (VAD) Basics of Photography

Objectives: To introduce the students, the basics of photography and editing, so as they can make their career in the same field.

Module – I

Journalism: Introduction of Photo Journalism, Concept, Importance, Requirements, Nature, Objectives, Purpose & Functions.

Module – II

News Agency Journalism: Syndicates Photography – Elements and principles – visual language – meaning – photographer’s jargon; composition of photography-subject and light.

Module – III

Photographic equipment: Cameras – types – formats – lens – their types and functions – film – types and functions accessories.

Camera and Photo – Shots-focus – shutter – speed – selection of subject – different types of photographs – action – photo editing – procedure – pictures for newspapers and magazines – developing photographers’ manual and computerized photography.

Module – IV

Photographing people: portrait and still, wildlife; environment; sports; landscape; industrial disasters; photography for advertising ; conflicts – war – political and social photography.

Module – V

News values for pictures – photo-essays-photo features; qualities essential for photo journalism; picture magazines – color photography; impact of technology, practical’s, field assignments and their evaluation Portrait Photography, Food Photography, Documentary Photography.

B.A. (Hons.) English Semester – II
Paper – I History of English Literature – II

Objectives: This paper will introduce the students to the origin and history of English literature, from the Restoration Age up to the Modern Age. The paper will make the students understand about the chief characteristics of the ages, the writers of different ages and at the same time will give a deep insight into the historical and political background of the different ages. The paper will also introduce how Socio-cultural and political aspects of different ages are reflected in the writings of different writers.

Module – I

The Neo-Classical Age (1660-1798)

Module – II

The Romantic Age (1798-1837)

Module – III

The Victorian Age (1837-1901)

Module – IV

The Modern Age (1901-2000)

Module – V

The Post-Modern Age (2000-present)

Recommended Reading:

1. History of English literature by Hudson (2015)
2. English literature – Its History and Significance by William J. Long (2012)
3. A History of English Literature- Arthur Compton Rickett (2015)
4. The Routledge History of Literature in English- Ronald Carter and John Mc Rae (2021)
5. The Concise Cambridge History of English Literature, (Cambridge University Press) (2001)

B.A. (Hons.) English Semester – II
Paper – II Mass Media and Organizational Structure

Objectives: Through this paper students will come to know about the detail knowledge of mass communication, they will also know different communication models and theories. Students will also be in position to understand the relation between communication and society.

Module – I

Key concepts in communication: types and basic models of communication; key issues in mass communication: concept of mass, characteristics of mass communication, effects of mass communication: short term, long term

Module – II

Evolution of mass media: technological, economic, political development; role of mass media in a democracy, public opinion, social change and development, culture.

Module – III

Media content processes: media content formats (genre), news as a genre, Gatekeeping, effects of organizational structure on journalistic content; mass communication as an academic discipline

Module – IV

Mass Media in democracy: controls on mass media- self-control, internal control, advertiser control, source control, public control, government control, laws governing mass media

Module – V

Mass Media Ethics: individual's right to privacy, right to reply, objectivity, Sensationalism/yellow journalism, investigative journalism, role of press/media councils

Recommended Reading:

1. Enter The World of Mass Media : Barun Roy (Pustak Mahal)
2. Mass Communication in India by Kewal J. kumar
3. Handbook of Journalism and Mass Communication by V. S. Gupta and Vir Bala Aggarwal

B.A. (Hons.) English Semester – II
Paper – III The Elizabethan Age

Objectives: This paper will introduce the writings of all the great and renowned writers of the Elizabethan Age. As the Age is called the Golden Period of English Literature, so the students will get to know and read every genre through the writings of the famous writers of this period.

Module – I

Edmund Spenser – Prothalamion

Sir Philip Sidney – The Nightingale (Philomela), and Sonnet 31 from Astrophel and Stella (With How Sad Steps O Moon)

Module – II

Francis Bacon – Of Study, and Of Truth

Thomas Moore – Utopia

Module – III

Christopher Marlowe – Doctor Faustus

Ben Jonson – Volpone or The Fox

Module – IV

William Shakespeare – Sonnet 1, 18, 116, and 130

Module – V

William Shakespeare – Julius Caesar, and Twelfth Night.

Recommended Reading:

1. Prothalamion by Edmund Spenser. Arthur Quiller-Couch, ed. 1919. The Oxford Book of English Verse: 1250–1900.
2. Philip Sidney. PoetryFoundation.com
3. Doctor Faustus by Christopher Marlow. Oxford. (1997)
4. William Shakespeare’s Sonnets. PoetryFoundation.com
5. No Fear Shakespeare (Website for Shakespeare related topics)

B.A. (Hons.) English Semester – II
Paper – IV Introduction to Phonetics & Reading Ability

Objectives: The aim of the course is to familiarize students with the elementary concepts of theoretical Linguistics and Phonetics, theoretical background of the sound system in English and pronunciation skill.

Module – I

Linguistics and its Branches
Organs of Speech

Module – II

Classification and Description of Vowel Sounds

Module – III

Classification and Description of Consonant Sounds

Module – IV

Word – Accent: Stress, Intonation, Tone and Rhythm

Module – V

Phonetic Transcription and Introduction to ICA

Recommended Reading:

1. *A Textbook on Linguistics and Phonetics* by Jaydeep Sarangi, (Bookway) (2015)
2. *Linguistics and Phonetics* by B.D. Sharma, (Anmol Publisher) (2004)
3. *A Textbook of English Phonetics for Indian Students*, T. Balasubramaniam (Macmillan) (2017)
4. *A General Introduction to Linguistics*, Tariq Rahman, Orient Blackswan. (1997)
5. *Introduction to English Phonetics & Phonology*: Aslam & Kak (Foundation). (2014)

B.A. (Hons.) English Semester – II
Paper – V Writing and Editing

Objectives: To introduce to the students the different method of Journalistic writings.

Module – I

Essentials of writing: clear, comprehensive, correct, Guidelines for journalistic Writing

Module – II

Language and Style of writing in a newspaper, scripting

Module – III

Editing, techniques of editing, different levels of editing, common story faults

Module – IV

News – Editor, Responsibilities of a news editor

Module – V

The Sub – Editor, qualities of good sub- editor, Responsibilities of a sub - editor

Recommended Reading:

1. Basic journalism – Rangaswami Parthasarathy – Macmillan Publications
2. Theory and Practice of Journalism by B.N Ahuja
3. The Art of Editing by Baskette, Sissors, Brookes
4. Professional Journalist by John Hohenberg
5. Handbook of Editing by S K Aggarwal
6. Editing Techniques by S. Kundra
7. Professional Journalism by M.V. Kamath

B.A. (Hons.) English Semester – II
Paper (VAD) – French Language

Objectives: The French language will help the students to develop an interest in the appreciation of French and to use the language effectively and appropriately on topics of everyday life situations.

Module – I

Les Salutations - Greeting The World And Introducing Oneself, Le Calendrier – A Colourful Life, Au Collège – At School, La Famille- The Family, La Maison – My Home, Plat Du Jour – Food And Drinks, Faire Des Courses – Shopping

Module – II

Alphabet and Letters, Numbers, Personal Details, Using a Dictionary.

Module – III

Grammar: Noun, Verb, Article, Adjective, Preposition, Word Order/ Sentence.

Module – IV

Paris, Cities of France, French Speaking Countries, French Names, Map of France.

Module – V

Listening and Speaking Activities

B.A. (Hons.) English Semester – III

Paper – I From the Jacobean to the Puritan Age

Objectives: This paper will introduce the students to the literature of Jacobean, Caroline and Puritan ages, the social-political background of the age and the major literature written according to the movements and how the writings reflect the age.

Module – I

John Webster – The Duchess of Malfi

John Milton – Areopagitica

Module – II

Introduction to Metaphysical Poetry:

John Donne – Death be not Proud, and Go and Catch a Falling Star

Andrew Marvell – To his Coy Mistress, and The Garden

Module – III

Introduction to Caroline Poetry:

Thomas Carew – Ask me no more where love bestows

Richard Lovelace – To Althea, from Prison

John Suckling – Out upon it, I have lov'd

Module – IV

Puritan Age Literature:

John Milton – On His Blindness, They also serve who stand and wait, and Paradise Lost Book II (Lines 1 to 105)

Module – V

Transition Poets:

Thomas Gray – An Elegy Written in the Country Churchyard

William Collins – Ode to Evening

William Blake – The Little Black Boy

Recommended Reading:

1. Metaphysical Poetry by Penguin Classics (2006)
2. Jacobean and Caroline Poetry: An Anthology by Tom Cain (1981)
3. Paradise Lost: Book II, Maple Classics (2018)
4. PoetryFoundation.com

B.A. (Hons.) English Semester – III
Paper – II Ethics, Press / Media Law/ Code of Conduct

Objectives: Knowing the ethics and code will help to understand the system of working of the media and press and its importance to follow this rules.

Module – I

Constitution of India: fundamental rights, Freedom of speech and expression
Right to information act 2006, Contempt of court and legislature

Module – II

Press and books registration act 1867; Copy right act 1957
Official secrets act 1923; Law of defamation

Module – III

Press commissions; Press council – structure and functions
Information technology Act 2000; Convergence bill, cyber laws

Module – IV

Prasar bharti act 1990; Cable TV networks regulation act 1995
Cinematograph act 1952

Module – V

Code of ethics by editor's guild of India,
Code of conduct for journalists by press council and media houses

Recommended Reading:

1. Media Law and Ethics by Michael D. Murray and Roy L
2. Media Law And Ethics by M. NEELAMALAR
3. Law and the Media by Tom Crone
4. Press Laws and Ethics of Journalism by P.K. Ravindranath
5. Law of the Press, Wadhwa & Company, Nagpur by D D Basu

B.A. (Hons.) English Semester – III
Paper – III Indian Writing in English

Objectives: The paper is designed to emphasize the growth and development of Indian English Literature through the ages. The students will study different genre such as poetry, prose, drama and fiction.

Module – I

R.K. Narayan – Swami and Friends
Mulk Raj Anand - Untouchable

Module – II

Girish Karnad – Hayavadana
Vijay Tendulkar – Silence! The Court is in Session

Module – III

Henry Derozio – A Walk by Moonlight
Toru Dutt – Our Casuarina Tree
Sarojini Naidu – Bazaars of Hyderabad

Module – IV

Rabindranath Tagore – Kabuliwala
Ruskin Bond – The Blue Umbrella
Khushwant Singh – The Portrait of a Lady

Module – V

A.K. Ramanujan – Small Scale Reflections on a Great House
Nissim Ezekiel – Enterprise
Keki N. Daruwala – The King Speaks to the Scribe

Recommended Readings:

1. Indian English Poetry – A Critical Study of the Poets. Atlantic Publishers and Distributors. (2018)
2. Hayavadana by Girish Karnad. Oxford Publications. (1997)
3. Silence! The Court is in Session. Oxford Publications. (2017)
4. Rabindranath Tagore – Short Stories. Embassy Books. (2017)
5. Best Indian Short Stories: 1. Harper Collins. (2014)

B.A. (Hons.) English Semester – III
Paper – IV Public Relation

Objectives: Public relation is the one field where it is used in every sector and its scope is wide and especially in mass communication it plays an important role.

Module – I

Public Relations – concept and definition
Evolution and growth of public relations

Module – II

Functions of public relations
PR in relation to marketing, advertising, publicity, propaganda and rumours

Module – III

PR tools & methods , Public relations writing
PR campaigns

Module – IV

Principles of PR
Laws and ethics in PR, PRSI code
PR organizations- Functions and responsibilities of PRO

Module – V

Corporate communication- concept and scope
Corporate identity for image building
PR and corporate advertising
PR in crisis management

Recommended Reading:

1. Marketing Public Relations, JR Henry and A. Rene
2. Effective Public Relations, Cutlip S.M and Center A.H.
3. Public Relation in India, Kaul J.M
4. Effective Public Relations and Media Strategy: CU Narasimha Reddy

B.A. (Hons.) English Semester – III
Paper – V Communicative English

Objectives: The paper will focus on the communicative skills of the students as well as teach them about the communication which takes place in corporate places.

Module – I

Grammar in Everyday Use:

Parts of Speech, Tense, Voice, Narration, Question Tag, Subject-Verb Agreement, etc.

Module – II

Communication:

Communication, Communication Process, Types of Communication, Media of Communication, Barriers to Communication, Principles of Communication, and Tools of Internal Communication

Module – III

Listening, Speaking, and Reading

Module – IV

Writing Skills:

Letter, E-mail, Bio-data, Resume, and CV

Interview Skills:

Group Discussion and Presentation Skills

Module – V

Extempore, Presentation, and Mock Interviews

Recommended Readings:

1. Essentials of Business Communication by R. Pal. Sultan Chand & Sons. (2012)
2. Wren & Martin High School English Grammar and Composition Book. S. Chand Publications. (2017)



B.A. (Hons.) English Semester – III

Paper (VAD) – Office Automation



B.A. (Hons.) English Semester – IV
Paper – I The Neo-Classical Age

Objectives: This paper will introduce the major writers of Neo-Classical Age. This paper will introduce to the students how the social turmoil is reflected in the writings of the age. Also the Neo-Classical age is an umbrella term which has in it two ages which will be segregated through the works of the period.

Module – I

John Dryden – MacFlecknoe
Richard Sheridan – The Rivals

Module – II

Alexander Pope – Epistle to Dr. Arbuthnot

Module – III

Oliver Goldsmith – She Stoops to Conquer (Drama)
Oliver Goldsmith – A Village School Master (Poetry)

Module – IV

Joseph Addison – Meditations at Westminster Abbey
Samuel Johnson – Vanity of Human Wishes

Module – V

Jonathan Swift – Gulliver’s Travel Part I

Recommended Readings:

1. The Rivals by RB Sheridan. Bloomsbury. (2015)
2. Oliver Goldsmith: She Stoops to Conquer. Peacock Books. (2022)
3. Great English Essays: From Bacon to Chesterton. Dover – Thrift Editions. (2005)
4. Gulliver’s Travels: Parts 1&2. Mahaveer Publishers. (2014)

B.A. (Hons.) English Semester – IV
Paper – II IT Application in Journalism

Objectives: This paper is introduced to the students to produce a competent professional who demonstrate a thorough knowledge of the theory and practice of IT application in journalism and communications.

Module – I

Definition, Generations and basic components of Computer., Input/output devices, Memory and other peripherals, Introduction to Operating System (Windows 98/XP), Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer).

Module – II

Introduction to MS Office Suit., Introduction to Word Processing., MS Word interface, Tools and Menus, Document editing and formatting, Mail Merge and other tools.

Module – III

MS Excel Interface, Tools and Menus, Creating Spreadsheet, Use of functions, Charts and Graphs, MS PowerPoint Interface, Tools and Menus, Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering, Presentations.

Module – IV

Brief history and services of Internet (E-mail, Video Conferencing, Internet , Chating, Blogs, Usenet). Internet Protocols (FTP, HTTP, TCP/IP). Websites, Portals and Search Engines; Online newspapers/channels/magazines. Advantages and threats in Internet Communication.

Module – V

Introduction to Graphics, Colour models and modes, Graphic file formats and their applications. Adobe Photoshop Interface, Tools and Menus, Working with Layers, Filters, Masking and other tool

Recommended Readings:

1. Author Adobe, Adobe Photoshop – Publisher Techmedia
2. Coburn, Foster D. Corel Draw, Tata Mcgraw Hill Publishing Co Ltd, 2007
3. A. Jaiswal Fundamentals of computer Information technology Today, Wiley Dreamtech
4. R. Singhal, Computer Application for Journalism, Ess Publishers
5. Chetan Shrivastava, Introduction to Information Technology, Kalyani Publishers, Delhi.

B.A. (Hons.) English Semester – IV

Paper – III American Literature

Objectives: The paper is intended to acquaint students with the writings of American writers to make them know and understand the social, cultural and political effect in the society which can be clearly seen in the works of the writers.

Module – I

William Faulkner – Dry September

Walt Whitman – O Captain! My Captain!

Module – II

Ralph Waldo Emerson – American Scholar

Henry David Thoreau – Where I lived and what I lived for

Module – III

Arthur Miller – Death of a Salesman

Tennessee Williams – The Glass Menagerie

Module – IV

Nathaniel Hawthorne – The Scarlet Letter

Module – V

Jhumpa Lahiri – The Third and Final Continent

Langston Hughes – The Negro Speaks of the Rivers

Recommended Readings:

1. PoetryFoundation.com
2. The Oxford Book of American Poetry by David Lehman. (2006)
3. The Scarlet Letter by Nathaniel Hawthorne. Fingerprint! Publishing. (2016)
4. The Interpreter of Maladies: Stories of Bengal, Boston and Beyond. Harpercollins Publishers India. (2005)

B.A. (Hons.) English Semester – IV
Paper – IV Media Advertising

Objectives: To introduce the students, the Concepts and Principles of Advertising, Ad Agency Management and Brand Management.

Module – I

Understanding Advertising “Concept, Nature, Definitions, Evolution and History”

Module – II

Role, Objectives, Functions, and Significance “Basic Theories and Applications”
Types and Classification of Advertising,

Module – III

Factors Determining Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages

Module – IV

Issues in Advertising Social Criticism of Advertising Laws in Advertising

Module – V

Advertising Statutory Bodies in India, Role of AAA and ASCI and the Study of Various Codes of Conduct

Recommended Reading:

1. Basic Journalism by Rangaswami Parthasarathy (Macmillian)
2. Dynamics of Mass Communication: Uma Narula (Atlantic Publishers)
3. Enter The World of Mass Media : Barun Roy (Pustak Mahal)
4. Photojournalism: The Professionals' Approach, Fourth Edition by Kenneth Kobre
5. Understanding Exposure: How to Shoot Great Photographs with a Film or Digital Camera By Bryan Peterson [Paperback 2004]
6. Kodak Guide to 35mm Photography - Techniques for Better Pictures

B.A. (Hons.) English Semester – IV
Paper – V Diasporic Literature

Objectives: The paper constitutes a study of the literature and cultural texts of Diaspora and diaspora theory in general wherein the students will be introduced to different diasporic writers and the themes on which such literature is written.

Module – I

Diasporic Literature: History and Terms

Module – II

V.S. Naipaul – A House for Mr. Biswas

Module – III

Jhumpa Lahiri – The Namesake

Module – IV

Michael Ondaatje – In the Skin of a Lion

Module – V

Caryl Phillips – Crossing the River

Recommended Reading:

1. Dynamics of Diasporic Identity in Commonwealth Literature by Arvind Nawale. AuthorsPress. (2013)
2. A House for Mr. Biswas. Picador Classic. (2016)
3. The Namesake by Jhumpa Lahiri. HarperCollins. (2007)
4. In the Skin of a Lion. Picador Classics. (2017)
5. Crossing the River. Vintage Publication. (2006)

B.A. (Hons.) English Semester – IV

Paper (VAD) – Ethics and Moral Values

Objective: This paper will include questions to test the candidates' attitude and approach to issues relating to integrity, probity in public life and his problem-solving approach to various issues and conflicts faced by him in dealing with society.

Module – I

Ethics and Human Values – Definition, Ethics in Private and Public Relationships, Human Values, Role of Family, Society and Educational Institutions in Inculcating Values.

Module – II

Attitude – Content, Structure, Function; its Influence and Relation with Thought and Behaviour; Moral and Political Attitudes; Social Influence and Persuasion.

Module – III

Aptitude and Foundational Values for Civil Service – Integrity, Impartiality, Objectivity, Empathy, Tolerance and Compassion. Dedication to Public Service.

Module - IV

Emotional Intelligence – Definition, Concept and their Utilities.

Module – V

Ethics in Public Administration – Ethical Concerns and Dilemmas in Government and Private Institutions.

B.A. (Hons.) English Semester – V
Paper – I The Romantic and the Victorian Age

Objectives: This paper will introduce the students with the chief characteristic features of the Romantic and the Victorian age literature, about historical, socio-cultural, political background of the age reflected in the writings of the writers of these ages.

Module – I

William Wordsworth – Tintern Abbey
Samuel Taylor Coleridge – Kubla Khan

Module – II

John Keats – Ode to Nightingale
P.B. Shelley – Ode to the Westwind
Lord Byron – She Walks in Beauty

Module – III

Charles Lamb – A Bachelor's Complaint of the Behaviour of Married People
William Hazlitt – The Indian Jugglers

Module – IV

Lord Tennyson – Crossing the Bar
Robert Browning – My Last Duchess
Matthew Arnold – Dover Beach

Module – V

Jane Austen – Pride and Prejudice

Recommended Readings:

1. The Collected Poems of William Wordsworth. Wordsworth Editions Ltd. (1994)
2. The Selected Poetry & Prose of Shelley. Wordsworth Editions Ltd. (1994)
3. The Complete Poems of John Keats. Wordsworth Editions Ltd. (1994)
4. The Works of Alfred Lord Tennyson. Wordsworth Editions Ltd. (1994)

B.A. (Hons.) English Semester – V
Paper – II Historical, Contemporary Analysis of Film Industry

Objectives: This paper will help the students to develop broad prospects towards the films as a tool of communication and social change.

Module – I

Introduction to Indian Motion Picture Industry, Motion Picture Production Process
Research in Motion Picture Production, History of Cinema ,Screen Grammar

Module – II

The Art of Story Telling, Motion Picture Production and Management, Motion Picture
Censor Certification, Distribution & Exhibition, Production of Short Film : Writing,
Shooting, Editing and Directing narrative motion picture.

Module – III

Dynamics of picture and sound, Types of sound in film production, The creative,
technical and business aspects of motion picture production, The challenges,
opportunities in and the current status of the entertainment Industry , Motion picture
production process Pre-production planning stage ,Production stage . Post production
stage of making a finished motion picture production

Module – IV

Elements of the composition of static shots, Elements of the composition of moving
shots Elements of the editing the moving shots, Elements of the sound track in motion
picture

Module – V

Film as an art; prescriptive and descriptive theories, Expressionist, realist, formalist,
montage and semiotics theories, Film and culture, film and society, film and the
observer, detailed analysis of a well made feature film

Recommended Reading

1. The Oxford History of World Cinema By: Geoffrey Nowell-Smith | *Oxford University Press, 1997.*
2. Theatre to Cinema : Stage Pictorialism and the Early Feature Film Ben Brewster; Lea Jacobs. Oxford University Press, 1997
3. Mass Communication in India by Kewal J Kumar

B.A. (Hons.) English Semester – V
Paper – III Children’s Literature

Objectives: The aim of the paper is to introduce the students to a genre dedicated to literature belonging to children’s work. Children’s literature is a modern field of study where a lot of authors have contributed and the genre also is very popular.

Module – I

Folk Literature and Storytelling
Picture Books
Traditional Texts
An Introduction to Different Practices

Module – II

Fantasy: Select Fairy Tales from Hans Christian Andrew and Grimm Brothers

Module – III

Aileen Fisher – Caterpillar
Christina Rossetti – Hurt No Living Thing
Emily Dickinson – Bee! I’m Expecting You

Module – IV

Lewis Carroll – Alice in Wonderland

Module – V

J.K. Rowling – Harry Potter and the Philosopher’s Stone

Recommended Readings:

1. Children’s Literature: A Very Short Introduction. Oxford Publication. (2011)
2. Always Wondering: Some Favorite Poems of Aileen Fisher. Harper Collins. (1991)
3. Selected Poems of Christina Rossetti. Wordsworth Editions Ltd. (1995)
4. Emily Dickinson: Selected Poems. Dover Publications. (1991)
5. Alice’s Adventures in Wonderland by Lewis Carroll. Maple Classics. (2011)
6. Harry Potter and the Philosopher’s Stone by JK Rowling. Bloomsbury. (2022)

OR

B.A. (Hons.) English Semester – V
Paper – III Contemporary Literature

Objectives: The paper is to familiarize students with the major works of contemporary literature and also learn about various themes the contemporary authors write in.

Module – I

Arthur Conan Doyle – Hound of Baskervilles

Pablo Neruda – Tonight I Can Write

Vikram Seth – Frog and the Nightingale

Module – II

Agatha Christie – Murder on the Orient Express

Module – III

Bapsi Sidhwa – Ice-Candy Man

Module – IV

Chinua Achebe – Things Fall Apart

Module – V

Amitav Ghosh – The Hungry Tide

Recommended Reading:

1. Contemporary English Literature by RP Pradhan. Atlantic. (2009)
2. The Complete Short Stories of Arthur Conan Doyle. E-artnow. (2017)
3. Murder on the Orient Express. Harper Collins. (2017)
4. Things Fall Apart. Penguin UK. (2001)
5. The Hungry Tide. Harper Collins. (2016)

B.A. (Hons.) English Semester – V
Paper – IV Media Planning

Objectives: To enable the students to acquire knowledge about different planning in media and development in modern age and also to demonstrate an understanding of current media technologies and their capabilities, limitations and implications from multiple perspectives, including that of producer, participant and audience.

Module – I

Media Planning, objectives and Evaluation

Module – II

Media Types and Specific Media Types

Module – III

Media, Audience and Reception Viewership,

Module – IV

Innovative Media Alternatives Platforms

Module – V

Reproduction, Visual Media and Mass Media; Political Culture

Recommended Readings:

1. Advertising Media Planning: A Brand Management Approach By Kelley, Larry D. Jegenheimer, Donald W. (Phi Learning)
2. Advertizing: what everyone needs to know, Mara Einstein
3. A Text Book on Advertising Management: Debraj Datta, Mahna Datta
4. Media Planning & Buying in the 21st Century, by Ronald D. Geskey
5. Media Planning: A Practical Guide by Jim Surmanek
6. Advertising Media Planning by Jack Zanville Sissors
7. Essentials of Media Planning: A Marketing Viewpoint by Arnold Barban, Frank J. Kopec, and Steven
8. The Media Handbook: Helen Katz

B.A. (Hons.) English Semester – V

Paper (VAD) – Web Designing

Module – I

WebPages; Hyper Text Transfer Protocol (HTTP); File Transfer Protocol (FTP); Domain Names; URL, Website, Web browser, Web Servers; Basic Tags of HTML: HTML, HEAD, TITLE, BODY, Heading tag (H1 to H6) and attributes, FONT tag and Attributes, P, BR, Comment in HTML, Formatting Text (B, I, U, EM, BLOCKQUOTE, PREFORMATTED, SUB, SUP, STRIKE), Ordered List- OL Unordered List, ADDRESS Tag; Creating Links: Link to other HTML documents or data objects.

Module – II

Links to other places in the same HTML documents, Links to places in other HTML documents; Anchor Tag, A HREF and A NAME, Inserting Images Image Link, Horizontal Rules, HR ALIGN, WIDTH, SIZE. Tables: Creating Tables, Border, TH, TR, TD, CELSPACING, CELLPADDING, WIDTH, COLSPAN, CAPTION, ALIGN, CENTER; Frames: Percentage dimensions, Relative dimensions.

Module – III

Frame – SRC, Frame border, height and width, Creating two or more rows Frames, FRAMESET ROWS, FRAMESET COLS, FRAME NAME SRC MARGINHEIGHT MARGIN WIDTH SCROLLING AUTO NORESIZE, NOFRAMES, NOFRAMES, Forms: Definition, Form Tags: FORM, SELECT NAME, SIZE, OPTION, SELECT, TEXTAREA NAME ROWS COLS, TEXTAREA, METHOD, CHECKBOX, HIDDEN, IMAGE, RADIO, RESET, SUBMIT, INPUT, VALUE, SRC, CHECKED, SIZE, MAXLENGTH, ALIGN.

Module – IV

CSS in a Nutshell, the Benefits of CSS ,How CSS Works ,Rule Syntax ,Adding Styles to a Document ,Key Concepts ,Specifying Values, Browser Support , Type (Element) Selector – Contextual Selectors, Class and ID Selectors, Attribute Selectors, Font Family ,Font Size ,Other Font Settings ,Text Transformation (Capitalization) Text Decoration, Line Height, Text Alignment Properties, Text Spacing, Text Direction, Margins, Borders, Padding, Foreground Color, Background Color, Background Images, The Essence of Tables, Styling Tables, Borders, Table Layout (Width and Height), Table Display Values, Styling Background, Styling Lists, CSS Box Model.

Module – V

JavaScript, JavaScript Syntax, Java Script Statements, Java Script Comments, Java Script Variables, Java Script operators, Java Script comparisons, Conditional Statements: If else, Switch, Popup Boxes, Compound Statements: loops, while and for Functions, Nesting Conditionals: else if and switch, Logical Operators: Boolean

values, Data Arrays, Debugging , Program Development in General ,Multi-dimensional Arrays.



B.A. (Hons.) English Semester – VI

Paper – I The Modern and the Post-Modern Age

Objectives: The paper will introduce the students with the modern and post-modern age. The social, political and cultural situations of the modern and post-modern times and the famous and important writers of the age.

Module – I

W.B. Yeats – The Second Coming
W.H. Auden – The Shield of Achilles
T.S. Eliot – The Waste Land Part V

Module – II

John Osborne – Look Back in Anger
Samuel Beckett – Waiting for Godot

Module – III

Joseph Conrad – Heart of Darkness

Module – IV

William Golding – Lord of the Flies

Module – V

E.M. Foster – A Passage to India

Recommended Reading:

1. The Collected Poems of WB Yeats. Wordsworth Editions Ltd. (2000)
2. WH Auden: Selected Poems. Unique Publications. (2020)
3. TS Eliot: Selected Poems. Rupa co. (2009)
4. Look Back in Anger by John Osborne. Pearson Education. (2011)
5. Samuel Beckett's Waiting for Godot. Books Way. (2016)
6. Heart of Darkness. Cambridge Edition. (2018)
7. William Golding's Lord of the Flies. The Atlantic Critical Studies. (2021)
8. A Passage to India. Penguin Publications. (2011)

B.A. (Hons.) English Semester – VI
Paper – II War Literature

Objectives: The paper is to introduce students to the modern genre of the war novel as well as short stories and war poetry. Also to underline the significance of the war writers in totality that becomes a part of the literary tradition. The paper includes the writings of Tennyson, Rupert Brooke, Siegfried Sassoon, Wilfred Owen, Walt Whitman, Stephen Crane, Erich Maria Remarque, Norman Mailer, and Edward Thomas.

Module – I

Alfred Tennyson- ‘The Charge of the Light Brigade’
Robert Brooke- ‘The Soldier’, ‘The Dead’

Module – II

Siegfried Sassoon- ‘Everybody Sang’, ‘Counter Attack’
Wilfred Owen- ‘Dulce et Decorum Est’, ‘Strange Meeting’

Module – III

Walt Whitman- ‘Reconciliation’
Isaac Rosenberg- ‘Break Of Day in the Trenches’

Module – IV

Stephen Crane-*The Red Badge of Courage*
Erich Maria Remarque- *All Quiet on the Western Front*

Module – V

Norman Mailer- *The Naked and the Dead*
Edward Thomas- ‘Rain’

Recommended Reading:

1. Bergonzi, Bernard. *Heroes’ Twilight: A Study of the Literature of the Great War* (New York: Coward McCann, 1994)
2. War Poetry: An Introductory Reader (Critical Readers in Theory & Practice), (Simon Featherstone) (1995)
3. The New Oxford Book of War Poetry (Oxford Books of Prose & Verse), Edited by Jon Stallworth. (2014)
4. Twentieth Century War Poetry (Readers’ Guides to Essential Criticism), Philippa Lyon. (2004)

OR

B.A. (Hons.) English Semester – VI
Paper – II Literary Criticism

Objectives: The objective of the paper is to introduce the students to the basic concept of literary criticism, its nature and types. This paper will develop different critical concepts of different writers over the ages.

Module – I

Sir Philip Sidney – An Apologie for Poetry

Module – II

John Dryden – An Essay on Dramatic Poesy

Module – III

William Wordsworth – Preface to Lyrical Ballads

Module – IV

Matthew Arnold – A Study of Poetry

Module – V

T.S. Eliot – Tradition and Individual Talent

Recommended Reading:

1. English Critical Texts: D. J. Enright. Oxford Publication. (1997)
2. Das, B. and JM Mohanty: English Critical Essays: 16th Century to 20th Century. (1997)
3. A History of Literary Criticism, Harry Blamires. (1991)
4. Literary Theory: A Very Short Introduction by Jonathan Culler. Oxford. (2011)

B.A. (Hons.) English Semester – VI
Paper – III

Internship: The objective of the paper is to familiarize students with the functioning of media houses. Students are being provided with the option to get internship in Print, Television or Radio, according to their interest.

OR

Dissertation: The objective of the paper is to familiarize students with the research work which will enhance their knowledge in the field of different kinds of literature.



B.A. (Hons.) English Semester – VI
Paper – IV Media Psychology

Objectives: To understand the mindset of the media and the public and enhance the students in understanding the psychology behind it

Module – I

Meaning & Concept of Media Psychology, Need & Scope of Media Psychology, Media Psychology, Mass Communication & the Social Sciences.

Module – II

Media Audiences, the Audience or Market, Psychology of Audiences Group Influences, Types of Groups.

Module – III

The ‘Mass’ Audience, Nature of ‘Mass’ Audience, The public & Public opinion, Public opinion, Nature of Public opinion, Mass Media & Public opinion.

Module – IV

Public opinion Surveys, opinion polls & Elections, Assessing opinion polls, Mass Media & Politics.

Module – V

Propaganda & Persuasion, Audience Measurement, Audience Surveys, Readership Surveys.

Recommended Reading:

1. Media Psychology by David Giles
2. Media Effects: Advances in Theory and Research by Jennings Bryant
3. A Cognitive Psychology of Mass Communication by Richard Jackson Harris
4. Children's Responses to the Screen: A Media Psychological Approach . Patti M. Valkenburg. Lawrence Erlbaum Associates, 2004

OR

B.A. (Hons.) English Semester – VI
Paper – IV South Asian Literary Studies

Objectives: This paper will introduce the students the background of South Asian Literature. A number of South-Asian writers have emerged on the global literary scene since the end of the colonial era, offering a substantial contribution to world literature. The paper includes the writings of Agha Shahid Ali, Nayantara Sehgal, Mohsin Hamid, Michael Ondaatje, and Khaleed Hussein.

Module – I

Poems by Agha Shahid Ali - Ghazal

Module – II

Nayantara Sahgal – Storm in Chandigarh

Module – III

Mohsin Hamid, - Moth Smoke

Module – IV

Michael Ondaatje - Anil's Ghost

Module – V

Khaleed Hussein – The Kite Runner

Recommended Reading:

1. Agha Shahid Ali at poemhunter.com
2. Khaleed Hussein at online.novels.com

B.A. (Hons.) English Semester – VI
Paper (VAD) – Digital Marketing

Objective: The aim is to mainly familiarize students with its basics and fundamental components, techniques and tools. It aims to impart the learner with the key features of Digital Marketing.

Module – I

Introduction to Digital Marketing - Principles of Digital Marketing; Digital Marketing Channels; Tools to Create Buyer Persona; Competitor Research Tools, Website Analysis Tools, etc.

Module – II

Content Marketing - Content Marketing Concepts & Strategies; Planning, Creating, Distributing & Promoting Content; Optimize Website UX & Landing Pages; Measure Impact; Metrics & Performance; Using Content Research for Opportunities, etc.

Module – III

Social Media Marketing - Introduction; Major Social Media Platforms for Marketing; Developing Data-driven Audience & Campaign Insights; Social Media for Business; Creation & Optimization of Social Media Campaigns, etc.

Module – IV

Search Engine Optimization - Search Engine Optimization Fundamentals; Keywords and SEO Content Plan; SEO & Business Objectives; Writing SEO Content; On-site & off-site SEO; Optimize Organic Search Ranking, etc.

Module – V

Email Marketing, Video Advertising, Mobile Marketing, Pay-Per-Click, etc.

