



Program Outcome of B A English (Hons) Research Degree with minor in Mass Communication

PO 1 : Learners will demonstrate knowledge of key concepts, theoretical frameworks, and discourses in the field of English studies, Cultural studies, and Linguistics through academic engagements.

PO 2 : Learners will apply critical thinking skills to cultural texts, socio-political contexts, movements, and events while participating in curricular, co-curricular, and extracurricular activities.

PO 3 : Learners will be able to generate research outputs by identifying and incorporating appropriate research methods and methodologies through engagements in the classroom, fieldwork, internship, and guided research.

PO 4 : Learners will utilize writing skills to communicate effectively to support academic endeavours by consistent and systematic involvement in collaborative peer engagements and assignments, research, and internship projects.

PO 5: Learners will develop fundamental knowledge of Mass Communication and Journalism, acquire the knowledge related to media and its impact, development of competence to undertake professional jobs as per the demands and requirements of the industry.

PO 6: Learners will inculcate ethical, moral and social values and become ethically committed media professionals and entrepreneurs adhering to human values, the Indian culture and the global culture.

PO 7: Learners will gain technical knowledge and develop ICT competencies including digital literacy.

PO 8 : Learners will practice and display the skills of leadership and problem-solving by participating in and organising group assignments, national and international seminars, conferences, workshops, research projects, internships, apprenticeships, and co-curricular and extra-curricular activities.

PO 9 : Learners will demonstrate an understanding of the value of interdisciplinary inquiry.

PO 10 : Learners will equip themselves to face the challenges of society and the professional world by learning various skill enhancement and ability enhancement skills.

PO 11: Learners will have the freedom to choose from various generic electives and be enriched through multidisciplinary learning.



Program Specific Outcomes of B A English (Hons)

- PSO1. Literary Acumen: Students will get a comprehensive idea of English Literature as a whole. They will also be able to judge literary quality of any literary text and to find connections and continuities of the past and present.
- PSO2. Cultural Integration: Students will be aware of the importance of the coexistence of different cultural perspectives and be tolerant to views different from their own.
- PSO3. Academic Writing: Skills of interpretation, analysis, appreciation of literature as well as writing and presentation skills that would eventually help in careers like journalism and media, publishing, research and teaching .

Discipline Specific Core Course (DSCC) History of English Literature I

CO1	The students will understand the origin and history of English Literature from the beginning of English Literature up to the Puritan Age and the classification of Ages.
CO2	The students will learn about the Age of Chaucer, the historical and social conditions of England by reading texts like The Canterbury Tales.
CO3	The students will read and understand the Age of Shakespeare and its rich storehouse of sonnets and plays.
CO4	The students will read and understand the Jacobean and Caroline Ages with special reference to the Metaphysical poets.
CO5	The students will read and understand the Puritan Age through the religious and political texts.

Discipline Specific Core Course (DSCC) Literary Terms

CO1	To understand the key concepts of different literary genres and terms associated with each one of them beginning with poetry.
CO2	To understand terms associated with poetry such as meter, verse, allegory, blank verse etc.
CO3	To understand dramatic art and types and literary terms associated with drama.
CO4	To understand literary terms associated with non-fiction such as essay, life writing etc.
CO5	To understand literary terms associated with novel, narration and short stories.



Discipline Specific Core Course (DSCC) Introduction to Journalism and Mass Communication

CO1	Students will learn the definition, process types and functions of communication
CO2	Students will learn the definition, elements, functions, characteristics and role of mass communication
CO3	Students will learn the meaning, definition scope of journalism along with the importance of newspapers, books, magazines, radio, television and new media
CO4	Students will learn about different models of mass communication like SMCR, Laswell Model, Shanon and Weaver model McLuhan model etc
CO5	Students will learn the theories of communication such as agenda setting theory, magic bullet theory, spiral of silence normative theory

Skill Enhancement Course (SEC) – Media Management

CO1	Students will learn the basic principles of management; media management and organizational structure
CO2	Students will learn how to manage resources; advertising revenue building and maintenance,; circulation revenue and role of ABC
CO3	Students will learn about labour laws like PRB Act; Working Journalists and Other Newspaper Employees Act
CO4	Students will learn about public relations; target audience and media's relation to community
CO5	Students will learn about marketing techniques; brand building; social media marketing; digital marketing and new tools for marketing

Ability Enhancement Course (AEC) – Communication Skills

CO1	Students will learn the basics of communication; process ; barriers and types
CO2	Students will improve their writing skills in letter writing (formal and informal) CV, email, message, report, notice and memoranda.
CO3	Students will learn about the types of reading and improve their reading skills
CO4	Students will learn about effective listening and barriers to listening
CO5	Students will be introduced to soft skills, personality development, interviews, group discussions and presentation skills



Generic Elective Course (GE) – Literature, Films and Environment

CO1	Students will learn the meaning and definition of ecocriticism
CO2	Students will learn the relationship between literature and nature and Wordsworth's poems
CO3	Students will be read one of the most important text on environment <i>The Silent Spring</i>
CO4	Students will learn about climate change through a reading of Amitav Ghosh's <i>The Hungry Tide</i> and <i>The Great Derangement</i>
CO5	Students will watch three films on environment and review them – Before the Flood, Chasing Coral and Virunga



**Course Structure B A English (Hons) Research Degree with minor in Mass
Communication
SEMESTER I**

Code	Subject	Credit	Univ.	Int. Marks	Total Marks
		1Cr= 10 hrs	Exam Marks		
BA-DSC-001	History of English Literature-I	4	70	30	100
BA-DSC-002	Literary Terms	4	70	30	100
BA-DSC-003	Introduction to Journalism and Mass Communication	4	70	30	100
SEC-009	Media Management	2	35	15	50
AEC-001	Communication Skills	2	35	15	50
VAC-001	Yoga and Human Consciousness	2	35	15	50
GENERAL ELECTIVE		4	70	30	100
	Total	22	385	165	550

DSC 001- Discipline Specific Core Course 1

DSC 002- Discipline Specific Core Course 2

DSC 003- Discipline Specific Core Course 3

AEC 001- Ability Enhancement Course 1

SEC 001- General Elective 1

VAC 001- Value Added Course 1



PO/CO MATRIX

B A English (Hons) Research Degree with minor in Mass Communication SEMESTER I

HISTORY OF ENGLISH LITERATURE – I	PAPER I	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	
	CO1	3	3	3	3	-	-	-	-	-	-	-	-	3	-	-
	CO2	3	3	3	3	-	-	-	-	-	-	-	-	3	3	-
	CO3	3	3	3	3	-	-	-	-	-	-	-	-	3	3	-
	CO4	3	3	3	3	-	-	-	-	-	-	-	-	3	3	-
	CO5	3	3	3	3	-	-	-	-	-	-	-	-	3	3	-
	Average	3	3	3	3	-	-	-	-	-	-	-	-	3	3	-

LITERARY TERMS	PAPER II	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	
	CO1	3	2	2	2	-	-	-	-	-	-	-	-	-	-	-
	CO2	3	2	2	3	-	-	-	-	-	-	-	-	-	-	-
	CO3	3	2	2	3	-	-	-	-	-	-	-	-	-	-	-
	CO4	3	2	2	2	-	-	-	-	-	-	-	-	-	-	-
	CO5	3	2	2	2	-	-	-	-	-	-	-	-	-	-	-
	Average	3	2	2	2.4	-	-	-	-	-	-	-	-	-	-	-

INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION	PAPER III	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	
	CO1	-	-	-	-	3	3	3	2	-	-	-	-	-	-	-
	CO2	-	-	-	-	2	2	2	2	-	-	-	-	-	-	-
	CO3	-	-	-	-	3	2	2	2	-	-	-	-	-	-	-
	CO4	-	-	-	-	3	1	2	2	-	-	-	-	-	-	-
	CO5	-	-	-	-	3	2	3	2	-	-	-	-	-	-	-
	Average	-	-	-	-	2.8	2	2.4	2	-	-	-	-	-	-	-

MEDIA MANAGEMENT	PAPER IV	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	
	CO1	-	-	-	-	-	-	3	2	2	2	-	-	-	-	-
	CO2	-	-	-	-	-	-	3	3	2	2	-	-	-	-	-
	CO3	-	-	-	-	-	-	2	2	2	3	-	-	-	-	-
	CO4	-	-	-	-	-	-	2	2	2	3	-	-	-	-	-
	CO5	-	-	-	-	-	-	2	3	2	3	-	-	-	-	-
	Average	-	-	-	-	-	-	2.4	2.4	2	2.6	-	-	-	-	-



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COMMUNICATION SKILLS	PAPER V	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
	CO1	-	-	-	-	-	-	3	3	3	2	-	-	-	-
	CO2	-	-	-	-	-	-	2	3	2	1	-	-	-	-
	CO3	-	-	-	-	-	-	2	3	3	3	-	-	-	-
	CO4	-	-	-	-	-	-	3	3	3	1	-	-	-	-
	CO5	-	-	-	-	-	-	3	3	3	2	-	-	-	-
Average	-	-	-	-	-	-	2.6	3	2.8	1.8	-	-	-	-	



**B A English (Hons) Research Degree with minor in Mass Communication
SEMESTER I**

Paper – I 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)



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SEMESTER I**

Paper – II 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, Cudde (Penguin) (2015)
4. A Dictionary of Literary Terms, Gray (LPE) (1992)



**B A English (Hons) Research Degree with minor in Mass Communication
SEMESTER I**

Paper – III Introduction to Journalism and Mass Communication

Objectives: This subject will help the students to develop broad prospect towards Journalism and will enhance their knowledge about communication and its theories.

Module-I

Communication: Definition, Process and Types of Communication, Functions of Communication.

Module-II

Mass Communication: Definitions, Elements of Mass Communication, Functions and Characteristics of Mass Communication, Role of Mass Communication.

Module-III

Journalism: Meaning, Definition, Scope, importance, Newspapers, Books, Magazines, Radio, Television and New media.

Module-IV

Models of Mass Communication: SMCR, Lasswell Model, Shanon and Weaver Model, McLuhan Model.

Module-V

Theories of Communication: Agenda Setting Theory, Uses and Gratification Theory, Magic Bullet Theory, Spiral of silence, Normative Theory.

Suggested Readings:

- | | |
|--|-------------------|
| 1. Mass Communication | : W.J.S. Murthy |
| 2. Mass Communication in India | : Keval J. Kumar |
| 3. Process and Effects of Mass Communication | : Wilber Schramm |
| 4. Mass Communication: Theory and Practice | : J. V. Vilanilam |



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SEMESTER I**

Paper – IV Media Management

Objectives: This subject will train the students to develop an understanding on the Production, Marketing, Finance and operation in the field of Media Management.

Module-I

Basic Principals of Management, Need of Media Management, Organizational structure.

Module-II

Managing Resources: Advertising revenue building and maintenance, Circulation revenue, Role of ABC.

Module-III

Laws: Labour Laws, P R B Act, Working Journalists and Other Newspaper employees Act.

Module-IV

Public Relations: Media's relation to its Community, Understanding the target audience.

Module- V

Marketing Techniques: Brand building, Social Media Marketing, Digital Marketing, New tools for marketing.

Suggested Readings:

1. Handbook of Media Management and Business : L. Meghan Mahoney and Tang Tang
2. Strategic Newspaper Management (Random House) : Fink, Conard
3. Newspaper Economics and Management (Ankur publishing): T.N. Sindhvani
4. Introduction to Management Accounting, Prentice Hall : Charlss Horngren
5. Introduction to Financial Management, Tata Mc Graw Hill : Schall and Haley



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SEMESTER I**

Paper – V Communication Skills

Objectives: To enhance language proficiency by providing adequate exposure to reading and writing skills. To orient the learners towards various communication tasks. To increase the range of lexical resource through a variety of exercises.

Learning Outcomes: To imbibe English and Listening, Speaking, Reading and Writing skills to meet the challenges of the world. To be able to process complex information with clarity and conciseness.

Unit I: Basics of Communication

Communication: An Introduction
Definition and Scope
Process of Communication
Barriers to Communication
Types of Communication

Unit II: Writing Skills

Letter Writing- Formal and Informal
CV, Email, Message
Minutes, Report Writing
Notice, Memoranda

Unit III: Reading Skills

Types of Readings

Unit IV: Listening Skills

Effective listening
Barriers to listening

Unit V: Speaking Skills

Introduction to Soft Skills
Personality Development
Time Management/leadership Skills
Interviews/ Group Discussion/Presentation Skills
Short Speech

Note: Adequate practice to be given in the class to improve speaking and writing competence



Textbook recommended:

1. Brown, Ralph: Making Business Writing Happen: A Simple and Effective Guide to Writing Well. Sydney: Allen and Unwin, 2004.
2. Buscemi, Santi and Charlotte Smith, 75 Readings Plus. Second Edition New York: McGraw-Hill, 1994.
3. Mohan Krishna & Banerji, Meera: Developing Communication Skills. New Delhi: Macmillan India, 1990.



**B A English (Hons) Research Degree with minor in Mass Communication
SEMESTER I**

Paper – VI Yoga and Human Consciousness

Objectives:

- To increase the knowledge of the students about Yoga and to make students Aware about the holistic development through Yoga.
- To provide a practical knowledge on different yogic practices.
- To give a glimpse of ancient Yoga Philosophy.
- To impart some knowledge about the healing power of Yoga.
- To increase the professional efficiency in the field of Yoga

Learning Outcomes:

- Students gain good knowledge on the concept of yoga.
- Students know about the scientific benefits of various yogic practices
- Students can perform practical skills proficiently
- Students gain an awareness about the value of health & wellness through yoga
- Makes the students more enthusiastic about further study/research in the field of Yoga

Unit I - Introduction to Yoga:

- Meaning and definitions of Yoga
- History of Yoga
- Importance of Yoga as art, science and philosophy
- Yogic Diet

Unit II - Philosophical Perspective of Yoga:

- Yoga in Bhagavad Gita: Karma Yoga, Raja Yoga, Jnana Yoga and Bhakti Yoga
- The 'Yoga Sutras' in general; its significance in life.
- Limbs/parts of yoga (Astanga Yoga) according to the 'Yoga Sutras'
- Concept of Ishwara; Ishwara in Yoga Philosophy

Unit III - Yogic Practices for Health & Wellness:

- Asana, its classification and effects
- Pranayama, its types and effects
- Kriya, Mudra and Bhandha: Procedure and Effects
- Yoga Vs Physical Exercise

Unit IV - Human Consciousness & Meditation

- Meaning & Definition of Human Consciousness.
- Need for Study of Human Consciousness.
- Current Crisis of Human Consciousness & Measures for meaningful solution.
- The Theory of Meditation- Japa Meditation, Ajapajapa Meditation, Yoga Nindra, Tratak.