

SYLLABUS


UNIVERSITY OF MUMBAI

No. UG/170 of 2016-17

CIRCULAR:-

A reference is invited to the Syllabi relating to the B. A. degree course vide this office Circular No.UG/237 of 2005 dated 22nd June, 2005 and the Principals of affiliated Colleges in Arts are hereby informed that the recommendation made by Board of Studies in English Literature at its meeting held on 29th June, 2016 has been accepted by the Academic Council at its meeting held on 14th July, 2016 vide item No. 4.54 and that in accordance therewith, the revised syllabus as per the Choice Based Credit System for the F.Y.B.A Communication Skills of English (Sem. I & II), which is available on the University's web site (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2016-17.

MUMBAI - 400 032
19 November, 2016
To,


(Dr.M.A.Khan)
REGISTRAR

The Principals of affiliated Colleges in Arts.

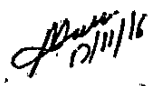
A.C/4.54/14/07/2016

No. UG/ 170 -A of 2016-17

MUMBAI-400 032 19 November, 2016

Copy forwarded with compliments for information to:-

- 1) The Co-ordinator, Faculty of Arts,
- 2) The Chairperson, Board of Studies in English Literature,
- 3) The Director, Board of College and University Development,
- 4) The Controller of Examinations,
- 5) The Professor-cum-Director, Institute of Distance and Opening Learning,
- 6) The Co-Ordinator, University Computerization Centre.


(Dr.M.A.Khan)
REGISTRAR

PTO...

AC 14-07-2016

Item No. 4.54

UNIVERSITY OF MUMBAI



Syllabus for F.Y.B.A

Program: B.A.

Course: Communication Skills of English (Core Paper)

(Choice Based Credit System with effect from the academic year 2016-2017)

Course: Communication Skills in English
(100 Marks Examination Pattern)

(Choice Based Credit System with effect from the academic year 2016-17)

1. Syllabus as per Credit Based Semester and Grading System:

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|-------|---------------------------------------|------------------------------------|
| i) | Name of the Programme | : B.A. |
| ii) | Course Code | :UACS101 & UACS201 |
| iii) | Course Title | : Communication Skills in English |
| iv) | Semester-wise Course Content | : Enclosed the copy of syllabus |
| v) | References and Additional References: | Enclosed in the Syllabus |
| vi) | Credit Structure | : No. of Credits per Semester – 02 |
| vii) | No. of lectures per Unit | : 09 |
| viii) | No. of lectures per week | : 03 lectures + 01 tutorial |
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- | | | |
|----|--|--------------------------------|
| 2. | Scheme of Examination | : 5 Questions of 20 marks each |
| 3. | Special notes, if any | : No |
| 4. | Eligibility, if any | : No |
| 5. | Fee Structure | : As per University Structure |
| 6. | Special Ordinances / Resolutions if any: | No |

Revised Syllabus for FYBA
Communication Skills in English Paper I and Paper II
To be implemented from June 2016 (100 Marks Examination Pattern)

Objectives of the Course

- 1) To enhance language proficiency by providing adequate exposure to reading and writing skills
- 2) To orient the learners towards the functional aspects of language
- 3) To increase the range of lexical resource through a variety of exercises

Periods: 45 lectures + 15 Tutorials (3 lectures + 1 tutorial per week) per semester

Semester I

Communication Skills in English – Paper I	(2 Credits)	45 lectures
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Unit 1: Basic Language Skills: Grammar		09 lectures
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- a. Articles, prepositions, conjunctions
- b. Transformation of Sentences (Simple, Compound, Complex)
- c. Tenses
- d. Subject-Verb agreement
- e. Question Tags
- f. Direct and Indirect Speech
- g. Voice

Unit 2: Reading Skills: Comprehension (unseen passage)		09 lectures
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The following skills to be acquired:

- Reading with fluency and speed
- Skimming and scanning
- Identifying relevant information
- Isolating fact from opinion
- Understanding concepts and arguments
- Identifying distinctive features of language

(Passage should be of 250-350 words of Level I. The passage may be taken from literary/scientific/technical writing as well as from the fields of journalism, management and commerce.)

Unit 3: Writing Skills (Formal Correspondence): Letters		09 lectures
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- a. Job Application Letter (without Resume)
- b. Statement of Purpose
- c. Request for Recommendation Letter
- d. Request for information under Right to Information Act (RTI)

Unit 4: Interpretation of Technical Data

09 lectures

Students should be taught to read and interpret maps, pie charts, tables, line and bar graphs and flow charts and express the same in paragraph format.

Unit 5: Writing Skills: Essay

09 lectures

- a. Expository
- b. Persuasive
- c. Analytical
- d. Reflective/Descriptive

Semester II

Communication Skills in English – Paper II

(2 Credits)

45 lectures

Unit 1: Basic Language Skills: Vocabulary building

09 lectures

- Antonyms, Synonyms
- Suffixes, Prefixes, Root words
- Homophones, homonyms
- Collocation
- Changing the Class of Words

Unit 2: Editing and Summarization:

09 lectures

a) Editing:

- Heading/ Headlines/ Title/Use of Capital Letters
- Punctuation: full stop, comma, colon, semi-colon, dash, ellipsis, exclamation and question marks
- Spelling
- Substitution of words
- Use of link words and other cohesive devices
- Removing repetitive or redundant elements

b) Summarization

The following skills to be acquired:

- Discern the main/central idea of the passage
- Identify the supporting ideas
- Eliminate irrelevant or extraneous information
- Integrate the relevant ideas in a precise and coherent manner

Unit 3: Writing Skills: e mails

09 lectures

- Inquiry
- Invitation
- Thank you
- Request for permission
- Sponsorship

Unit 4: Report Writing

09 lectures

- Eye-witness Report
- Activity Report
- Newspaper Report

Unit 5: Creative Writing

09 lectures

This unit attempts to cover those aspects of writing that go beyond the boundaries of technical or professional forms of writing and encourage the learner to explore the artistic and imaginative elements of writing.

- Story writing
- Dialogue writing
- Blogging: fashion, travel, food, culture, personal blogs

Suggested Topics for Tutorials: (for both semesters)

1. Group Discussions
2. Mock Interviews
3. Fundamentals of Grammar
4. Debates / Speeches
5. Book / Film Reviews
6. Vocabulary and Language Games
7. Picture Composition
8. Tweets

Paper Pattern

Semester I: Communication Skills in English – Paper I

Duration: 3 hours Marks: 100

Q.1. Grammar:

- a) Articles, prepositions, conjunctions (to be tested in the form of a paragraph, not individual sentences) (Unit 1: a) 10 marks
- b) Do as Directed: (Unit 1: b-g) 10 marks

- Q.2 Comprehension of an unseen passage (Unit 2) 20 marks
- Q.3 Letters (2 out of 3) (Unit 3) 20 marks
- Q.4. Interpretation of technical data based on the model given (Unit 4) 20 marks
- Q.5. Essay (250-350 words) (1 out of 3) (Unit 5) 20 marks

Semester II: Communication Skills in English – Paper II

Duration: 3 hours Marks: 100

- Q.1 Vocabulary (Unit 1) 20 marks
- Q.2 a) Editing: one passage of 100-200 words to be given (Unit 2) 10 marks
- b) Summary: one passage of 250-300 words to be given (Unit 2) 10 marks
- Q.3. Emails (2 out of 3) (Unit 3) 20 marks
- Q. 4. Report writing (1 out of 2) (Unit 4) 20 marks

Q.5. Creative Writing: (1 out of 2) (200-250 words) (Unit 5)

20 marks

Recommended Resources:

1. Bellare, Nirmala *Reading Strategies*. Vols. 1 and 2. New Delhi. Oxford University Press, 1998.
2. Bhasker, W. W. S & Prabhu, N. S.: *English through Reading*, Vols. 1 and 2. Macmillan, 1975.
3. Blass, Laurie, Kathy Block and Hannah Friesan. *Creating Meaning*. Oxford: OUP, 2007.
4. Brown, Ralph: *Making Business Writing Happen: A Simple and Effective Guide to Writing Well*. Sydney: Allen and Unwin, 2004.
5. Buscemi, Santi and Charlotte Smith, *75 Readings Plus*. Second Edition New York: McGraw-Hill, 1994.
6. Doff, Adrian and Christopher Jones *Language in Use (Intermediate and Upper Intermediate)*. Cambridge: CUP, 2004.
7. Doughty, P. P., Thornton, J. G, *Language in Use*. London: Edward Arrol, 1973.
8. Freeman, Sarah: *Written Communication*. New Delhi: Orient Longman, 1977.
9. Glendinning, Eric H. and Beverley Holmstrom. Second edition. *Study Reading: A Course in Reading Skills for Academic Purposes*. Cambridge: CUP, 2004
10. Grellet, F. *Developing Reading Skills*, Cambridge: Cambridge University Press, 1981.
11. Hamp-Lyons, Liz and Ben Heasley. Second edition. *Study Writing: A Course in Writing Skills for Academic Purposes*. Cambridge: CUP, 2006
12. Jakeman, Vanessa and Clare McDowell. *Cambridge Practice Test for IELTS 1*. Cambridge: CUP, 1996.
13. Maley, Alan and Alan Duff. Second Edition. *Drama Techniques in Language Learning*. Cambridge: CUP, 1983.
14. Mohan Krishna & Banerji, Meera: *Developing Communication Skills*. New Delhi: Macmillan India, 1990.
15. Mohan Krishna & Singh, N. P. *Speaking English Effectively*. New Delhi: Macmillan India, 1995.
16. Narayanaswami, V. R. *Organised Writing*, Book 2. New Delhi: Orient Longman.
17. *Reading & Thinking in English*, Four volumes, (vol. 1 for the lowest level, vol. 4 for the highest level). The British Council Oxford University Press, 1979-1981.
18. Sasikumar, V., Kiranmai Dutt and Geetha Rajeevan. *A Course in Listening and Speaking I & II*. New Delhi: Foundation Books, Cambridge House, 2006.
19. Savage, Alice, et al. *Effective Academic Writing*. Oxford: OUP, 2005.
20. Widdowson, H. G.: *English in Focus. English for Social Sciences*. Oxford University Press.

Webliography:

- 1) <http://www.onestopenglish.com>
- 2) www.britishcouncil.org/learning-learn-english.htm
- 3) <http://www.teachingenglish.org.uk>
- 4) <http://www.usingenglish.com/>
- 5) Technical writing PDF (David McMurrey)
- 6) <http://www.bbc.co.uk/>
- 7) <http://www.pearsoned.co.uk/AboutUs/ELT/>
- 8) <http://www.howisay.com/>
- 9) <http://www.thefreedictionary.com/>

Syllabus Sub-Committee:

1. Dr. Mahendra Kamat : Convener, S.H. Kelkar College, Devgad

2. Ms. Michelle Philip : Member, Wilson College, Mumbai
3. Dr. Laxmi Muthukumar : Member, SIES College, Mumbai
4. Ms. Saradha B. : Member, K.C. College, Mumbai
5. Ms. June Dias : Member, Jai Hind College, Mumbai

UNIVERSITY OF MUMBAI

No.UG/19] of 2017-18

CIRCULAR:-

A reference is invited to the syllabi relating to the Bachelor of Arts (B.A.) Programme vide this office Circular No.UG/48 of 2012-13, dated 27th June, 2012 and the Principals of the affiliated Colleges in Arts are hereby informed that the recommendations made by the Board of Studies in English at its meeting held on 11th April, 2017 has been accepted by the Academic Council at its meeting held on 11th May, 2017 vide item No.4.78 and that in accordance therewith, the revised syllabus as per the (CBCS) of Bachelor of Arts in S.Y.B.A. English (Ancillary) & (Applied Component) (Sem - III & IV), which is available on the University's website (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2017-18, accordingly.

MUMBAI-400 032

7th August, 2017

To

The Principals of the affiliated Colleges in Arts.

A.C/4.78/11/05/2017

(Dr. M.A. Khan)
REGISTRAR

No. UG/19] -A of 2017

MUMBAI-400 032

7th August, 2017

Copy forwarded with Compliments for information to:-

- 1) The Co-ordinator, Faculty of Arts and Humanities,
- 2) The Chairman, Board of Studies in English,
- 3) The Offg. Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Professor-cum-Director, Institute of Distance and Open Learning (IDOL),
- 6) The Co-Ordinator, University Computerization Centre,

(Dr. M.A. Khan)
REGISTRAR

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University of Mumbai
Syllabus for S.Y.B.A. in English (Ancillary)
Program: B.A.
Course: Indian Literature in English
Paper II

(Choice Based Credit System with effect from the Academic Year 2017-2018)

S.Y.B.A. English (Ancillary)
Course Title: Indian Literature in English
Paper II
(100 Marks Examination Pattern)

Objectives:

1. To introduce learners to the uniqueness of Indian Literature in English
2. To acquaint learners to the pluralistic dimensions of Indian Literature in English
3. To help them understand the different genres of Indian Literature in English
4. To familiarise learners with different perspectives of approaching this literature
5. To make learners aware of prominent Indian Writers in English

Semester III	Paper II	3 Credits
Course Title: Indian Literature in English – (Essay, Novel and Short Stories)		

Total Lectures: 45

Unit 1: Essays (Indian Non-Fiction in English)

15 Lectures

- i. Meenakshi Mukherjee: "The Anxiety of Indianness" from *The Perishable Empire: Essays on Indian Writing in English*.
- ii. Urvashi Butalia: "Memory" from *The Other Side of Silence: Voices from the Partition of India*
- iii. K. Satchidanandan: "That Third Space: Interrogating the Diasporic Paradigm" from *Indian Literature*, Vol 45, No.3 (203) (May-June 2001)
- iv. Jasbir Jain: "Prologue" from *beyond postcolonialism: dreams and realities of a nation*.

Unit 2: Novel

15 Lectures

- i. Anita Desai: *Fasting, Feasting*. Penguin Random House.

OR

- ii. Saradindu Bandyopadhyay: *The Quills of the Porcupine*- a novella from *The Menagerie and Other Byomkesh Bakshi Mysteries*. Translated from the Bengali by Sreejata Guha. Penguin.

Feminism in India". Source: *Economic and Political Weekly*, Vol 43. No. 43
(Oct. 25-31, 2008).

Unit 2: Poetry:

15 Lectures

- i. Jayanta Mahapatra : 'Hunger' and 'Freedom'
- ii. Keki Daruwalla : 'Map-Maker' and 'A Take-Off on a Passing Remark'
- iii. Meena Kandasamy : 'Ekalavyan' and 'The Flight of Birds'
- iv. Dilip Chitre : 'Father Returning Home' and 'Ode to Bombay'

Unit 3: Drama:

15 Lectures

Manjula Padmanabhan : *Harvest*. (Aurora Metro Press: 2003)

OR

Mohan Rakesh : *Halfway House (Adhe-Adhure)* translated by Bindu Batra,
Ed. Basu, Dilip K. (Worldview Publications, New Delhi: 1999)

Evaluation Pattern:

Fourth Semester End Examination	Duration: 3 Hours	Marks: 100
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- Question 1: Essay on Unit 1 (one out of three)
(a-Essay or b-Essay or c- Two short notes) :20 Marks
- Question 2: Essay on Unit 2 (one out of three) :20 Marks
- Question 3: Essay on Unit 3 (one out of three) :20 Marks
- Question 4: Short Notes on Unit 2 (two out of four) :20 Marks
- Question 5: Short Notes on Unit 3 (two out of four) :20 Marks

References:

1. Agrawal, Anju Bala. 2010. *Post-Independence Indian Writing in English (Vols. I and II)*. Delhi: Authorspress.
2. Agarwal, Beena. 2012. *Contemporary Indian English Drama: Canons and Commitments*. Jaipur: Aadi Publications.
3. Agarwal, Smita,ed. 2014. *Marginalized: Indian Poetry in English*. New York: Rodopi.

20. Kambar, Chandrasekhar. 2000. *Modern Indian Plays. Vols. 1 & 2.* New Delhi: National School of Drama.
21. Karnad, Girish. 1995. "Author's Introduction" in *Three Plays.* Delhi: OUP.
22. King, Bruce. 2001. *Modern Indian Poetry in English.* Revised Edition. Oxford University Press.
23. Kushwaha, M.S. 1984. *Dimensions of Indian English Literature.* New Delhi: Sterling Publishers Pvt. Ltd.
24. Mc Cutchion, David. 1973. *Indian Writing in English.* Calcutta: Writers Workshop.
25. Mehrotra, Arvind, ed. 2010. *A Concise History of Indian Literature in English.* New Delhi : Permanent Black.
26. Mittal, R.K. 2013. *Problems of Indian Creative Writing in English.* New Delhi: Kumud Publishers.
27. Mittapalli, Rajeshwar and Piciucco, Pier Paolo. 2000. *Studies in Indian Writing in English, Vol. 1.* New Delhi: Atlantic Publishers and Distributors.
28. Mishra, V. 2008. *Literature of the Indian Diaspora.* London: Routledge.
29. Mouli, T. Sai Chandra. 2011. *Multicultural Theatre and Drama.* New Delhi: Authorspress.
30. Mukherjee, Meenakshi. 2002. *The Perishable Empire: Essays on Indian Writing in English.* New Delhi: Oxford University Press.
31. Mukherjee, Meenakshi. 1994. *Realism and reality: The Novel and Society in India.* New Delhi: Oxford University Press.
32. Mukherjee, Meenakshi. 1971. *The Twice-Born Fiction: Themes and Techniques of the Indian Novel in English.* University of Michigan: Heineman Educational Books.
33. Naik, M.K. 1977. *Critical Essays on Indian Writing in English.* Madras: Macmillan.
34. Naik, M.K. 1979. *Aspects of Indian Writing in English.* Delhi: Macmillan.
35. Naik, M.K. 1982. *History of Indian English Literature.* New Delhi: Sahitya Akademi.
36. Naik, M.K. 1984. *Dimensions of Indian English Literature.* New Delhi: Sterling Publishers Pvt. Ltd.
37. Naik, M.K. 1987. *Studies in Indian English Literature.* New Delhi: Sterling Publishers Pvt. Ltd.

<https://www.youtube.com/watch?v=u1-ekBseASw>

<https://www.youtube.com/watch?v=7kYwnqGB48E>

<https://www.youtube.com/watch?v=UHC1Clrlg1w>

https://www.youtube.com/watch?v=NKjvBv_ndL8

<https://www.youtube.com/watch?v=A-vFqNwYmm0>

https://www.youtube.com/watch?v=PKpV_I0Q3oQ

<http://www.ipl.org/IPLBrowse/GetSubject?vid=13&cid=1&tid=7011&parent=7006>

List of MOOCs

Postcolonial Literature

<https://www.class-central.com/university/iitk>

Write a Killer Literature Review

<https://www.udemy.com/write-a-killer-literature-review/?siteID=SAvYsTvLiGQ-9O7.BTcWuBTLe8NsMyFzyQ&LSNPUBID=SAvYsTvLiGQ>

Tell Your Story in English: Reading & Writing Skills for Language Learners

<https://www.class-central.com/mooc/6119/canvas-network-tell-your-story-in-english-reading-writing-skills-for-language-learners>

Literary Theory and Criticism

<https://www.class-central.com/mooc/7982/npTEL-literary-theory-and-literary-criticism>

Syllabus Prepared by:

Convener:

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Members:

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Dr. Nilakshi Roy, Department of English, Vaze -Kelkar College, Mulund.

Dr. Deepa Mishra, Department of English, Smt C.H.M College, Ulhasnagar.

Mr. Mahesh M. Deshmukh, Department of English, Sonopant Dandekar College, Palghar.

1. Syllabus as per Choice Based Credit System

- i) Name of the Program : S.Y. B.A. English (Ancillary)
Semester III and IV
- ii) Course Code : UAENG302 & UAENG402
- iii) Course Title : **American Literature, Paper III**
- iv) Semester wise Course Contents : Enclosed the copy of the syllabus
- v) References and additional references : Enclosed in the Syllabus
- vi) Credit structure : No. of Credits per Semester - 03
- vii) No. of lectures per Unit : As mentioned in the syllabus
- viii) No. of lectures per week : 03
- 2. Scheme of Examination** : 5 Questions of 20 marks each
- 3. Special notes, if any** : No
- 4. Eligibility, if any** : No
- 5. Fee Structure** : As per University Structure
- 6. Special Ordinances / Resolutions, if any** : No

Unit 3: Short Stories**15 Lectures**

- i. John Steinbeck– “The Chrysanthemums”
(<http://myweb.dal.ca/dhevans/2034/Readings/Chrysanthemums.pdf>)
- ii. Alice Walker – “Everyday Use”
(<https://www.deanza.edu/faculty/leonardamy/Everyday%20Use.pdf>)
- iii. Amy Tan – “Two Kinds”
(http://s3.amazonaws.com/scschoollfiles/400/two_kinds_by_amy_tan.pdf)
- iv. Bernard Malamud – “The German Refugee”
(moodle2.beitberl.ac.il/pluginfile.../Bernard_Malmud_-_The_German_Refugee.pdf)
- v. Jhumpa Lahiri – “Unaccustomed Earth” (from *Unaccustomed Earth*, Penguin Random House, 2009.)

Evaluation Pattern:

Third Semester End Examination	Duration: 3 hours	Marks:100
Question 1: Short notes on Unit 1 (two out of four)		:20 Marks
Question 2: Essay on Unit 2 (one out of two)		:20 Marks
Question 3: Essay on Unit 3 (one out of two)		: 20 Marks
Question 4: Short notes on Unit 2 (two out of four)		:20 Marks
Question 5: Short notes on Unit 3 (two out of four)		:20 Marks

Semester IV	Paper III	3 Credits
American Literature – (Poetry and Drama)		

Total Lectures: 45**Unit 1: Terms****15 Lectures**

- i. American Dream,
- ii. Confessional Poetry
- iii. Expressionism in American Drama
- iv. African American Poetry of the 20th century
- v. African American Drama of the 20th Century
- vi. Broadway and Off Broadway Theatre

Unit 2: Play**15 Lectures**Arthur Miller: *Death of a Salesman***or**James Baldwin: *Blues for Mister Charlie*

8. Fowler, Roger. Ed. *A Dictionary of Modern Critical Terms*. Rev. ed. London: Routledge & Kegan Paul, 1987.
9. Harmon, William; Holman, C. Hugh. *A Handbook to Literature*. 7th ed. Upper Saddle River, NJ: Prentice-Hall, 1996.
10. Hassan, Ihab. *Contemporary American Literature, 1945-1972: An Introduction*. New York: Ungar, 1973.
11. Hassan, Ihab. *Radical Innocence: Studies in the Contemporary American Novel*. Princeton, N. J.: Princeton University Press, 1961.
12. Henderson, Stephen, ed. *Understanding the New Black Poetry*. New York: William Morrow, 1973.
13. Hoffman, Daniel, ed. *Harvard Guide to Contemporary Writing*. Cambridge, Mass.: Harvard University Press, 1979.
14. Hudson, William Henry. *An Introduction to the Study of Literature*. New Delhi: Atlantic, 2007.
15. Kernan, Alvin B., ed. *The Modern American Theater*. Englewood Cliffs, N. J.: Princeton Hall, 1967.
16. Kiernan, Robert F. *American Writing since 1945: A Critical Survey*. New York: Frederick Ungar, 1983.
17. Lawrence, Shaffer. *History of American Literature and Drama*. New Delhi: Sarup, 2000.
18. Lewis, Allan. *American Plays and Playwrights of the Contemporary Theatre*. Rev. Ed. New York: Crown, 1970.
19. Moore, Harry T., ed. *Contemporary American Novelists*. Carbondale: Southern Illinois University Press, 1964.
20. Pattee, Fred Lewis. *The Development of the American Short Story: An Historical Survey*. New York: Biblio and Tannen, 1975.
21. Rosenblatt, Roger. *Black Fiction*. Cambridge, Mass.: Harvard University Press, 1974.
22. Scholes, Robert. *Radical Sophistication: Studies in Contemporary Jewish American Novelists*. Athens: Ohio University Press, 1969.
23. Stepanchev, Stephen. *American Poetry since 1945: A Critical Survey*. New York: Harper and Row, 1965.

University of Mumbai
Syllabus for S.Y.B.A. (Applied Component)
Program: B.A.
Course: Business Communication
Paper I & II

(Choice Based Credit System with effect from the Academic Year 2017-2018)

S.Y.B.A (Applied Component)

Course Title: Business Communication

Paper I & II

(100 Marks Examination Pattern)

Objectives:

1. To develop an awareness about the complexity of communication in a dynamic business environment.
2. To develop effective oral, writing and listening skills among learners.
3. To demonstrate the effective use of communication technology.

Course Outcomes:

1. After successful completion of the course, the learner should have enhanced Listening,
2. Speaking, Reading and Writing skills and should be prepared to meet the challenges of
3. Communication in the business world

Semester III	Applied Component	Paper I	2 Credits
Course Title: Business Communication			

Total Lectures: 60

Unit 1: Theory of Communication

5 Lectures

The Concept of Communication

Models of Communication: Linear / Interactive / Transactional / Shannon
And Weaver (To be discussed, but not to be assessed)

Meaning and Definition of Communication

Process of Communication – Traditional Model of Communication i.e. SMCR (Sender,
Medium, Channel, Receiver)

Need of Communication

Feedback

Emergence of Communication as a Key Concept in the Corporate and Global World

Unit 2: Communication at the Workplace

i. Objectives of Communication

5 Lectures

Information, Education and Training, Motivation, Persuasion, Raising
Morale, Order and Instruction, Warning, Advice and Counseling

ii. Channels of Communication

3 Lectures

Formal and Informal – Vertical, Horizontal, Diagonal, Consensus and Grapevine

iii. Methods of Communication

5 Lectures

Verbal and Non-verbal (including Visual)

Letter of Acceptance of Job Offer
Letter of Appreciation
Letter of Resignation

Unit 5: Writing Skills

Paragraph Writing

2 Lectures

Developing an idea, using appropriate linking devices, Cohesion and Coherence, self-editing etc.

Evaluation Pattern:

Third Semester End Examination	Duration: 3 Hours	100 Marks
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Question 1. : 20 marks (10+10)

A. Explain the terms in 2 to 3 sentences (five out of eight) (From All Units)

B. Objective type questions (From All Units)

Question 2. Short Notes (four out of six) (From Unit 1, Unit 2 & Unit 3) : 20 marks

Question 3. Essay Type Questions (two out of three) (From Unit 2) : 20 marks

Question 4. Personnel Letters (four out of five) : 20 marks

Letter of Recommendation
Letter of Acceptance of Job Offer
Letter of Resignation
Letter of Appreciation
Statement of Purpose

Question 5. 20 marks (10+05+05)

A. Job Application Letter and Résumé (05 + 05)

B. Situation-based Case Study
(From Unit 02 Chap. 2 - Channels of Communication & Unit 2 Chap.5 Barriers to Communication)

C. Paragraph Writing (one out of two)

Unit3: Business Correspondence

15 Lectures

Trade Letters
Letters of Inquiry
Letters of Complaints, Claims, Adjustments
Sales Letters, Promotional Leaflets and Fliers
Consumer Grievance Redressal Letters
Letters under Right to Information (RTI) Act

Unit 4: Report Writing

6 Lectures

Parts of a Business Report
Types of Business Reports
Feasibility Reports (Reports to be Prepared)
Investigative Reports (Reports to be Prepared)

Unit 5: Language and Writing Skills

5 Lectures

Summarisation

Identification of main and supporting/sub points
Presenting the points in a cohesive manner

Evaluation Pattern:

Fourth Semester End Examination	Duration: 3 Hours	100 Marks
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Question 1. Short Notes (four out of six) (Units 1 & Unit 2) :20 marks

Question 2. Essay Type Questions (two out of three) (Units 1 & Unit 2) :20 marks

Question 3. Letters (four out of five) :20 marks

Letter of Inquiry
Complaint & Claim/Adjustment Letter
Sales Letter/Flier
Consumer Grievance Redressal Letter
RTI Letter

Question 4. :20 marks (10 +10)

A. Drafting a Business Report

B. Drafting a Notice, Agenda and 02 Resolutions

15. Bovee Courtland, L. and Thrill, John V. (1989) *Business Communication Today*, McGraw Hill, New York, Taxman Publication.
16. Burton, G. and Thakur, (1995) *Management Today- Principles and Practices*, Tata McGraw Hill, New Delhi.
17. Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) *Public Relations Handbook*, The Dartwell Co., Chicago.
18. Drucher, P.F. ((1970) *Technology, Management and Society*, Pan Books London.
19. Drucher, P.F. ((1974) *Management Responsibilities Practices*, Heinemann, London.
20. Eyre, E.C. (1985) *Effective Communication Made Simple*, Rupa and Co., Kolkata.
21. Ecouse, Barry (1999), *Competitive Communication: A Rhetoric for Modern Business*, OUP, New Delhi.
22. Fisher, Dalmar (1999), *Communication in Organisation*, Jaico Publishing House, Mumbai.
23. Frailley, L.E. (1982) *Handbook of Business Letters*, Revised Edn. Prentice Hall Inc., New Jersey.
24. French, Astrid (1993) *Interpersonal Skills*, Sterling Publishers, New Delhi.
25. Fritzsche, David J. (2005) *Business Ethics: A Global and Managerial Perspective*, McGrawHill, New York.
26. Gartside, L.E. (1980) *Modern Business Correspondence*, McDonald and Evans Ltd. Plymouth.
27. Ghanekar, A. (1996) *Communication Skills for Effective Management*, Everest Publishing House, Pune.
28. Goleman, Daniel (1995) *Emotional Intelligence*, Bloomsbury Publications, Great Britain.
29. Graves, Harold F. (1965) *Report Writing*, Prentice Hall, New Jersey.
30. Gupta, Anand Das (2010) *Ethics, Business and Society: Managing Responsibly*, Response Books, New Delhi.
31. Gupta, Dipankar (2006) *Ethics Incorporated: Top Priority and Bottom Line*, Response Books, New Delhi.
32. Krevolin, Nathan (1983) *Communication Systems and Procedures for Modern Office*, Prentice Hall, New Jersey.
33. Lesikar, Raymond V. and Petit, John D. (1994) *Business Communication: Theory and Application*, Richard D. Irwin Inc., Illinois.

General Reading List for Improved Language Skills:

[N.B. The list is only indicative and not prescriptive.]

1. Yousafzai Malala. *I Am Malala*, Weidenfeld & Nicolson, U.K.
2. Bach Richard. *Illusions II*, Create Space Independent Publishing Platform (Amazon).
3. Pillai, Radhakrishnan. *Corporate Chanakya*, Jaico Publishing House, Mumbai.
4. Tzu, Sun. *The Art of War*, Fingerprint Publishing (Amazon).
5. Goldratt, Eliyahu M. *The Goal*, Productivity & Quality Publishing (Amazon).
6. Goldratt, Eliyahu M. *It's Not Luck*, North River Press, U.S.A.
7. Murthy, Sudha. *Wise and Otherwise* Penguin India, New Delhi.
8. Choudhary, Arindam. *Count Your Chickens before They Hatch*, Vikas Publishing House, India.
9. Kalam, APJ. *Wings of Fire*, Universities Press, India.
10. Kalam APJ. *Ignited Minds*, Penguin India, New Delhi.

Suggested List of Websites

1. <http://lifehacker.com/top-10-ways-to-improve-your-communication-skills-1590488550>
2. <https://www.thebalance.com/verbal-communication-skills-list-2059698>
3. <https://bemycareercoach.com/soft-skills/list-soft-skills.html>
4. <https://www.thebalance.com/verbal-communication-skills-list-2059698>
5. <https://bemycareercoach.com/soft-skills/list-soft-skills.html>
6. <https://www.sitepoint.com/social-networking-sites-for-business>

Suggested List of You Tube Videos

1. <https://www.youtube.com/watch?v=K15ca0n0ois>
2. <https://www.youtube.com/watch?v=ixSUB11WNxk>
3. <https://www.youtube.com/watch?v=K15ca0n0ois>
4. <http://www.lifehack.org/.../communication/improvecommunicationskills.html>

IIT Kanpur Video Lectures

1. <http://nptel.ac.in/courses/109104031/>
2. <http://nptel.ac.in/courses/109104030/>

University of Mumbai
Syllabus for S.Y.B.A. (Applied Component)
Program: B.A.
Course: Mass Communication
Paper I & II

(Choice Based Credit System with effect from the Academic Year 2017- 18)

S.Y.B.A. (Applied Component)
Course Title: Mass Communication
Paper I & II
(100 Marks Examination Pattern)

Objectives:

1. To introduce the students to some major aspects of communication and mass communication.
2. To develop among the students a broad perspective of the past and the present status of Mass Media in India.
3. To develop among the students a critical understanding of the Mass Media with regard to their presentation formats, roles and audiences in Indian context.
4. To develop among the students a critical understanding of some special roles of different Mass Media in India.
5. To help the students to assess the contribution of Indian mass media to national development.
6. To acquaint the students with some issues and laws related to mass media in India.
7. To introduce the students to various job and career opportunities in media industry.

Course Outcome:

By the end of the course the students should be able to receive and analyse various media products critically and become interested in jobs or career in Media Industry.

Semester III	Paper I	2 Credits
Course Title: Mass Communication		

Total Lectures: 60

Unit 1: Nature of Communication

10 lectures

- a. Definitions, elements and process of communication
- b. Types - interpersonal, group and mass communication
- c. Modes - verbal and non-verbal
- d. Means – traditional, electronic, digital
- e. Barriers – physical, linguistic, psychological and cultural

Unit 2: Nature of Mass Communication

15 lectures

- a. Concept of 'mass audience'
- b. The process of mass communication
- c. Features of mass communication
- d. Functions of mass communication: entertainment, surveillance, education, interpretation, persuasion, socialization, opinion building.
- e. Channels of mass communication: traditional folk media, print media, electronic media, new/digital media

Semester IV	Paper II	2 Credits
Course Title: Mass Communication		

Total Lectures: 60

Unit 1: Special Roles of Mass Media in India

20 lectures

- a. Print media as an interpreter and a watchdog
- b. Radio as a patron of music
- c. Television and surveillance
- d. Television and its impact on the Indian family institution
- e. Television and Consumerism
- f. Films voicing social problems
- g. Social networking sites and mass campaigns

Unit 2: Indian Mass Media and National Development

15 lectures

- a. Role of media in exposing anti-development elements
- b. Role of media in strengthening democracy
- c. Role of media in education
- d. Role of media in promoting government schemes

Unit 3: Media Related Issues and Laws in India

15 lectures

- a. Freedom of expression and Censorship
- b. The relationship between the media and the government
- c. Media objectivity, including media bias and political leanings
- d. Objectionable advertising
- e. Major laws in India related to media

Unit 4: Roles / Functions of Media Personnel and Career Opportunities in Mass Media

10 lectures

Evaluation Pattern:

Fourth Semester End Examination	Duration:3 Hours	100 Marks
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Q.1 Objective Type:

- a) Explain the following in 2/3 sentences (5 terms from all the 4 units) :10 marks
- b) Multiple choice questions (5 questions on all the 4 units) :05 marks
- c) State whether the statements are true or false (5 statements on all the 4 units):05 marks

UNIVERSITY OF MUMBAI

No. UG/163 of 2016-17

CIRCULAR:-

A reference is invited to the Syllabi relating to the B.A. degree course vide this office Circular No.UG/154 of 2011 dated 20th June, 2011 and the Principals of the affiliated Colleges in Arts are hereby informed that the recommendation made by Board of Studies in English Literature at its meeting held on 29th June, 2016 has been accepted by the Academic Council at its meeting held on 14th July, 2016 vide item No.4.52 and that in accordance therewith, the revised syllabus as per the Choice Based Credit System for F.Y.B.A. in English (Introduction to Literature) (Sem. I & II), which is available on the University's web site (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2016-17.

MUMBAI - 400 032

/6 November, 2016

To,

The Principals of the affiliated Colleges in Arts.

A.C/4.52/14.07.2016

No. UG/163A of 2016

MUMBAI-400 032

/6 November, 2016

Copy forwarded with Compliments for information to:-

- 1) The Co-ordinator, faculties of Arts .
- 2) The Chairman, Board of Studies in English Literature.
- 3) The Professor-cum-Director, Institute of Distance & Open Learning
- 4) The Director, Board of College and University Development,
- 5) The Co-Ordinator, University Computerization Centre,
- 6) The Controller of Examinations.

(Dr.M.A.Khan)

REGISTRAR

...PTO

1. Syllabus as per Choice Based Credit System

- i) Name of the Programme** :B.A.
- ii) Course Code** : UAENG 101 AND UAENG 201
- iii) Course Title** :FYBA in English (Optional) Elective
Introduction to Literature Paper I (Semester I and II)
- iv) Semester wise Course Contents** :Enclosed the copy of the syllabus
Semester I - (Short Story & Novel)
Semester II – (Poetry & Drama)
- v) References and additional references** :Enclosed in the Syllabus
- vi) Credit structure** :No. of Credits per Semester - 03
- vii) No. of lectures per Unit** :15
- viii) No. of lectures per week** : 04
- 2 Scheme of Examination** : 5 Questions of 20 marks each
- 3 Special notes, if any** :No.
- 4 Eligibility, if any** :No.
- 5 Fee Structure** :As per University Structure
- 6 Special Ordinances / Resolutions, if any** : No.

Kate Chopin : "The Story of an Hour"

Unit 3 : Novel:

Jane Austen: *Pride and Prejudice* OR Robert Louis Stevenson : *Dr. Jekyll and Mr. Hyde*

Evaluation:	First Semester End Examination Pattern	100 Marks	: 3 Hours
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- Question 1: Short Notes on Unit 1
(2 short notes on Section A and 4 Short notes on Section B) (4 out of 6) : 20 Marks
- Question 2 Essay on Unit 2 (1 out of 2) : 20 Marks
- Question 3: Essay on Unit 3 (1 out of 2) : 20 Marks
- Question 4: Short Notes on Unit 2 (2 out of 4) : 20 Marks
- Question 5: Short Notes on Unit 3 (2 out of 4) : 20 Marks

Semester Two: Introduction to Literature –	(Poetry and Drama)	3Credits
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Total Lectures: 45

Unit 1: Terms: 15 Lectures

Section A : Types of Verse : Lyric, Elegy, Dramatic Monologue, Sonnet, Ballad, Epic, Satire, Ode

Section B : Types of Drama : Tragedy, Comedy, Farce, Melodrama, Verse Drama; Theatre of Absurd, Angry Young Man Drama

Unit 2: Poetry: 15 Lectures

Sonnet : William Shakespeare : Sonnet 1 "From fairest creature we desire increase"

Satire : Oliver Goldsmith : "Elegy on the Death of a Mad Dog"

Ode : Keats : "Ode on a Grecian Urn"

Ballad : Thomas Campbell : "Lord Ullin's Daughter"

Dramatic Monologue: Robert Browning : "The Last Ride"

Fowler, Roger. (Ed.). *A Dictionary of Modern Critical Terms*. (Rev.Ed.) London: Routledge & Kegan Paul, 1987.

Gibson Arthur. *What is Literature*, Peter Lang Pub Inc, 2007.

Hudson, W.H., 2011, *An Outline History of English Literature*, India, G K Publishers Pvt. Ltd

McKeon, Michael. *Theory of the Novel: A Historical Approach*. Baltimore : John Hopkins University Press, 2000.

Prasad, B. . *Background of the Study of English Literature*, Chennai, Macmillan, 1999.

Rees, R.J. *English Literature : An Introduction to Foreign Readers*, New Delhi: Macmillan, 1982.

Turco , Lewis. *The Book of Literary Terms*, UK, University Press of New England, 1999.

Widdowson, Peter. *The Palgrave Guide to English Literature and its Contexts 1500-2000*, Hampshire: Palgrave, Macmillan, 2004

Syllabus Sub-Committee:

1. Dr. Deepa Mishra : Convener , CHM College, Ulhasnagar
2. Dr. Marie Fernandes : Member, St. Andrew's College, Bandra
3. Dr. Pearl Pastakia : Member, St. Xavier's College, Mumbai
4. Dr. Ambreen Kharbe : Member, G.M. Momin Women's College, Bhiwandi
5. Mr. Mahesh M. Deshmukh : Member, Sonopant Dandekar College, Palghar

2 Copy:

University of Mumbai
Syllabus for S.Y.B.A. (Applied Component)
Program: B.A.
Course: Introduction to Advertising

(Choice Based Credit System with effect from the Academic Year 2017-2018)

1. Syllabus as per Choice-Based Credit System:

- i) Name of the Program : S. Y. B.A. (Applied Component)
Semester III and IV
- ii) Course Code :
- iii) Course Title : **Introduction to Advertising**
Semester III: Paper I, (Basic Concepts
of Advertising)
Semester IV: Paper II, (Creativity and
Research in Advertising)
- iv) Semester wise Course Contents : Enclosed the copy of syllabus
- v) References and Additional References: Enclosed in the Syllabus
- vi) Credit Structure : No. of Credits per Semester – 02
- vii) No. of lectures per Unit : 12
- viii) No. of lectures per week : 04
2. **Scheme of Examination** : 5 Questions of 20 marks each
3. **Special notes, if any** : No
4. **Eligibility, if any** : No
5. **Fee Structure** : As per University Structure
6. **Special Ordinances / Resolutions if any** : No

S.Y. B.A. (Applied Component)

Course Title: Introduction to Advertising

Paper I & II

(100 Marks Examination Pattern)

Objectives:

1. To introduce the learners to the basic concepts in advertising
2. To help them to understand the link between advertising and society
3. To enable them to develop copy writing skills

Course Outcomes:

By the end of the course, a student should develop the ability:

1. To write clearly, coherently and effectively about various concepts in advertising
2. To recognize the different aspects of advertising as a profession
3. To develop a critical sense of the impact and influence of advertising

Semester III	Applied Component	Paper I	2 Credits
Course Title: Introduction to Advertising -- Basic Concepts of Advertising			

Total Lectures:60

Unit 1. Introduction to Advertising

12 lectures

- a. Advertising: Evolution of advertising, Features of advertising, Active participants, Role of Advertising in Marketing Mix.
- b. Classification of Advertising:
Social Advertising, Political Advertising, Advocacy Advertising, Retail Advertising, Financial Advertising, Corporate Image Advertising, Primary & Selective Advertising.

Unit 2. Advertising, Marketing and Communication

12 lectures

- a. Introduction to Integrated Marketing Communication, Advertising and Publicity, Public Relation, Sales promotion, Product Life Cycle, Low involvement and High Involvement Products
- b. Advertising and Brand Building, Consumer Behavior, Target Audience and market segmentation

Unit 3. Media in Advertising

12 lectures

- a. Factors influencing media selection and Media Planning Strategies
- b. Media options for advertising – Television, Radio (special reference to FM), Internet, Print, Film, Outdoor advertising and Social Media
- c. Concepts – Media buying, Media Selling, Media Mix, Clutter, Zipping & Zapping

Unit 4. Economic & Social Aspects of Advertising

12 lectures

- a. Economic aspects of advertising: impact on production, distribution and consumer cost, advertising and competition
- b. Social aspects of advertising, advertising and culture (values, festivals, customs), standard of living, ethics in advertising
- c. Regulation and control on advertising in India – Advertising Standard Council of India (ASCI), Advertising Agencies Association of India (AAAI), and Information & Broadcasting Ministry

Unit 5. Advertising Agency and Advertising as a Career

12 lectures

- a. Advertising Agency– definition, types of services offered, types of advertising agencies, structure of ad agencies, agency selection criterion, ways of getting clients with special reference to creative pitch
- b. Career options available in advertising field – advertising agency, media, production houses, research and allied fields – printing, graphics and animation, modeling and dubbing

Evaluation Pattern:

Third Semester End Examination	Duration: 3 Hours	100 Marks
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Question 1.	One Essay or two short notes on Unit 1	:20 Marks
Question 2.	One Essay or two short notes on Unit 2	:20 Marks
Question 3.	One Essay or two short notes on Unit 3	:20 Marks
Question 4.	One Essay or two short notes on Unit 4	:20 Marks
Question 5.	One Essay or two short notes on Unit 5	:20 Marks

Total Lectures: 60

Unit 1. Creativity and Psychology in Advertising **12 lectures**

- a. Role of Creativity in Advertising, Positioning strategies, Requisite of an advertisement–AIDA, role of persuasion, determining the message theme, USP, decision on advertising appeals and selling styles (soft selling / hard selling skills)
- b. Psychology in advertising – perception, attitudes and values, personality and motivations (including buying motives).

Unit 2. Copy Writing **12 lectures**

- a. Copy – types and essentials, Copy writing for print, outdoor, radio, web and television (concept of storyboards)
- b. Elements of copy – headline (functions and types), overline, body copy, captions, taglines, slogans, call to action, logo, Company name

Unit 3. Illustration and Layout **12 lectures**

- a. Illustrations – functions and types
- b. Layouts – stages, types and essentials

Unit 4. Advertising research **12 lectures**

Evaluating advertising effectiveness
Importance of research in advertising
Types of research: copy research and behavioural research
Pre-testing and Post-testing methods of evaluation
Pre-testing methods: methods for concept testing and copy testing
Post-testing methods: sales and response rates, recall tests, recognition tests and attitude and opinion tests

Unit 5. Creating a Print Advertisement **12 lectures**

Students are expected to write a headline, caption, slogan and copy for a given product or service

Evaluation Pattern:

Fourth Semester End Examination	Duration:3 Hours	100 Marks
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- Q1. One Essay or two short notes on Unit 1 : (20 Marks)
- Q2 One Essay or two short notes on Unit 2 : (20 Marks)
- Q3 One Essay or two short notes on Unit 3 : (20 Marks)
- Q4 One Essay or two short notes on Unit 4 : (20 Marks)
- Q5 Copy writing task based on Unit 5 : (20 Marks)

References:

1. *Advertising Management* - Batra Rajeev, Myers John G., and Aaker David A., 5th ed., Prentice Hall India, New Delhi, 2004.
2. *Advertising Management* – Jaishree Jethwaney and Shruti Jain, 2nd Ed. Oxford University Press, 2012.
3. *Advertising and Promotion: An Integrated Marketing Communications Perspective*- Belch G. and Belch M., 6th ed., Tata McGraw-Hill Publishing Company Limited, New Delhi, India, 2003.
4. *Advertising and Sales Promotions* - Kazmi S. H. H. and Batra Satish K., 2nd ed., Excel Books, New Delhi, India, 2004.
5. *Advertising Principles* - Bergh B. G. V. and Katz H., NTC Business Books, Lincolnwood, Illinois, USA, 1999.
6. *Advertising, Principles and Practice* - Wells William, Moriarty Sandra & Burnett John, 7th ed. Pearson Education Inc., 2006.
7. *Kleppners Advertising Procedure* - W. Ronald Lane, J. Thomas Russell, Karen Whitehill King 16th Ed., Pearson Education India, 2008.
8. *Integrated Advertising, Promotion and Marketing Communications* - Clow Kenneth E. and Baack Donald, Pearson Education Inc., 2002.
9. *Strategic Brand Management* - Keller Kevin L., 2nd ed., Pearson Education Inc., 2007.

Supplements of Newspapers – students are recommended to read the Economic Times –
Brand Equity – every Wednesday; Financial Express –
Brandwagon – every Tuesday

Useful sites:

www.afaqs.com ; www.ascionline.org; www.campaignindia.in ; www.exchange4media.com ;
www.tamindia.com

MOOC courses:

- 1) <<<https://www.mooc-list.com/course/online-advertising-onlinead-open2study>>>
- 2) <<<https://www.mooc-list.com/course/integrated-marketing-communications-advertising-public-relations-digital-marketing-and-more>>>
- 3) <<<https://www.mooc-list.com/course/content-advertising-social-imc-coursera>>>
- 4) <<<https://www.mooc-list.com/course/advertising-and-society-coursera>>>

Syllabus Prepared by

Convener:

Dr. Nilakshi Roy, Department of English, Vaze College, Mumbai.

Members:

Dr. Susmita Dey, Department of English, Vaze College, Mumbai.
Dr. Dinesh Kumar, Department of English, Vaze College, Mumbai.

2 copy

UNIVERSITY OF MUMBAI



Syllabus for

S.Y.B.A. (Applied Component)

Course Title: Mass Communication

Paper I & II

(Choice Based Credit System with effect from the Academic Year 2022-2023)

7. Syllabus as per Choice Based Credit System (CBCS):

- ix. Name of the Program** : S.Y.B.A. (Applied Component)
- x. Course Code** : Semester III (UAMASSCOM301)
Semester IV (UAMASSCOM401)
- xi. Course Title** : **Mass Communication**
Papers I and II
- xii. Semester wise Course Contents** : Enclosed in the Copy of the Syllabus
- xiii. References & Additional References** : Enclosed in the Syllabus
- xiv. Credit Structure** : Number of credits per Semester – 02
- xv. No. of lectures per Unit** : As mentioned in the syllabus
- xvi. No. of lectures per week** : 04
- 8. Scheme of Examination** : **05 Questions** of 20 Marks each
- 9. Special notes, if any** : No
- 10. Eligibility, if any** : No
- 11. Fee Structure** : As per University Fee Structure
- 12. Special Ordinances / Resolutions if any** : No

Semester III – Paper I

Credits: 02

Lectures per week: 04

Total lectures: 60 per semester

Unit 1- Nature of Mass Communication

(20 lectures)

- A) Scope, need, and elements of communication
- B) Meaning, definition, and features of Mass Communication
- C) Mass media theories like Cultivation theory, Gatekeeping theory, Magic bullet/hypodermic needle theory
- D) Functions of Mass Communication: entertainment, surveillance, education, interpretation, persuasion, socialization, opinion building
- E) Mass audience & opinion leaders: concept, sociology and psychology

Unit II- Traditional media, Print Media and Radio

(15 lectures)

- A) Folk media
- B) The making of a newspaper: major formats of newspaper items
- C) Partisan Journalism/Yellow Journalism/Objective Reporting
- D) Major types of magazines
- E) Radio as a patron of music
- F) Radio News, Radio Drama, Community Radio and Campus Radio

Unit III- Films/ Cinema

(15 lectures)

- A) History of Indian cinema and major milestones
- B) Major types of films/cinema: Documentaries, Art films, Animations, Short films, and Biopics
- C) Some aspects of film making (scripting, directing, sounds)
- D) The impact of films/cinema on society
- E) Ethics of cinema

Unit IV- Trends in New media or Digital media

(10 lectures)

- A) Online news websites

Semester IV – Paper II

Credits: 2

Lectures per week: 04

Total lectures: 60 per semester

Course Title: Mass Communication

Unit I- Evolution of Different Media and the Contemporary Context (10 Lectures)

- A) Beginnings of mass media in India
- B) Technological milestones and changing trends from conventional to digital media
- C) Role of media in national development
- D) Reach of media (regional and demographic coverage)

Unit II - Television (15 lectures)

- A) Major formats of TV programmes
- B) Television and its impact on Indian families
- C) Television and consumerism
- D) Television and surveillance
- E) Reality Television

Unit III- Media-related Issues and Laws in India (20 lectures)

- A) Freedom of expression and Censorship
- B) Relationship between media and government
- C) Media objectivity, media bias, and political leanings
- D) Trial by media and media ethics (Television and Print)
- E) Objectionable advertising
- F) Information technology (IT) Acts related to media
- G) Major laws in India related to media

Unit IV- Functions of Media Personnel and Careers in Media (15 lectures)

- A) Cyber Journalism
- B) Editors

Bibliography:

1. Acharya A.N. *Television in India: A Sociological Study of Policy and Perspectives*. New Delhi: Manas Publications, 1987.
2. Ahuja B.K. *Mass Media Communication: Theory and Practices*. New Delhi: Saurabh Publishing House, 2010.
3. Ahuja B. N. *History of Press., Press Laws and Communications*. New Delhi: Surjeet Publications, 1988.
4. Arceneaux, Noah, and Kavoori Anandam (Eds.). *The Mobile Media Reader*. Peter Lang Publishing, 2012.
5. Baghel, Sanjay Singh (Ed.). *Social Media and Indian Youth*. New Delhi: Apple Books, 2015.
6. Battaglia, Giulia. *Documentary Film in India: An Anthropological History*. Oxon: Routledge, 2018.
7. Black, Sam. *Practical Public Relations*. London: E.L.B.S, 1972.
8. Chatterji, P.C. *Broadcasting in India*. (Second Ed.). New Delhi: Sage, 2000.
9. Folkerts Jean and Stephen Lacey. *The Media in Your Life: An Introduction to Mass Communication* (Third Ed.). Pearson Education, 2004.
10. Guha Thakurta, Paranjoy. *Media Ethics: Truth, Fairness, and Objectivity*. (Second Ed.). New Delhi: Oxford University Press, 2011.
11. Hasan, Seema. *Mass Communication: Principles and Concepts*. CBS Publishers, 2010.
12. Joseph M.K. *Freedom of the Press*. New Delhi: Anmol Publication, 1997.
13. Joshi Uma. *Textbook of Mass Communication and Media*. New Delhi: Anmol Publications, 2002.
14. Kamath. M V. *Professional Journalism*. New Delhi: Vikas Publishing House, 1980.
15. Kumar, Keval. *Mass Communication: A Critical Analysis*. Mumbai: Vipul Prakashan, 2002.
16. Menon, P. K. *Practical Journalism*. Jaipur: Aavishkar Publishers, 2005.
17. Narula, Uma. *Mass Communication: Theory and Practice*. New Delhi: Har Anand, 2001.
18. Parthasarathy, Rangaswamy. *Journalism in India*. (Fourth Ed.). New Delhi: Sterling Publication, 2011.
19. Puri, Manohar. *Art of Editing*. New Delhi: Pragun Publication, 2006.
20. Ranganathan, Maya, and Usha Rodrigues. *Indian Media in a Globalised World*. New Delhi: Sage, 2010.
21. Rodrigues, Usha and Maya Ranganathan. *Indian News Media: From Observer to Participant*. New Delhi: Sage, 2015.
22. Rantanen, Terhi. *The Media and Globalisation*. London: Sage, 2005.
23. Rodman, George. R. *Making Sense of Media: An Introduction to Mass Communication*. Pearson, 2000.
24. Roy Barun. *Beginner's Guide to Journalism and Mass Communication*. New Delhi: V& S Publishers. 2013.
25. Seneviratne, Kalinga. *Myth of 'Free Media' and Fake News in the Post-truth Era*. Sage, 2019.
26. Singh, Anand Shanker (Ed.). *Role of Media in Nation Building*. Cambridge Scholars Publishing, 2016.
27. Singhal, Arvind, and Everett M. Rogers. *India's Communication Revolution: From Bullock Carts to Cyber Marts*. New Delhi: Sage, 2000.

Syllabus for TYBA Paper IV

Course: 16th to 18th Century English Literature

Course Codes: UAENG501 & UAENG601

Objectives of the Course:

- 1) To introduce students to English Literature of the 16th, 17th and 18th centuries.
- 2) To show them how background influences shaped the writer's thinking.
- 3) To present them to the literary masters who dominated the scene
- 4) To familiarize students with different writing styles that each age adopted.

Outcome of the Course:

After completion of the course, students are expected to be able to:

- 1) To understand the distinctive features of English literature of the 16th, 17th and 18th centuries
- 2) To comprehend how background influences shaped the writer's thinking.
- 3) To recognize and appreciate the literary masters who dominated the scene.
- 4) To grasp the different writing styles that each age adopted.

Semester V: 16th to 18th Century English Literature –I

Course code- UAENG501

04Credits

Total Lectures: 60

Unit 1: Important Concepts & Terms:

20 Lectures

A. The Elizabethan Age (1550-1603)

- i) Renaissance, Humanism and Reformation.
- ii) Elizabethan Poetry – Sonnets, Epic and Pastoral
- iii) Elizabethan Drama
- iv) University Wits.

B. The Jacobean Period (1603-1650)

- i) Characteristics of the Jacobean Period
(Major influences and its impact on literature)
- ii) Metaphysical Poetry
- iii) Jacobean Drama- (Revenge Tragedy and Comedy)

Unit 2: William Shakespeare: Hamlet

20 Lectures

OR

William Shakespeare: Comedy of Errors

Unit 3: Selected Verse from the Elizabethan and Jacobean periods. 20 Lectures

Elizabethan Period:

- a. Sir Philip Sidney from Astrophel and Stella sonnet sequence.
Sonnet 37 "My mouth doth water and my breast doth swell".
39 "Come Sleep! O Sleep, the certain knot of peace".
- b. Edmund Spenser: from The Shepheardes Calender
"April Eclogue".
"November Eclogue".
- c. William Shakespeare:
Sonnet 116 "Let me not to the marriage of true minds"
Sonnet 138 "When my love swears that she is made of truth"

Jacobean Period:

- a. John Donne; "A Valediction Forbidding Mourning".
Holy Sonnet 10 - "Death Be Not Proud".
- b. George Herbert: "The Pulley".
"Love".
- c. Andrew Marvell: "The Coronet".
"On a Drop of Dew".

Semester VI: 16th to 18th Century English Literature –II

Course code- UAENG601

04Credits

Total Lectures: 60

Unit 1: Background and Important Concepts:

20 Lectures

A. The Restoration Period (1660-1700)

- i) Characteristics of Restoration Period
(Major events of the age and their impact on literature)
- ii) Restoration Poetry- (Epic, Mock epic, Satire)
- iii) Restoration Drama- Comedy of Manners, Heroic Tragedy
- iv) Diary Writing

B. Neo-Classical Period (1700-1798)

- i) Neo-Classical/Augustan
- ii) Age of Satire
- iii) Rise of the Periodical Essay and the Novel

Unit 2: John Dryden: All for Love

20 Lectures

OR

Oliver Goldsmith: She Stoops to Conquer

Unit 3: Selected Verse from the Puritan Era, the Restoration Period and the 18th Century

20 Lectures

Restoration Period:

a. John Milton: from Paradise Lost Book I

(105-124) 105- And shook his throne. What though the field he lost?

124- Sole reigning holds the tyranny of Heaven.

(242-270) 242- Is this the region, this the soil, the clime

270- Regained in Heaven, or what more lost in Hell?

(315-356) 315- Of Hell resounded: 'Princes, Potentates.

356- Forthwith, from every squadron and each band.

b. Alexander Pope: The Rape of the Lock- Canto II Lines 1-54

(1) Not with more Glories, in th' Etherial Plain,

(54) Th' impending Woe sate heavy on his Breast

c. John Dryden: "The Fire of London"

Semester V Paper V: Literary Criticism - I

Course Code: UAENG502

04 Credits

Total Lectures: 60

UNIT I: Critical Terms

(15 lectures)

- (i) Simile, (ii) Imagery, (iii) Symbol, (iv) Paradox, (v) Ambiguity, (vi) Myth

UNIT II: Nature and Function of Literature

(15 lectures)

- i. Literature as Imitation (Plato-Aristotle debate)
ii. Literature and Imagination (the Romantic Idea of the Imagination)
iii. Literature as an expression of the writer's personality
iv. Function of Literature (aesthetic, moral and cognitive functions)

UNIT III: Nature and function of Literary Criticism

(15 lectures)

- i. Nature of Literary Criticism
ii. Functions of Literary Criticism (Explication, Analysis, Interpretation, Evaluation, Theorizing)
iii. A survey of the Role of a Critic

UNIT IV: Practical Criticism: Scansion

(15 lectures)

Two short passages of poetry (6 to 10 lines each) will be set for scansion. Students should scan the poem, identify the base metre (iamb, trochee), variations (pyrrhic, spondee, anapaest, dactyl, cretic, amphibrach, etc.), rhyme scheme, stanza forms if any, and the metrical peculiarities such as end-stopped lines, run-on lines, elision, caesura and other basic concepts of versification.

(5 marks for scanning and identifying the base metre, 4 marks for identifying modulations and other metrical peculiarities and 1 mark for rhyme scheme)

Semester End Examination Pattern

100 Marks

03 Hours

Semester End Examination for 100 marks will have 5 questions (with internal choice) of 20 marks each

Q.1 Short Notes (2 out of 4) – Unit I

Q.2 Essay type Question (1 out of 2) – Unit II

Q.3 Essay type Question (1 out of 2) – Unit III

Q.4 Short Notes: (2 out of 4) – Unit II and III

Q.5 Scansion of two extracts from poetry of about 6-10 lines each

Semester VI Paper V: Literary Criticism - II

Course Code: UAENG602

04 Credits

Total Lectures: 60

UNIT I: Literary Movements

(15 lectures)

- i. Classicism, ii. Romanticism, iii. Realism, iv. Naturalism, v. Symbolism, vi. Aestheticism

UNIT II: Critical Approaches:

(15 lectures)

- i. New Criticism
- ii. Structuralism
- iii. Psychoanalytic Criticism
- iv. Archetypal Criticism

UNIT III: Critical Approaches

(15 lectures)

- i. Marxist Criticism
- ii. Feminist Criticism
- iii. Postcolonial Criticism
- iv. Eco Criticism

UNIT IV: Practical Criticism

(15 lectures)

Critical Appreciation of an unseen poem: A short poem of about 20 lines will be set for appreciation. The title of the poem will be given. The unit will test the students' responsiveness to the poem and their linguistic ability in analysing the poem. Students are expected to mobilize the techniques of close reading and their understanding of literary devices like imagery, metaphor and other poetic devices while learning this unit.

Semester End Examination Pattern

100 Marks

3 Hours

Semester End Examination for 100 marks will have 5 questions (with internal choice) of 20 marks each

Q.1 Short Notes (2 out of 4) – Unit I

Q.2 Essay type Question (1 out of 2) – Unit II

Q.3 Essay type Question (1 out of 2) – Unit III

Q.4 Essay type Question (2 out of 4) – Unit II & III

Q.5 Critical Appreciation of an unseen poem

Syllabus for TYBA

Course: Translation Studies: Theory and Practice

Course Codes: UAENGUAENG503B&UAENG603B

Objectives of the Course:

1. To make students aware of various types of translation
2. To enable students to undertake translation of literary texts
3. To enable students to use translation in official contexts and mass media
4. To help students to avail of job opportunities

Outcome of the Course:

After completion of the course, students are expected to be able to:

- 1) Understand variety of translations
- 2) Able to undertake Literary Translation work at primary level.
- 3) Able to undertake translation in official contexts and mass media
- 4) Equipped to take up jobs.

Semester V: Translation Studies : Theory and Practice

Course code- UAENG503B04 Credits Total Lectures: 45

Unit 1: Terms & Concept:

15 Lectures

1. Translation
2. Transliteration
3. Source Language Text and Target Language Text
4. Loss and Gain in Transaction
5. Creative & Free Translation
6. Word to word & Structural Translation

Unit 2: Indian Theories of Translation:

15 Lectures

1. Bhartrhari's Sphota and Translation
2. Theory of Auchitya and Translation
3. Sri. Aurobrindo Ghosh's Theory of Translation
4. Rabindranath Tagore's Theory of Translation

Unit 3: Translated Non- Fictional texts

15 Lectures

1. Annihilation of Caste (Pages 1-5) (English to Marathi/ Hindi)
2. 1958 Literary Conference Speech by Anna Bhau Sathe (Marathi / Hindi to English)

Evaluation Pattern: 1) Semester End Examination: 80 Marks - 2 1/2 Hours
2) Project: 20 Marks

Semester End Examination:

- Q.1. 2 Short Notes based on Unit-I (2 out of 4)
- Q.2. Essay type question based on Unit-II (One out of two)
- Q.3. Essay type question based on Unit-III (One out of two)
- Q.4. Translation of Unseen Non-literary passage from English into Hindi/Marathi

Project Work (20 marks):

A Non-literary passage of about 500 words from Hindi or Marathi to be translated into English by the students. It should also include the introduction of the SL text, list of the problems faced and the loss and gain in the process of translation.

Semester VI: Translation Theory and Practice

Course code- UAENG603B

04 Credits

Total Lectures: 45

Unit I: Terms & Concepts

15 Lectures

1. Formal and Dynamic Equivalence
2. Interlingual and Intralingual Translation
3. Qualities and Strategies of Translator
4. Lexicography bilingual dictionaries
5. Commercial and collaborative Translation.
6. Audiovisual, Subtitling and Dubbing

Unit 2: Types of Translation-process and problems

15 Lectures

1. Translation of Prose and fiction
2. Translation of Poetry
3. Translation of Drama

Unit 3: Translated Literary Texts

15 Lectures

1. Premchand's short story "Gulli Danda" translated from Hindi into English
(Premchand's Selected Stories 1, Translated and adapted by Anupa Lal,
Ratna Sagar, P. Ltd. New Delhi 1995)
2. Nissim Ezekiel's poem "Night of the Scorpion" translated from English into
Marathi (Adhunik- Stotre by Pradeep Deshpande)

Semester V: Paper VII: 19th Century English Literature I

Course Codes: UAENG504

04 Credits Total Lectures: 60

The Romantic Revival (1798-1832)

Unit I: A. Background:

20 Lectures

- Romanticism as a reaction to Neo-classicism
- Influence of Rousseau and French Revolution
- Survey of Literature: Novel, Poetry and Prose (Types, Trends and Characteristics)
- Rise of women writers in the period

B. Concepts:

- Romanticism : Features
- Romantic Imagination
- German Transcendentalism
- The Gothic Revival
- Medievalism
- Pantheism

Unit II: Poetry: Selected Verse from the Romantic Period: 20 Lectures

- William Blake : 'The Divine Image' from *Songs of Innocence*
'The Human Abstract' from *Songs of Experience*
- William Wordsworth : 'Lines Written in Early Spring'
'Lucy Gray'
- Samuel Taylor Coleridge : 'Kubla Khan'
- Lord Byron : 'Darkness'
- P.B. Shelley : 'Ozymandias'
- John Keats: : 'On First Looking into Chapman's Homer'
'Ode to Psyche'

Unit III: 20 Lectures

A. **Novel:** Jane Austen: *Emma*

OR

B. **Essays:** Charles Lamb: From *Essays of Elia*

'Christ's Hospital Five and Thirty Years Ago'

'The Dream Children: A Reverie'

'Detached Thoughts on Books and Reading'

William Hazlitt: From *Table-Talk: Essays on Men and Manners*

'On the Pleasure of Painting' – Essay 1

'Why Distant Objects Please'

'On Going on a Journey'

Semester VI: Paper VII: 19th Century English Literature - II
Course Codes: UAENG504 Total Lectures: 604 Credits

The Victorian Age (1837 -1901)

Unit I: A. Background 20 Lectures

- Effects of Industrial Revolution
- Middle class complacency and the rise of the working class
- Age of Science, Age of Faith and Doubt (the Victorian Dilemma)
- Survey of Literature of the period: Types, features and development (Novel, Poetry and Prose)

B. Concepts

- Utilitarianism
- Darwinism
- Victorian Concept of Morality
- Aestheticism
- Pre-Raphaelitism
- The Oxford Movement
- Bildungsroman and the Victorian Novel

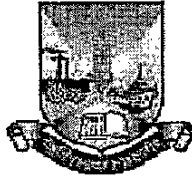
Unit II: Poetry: Selected Verse from the Victorian Period: 20 Lectures

Alfred Tennyson : From *In Memoriam*

Lyric 7: 'Dark house, by which once more I stand'

Lyric 54: 'Oh, yet we trust that somehow good'

Robert Browning : 'Porphyria's Lover'
'Fra Lippo Lippi'



University of Mumbai

Syllabus for F.Y.B.A

Program: B.A.

Course: Communication Skills in English (Core Paper)

(Choice Based Credit System with effect from the academic year 2021-2022)

Board of Studies in English

Dr. Sudhir Nikam (Chairperson)

Dr. Rajesh Karanka (Member)

Dr. Santosh Rathod (Member)

Dr. Bhagyashree Varma (Member)

Dr. Deepa Mishra (Member)

Dr. B. N. Gajwad (Member)

Dr. Dattaguru Joshi (Member)

Dr. Satyawan Hanegare (Member)

Dr. Deepa Murdeshwar-Katre (Member)

Syllabus Sub-Committee

- Dr. Deepa Murleshwar-Katre (Convener)** : Department of English, Vartak College, Vasai Road, Dist Palghar
- Dr. Srsmitta Dey (Member)** : Department of English and Research Centre (Retd.), V. G. Vaze College, Mumbai
- Dr. Sachin Labade (Member)** : Department of English, University of Mumbai
- Mr. Vinodsinh Patil (Member)** : Department of English, Arts & Commerce College, Phondaghat, Dist.Sindhudurg
- Ms Gayatri Gadgil (Member)** : Department of English, D. G. Ruparel College of Arts, Science and Commerce, Mahim, Mumbai
- Mrs. Shanti Polamuri (Member)** : Department of English, Maharashtra College of Arts, Science and Commerce, Mumbai
- Mr. Sanjay Kalekar (Member)** : Department of English, DRT's A. E. Kalsekar Degree College, Kausa, Thane
- Mr. Rameshwar Solankar (Member)** : Department of English, Khare Dhere - Bhosale College, Guhagar, Dist.Ratnagiri
- Dr. S. Vishnu Priya (Member)** : Department of ELT, SDE, EFLU, Hyderabad.

Course: Communication Skills in English

(80:20 Marks Examination Pattern)

(Choice Based Credit System with effect from the academic year 2021-22)

1. Syllabus as per Credit Based Semester and Grading System:		
i)	Name of the Programme	: B.A.
ii)	Course Code	: UACS 101 & UACS 201
iii)	Course Titles	: Communication Skills in English
iv)	Semester-wise Course Content	: Enclosed the copy of syllabus
v)	References and Additional References:	: Enclosed in the Syllabus
vi)	Credit Structure	: No. of Credits per Semester – 02
vii)	No. of lectures per Unit	: 15
viii)	No. of lectures per week	: 03 lectures + 01 tutorial
2.	Scheme of Examination	: Written Exam: 4 Questions of 20 Marks each Internal Assessment: 20 marks
3.	Special notes, if any	: No
4.	Eligibility, if any	: No
5.	Fee Structure	: As per University Structure
6.	Special Ordinances / Resolutions if any	: No

**Revised Syllabus for FYBA Communication Skills in
English Paper I and Paper II**

To be implemented from 2021-22 (80:20 Marks Examination Pattern)

Preamble.

The English language is the dominant medium through which one can connect to the global community. It is, therefore, vital that all learners acquire adequate skills in this language. Communication Skills in English is a core course wherein the first year learners are guided to acquire the four skills of communication viz., Listening, Speaking, Reading and Writing.

The focus of the syllabus is on building confidence in the learners in applying these skills while using the English language both academically and socially. Keeping this in mind, the units will have a multi-pronged approach. The course is graded from basic to higher levels of learning so as to help learners gradually acquire the skills. The 80:20 pattern will also help in accomplishing this goal. The tutorial activities are designed to focus on oral skill development, while the lectures are aimed at honing their cognitive, analytical, linguistic and creative skills.

It is hoped that by the end of the academic year, the learners will have developed confidence in using the English language both for oral and written communication as well as develop interest in enhancing these skills later on.

Objectives:

1. To enhance English language proficiency of students by familiarizing them with the skills of Listening, Speaking, Reading and Writing (LSRW)
2. To introduce learners to different perspectives of looking at a text or passage.
3. To equip learners in the functional aspects of English so that they use the acquired language skills correctly and confidently
4. To guide learners in the effective use of the digital medium of communication.

Outcomes:

1. The learners will learn to understand and interpret any text they are reading from different perspectives
2. The interest of learners in listening to and watching good quality audio and visual media will be aroused.
3. Learners will acquire proficiency in the skills of listening, speaking, reading and writing that will help them meet the challenges of the world.
4. The learners will develop good oral and written skills of communication in the English language.

Periods: 45 lectures + 15 Tutorials (3 lectures + 1 tutorial per week per batch) per semester

All passages, stories, articles, poems selected should help the learners develop different communication skills. Learning through example and practice with a theoretical base is the intention.


Semester I

Communication Skills in English Paper I

Course Content

Unit 1: Introduction to Communication Skills

No. of lectures: 08


- 
1. English as an international language and varieties of English
 2. Significance and ways of effective communication in English
 3. Listening for academic and professional development
 4. Formal and informal communication in spoken English
 5. Reading for different purposes
 6. Features of effective writing skills
 7. Study skills in English

This unit shall work a theoretical base for the following units that are of practical in nature.

Unit 2: Developing Comprehension Skills in English

No. of lectures: 12

A. Reading Skills

- 
1. Scanning a text for information
 2. Skimming a passage to look for main ideas, understanding text type
 3. Guessing meaning of an expression (word/phrase/clause)
 4. Building inference skills
 5. Understanding language structure (such as subject verb agreement, voice, direct and reported speech)
 6. Note making
 7. Summarizing

Passages from fables, folk stories, short stories, non-fiction, history, business or environment, of around 250- 300 words, could be chosen in this unit.

B. Listening Skills

1. Listening for main ideas/Gist
2. Listening for detail
3. Listening for text organization features
4. Listening for tone, accent, style and register
5. Predicting content and guessing meaning
6. Making inferences from the audio-visual text
7. Listening for opinion/argument/counter-arguments etc.
8. Taking notes

A variety of relevant audio/visual texts as samples may be drawn from various sources. Listening skills in English should be developed through various activities along with the practice done while teaching in the class.

Unit 3: Speaking Skills in English

No of lectures: 15

A. Public Speaking in English

1. Introduction
2. Characteristics of an effective speech
3. Analysis of model speeches
4. Drafting and presenting a speech in formal and informal gatherings

B. Conversation in English

1. Opening a conversation
2. Introducing oneself in various contexts
3. Introducing others formally and informally
4. Building a conversation
5. Leaving and closing a conversation
6. Conversation in group in various situations

C. Speaking at an Event

1. Anchoring/compering an event
2. Introducing guests/ speakers/dignitaries
3. Proposing a vote of thanks

A variety of relevant texts as samples may be drawn from print and non-print sources such as books, videos, audio files etc. Speaking skills in English should be developed through various activities along with the practice done while teaching in the class.

Unit 4: Formal Writing Skills

No. of lectures: 10

A. Letters:

1. Job applications with bio data (solicited and unsolicited)
2. RTI applications
3. Applications for duplicate documents (I-cards / mark sheet, etc.)

B. Emails:

1. Job acceptance and joining
2. Resignation
3. Complaints
4. Requests for references
5. Request for sponsorship

Tutorial Activities:

1. Use of YouTube videos for use of grammar study and practice that may be taken from the list recommended or similar relevant videos.
 2. Listening to audio clips/ books to enhance listening skills
 3. Reading aloud from newspapers, magazines, stories, non-fiction followed by classroom discussion on these to enhance reading and speaking skills
 4. Making short presentations on given topics
 5. Official letter writing/ email writing exercises
-

Semester II

Communication Skills in English Paper II

Course Content

Unit 1: English Usage in Communication

No. of lectures: 08

1. Distinction between American English and British English
2. Indianism and Indian English
3. Appropriacy in the Use of English
4. Non-verbal Communication
5. Elevator Pitch
6. Information and Communication Technology and Use of English
7. Modes and Types of Interview
8. Principles of Creative Writing

This unit shall work as theoretical base for the following units that are practical in nature.

Unit 2: Enhancing Reading Competencies

No. of lectures: 12

A variety of passages of 200-250 words may be taken such as extracts from novels, short stories, plays, magazine, newspapers, reports, documents, academic texts. The passages should have complex text type, function and lexis. The learners may be encouraged to gather meaning contextually or by referring to offline and online sources such as dictionary, thesaurus, and encyclopedia.

1. Augmenting active vocabulary
2. Understanding relations between parts of a text
3. Transferring information (Verbal to Non-Verbal)
4. Understanding concepts and arguments,
5. Developing skills in analysis and interpretation
6. Rewriting a passage from a defined perspective
7. Reading critically (presenting a reasoned argument that evaluates and analyses what you have read)

Weightage of questions on texts -

- a. On vocabulary, synonyms and antonyms, prefixes and suffixes, collocations, making sentences of their own from the idioms or difficult words in the extract (50%)
- b. On writing their opinions, perspectives on the passages in longer, more descriptive ways (50%)

Unit 3: Advanced Oral Communication Skills

No. of lectures: 15

A. Presentation skills: (Formal presentations and skits)

1. Planning and structuring
2. Opening and closing a presentation
3. Use of body language
4. Use of technology in making a presentation
5. Drafting a skit (Not to be tested in theory exam)
6. Reading of a skit
7. Presenting a skit

Students are advised to prepare their own presentation scripts. Teachers should help them in drafting, reading and presenting those scripts in the class.

B. Group Discussion:

1. Formal and informal discussion
2. Elements of group discussion
3. Using appropriate language: Initiating, seeking and giving opinions, suggesting, responding to a suggestion, agreeing, disagreeing, interrupting, requesting, clarifying, summing up
4. Types of discussion:
Giving and sharing opinions of a given topic, making decisions, problem solving (case study)

C. Interview Skills:

1. Interviewing others
 - Researching the interviewee (writer, social worker, entrepreneur, actor etc.)
 - Preparing questions
 - Conducting interview
2. Attending an Interview (Job/Entrance)
 - Researching the organization
 - Reviewing job-profile and your bio-data/CV
 - Preparing for standard questions
 - Responding to questions
 - Preparing your questions to ask to the interviewer/s
3. Analyzing Interviews

Students can be tested on forming actual interview frameworks including questions. Teachers must form the groups and conduct actual interviews involving full strength of students.

Unit 4: Advanced Writing Skills

No. of lectures: 10

A. Report Writing:

1. News report
2. Activity/Event report

B. Creative Writing:

1. Personal Essay
2. Memoir
3. Short Speech on the given occasion/ event
4. Story writing

Tutorial Activities:

1. Dialogue-writing exercises
2. Writing skits and presenting them
3. Giving speeches
4. Group discussions
5. Mock Interviews

6. Development of stories, passages from hints given, in about 200-250 words
7. Report writing tasks
8. Statement of Purpose.

Evaluation Pattern:

A. Internal Evaluation (20 Marks)

		Marks	Remarks
1	Performance in Tutorial activities	10	<p>Sem I -- Learners may be asked to make presentations, hold conversation in class, which will be assessed</p> <p>Sem II -- Learners may be asked to participate in group discussions or mock interviews in class, which will be assessed</p>
2	Participation in classes (lectures and tutorials)	05	Learners' response to teaching, timely submission of tasks will be assessed
3.	Overall attendance (lectures and tutorials)	05	Percentage of learners' attendance in class to be considered

B. Written Examination: (80 marks)

Semester I: 4 questions carrying 20 marks each

Q. No.	Question details	Marks
1	Short Notes (4 out of 6) from Unit 1	20
2	Unseen Passage (200-250 words) (Unit 2)	
	a. On content, the use of tenses, articles, prepositions, direct-indirect speech and concord, voice, word meanings - (50%)	10
	b. On reading sub-skills (pointing out main ideas and supporting details, making inferences) (50%)	10

3	<p><u>Any four</u> to be attempted from given options (based on Unit 3)</p> <p>a. Preparing a speech on a given topic b. Questions on introducing self and others c. Develop a conversation on a given situation d. Introducing speakers/guests in a given event e. Drafting vote of thanks at a given event</p>	20
4	<p>a. Job application with bio-data</p> <p>b. RTI letter</p> <p>c. Email writing (1 out of 2)</p>	08 07 05

Semester II: 4 questions carrying 20 marks each

Q. No.	Question details	Marks
1	Short Notes (4 out of 6) on theory from Unit 1	20
2	<p>Unseen Passage (200-250 words) (Unit 2)</p> <p>a. On content, synonyms and antonyms, prefixes and suffixes, collocations, making sentences of their own from the idioms or difficult words in the passage (50%)</p> <p>b. On other sub-skills (such as writing their opinions, perspectives on the passages in longer, more descriptive ways (50%)</p>	10 10
3	<p>Any Two out of Three to be attempted.(based on Unit 3)</p> <p>a. Preparing a draft of presentation on a given topic</p> <p>b. Preparing a draft for a mock interview based on the given instructions</p> <p>c. Preparing a draft of a group discussion on a given topic & instructions</p>	20

4.	a. Report writing (1 out of 2)	08
	b. Personal essay/Memoir	07
	c. Story Writing/Speech	05

Recommended Reading:

- Bellare, Nirmala. *Reading & Study Strategies*. Books. 1 and 2. Oxford University Press, 1997, 1998
- Bellare, Nirmala. *Easy Steps to Summary Writing and Note-Making*. Amazon Kindle Edition, 2020
- Comfort, Jeremy, et al. *Speaking Effectively: Developing Speaking Skills for Business English*. Cambridge University Press, 1994.
- Das, Bikram K., et al. *An introduction to Professional English and Soft Skills*. Cambridge University Press India Pvt. Ltd., 2010
- Das, Yagnaseni & R. Saha (eds.) *English for Careers*. Pearson Education India, 2012.
- Devlin, Joseph. *How to Speak And Write Correctly*. New York, The Christian Herald, 1910
- Dimond-Bayir, Stephanie. *Unlock Level 2 Listening and Speaking Skills Student's Book and Online Workbook: Listening and Speaking Skills Student's Book + Online Workbook*. Cambridge University Press, 2014.
- Doff, Adrian and Christopher Jones. *Language in Use (Intermediate and Upper Intermediate)*. CUP, 2004.
- Glendinning, Eric H. and Beverley Holmstrom. Second edition. *Study Reading: A Course in Reading Skills for Academic Purposes*. CUP, 2004
- Goodale, Malcolm. *Professional Presentations Video Pack: A Video Based Course*. Cambridge University Press, 1998.
- Grellet, F. *Developing Reading Skills*. Cambridge: Cambridge University Press, 1981

Semester I

Optional English: Introduction to Prose and Fiction Paper I

Course Content

Unit 1:

No. of lectures: 15

Development of Short Story, Elements of Short Story: Plot, Character, Setting, Narrative,
Development of Essay, Features of Prose writing, Types of Prose, Autobiography

Unit 2:

No. of lectures: 15

- O' Henry : "The Cop and the Anthem"
- Ray Bradbury : "A Sound of Thunder"
- Rabindranath Tagore : "The Kabuliwala"
- Bernard Malamud : "The Jewbird"
- Baburao Bagul : "Mother"
- Ken Liu : "The Paper Menagerie"

Unit 3:

No. of lectures: 15

- Sir Francis Bacon : "Of Marriage and Single Life" and "Of Revenge"
- Charles Lamb : "The Two Races Of Men "
- Ralph Waldo Emerson : "Self-Reliance"
- W.E.B. Du Bois : "Strivings of the Negro People"
- Shobha De : From "Speedpost": "Dear Arundhati" Aug'99 and "Dear Aditya" June'99
- Subroto Bagchi : From *Go kiss the world*: "Learning to Listen" (p. 145-150) and "Who Is a Good Leader?" (p. 150-155)

Evaluation: First Semester End Examination Pattern 100 Marks: 3 Hours

Question 1	:	Short Notes on Unit 1 (4 out of 6)	:	20 Marks
Question 2	:	Essay on Unit 2 (1 out of 2)	:	20 Marks
Question 3	:	Essay on Unit 3 (1 out of 2)	:	20 Marks
Question 4	:	Short Notes on Unit 2 (2 out of 4)	:	20 Marks
Question 5	:	Short Notes on Unit 3 (2 out of 4)	:	20 Marks

Semester II

Optional English: Introduction to Prose and Fiction Paper II

Course Content

Unit 1:

No. of lectures: 15

Novella, Aspects of Novel, Children's Fiction, Adventure Novel, Mystery novel, Science Fiction, Social Novel, Philosophical Novel, Historical Novel

Unit 2:

No. of lectures: 15

- John Steinbeck: *The Pearl*
OR
- Ruskin Bond: *The Blue Umbrella*

Unit 3:

No. of lectures: 15

- R.K. Narayan: *The Financial Expert*
OR
- Isaac Asimov: *Fantastic Voyage*

Evaluation: Second Semester End Examination Pattern 100 Marks: 3 Hours

Question 1	:	Short Notes on Unit 1 (4 out of 6)	:	20 Marks
Question 2	:	Essay on Unit 2 (1 out of 2)	:	20 Marks
Question 3	:	Essay on Unit 3 (1 out of 2)	:	20 Marks
Question 4	:	Short Notes on Unit 2 (2 out of 4)	:	20 Marks
Question 5	:	Short Notes on Unit 3 (2 out of 4)	:	20 Marks

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University of Mumbai

Syllabus for S.Y.B.A. (Applied Component)

Program: B.A.

Course: Introduction to Advertising

(Choice Based Credit System with effect from the Academic Year 2017-2018)

1. Syllabus as per Choice-Based Credit System:

- i) Name of the Program : S. Y. B.A. (Applied Component)
Semester III and IV
- ii) Course Code :
- iii) Course Title : **Introduction to Advertising**
Semester III: Paper I, (Basic Concepts
of Advertising)
Semester IV: Paper II, (Creativity and
Research in Advertising)
- iv) Semester wise Course Contents : Enclosed the copy of syllabus
- v) References and Additional References: Enclosed in the Syllabus
- vi) Credit Structure : No. of Credits per Semester – 02
- vii) No. of lectures per Unit : 12
- viii) No. of lectures per week : 04
2. **Scheme of Examination** : 5 Questions of 20 marks each
3. **Special notes, if any** : No
4. **Eligibility, if any** : No
5. **Fee Structure** : As per University Structure
6. **Special Ordinances / Resolutions if any** : No

S.Y. B.A. (Applied Component)
Course Title: Introduction to Advertising
Paper I & II
(100 Marks Examination Pattern)

Objectives:

1. To introduce the learners to the basic concepts in advertising
2. To help them to understand the link between advertising and society
3. To enable them to develop copy writing skills

Course Outcomes:

By the end of the course, a student should develop the ability:

1. To write clearly, coherently and effectively about various concepts in advertising
2. To recognize the different aspects of advertising as a profession
3. To develop a critical sense of the impact and influence of advertising

Semester III	Applied Component	Paper I	2 Credits
Course Title: Introduction to Advertising -- Basic Concepts of Advertising			

Total Lectures:60

Unit 1. Introduction to Advertising

12 lectures

- a. Advertising: Evolution of advertising, Features of advertising, Active participants, Role of Advertising in Marketing Mix.
- b. Classification of Advertising:
 Social Advertising, Political Advertising, Advocacy Advertising, Retail Advertising, Financial Advertising, Corporate Image Advertising, Primary & Selective Advertising.

Unit 2. Advertising, Marketing and Communication

12 lectures

- a. Introduction to Integrated Marketing Communication, Advertising and Publicity, Public Relation, Sales promotion, Product Life Cycle, Low involvement and High Involvement Products
- b. Advertising and Brand Building, Consumer Behavior, Target Audience and market segmentation

Unit 3. Media in Advertising**12 lectures**

- a. Factors influencing media selection and Media Planning Strategies
- b. Media options for advertising – Television, Radio (special reference to FM), Internet, Print, Film, Outdoor advertising and Social Media
- c. Concepts – Media buying, Media Selling, Media Mix, Clutter, Zipping & Zapping

Unit 4. Economic & Social Aspects of Advertising**12 lectures**

- a. Economic aspects of advertising: impact on production, distribution and consumer cost, advertising and competition
- b. Social aspects of advertising, advertising and culture (values, festivals, customs), standard of living, ethics in advertising
- c. Regulation and control on advertising in India – Advertising Standard Council of India (ASCI), Advertising Agencies Association of India (AAAI), and Information & Broadcasting Ministry

Unit 5. Advertising Agency and Advertising as a Career**12 lectures**

- a. Advertising Agency– definition, types of services offered, types of advertising agencies, structure of ad agencies, agency selection criterion, ways of getting clients with special reference to creative pitch
- b. Career options available in advertising field – advertising agency, media, production houses, research and allied fields – printing, graphics and animation, modeling and dubbing

Evaluation Pattern:

Third Semester End Examination	Duration: 3 Hours	100 Marks
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Question 1.	One Essay or two short notes on Unit 1	:20 Marks
Question 2.	One Essay or two short notes on Unit 2	:20 Marks
Question 3.	One Essay or two short notes on Unit 3	:20 Marks
Question 4.	One Essay or two short notes on Unit 4	:20 Marks
Question 5.	One Essay or two short notes on Unit 5	:20 Marks

Semester IV	Applied Component	Paper II	2 Credits
Course Title: Introduction to Advertising -- Creativity and Research in Advertising			

Total Lectures: 60

Unit 1. Creativity and Psychology in Advertising **12 lectures**

- a. Role of Creativity in Advertising, Positioning strategies, Requisite of an advertisement–AIDA, role of persuasion, determining the message theme, USP, decision on advertising appeals and selling styles (soft selling / hard selling skills)
- b. Psychology in advertising – perception, attitudes and values, personality and motivations (including buying motives).

Unit 2. Copy Writing **12 lectures**

- a. Copy – types and essentials, Copy writing for print, outdoor, radio, web and television (concept of storyboards)
- b. Elements of copy – headline (functions and types), overline, body copy, captions, taglines, slogans, call to action, logo, Company name

Unit 3. Illustration and Layout **12 lectures**

- a. Illustrations – functions and types
- b. Layouts – stages, types and essentials

Unit 4. Advertising research **12 lectures**

Evaluating advertising effectiveness
Importance of research in advertising
Types of research: copy research and behavioural research
Pre-testing and Post-testing methods of evaluation
Pre-testing methods: methods for concept testing and copy testing
Post-testing methods: sales and response rates, recall tests, recognition tests and attitude and opinion tests

Unit 5. Creating a Print Advertisement **12 lectures**

Students are expected to write a headline, caption, slogan and copy for a given product or service

Evaluation Pattern:

Fourth Semester End Examination	Duration:3 Hours	100 Marks
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- Q1. One Essay or two short notes on Unit 1 : (20 Marks)
- Q2 One Essay or two short notes on Unit 2 : (20 Marks)
- Q3 One Essay or two short notes on Unit 3 : (20 Marks)
- Q4 One Essay or two short notes on Unit 4 : (20 Marks)
- Q5 Copy writing task based on Unit 5 : (20 Marks)

References:

1. *Advertising Management* - Batra Rajeev, Myers John G., and Aaker David A., 5th ed., Prentice Hall India, New Delhi, 2004.
2. *Advertising Management* – Jaishree Jethwaney and Shruti Jain, 2nd Ed. Oxford University Press, 2012.
3. *Advertising and Promotion: An Integrated Marketing Communications Perspective*- Belch G. and Belch M., 6th ed., Tata McGraw-Hill Publishing Company Limited, New Delhi, India, 2003.
4. *Advertising and Sales Promotions* - Kazmi S. H. H. and Batra Satish K., 2nd ed., Excel Books, New Delhi, India, 2004.
5. *Advertising Principles* - Bergh B. G. V. and Katz H., NTC Business Books, Lincolnwood, Illinois, USA, 1999.
6. *Advertising, Principles and Practice* - Wells William, Moriarty Sandra & Burnett John, 7th ed. Pearson Education Inc., 2006.
7. *Kleppners Advertising Procedure* - W. Ronald Lane, J. Thomas Russell, Karen Whitehill King 16th Ed., Pearson Education India, 2008.
8. *Integrated Advertising, Promotion and Marketing Communications* - Clow Kenneth E. and Baack Donald, Pearson Education Inc., 2002.
9. *Strategic Brand Management* - Keller Kevin L., 2nd ed., Pearson Education Inc., 2007.

Supplements of Newspapers – students are recommended to read the Economic Times –
Brand Equity – every Wednesday; Financial Express –
Brandwagon – every Tuesday

Useful sites:

www.afaqs.com ; www.ascionline.org; www.campaignindia.in ; www.exchange4media.com ;
www.tamindia.com

MOOC courses:

- 1) <<<https://www.mooc-list.com/course/online-advertising-onlinead-open2study>>>
- 2) <<<https://www.mooc-list.com/course/integrated-marketing-communications-advertising-public-relations-digital-marketing-and-more>>>
- 3) <<<https://www.mooc-list.com/course/content-advertising-social-imc-coursera>>>
- 4) <<<https://www.mooc-list.com/course/advertising-and-society-coursera>>>

Syllabus Prepared by

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UNIVERSITY OF MUMBAI



Syllabus for

S.Y.B.A. (Applied Component)

Course Title: Mass Communication

Paper I & II

(Choice Based Credit System with effect from the Academic Year 2022-2023)

7. Syllabus as per Choice Based Credit System (CBCS):

- ix. Name of the Program** : S.Y.B.A. (Applied Component)
- x. Course Code** : Semester III (UAMASSCOM301)
Semester IV (UAMASSCOM401)
- xi. Course Title** : **Mass Communication**
Papers I and II
- xii. Semester wise Course Contents** : Enclosed in the Copy of the Syllabus
- xiii. References & Additional References** : Enclosed in the Syllabus
- xiv. Credit Structure** : Number of credits per Semester – 02
- xv. No. of lectures per Unit** : As mentioned in the syllabus
- xvi. No. of lectures per week** 04
- 8. Scheme of Examination** : **05 Questions** of 20 Marks each
- 9. Special notes, if any** : No
- 10. Eligibility, if any** : No
- 11. Fee Structure** : As per University Fee Structure
- 12. Special Ordinances / Resolutions if any** : No

Semester III – Paper I

Credits: 02

Lectures per week: 04

Total lectures: 60 per semester

Unit 1- Nature of Mass Communication (20 lectures)

- A) Scope, need, and elements of communication
- B) Meaning, definition, and features of Mass Communication
- C) Mass media theories like Cultivation theory, Gatekeeping theory, Magic bullet/hypodermic needle theory
- D) Functions of Mass Communication: entertainment, surveillance, education, interpretation, persuasion, socialization, opinion building
- E) Mass audience & opinion leaders: concept, sociology and psychology

Unit II- Traditional media, Print Media and Radio (15 lectures)

- A) Folk media
- B) The making of a newspaper: major formats of newspaper items
- C) Partisan Journalism/Yellow Journalism/Objective Reporting
- D) Major types of magazines
- E) Radio as a patron of music
- F) Radio News, Radio Drama, Community Radio and Campus Radio

Unit III- Films/ Cinema (15 lectures)

- A) History of Indian cinema and major milestones
- B) Major types of films/cinema: Documentaries, Art films, Animations, Short-films, and Biopics
- C) Some aspects of film making (scripting, directing, sounds)
- D) The impact of films/cinema on society
- E) Ethics of cinema

Unit IV- Trends in New media or Digital media (10 lectures)

- A) Online news websites

Semester IV – Paper II

Credits: 2

Lectures per week: 04

Total lectures: 60 per semester

Course Title: Mass Communication

Unit I- Evolution of Different Media and the Contemporary Context (10 Lectures)

- A) Beginnings of mass media in India
- B) Technological milestones and changing trends from conventional to digital media
- C) Role of media in national development
- D) Reach of media (regional and demographic coverage)

Unit II - Television (15 lectures)

- A) Major formats of TV programmes
- B) Television and its impact on Indian families
- C) Television and consumerism
- D) Television and surveillance
- E) Reality Television

Unit III- Media-related Issues and Laws in India (20 lectures)

- A) Freedom of expression and Censorship
- B) Relationship between media and government
- C) Media objectivity, media bias, and political leanings
- D) Trial by media and media ethics (Television and Print)
- E) Objectionable advertising
- F) Information technology (IT) Acts related to media
- G) Major laws in India related to media

Unit IV- Functions of Media Personnel and Careers in Media (15 lectures)

- A) Cyber Journalism
- B) Editors

Bibliography:

1. Acharya A.N. *Television in India: A Sociological Study of Policy and Perspectives*. New Delhi: Manas Publications, 1987.
2. Ahuja B.K. *Mass Media Communication: Theory and Practices*. New Delhi: Saurabh Publishing House, 2010.
3. Ahuja B. N. *History of Press., Press Laws and Communications*. New Delhi: Surjeet Publications, 1988.
4. Arceneaux, Noah, and Kavoori Anandam (Eds.). *The Mobile Media Reader*. Peter Lang Publishing, 2012.
5. Baghel, Sanjay Singh (Ed.). *Social Media and Indian Youth*. New Delhi: Apple Books, 2015.
6. Battaglia, Giulia. *Documentary Film in India: An Anthropological History*. Oxon: Routledge, 2018.
7. Black, Sam. *Practical Public Relations*. London: E.L.B.S, 1972.
8. Chatterji, P.C. *Broadcasting in India*. (Second Ed.). New Delhi: Sage, 2000.
9. Folkerts Jean and Stephen Lacey. *The Media in Your Life: An Introduction to Mass Communication* (Third Ed.). Pearson Education, 2004.
10. Guha Thakurta, Paranjoy. *Media Ethics: Truth, Fairness, and Objectivity*. (Second Ed.). New Delhi: Oxford University Press, 2011.
11. Hasan, Seema. *Mass Communication: Principles and Concepts*. CBS Publishers, 2010.
12. Joseph M.K. *Freedom of the Press*. New Delhi: Anmol Publication, 1997.
13. Joshi Uma. *Textbook of Mass Communication and Media*. New Delhi: Anmol Publications, 2002.
14. Kamath. M V. *Professional Journalism*. New Delhi: Vikas Publishing House, 1980.
15. Kumar, Keval. *Mass Communication: A Critical Analysis*. Mumbai: Vipul Prakashan, 2002.
16. Menon, P. K. *Practical Journalism*. Jaipur: Aavishkar Publishers, 2005.
17. Narula, Uma. *Mass Communication: Theory and Practice*. New Delhi: Har Anand, 2001.
18. Parthasarathy, Rangaswamy. *Journalism in India*. (Fourth Ed.). New Delhi: Sterling Publication, 2011.
19. Puri, Manohar. *Art of Editing*. New Delhi: Pragun Publication, 2006.
20. Ranganathan, Maya, and Usha Rodrigues. *Indian Media in a Globalised World*. New Delhi: Sage, 2010.
21. Rodrigues, Usha and Maya Ranganathan. *Indian News Media: From Observer to Participant*. New Delhi: Sage, 2015.
22. Rantanen, Terhi. *The Media and Globalisation*. London: Sage, 2005.
23. Rodman, George. R. *Making Sense of Media: An Introduction to Mass Communication*. Pearson, 2000.
24. Roy Barun. *Beginner's Guide to Journalism and Mass Communication*. New Delhi: V& S Publishers. 2013.
25. Seneviratne, Kalinga. *Myth of 'Free Media' and Fake News in the Post-truth Era*. Sage, 2019.
26. Singh, Anand Shanker (Ed.). *Role of Media in Nation Building*. Cambridge Scholars Publishing, 2016.
27. Singhal, Arvind, and Everett M. Rogers. *India's Communication Revolution: From Bullock Carts to Cyber Marts*. New Delhi: Sage, 2000.

Semester III:	Paper II	Total Credits: 03
Course Title: Optional English: Introduction to Drama		Total Lectures: 45

Course Content

Unit 1: **No. of lectures: 15**

Definition, Concept and Significance of Drama

Origin and Development of Drama

Terms and Concepts associated with Drama:

Plot (Main Plot, Sub-plot, Simple, Complex, Peripeteia and Anagnorisis, Exposition, Complication, Resolution, Denouement, Climax, Anti-climax)

Character (Hero, Villain, Confidante, Foil)

Act and Scene,

Soliloquy and Aside,

Music, Chorus' Lights, Masks, Proscenium Arch, Play within Play, Subtext, Catharsis, Hamartia, Comic relief, Unity of action, time and place, Narrator and Sutradhar, etc.

Unit 2: **No. of lectures: 15**

Sophocles : *Oedipus Rex / Oedipus, The King*

OR

John Galsworthy : *Strife*

Unit 3: **No. of lectures: 15**

Girish Karnad : *Flowers*

OR

Mohan Rakesh : *Half-way House (Adhe Adhure)*

Evaluation: First Semester End Examination Pattern-100 Marks: 3 Hours

Question 1	:	Short Notes on Unit 1 (4 out of 6)	:	20 Marks
Question 2	:	Essay on Unit 2 (1 out of 2)	:	20 Marks
Question 3	:	Essay on Unit 3 (1 out of 2)	:	20 Marks
Question 4	:	Short Notes on Unit 2 (2 out of 4)	:	20 Marks
Question 5	:	Short Notes on Unit 3 (2 out of 4)	:	20 Marks

Semester IV:	Paper II	Total Credits: 03
Course Title: Optional English: Introduction to Drama		
Total Lectures: 45		

Course Content

Unit 1: **No. of lectures: 15**

Types of Drama (based on form, content, function, theme, style, etc.):
 Interlude, Chronicle Plays, Mystery Plays, Miracle Plays, Morality Plays, Romantic Comedy, Comedy of Humours, Restoration Comedy of Manners, Sentimental Comedy, Senecan Plays or Revenge Plays, History Plays, Heroic Drama, Blank Verse Drama, Poetic Drama / Verse Drama, Drama of Ideas / Problem Play, Expressionist Plays, Epic Theatre, Absurd Plays, Plays by Angry Young Men, Kitchen Sink Drama, Theatre of Cruelty, Comedy of Menace, etc.

Unit 2: **No. of lectures: 15**

Eugene O'Neil : *The Hairy Ape*
 OR
 Lorraine Hansberry : *A Raisin in the Sun*

Unit 3: **No. of lectures: 15**

Wole Soyinka : *The Lion and the Jewel*
 OR
 David Williamson : *The Removalists*

Evaluation: Second Semester End Examination Pattern 100 Marks: 3 Hours

Question 1	:	Short Notes on Unit 1 (4 out of 6)	:	20 Marks
Question 2	:	Essay on Unit 2 (1 out of 2)	:	20 Marks
Question 3	:	Essay on Unit 3 (1 out of 2)	:	20 Marks
Question 4	:	Short Notes on Unit 2 (2 out of 4)	:	20 Marks
Question 5	:	Short Notes on Unit 3 (2 out of 4)	:	20 Marks

References:

- Abrams, M. H. and Harpham, Geoffrey Galt. *A Glossary of Literary Terms*. Cengage Learning, 2015.
- Ackerman, Alan Louis, editor. *Reading Modern Drama*. University of Toronto Press, 2012.
- Albert, Edward. *History of English Literature*. Oxford UP, 2009.
- Andermahr, Sonya. et al. *A Glossary of Feminist Theory*. Arnold, 2000.
- Athenian Society. *Drama, Its History*. Nabu Press, 2012.
- Auger, Peter. *The Anthem Glossary of Literary Terms and Theory*. India, Anthem Press, 2011.
- Baldick, Chris. *Oxford Dictionary of Literary Terms*. Cambridge UP, 2008.

Semester III:	Paper III	Total Credits: 03
Course Title: Optional English: Introduction to Poetry		

Total Lectures: 45

Unit I

15 Lectures

- A) Elements of Poetry:** Turns of Speech: Voice and persona, tone, mood, attitude; Diction: Denotation and connotation; Imagery; Symbol; Allegory; Figurative Language; Music: Rhyme and Rhythm, Scansion (scansion to be taught and practiced; not for evaluation)
- B) Types of Verse:** Nature, characteristics and functions: Epic, lyric, sonnet, elegy, ode, ballad, dramatic monologue and free verse

Unit II

15 Lectures

- John Milton : 'Invocation' (from *Paradise Lost*), Book 1, Lines 1-26
- Robert Frost : 'The Road Not Taken'
- Edmund Spenser : 'Men Call you Fayre...' (*Amoretti* LXXIX)
- William Shakespeare : Sonnet 19, 'Devouring Time, blunt thou the Lion's paws'
- Walt Whitman : 'O Captain! My Captain!'
- Ralph Waldo Emerson: 'Ode to Beauty'
- W. B. Yeats : 'The Song of Wandering Aengus'

Unit III

15 Lectures

- John Keats : 'La Belle Dame sans Merci'
- Alfred Lord Tennyson: 'Ulysses'
- Rabindranath Tagore : 'Freedom'
- Sarojini Naidu : 'Indian Weavers'
- Wole Soyinka : 'To My First White Hairs'
- Pablo Neruda : 'You Start Dying Slowly'
- Nissim Ezekiel : 'Enterprise'

Evaluation Pattern:

Third Semester End Examination Pattern	Duration: 3 Hours	Marks: 100
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- | | |
|--|-----------|
| Question 1(A):- Short notes on Unit I (A) (2 out of 4) | :10 Marks |
| and | |
| Question 1 (B): Short notes on Unit I (B) (2 out of 4) | :10 Marks |
| Question 2: Essay on Unit II (1 out of 3) | :20 Marks |
| Question 3: Essay on Unit III (1 out of 3) | :20 Marks |
| Question 4: Short Notes on Unit II (2 out of 4) | :20 Marks |
| Question 5: Short Notes on Unit III (2 out of 4) | :20 marks |

Semester IV:

Paper III

Total Credits:03

Course Title: Introduction to Poetry

Total Lectures: 45

Unit I: Trends and Movements in Poetry: Modernism and after **15 Lectures**
Modernism, War Poetry, Harlem Renaissance, Imagism, Symbolism, Surrealism, Confessional Poetry,
Beat poetry, Modernism in Indian English Poetry

Unit II **15 Lectures**

T.S. Eliot : 'The Love Song of J. Alfred Prufrock'
Wilfred Owen : 'Anthem for Doomed Youth'
Claude McKay : 'If We Must Die'
William Carlos Williams : 'The Red Wheelbarrow'
Wallace Stevens : 'Sunday Morning'
Kamala Das : 'An Introduction'
Arun Kolatkar : 'The Bus'

Unit III **15 Lectures**

Phillip Larkin : 'Church Going'
Robert Creeley : 'I Know a Man'
Meena Kandasamy : 'Touch'
Gabriel Okara : 'The Mystic Drum'
Chinua Achebe : 'Refugee Mother and Child'
Margaret Atwood : 'This is a Photograph of Me'
Derek Walcott : 'A Far Cry from Africa'

Evaluation Pattern:

Fourth Semester End Examination Pattern **Duration: 3 Hours** **Marks: 100**

Question 1: Short notes on Unit I	(4 out of 6)	:20Marks
Question 2: Essay on Unit II	(1 out of 3)	:20 Marks
Question 3: Essay on Unit III	(1 out of 3)	:20 Marks
Question 4: Short Notes on Unit II	(2 out of 4)	:20 Marks
Question 5: Short Notes on Unit III	(2 out of 4)	:20 marks

Semester V: Indian Literature – I
Course code- UAENG501 04Credits
Total Lectures: 60

Unit I: Background Topics

Lectures 20

- The rise of English studies in India
- Survey of Development of Short Story Writing in Indian English Literature
- The Contribution of Great Trio to Indian Novel – Raja Rao, Mulk Raj Anand and R. K. Narayan
- Gandhian Whirlwind in Indian English Novel
- Partition Novel
- Postcolonial Indian Novel
- Writings of Indian Diaspora
- Contribution of Women Novelists
- Dalit Novelists and their Contribution

Unit II: Novel

Lectures 20

- Khushwant Singh: Train to Pakistan
- Kiran Desai: Inheritance of Loss

Unit III: Short Stories

Lectures 20

1. Rabindranath Tagore: The Wife's Letter
2. Mulk Raj Anand: The Liar
3. R. K. Narayan: Lawley Road
4. Bandumadhav: The Poisoned Bread
5. Jhumpa Lahiri: Interpreter of Maladies
6. Chitra Banerjee Divakaruni: Doors

Sources for the Short Stories:

Chaudhari Sukanta. Rabindranath Tagore Selected Short Stories. New Delhi: Oxford University Press, 2000.

Dangle, Arjun. Poisoned Bread Translations from Modern Marathi Literature. Orient Longman, 1994.

Kumar, Shiv Kumar. Contemporary Indian Short Stories in English: Collection of 24 Short Stories in English. Sahitya Akademi, 1991.

Jatin Mohanty (Ed). Ten Short Stories. Universities Press (India) Ltd. 1983.

Lahiri, Jhumpa. Interpreter of Maladies. HarperCollins Publishers India, 1999.

Divakaruni, Chitra Banerjee. Arranged Marriage: Stories by Chitra Banerjee Divakaruni. Black Swan, 1997.

Semester VI: Indian Literature – II
Course code- UAENG601 04Credits

Total Lectures: 60

Unit I: Background Topics

Lectures 20

- Pre-Independence Indian English Drama
- Post-Independence Indian English Drama
- Pre-Independence English Poetry
- Post-Independence Indian English Poetry
- Modernism and Postmodernism in Indian English Poetry
- Contribution of Women Poets
- Dalit Poetry

Unit II: Drama

Lectures 20

1. Vijay Tendulkar: Silence! The Court is in Session
2. Mahesh Dattani: Dance Like a Man

Unit III: Poetry

Lectures 20

1. Sarojini Naidu

a. Street Cries

<https://www.poemhunter.com/poem/street-cries/>

b. Corn Grinders

<https://allpoetry.com/Corn-Grinders>

<https://www.poemhunter.com/poem/corn-grinders/>

2. Arun Kolatkar

From "Jejuri"

a. "Heart of Ruin"

b. Between Jejuri and the Railway Station

3. Dilip Chitre

a. The Felling of the Banyan Tree

b. Pushing a Cart

4. A.K. Ramanujan

a. Ecology

<https://www.poetryfoundation.org/poetrymagazine/poems/35016/ecology>

Semester V: Literary Theory and Criticism – I
Course code- UAENG 502 (04Credits)

Total Lectures: 60

Unit I: Critical Terms and Concepts

Total Lectures 15

1. Literary Criticism (Nature, scope and function)
2. Qualification of a Good Critic
3. Theory of imitation
4. Catharsis
5. Imagery
6. Affective and Intentional Fallacy.

Unit II: Essays

Total Lectures 15

1. Prof. S. N. Dasgupta: The Theory of Rasa
2. Prof. S. K. De: Kuntaka: Theory of Poetry: Vakrokti

Unit III: Essays

Total Lectures 15

1. William Wordsworth: Preface to Lyrical Ballads
2. Charles Lamb: On the Tragedies of Shakespeare

Unit IV: Critical Approaches

Total Lectures 15

A)

1. Biographical Approach
2. Marxist Approach

B)

1. Psychoanalytical Approach
2. Feminist Approach

(Fictional and non-fictional passage/extract will be given for application of above approaches - Psychoanalytical Approach and Feminist Approach)

Semester VI: Literary Theory and Criticism – II

Course code- UAENG602 (04Credits)

Total Lectures: 60

Unit I: Critical Terms/Movements

Total Lectures 15

1. Classicism
2. Romanticism
3. Realism
4. Naturalism
5. Symbolism
6. Aestheticism

Unit II: Essays

Total Lectures 15

1. T. S. Eliot: Tradition and the Individual Talent
2. D. H. Lawrence: Why the Novel Matters

Unit III: Essays

Total Lectures 15

1. Victor Shklovsky: Art as Technique
2. Cleanth Brooks: Irony as a Principle of Structure

Unit IV:

Total Lectures 15

A) Critical Approaches

1. Structuralism
2. Ecocriticism
3. Postcolonialism

B) Critical Appreciation of Poetry

A Critical Appreciation of given Unseen 20th century Poem mainly focusing on the Meaning, Themes and Figures of Speech. Title of the poem will be given without Poet's name.

Semester V: Translation Studies: Theory and Practice

Course code- UAENG503B 03 Credits

Total Lectures: 45

Unit I: Important terms and concepts

Total Lectures 15

- 1) Translation.
- 2) Transliteration.
- 3) Source Language Text and Target Language Text.
- 4) Loss and Gain in Translation.
- 5) Tools of Translation
- 6) Qualities and Strategies of Translator

Unit II: Theories of Translation

Total Lectures 15

- 1) Bhartrhari's Sphota and Translation.
- 2) Rabindranath Tagore's Theory of Translation
- 3) Eugene Nida's Formal and Dynamic Equivalence
- 4) Roman Jakobson's Linguistic Aspects of Translation

Unit III: Translated Non-Fictional texts

15 Lectures

1. Annihilation of Caste (Pages 1-5) by Dr B. R. Ambedkar. (English to Marathi / Hindi)
2. NEP-2020 (Part-II-Higher Education - pg no. 33 to 49) (English/Hindi/Marathi)

EVALUATION: -

A) Internal Assessment-

A project of 20 Marks to be given. A Non-literary passage of about 500 words from Hindi or Marathi to be translated into English by the students. It should also include the introduction of the SL text, list of the problems faced and the loss and gains in the process of translation.

B) Semester End Examination Pattern: 80 Marks- 2h. 30mins.

Q.1. 2 Short Notes based on Unit-I (2 out of 4) 20 Marks

Q.2 Essay type question based on Unit-II (1 out of 2) 20 Marks

Q.3 Essay type question based on Unit-III (1 out of 2) 20 Marks

Q.4 Translation of an unseen non-literary passage (up to 200 words) from English into Hindi/Marathi. 20 Marks

Semester VI: Translation Studies: Theory and Practice – II
Course code- UAENG603B 03 Credits Total Lectures: 45

Unit I: Terms & Concepts Total Lectures 15

- 1) Translation is an art/science/craft
- 2) Problems of translating idioms and phrases
- 3) Machine Translation
- 4) Word-for-word and creative translation
- 5) Commercial and collaborative Translation.
- 6) Audio-visual, Subtitling and Dubbing

Unit II: Problems of Literary translation Total Lectures 15

1. Translation of Prose and fiction
2. Translation of Poetry
3. Translation of drama

Unit III Translated Literary Texts Total Lectures 15

A) Poetry -

Marathi - *तुकाराम गाथा* (Any 5 abhangas)

English - *Says Tuka*, Translated by Dilip Chitre

Hindi - *कबीर के बिजक* (Any 5 dohas)

English - *Bijak of Kabir* translated by Linda Heiss and Shukdeo Singh

B) Fiction:

1. Hindi - *रेत समाधी* - Geetanjali Shree (First 15 chapters)

English - *Tomb of Sand* translated by Daisy Rockwell.

2. Marathi - *स्मृतिचित्रे* - Laxmibai Tilak.

English – *Smritichitre- The Memoirs of a Spirited Wife* translated by Shanta Gokhale

EVALUATION: -

A) Internal Assessment-

A project of 20 Marks to be given. A literary passage of about 500 words from Hindi or Marathi to be translated into English by the students. It should also include the introduction of the SL text, list of the problems faced and the loss and gains in the process of translation.

B) Semester End Examination Pattern: 80 Marks- 2h. 30mins.

Q.1. 2 Short Notes based on Unit-I (2 out of 4)

20 Marks

Q.2 Essay type question based on Unit-II (1 out of 2)	20 Marks
Q.3 Essay type question based on Unit-III (1 out of 2)	20
Marks	
Q.4 Translation of an unseen literary passage (up to 200 words) from English into Hindi/Marathi.	20
Marks	

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- 1) Asaduddin, M. *"Translation and Indian Literature: Some Reflections"*.
<https://www.ntm.org.in/download/ttvol/volume3/ARTICLES/01%20-%20Translation%20and%20Indian%20Literature%20-%20%20Some%20Reflections%20-%20M.%20Asaduddin.pdf>
- 2) Baker, Mona. *Routledge Encyclopedia of Translation Studies*. London: Routledge, 2001.
- 3) Bassnett, S. *Translation Studies*. London: Rutledge, 1988.
- 4) Chitre, Dilip. *Says Tuka*, Penguin India Limited, 1991.
- 5) Geetanjali Shree, *Ret Samadhi* Rajkamal Prakashan, India, 2018.
- 6) Gokhale, Shanta. Smritichitre- *The Memoirs of a Spirited Wife*. Speaking Tiger Publishing Private Limited, 2018.
- 7) G.Gopinathan and S.Kandaswamy (eds), *Problems of Translation*, Lokbharati Prakashan, Allahabad, 1998.
- 8) Jakobson, Roman. 'On Linguistic Aspects of Translation', in R. A. Brower (ed.) *On Translation*, Cambridge, MA: Harvard University Press, 1959, pp. 232-39.
- 9) Linda Heiss and Shukdeo Singh, translated *The Bijak of Kabir*.
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- 10) Mukherjee, Sujit. *Translation as Discovery*, Hyderabad: Orient Longman, 1994.
- 11) Munday, Jeremy. *Introducing Translation Studies*. Tehran: Yalda Ghalam, 2001.
- 12) NEP-2020 -
https://www.education.gov.in/sites/upload_files/mhrd/files/NEP_final_HINDI_0.pdf
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https://www.education.gov.in/sites/upload_files/mhrd/files/NEP_Final_English_0.pdf
- 13) Newmark, Peter. *Approaches to Translation*. Oxford: Pregamon Press, 1981.
- 14) Newmark, Peter. *A Textbook of Translation*. London: Prentice Hall. 1988
- 15) Nida, Eugene.A. *Towards a Science of Translating*, London: E. J. Brill, 1964.

Semester V:		
Course Title: Contemporary British Literature I UAENG504	Course	Code:
Credits: 04	Total Lectures: 60	

Unit 1: Background Topics: Total

Lectures 20

- 1) Early Modernism
- 2) World War I
- 3) War Poetry
- 4) Irish Movement
- 5) Impact of Russian Revolution
- 6) Expressionism and Expressionistic Theatre
- 7) Revival of Poetic Drama
- 8) Post-Modernism
- 9) Social Realism in 21st Century Drama

Unit 2: Drama Total

Lectures 20

A. Pinter Harold: *The Birthday Party* (1956)

OR

B. Eliot T. S.: *Murder in the Cathedral* (1959)

Unit 3: Poetry Total

Lectures 20

- 1) W. B. Yeats:
Sailing to Byzantium Leda and the Swan
- 2) W. H. Auden:
Stop All the Clocks Lullaby
- 3) Dylan Thomas:
Do Not Go Gentle into That Good Night Fern Hill
- 4) Wilfred Owen:
Futility Strange Meeting
- 5) Imtiaz Dharker:
A Century Later The Trick

Semester VI:		
Course Title: Contemporary British Literature II	Course	Code:
UAENG604		
Credits: 04	Total Lectures: 60	

Unit 1: Background Topics: Total
Lectures 20

- 1) Life and Literature between Two Wars
- 2) The Great Depression
- 3) Twentieth Century Short Story
- 4) World War II Novels
- 5) Psychological and Stream of Consciousness Novels
- 6) Magic Realism
- 7) The Fall of British Empire
- 8) Post-Colonial Fiction
- 9) New Literatures in English

Unit 2: Novel: Total
Lectures 20

Golding William: *Lord of the Flies* (1954)

OR

Rushdie Salman: *Midnight's Children* (1981)

Unit 3: Short stories: Total
Lectures 20

- 1) Virginia Woolf: *The Lady in the Looking Glass* (1929)
- 2) D. H. Lawrence: *The Horse Dealer's Daughter* (1922)
- 3) Angela Carter: *The Werewolf* (1979)
- 4) Neil Gaiman: *Cinnamon* (2019)
- 5) Jeffrey Archer: *The Chinese Statue* (2006)

Semester V

Course Title: Contemporary American Literature I Course Code: UAENG505

Credits: 04

Total Lectures: 60

Unit 1: Background Topics:

Total Lectures 20

- 1) Development of Postmodern American Drama
- 2) Theatre of the Absurd
- 3) Broadway and Off-Broadway Theatre
- 4) Black Art Movement
- 5) Multiculturalism in American Literature
- 6) Beat Generation
- 7) Confessional Poetry

Unit 2: Drama

Total Lectures 20

- A. Edward Albee: *Who is Afraid of Virginia Woolf?*
OR
B. Neil Simon: *The Odd Couple*

Unit 3: Poetry

Total Lectures 20

- 1) Adrienne Rich: Power
From a Survivor
- 2) Robert Lowell: Skunk Hour
For the Union Dead
- 3) Maya Angelou: Still I Rise
Phenomenal Woman
- 4) Meena Alexander: Muse
House of Thousand Doors
- 5) Allen Ginsberg: Home Work
Wild Orphan

Semester VI:

Course Title: Contemporary American Literature II Course Code: UAENG605

Credits: 04

Total Lectures: 60

Unit 1: Background Topics:

Total Lectures 20

- 1) Contemporary Native American Fiction
- 2) Postmodern African American Fiction
- 3) Contemporary Jewish American Literature
- 4) Literature of Indian Diaspora in America
- 5) Literature of Chinese Diaspora in America
- 6) American Literature in the 21st Century
- 7) Contemporary American Science Fiction

Unit 2: Novel

Total Lectures 20

- A. Toni Morrison: *The Bluest Eye*
OR
B. Beatty Paul: *The Sellout*

Unit 3: Short Stories

Total Lectures 20

- 1) Flannery O'Connor: "A Good Man is Hard to Find"
- 2) Alice Walker: "To Hell with Dying"
- 3) Bernard Malamud: "The Mourners"
- 4) Jhumpa Lahiri: "When Mr. Pirzada Came to Dine"
- 5) Amy Tan: "Mother Tongue"
- 6) Denis Johnson: "Emergency"

Semester V: Literature and Science –I

Paper IX A

Course code- UAENG506A 03Credits

Total Lectures: 45

Unit I : Background Topics

Total Lectures 15

- a. Relationship between Literature and Science
- b. Components of Science Fiction Stories. (Including Novum and Extrapolation)
- c. Themes, Ideas and Issues incorporated in Science Fiction.
- d. Forms of Science Fiction: Utopia, Fantasy and Myth.
- e. Science Fiction of today is the Science of Tomorrow.

Unit II: Science Fiction

Total Lectures 15

A) H. G. Wells: '*The Invisible Man*' (1897)

OR

B) Arthur C Clark: '*2001 A Space Odyssey*' (1968)

Unit III: Science Fiction Short Stories

Total Lectures 15

- 1) Laxman Londhe: '*Einstein the Second*'
- 2) Philip K Dick: '*Colony*'
- 3) Harish Goyal: '*Operation Reincarnation*'
- 4) Manjula Padmanabhan: '*The Pain Merchant*'
- 5) Arun Mande: '*Ruby*'

Evaluation Pattern for Semester V:

- ✓ Semester End Examination Pattern: 80 Marks – (2 & 1/2 Hours)
- ✓ The Semester End Examination for 80 marks will have 4 questions (with internal choice) of 20 marks each-

Q.1) Short Notes on Unit I (Any Two out of Four)	20 Marks
Q.2) Essay Type Questions on Unit II (Any one out of Two)	20 Marks
Q.3) Essay Type Questions on Unit III (Any one out of Two)	20 Marks
Q.4. A) Short Notes on Unit II (Any One out of Two)	10 Marks
Q.4. B) Short Notes on Unit III (Any One out of Two)	10 Marks

Project: 20 Marks

A project of 20 marks for semester V to be undertaken by the students with particular focus on the Science fiction, Science fiction short stories, Creative writings, Science fiction movies or write bio-sketch of any well-known science fiction writer of their choice (other than prescribed in the syllabus).

Evaluation Pattern for Project Work:

Sr. No.	Particulars	Marks
1	Project Work Report in 2000 words (Written or in PDF format) It may include images, graphs and appendix etc.	10
2	Presentation that demonstrates project (with the use of ICT)	10
Total Marks		20

Semester VI: Literature and Science –II
Paper IX A
Course code- UAENG606A 03 Credits
Total Lectures: 45

Unit I : Literary Terms: Subgenres of Science Fiction **Total Lectures 15**

- a. Social Science Fiction
- b. Time Travel
- c. Space Opera
- d. Apocalypse and Post-Apocalypse
- e. Artificial Intelligence

Unit II: Science Fiction **Total Lectures 15**

- A) Isaac Asimov: '*Caves of Steel*' (1953)
OR
B) Sami Ahmed Khan: '*Aliens in Delhi*' (2017)

Unit III: Short Stories **Total Lectures 15**

- 1) Seema Kulkarni: '*A Red Trajectory*'
- 2) William Gibson: '*Burning Chrome*'
- 3) Subodh Jawadekar: '*A Journey into Darkness*'
- 4) Ursula K. Le Guin: '*The Ones Who Walk Away From Omelas*'
- 5) Bruce McAllister: '*Kin*'

Evaluation Pattern for Semester VI:

- ✓ Semester End Examination Pattern: 80 Marks – (2 & 1/2 Hours)
- ✓ The Semester End Examination for 80 marks will have 4 questions (with internal choice) of 20 marks each.

Q.1) Short Notes on Unit I (Any Two out of Four)	20 Marks
Q.2) Essay Type Questions on Unit II (Any one out of Two)	20 Marks
Q.3) Essay Type Questions on Unit III (Any one out of Two)	20 Marks
Q.4. A) Short Notes on Unit II (Any One out of Two)	10 Marks
Q.4. B) Short Notes on Unit III (Any One out of Two)	10 Marks

Project: 20 Marks

A project of 20 marks for semester VI to be undertaken by the students with particular focus on the Science fiction, Science fiction short stories, Creative writings, Science fiction movies or write bio-sketch of any well-known science fiction writer of their choice (other than prescribed in the syllabus).

Evaluation Pattern for Project Work:

Sr. No.	Particulars	Marks
1	Project Work Report in 2000 words (Written or in PDF format) It may include images, graphs and appendix etc.	10
2	Presentation that demonstrates project (with the use of ICT)	10
Total Marks		20