

## CURRICULUM &amp; SCHEME OF EXAMINATION UNDER CBCS

(Applicable to students admitted from the academic year 2015-2016 onwards)

Semester	Subject Code	TITLE OF THE PAPER		Instruction Hrs./cycle	MARKS			Exam Duration (Hrs)	Credit Points
					CIA	ESE	Total		
I	15PEL101	C.P.1	Chaucer & the Elizabethan Age	6	25	75	100	3	4
	15PEL102	C.P.2	The Augustan & the Romantic Age	6	25	75	100	3	4
	15PEL 103	C.P.3	The Victorian Age & the Twentieth Century English Literature	6	25	75	100	3	4
	15PEL 104	C.P.4	Indian Writing in English	6	25	75	100	3	4
	15PEL1N1	NME	Non-Major Elective I <i>Green <del>the</del> studies</i>	6	25	75	100	3	5
II	15PEL205	C.P.5	Shakespeare	6	25	75	100	3	4
	15PEL206	C.P.6	American Literature	5	25	75	100	3	4
	15PEL207	C.P.7	New Literatures in English	5	25	75	100	3	4
	15PEL208	C.P.8	Methods of Teaching English	4	25	75	100	3	4
	15PEL209	C.P.9	Computer Applications – I– Theory Page Maker	4	15	45	60	3	3
	<del>15PEL2CL</del>	C.Pr.I	Computer Applications – I– Practical Page Maker	2	16	24	40	3	1
	15PEL2N2	NME	Non-Major Elective II <i>Oral &amp; Written Communication Skills</i>	4	25	75	100	3	5
III	15PEL310	C.P.10	Literary Theory and Criticism	5	25	75	100	3	3
	15PEL311	C.P.11	Single Author Study	5	25	75	100	3	4
	15PEL312	C.P.12	The English Language	5	25	75	100	3	4
	15PEL313	C.P.13	World Literature	5	25	75	100	3	4
	15PEL314	C.P.14	Computer Applications – II– Theory Internet and HTML Programming	4	15	45	60	3	3
	15PEL3CM	C.Pr.II	Computer Applications – II – Practical Internet and HTML Programming	2	16	24	40	3	1
	15PEL3E1	ME	Major Elective- 1 <i>Linguistics</i>	4	25	75	100	3	5

APPROVED BY THE ACADEMIC COUNCIL

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Semester	Subject Code	TITLE OF THE PAPER		Instruction Hrs./cycle	MARKS			Exam Duration (Hrs)	Credit Points
					CIA	ESE	Total		
IV	15PEL415	C.P.15	English Language Teaching	6	25	75	100	3	4
	15PEL416	C.P.16	General Essay	6	25	75	100	3	3
	15PEL417	C.P.17	Research Methodology	6	25	75	100	3	4
	15PEL4E2	ME II	Major Elective - II	6	25	75	100	3	5
	15PEL4Z1	C.P.18	Project and Viva Voce	6	20	80	100	3	4

#### Advanced Learners Course (ALC) under Self Study Scheme (Optional)

Sem-II	15PELOD1	ALC 1	The Art of Public Speaking	-	-	100	100	3	2
Sem-III	15PELOD2	ALC 2	Personality Development	-	-	100	100	3	2
Sem- IV	15PELOD3	ALC 3	Women's Studies	-	-	100	100	3	2

#### Job Oriented Course (JOC) Semester - I

English for Competitive Examinations

#### Career Oriented Programme (COP) Semester-III

Copy Writing

#### Major Elective Papers

(2 papers are to be chosen from the following 4 papers)

- 1.Linguistics
- 2.Journalism & Mass Communication
- 3.Children's Literature
- 4.Women's Studies

#### Non Major Elective Papers

(2 papers are to be chosen from the following 4 papers)

1. Green Studies
2. Oral and Written Communication Skills
3. Science Fiction
4. Soft Skills & Personality Development.

# **PART WISE TOTAL MARKS**

SUBJECT	No. of Subjects	TOTAL MARKS	TOTAL CREDITS
CORE - THEORY / PRACTICALS	18	1800	76
MAJOR ELECTIVE 1	1	100	5
MAJOR ELECTIVE 2	1	100	5
NON - MAJOR ELECTIVE 1	1	100	5
NON-MAJOR ELECTIVE 2	1	100	5
<b>TOTAL</b>	<b>22</b>	<b>2200</b>	<b>90</b>

## **CBCS - Choice Based Credit System**

**CP** - Core Paper

**CPr.** - Core Practical

**CIA** - Continuous Internal Assessment

**ESE** - End of Semester Examination

### **Component for Project**

CIA/ESE	Particulars	Project out of 100 Marks(PG)
<b>CIA</b>	Project review	15
	Regularity	5
	<b>Total Internal Marks</b>	20
<b>*ESE</b>	Project Report present	60
	Viva Voce	20
	<b>Total External Marks</b>	80
<b>Total Marks (CIA+ESE)</b>		100

- Project Report and Viva voce will be evaluated jointly by both the project supervisor (faculty of the Department) and an External Examiner.

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## M.A. ENGLISH

### Question Paper Pattern

(Applicable to students admitted from the academic year 2015-2016 onwards)  
**Maximum Marks in End Semester Examination – 75 Marks Time-3hrs**

For all Core Papers (Except-C.P-9 – Page Maker & C.P.14-Internet and HTML Programming) , Major & Non Major Electives the following pattern will be followed:

#### SECTION A (10X1=10marks)

Questions 1 – 10 (10x1=10)

Multiple Choice questions with four alternatives to be taken from all five Units.

**Each Unit** will have 2 multiple choice questions.

All Questions carry equal marks.

#### SECTION-B (5X3=15marks)

Questions 11 – 15 (5X3=15)

Short Notes in about **150 words** of either/or type should be taken from all the five Units.

All Questions carry equal marks.

#### SECTION-C (5X10=50 marks)

Questions 16 – 20

Essay type Questions in about **600 words** of either/or type, should be taken from all five units.

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### Question Paper Pattern (ALC,COP & JOC)

**For Advanced Learners Course (ALC), Career Oriented Programme (COP) and Job Oriented Course (JOC).**

Section A Multiple Choice Questions (10X10=10 Marks)

Section B – Either or Type (5X6=30 Marks)

Section C- Either or Type (5X12=60 Marks)

### COMPUTER PAPERS

**Question Paper Pattern for Core Papers 15PEL209, 15PEL314**

(Applicable to students admitted from the academic year 2015-2016 onwards)

**Maximum Marks in End Semester Examination – 45 Marks –Time-3hrs**

**Answer all of the following questions**

**Section – A    5 x 3 =15 Marks**

Five questions either or type

(One question from each unit)

**Section – B    5 x 6 = 30 Marks**

Five questions either or type

(One question from each unit)

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SEMESTER - I

CORE PAPER- 1  
CHAUCER & THE ELIZABETHAN AGE  
Code: 15PEL101

CREDITS: 4

TOTAL INSTRUCTION HOURS: 90

OBJECTIVES:

This paper paves the foundation for a study of English Literature. It begins with Chaucer and continues through the Elizabethan age.

UNIT-I (Poetry)

(18 hours)

Geoffrey Chaucer

The Prologue to the Canterbury Tales

Edmund Spenser

Prothalamion

2 hrs

PC

UNIT -II (Poetry)

(18 hours)

John Donne

The Canonization

Andrew Marvell  
Ballad

To His Coy Mistress  
Sir Patric Spens.

1 hr

MP

UNIT-III (Drama)

(18 hours)

Marlowe

Dr. Faustus

Ben Jonson

Volpone

3 hrs

SP

UNIT-IV (Prose)

(18 hours)

Bacon's Essays

Of Studies  
Of Marriage and Single life  
Of Revenge  
Of Parents and Children

Bunyan

The Pilgrim's Progress\*\*

of Love

**UNIT-V (Literary Theory and Criticism)**

(18 hours)

SP

Sydney      An Apology for Poetry

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[From **English Critical Texts** by D.J.Enright and Ernest De Chickera.( OUP).]

**\*\* SELF STUDY: Questions for Examinations may be taken from Self Study portions also.**

**Suggested Reading:**

**Selected Essays of Francis Bacon**, Appleton-Century-Crofts, Inc; First edition (1948),Rev.2001.

**Marlowe; a collection of critical essays.** Englewood Cliffs, N.J., Prentice-Hall [1964],Rev.1999.

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**CORE PAPER -2**  
**THE AUGUSTAN & THE ROMANTIC AGE**  
**Code: 15PEL102**

**CREDITS: 4**  
**TOTAL INSTRUCTION HOURS: 90**

**OBJECTIVES:**

This paper enables the students to understand the ideas of the great masters of English Literature during the Augustan and Romantic period.

**UNIT-I (Poetry)**

(18 hour)

2 hrs

John Milton

Paradise Lost -Book 1X

SJ

Pope

Rape of the Lock

**UNIT-II (Drama)**

(18 hours)

1 hr

Dryden

All for Love

MP

Goldsmith

She stoops to Conquer

**UNIT-III (Prose)**

(18 hours)

1 hr

Charles Lamb

(From *Essays of Elia*)

Dream- Children ;A Reverie

SNV

Jonathan Swift

Gulliver's Travels - Book II

**UNIT-IV (Fiction)**

(18 hours)

1 hr

Jane Austen

Emma

Walter Scott

Kenilworth\*\*

AJK

**UNIT-V (Literary Theory and Criticism)**

(18 hours)

1 hr

Wordsworth

Preface to the Lyrical Ballads

MP

[From **English Critical Texts** by D.J.Enright and Ernest De Chickera. (OUP)]

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**\*\* SELF STUDY:** Questions for Examinations may be taken from Self Study portions also.

**Suggested Reading:**

**E.M.Forster - *Aspects of Novel*, OUP 1927.**

**Living Milton** Routledge & Kegan Paul PLC (December 1960), Rev. 2001.

**Watt, Ian. *The Rise of the Novel*: Studies in Defoe, Richardson and Fielding. Berkeley: U of California P, 1957.Rev.2005.**

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**CORE PAPER-3**  
**THE VICTORIAN AGE & THE TWENTIETH CENTURY ENGLISH LITERATURE**  
**Code: 15PEL103**

**CREDITS: 4**  
**TOTAL INSTRUCTION HOURS: 90**

**OBJECTIVES:**

This paper enables the students to comprehend and appreciate the transition from the conservative Victorian era to the liberal modern period.

2 hrs

**UNIT-I (Poetry)**

(18 hours)

Robert Browning  
 Tennyson

Andrea Del Sarto  
 Ulysses

W.B. Yeats

Easter 1916

**UNIT-II (Prose)**

(18 hours)

**Essays of Aldous Huxley** ed. By. S.K.Kumar, (Macmillan Co.)  
 The following two essays only:

1. Beliefs and Actions
2. Comfort

*Selected Essays of Orwell* ed. by N.G.Nayar, (Macmillan)

**Shooting an Elephant \*\***

2 hrs

MP

**UNIT-III (Drama)**

(18 hours)

Bernard Shaw  
 Oscar Wilde

Saint Joan  
 Importance of Being Earnest

NG

2 hrs

**UNIT-IV (Fiction)**

(18 hours)

Thomas Hardy  
 Charles Dickens

Tess of the D'urbervilles  
 Oliver Twist\*\*

1 hr

**UNIT-V (Criticism)**

(18 hours)

Matthew Arnold

The Study of Poetry

1 hr  
PC

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[From **English Critical Texts** by D.J.Enright and Ernest De Chickera. (OUP).]

**\*\* SELF STUDY: Questions for Examinations may be taken from Self Study portions also.**

**Suggested Reading:**

Gibbs, Anthony Matthews, *Bernard Shaw : a Life.* – Gainesville : University Press of Florida, 2005.

**Elizabeth Barrett and Robert Browning: A Creative Partnership.** Mary Sanders Pollock. (Ashgate Publishing, 2003).

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6 hrs

PEL-7  
**CORE PAPER – 4**  
**INDIAN WRITING IN ENGLISH**  
Code: 15PEL104

CREDITS: 4  
TOTAL INSTRUCTION HOURS:90

**OBJECTIVES:**

To introduce students to the issues & concerns of the area of Indian writing in English. To teach students to debate and engage with variety of texts.

**UNIT-I (Poetry)**

(18 hours)

Nissim Ezekiel	Poet, Lover, Bird-Watcher <b>Night of the Scorpion**</b>
A.K.Ramanujam	Snakes A poem on particulars
Parthasarathy	Under Another Sky Lines for a Photograph
P.Lal	The Lecturer The Poet
K.N.Daruwalla	Death by Burial Railroad Reveries

2 hrs

CSC

[Poems are from *Contemporary Indian Poetry in English*, ed. Peeradina, (Macmillain)]

**UNIT-II (Drama)**

(18 hours)

Girish Karnad	Nagamandala
Vijay Tendulkar	Silence, The Court is in Session (OUP)

1 hr

SP

**UNIT-III (Prose)**

(18 hours)

Swami Vivekananda	On Karmayoga Work Without Motive
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1 hr

CSC

(The complete works of Swami Vivekananda ( *Lectures and Discourses*) by Swami Vivekananda. Vol. 5. Advita Publishers, Calcutta.2009)

Ed. C.D.Narasimhaiah The Essential Nehru (Macmillain)  
(Essays 1-6)

**UNIT-IV (Fiction)**

(18 hours)

U.R.Ananada Murthy	Samskara
Anita Desai	<b>Where Shall We go this Summer**</b>

1 hr

Bq



**UNIT-V (Criticism)**

Adil Jussawalla

The New Poetry

1 hr AM  
(18 hours)

(from **Readings in Commonwealth Literature** ed. William Walsh)

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**\*\* SELF STUDY:** Questions for Examinations may be taken from Self Study portions also.

**Suggested Reading:**

**Critical Response to Indian English Fiction.** Shyam M, Asnani. Delhi: Mittal Publications, 1986.

**Indian English Novelists: An Anthology of Critical Essays.** Ed. Madhusudan Prasad. New Delhi: Sterling, 1982.

**Indian English Drama: A Critical Study,** S.Krishna Bhatta. New Delhi: Sterling, 1987.

**Makers of Indian English Literature.** Ed. C.D.Narasimhaiah. New Delhi: Pencraft, 2000.

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Semester II

PEL-9

SEMESTER - II

CORE PAPER-5

SHAKESPEARE

Code: 15PEL205

6 hr.

DT-2

SP-3

MP-1

6

CREDITS: 4

TOTAL INSTRUCTION HOURS: 90

**OBJECTIVES:**

To expose the students to Shakespeare's plays, Sonnets and Shakespeare's Theatre and his Audience and enable the students to appreciate the language of Shakespeare's plays and Sonnets.

**UNIT-I**

(18 hours)

Othello  
Twelfth Night *sp*

DT  
2 hr.

**UNIT-II**

(18 hours)

The Merchant of Venice  
Julius Caesar *DT*

SP

**UNIT-III**

(18 hours)

King Lear  
A Midsummer Night's Dream  
*Tempest*

3 hr.

**UNIT-IV**

Sonnets 1-20

(18 hours)

**UNIT-V**

General Shakespeare

(18 hours)

Shakespeare's Theatre and His Audience,  
Shakespeare's Villains, Shakespeare's Fools and  
Shakespearean Criticism.\*\*

1 hr.

MP

**\*\* SELF STUDY:** Questions for Examinations may be taken from Self Study portions also.

**Suggested Reading:**

Robert Speaight **Nature in Shakespearean Tragedy**, New York: Collier Books.1962.Rev 2001.

John Palmer, **Comic Characters in Shakespeare**, London,Macmillan 1956.Rev 2004.

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# Semester II

PEL-II

## CORE PAPER-6 AMERICAN LITERATURE Code: 15PEL206

CREDITS: 4

TOTAL INSTRUCTION HOURS: 75

5 hrs  
VM - 2 hr  
ST - 1 hr  
SP - 1 hr  
DT - 1 hr  
5 hrs

### OBJECTIVES:

To expose students to the polyphonic voices that constitutes the American identity. To study the characteristic features of American Literature in Nineteenth and Twentieth Century Prose, Poetry and Drama

### UNIT-I (Poetry)

(15 hours)

Robert Frost  
E.A.Poe

After Apple Picking  
The Raven

Wallace Stevens  
E.A.Robinson

The Emperor of Ice-cream  
The Mill

### UNIT-II (Prose)

(15 hours)

Emerson  
Thoreau

The American Scholar  
From Walden

- Where I lived and What I lived  
for

### UNIT-III (Drama)

(15 hours)

Eugene O'Neil  
Tennessee Williams

The Hairy Ape  
A Street Car Named Desire\*\*

### UNIT-IV (Fiction)

(15 hours)

Nathaniel Hawthorne  
Hemingway

The Scarlet Letter  
Old Man and the Sea

Herman Melville

MOBY DICK

### UNIT-V (Literary Theory and Criticism)

(15 hours)

Edgar Allen Poe

The Philosophy of Composition

**\*\* SELF STUDY:** Questions for Examinations may be taken from Self Study portions also.

**Prescribed Texts:**

**An Anthology of American Literature(1890-1965)** ed. by Egbert S.Oliver.Eurasia, New Delhi.ed. by William J.Fr, Eurasia, New Delhi.1970.

**Suggested Reading:**

Millard,Kenneth. **Contemporary American Fiction.** New York: OUP, 2000.

Shaffer, Lawrence. **History of American Literature and Drama.** New Delhi: Sarup, 2000.

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**CORE PAPER-7**  
**NEW LITERATURES IN ENGLISH**  
**Code: 15PEL207**

PC - 2  
 DT - 1  
 MP - 1  
 AJE - 1

**CREDITS: 4**  
**INSTRUCTION HOURS: 75**

5

**OBJECTIVES:**

To expose the students to the literature of Canada, Australia, Africa, Pakistan and India. The study of New Literatures in English will enable the students to understand the background knowledge of these countries and their traditions.

**UNIT-I (Poetry)**

(15 hours)

**Canadian Poetry**

A.J.M.Smith  
 Margaret Atwood

Ode on the death of the William Butler Yeats  
 Journey to the Interior

**Australian Poetry**

A.D.Hope  
 Judith Wright

Australia  
 The Harp and the King

2 hrs  
 PC

**African and West Indian Poetry**

Wole Soyinka  
 Derek Walcott

The Telephonic Conversation  
 A Far cry from Africa

**Prescribed Text:**

**An Anthology of Commonwealth Poetry**, C.D.Narasimmaiah Macmillan Publishers, Chennai.

**UNIT-II (Prose)**

(15 hours)

Ananda K. Coomaraswamy's The Dance of Shiva (essay)

(from Ananda K. Coomaraswamy's book The Dance of Shiva Sagar Publications, New Delhi).

Swami Vivekananda Sadhana's or Preparation for Higher life

(The complete works of Swami Vivekananda (*Lectures and Discourses*) by Swami Vivekananda. Vol. 5. Advita Publishers, Calcutta.2009)

**UNIT-III (Drama)**

(15 hours)

Lorraine Hansberry  
 Sharon Pollock

A Raisin in the Sun  
 Blood Relations

1 hr  
 DT

**UNIT-IV (Fiction)**

(15 hours)

Aravind Adiga  
 Yann Martel

The White Tiger  
 Life of Pi

1 hr  
 MP



UNIT-V (Fiction)

Shashi Deshpande — That Long Silence  
Gita Hariharan — Thousand Faces of the Night

(15 hours)

Joseph Conrad Heart of Darkness

1hr

ASK

**\*\* SELF STUDY:** Questions for Examinations may be taken from Self Study portions also.

**Suggested Reading:**

**The Empire writes Back.** Ed., Ashcroft, Griffiths and Tiffin, London: Routledge, 2002.

Ray, Mohit K. **Studies in Common Wealth Literature.** Atlantic Publishers, New Delhi: 2003.

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## METHODS OF TEACHING ENGLISH

CREDITS: 4

INSTRUCTION HOURS: 60

## OBJECTIVES:

To acquaint students with some basic issues and concepts in Methods of Teaching English. To sensitize them to approaches, methods and techniques of teaching English language.

## Unit-I

(12 hours)

- English in India – Past, Present and Future
- The Nature of Human Language
- Linguistics, Psychology and English Teaching

## Unit II

(12 hours)

- Methods
- Approach, Method and Technique
- Essentials of English Speech

## Unit III

(12 hours)

- Teaching Spoken English: Some Techniques
- Essential Word-Grammar for Teachers
- Teaching of Vocabulary

## Unit IV

(12 hours)

- Essentials of English Grammar
- The Teaching of Grammar
- Reading and Teaching of Reading

## Unit V

(12 hours)

- Writing and Teaching of Writing and Composition
- Teaching Prose
- Teaching Poetry
- Use of Black Board and other Instructional Aids
- Tests and Testing\*\*

## Prescribed Text:

**Methods of Teaching English** by N. Krishnaswamy and Lalitha Krishnaswamy, 2008 edition, Macmillan, Chennai.

## Note:

\*Only Chapters 1-16 are prescribed for study.

\*It is compulsory that the students should handle 1st UG class for 1 hour. Assignment marks will be given based on their performance.

**\*\*Self Study:**

Questions for examinations may be taken from self-study portions also.

**Suggested Reading:**

Harmer, J. **The Practice of English Language Teaching**, New York. Longman 1997.

Ellis, R. 1986. **Understanding Second Language Acquisition**. London: OUP

Celce-Murcia, M. (Ed) **Teaching English as a Second or Foreign Language**.  
Boston: Heinle & Heinle. 1991.

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**CORE PAPER-9**  
**COMPUTER APPLICATIONS -I THEORY**  
**PAGE MAKER**  
**Code: 15PEL209**

**CREDITS: 3**  
**INSTRUCTION HOURS: 60**

**OBJECTIVES:**

To expose the students to the world of Computers. The students will also get a practical knowledge in Page maker.

**UNIT-I** (12 hours)

Getting started with Page Maker – Page Maker Toolbar - Text management Functions - Page Maker Functions – Palettes - Page Maker Window - Viewing the Page Maker Page and Pasteboard - Switching between documents

**UNIT-II**

Creating a new document with the Template Palette - Creating a new document using Document Setup -The Basics of Using Page Maker Text : Creating a Text Box - Moving a Sizing a Text Box - Editing Text - Formatting Text

**UNIT-III** (12 hours)

The Basics of Using Page Maker Graphics : Using Simple Graphics - Organize and place Graphics using the Picture Palette - Coloring Lines - Applying Fills

**UNIT-IV** (12 hours)

Managing Document Layout : The Document setup Dialog Box - The Layout View - Creating Text Columns - Creating and using a Layout Grid

Creating a book in Page Maker : Preparing to create Publications for incorporation in a book - Creating publications for Incorporation in a book - Creating a Book List - Copying a Book List - Generating a Table of Contents for All Publications in a Book - Generating an Index for All Publications in a Book

**UNIT-V** (12 hours)

Managing Graphics and Text as Objects : Managing Objects - Working with Graphics in a Frame - Transforming Objects - Cropping Graphics - Masking Objects - Using Text Wrap

**PRESCRIBED TEXT:**

1. Carolyn M. Connally “ **PAGE MAKER 7”** , Dreamtech Publications, 2005 Edition

**REFERENCE BOOKS:**

1. Scott Basham, “Pagemaker in Easy Steps”, Dreamtech Publications, 2005 Edition
2. Kevin Proot, Adobe Page Maker 7.0, Sheel Print, 2007

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**CORE PRACTICAL - I**  
**COMPUTER APPLICATIONS - I PRACTICAL**  
**PAGE MAKER**  
**Code - 15PEL2CL**

**CREDITS: 1**  
**INSTRUCTION HOURS: 30**

**OBJECTIVES:**

To expose the students to the world of Computers. The students will also get a practical knowledge in Page maker.

1. Type a paragraph and use ruler and guide to align it to your choice.
2. Type a paragraph and use text-formatting effects and apply story editor.
3. Type a paragraph and Format it into 3 or more columns.
4. Prepare a report of a road accident with appropriate drawing / Image / picture / objects.
5. Create a booklet brochure of your choice.
6. Write a program in PageMaker to illustrate various text options.
7. Write a program to create a color library.
8. Write a program to create an online graphics and an independent graphics.
9. Write a program to create and use different styles, using style palette.
10. Write a program to create trifold brochures.
11. Write a program for applying bullets and numbers, changing case of text and working with the drop-cap.
12. Write a program to illustrate the use of Running headers and footers.
13. Write a program to illustrate the use of Add continued line and word counter.

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5 hrs.

PEL-19  
**SEMESTER-III**  
**CORE PAPER-10**  
**LITERARY THEORY AND CRITICISM**  
 Code: 15PEL310

**CREDITS: 3**  
**INSTRUCTION HOURS:75**

**OBJECTIVES:**

To acquaint students with important schools of literary criticism with the help of representative essays. To familiarise students with different trends and bearings of literary criticism and help them grasp methods and techniques of interpreting literature. To expose them to the major trends in contemporary literary theory.

**UNIT -I**

(15 hours)

**Kathleen Moren & Ralph Raush -Dictionary of Literary Term**  
 Lincolnwood, Sillinois,1998.

**The following Literary Terms only:**

Affective Fallacy, Allegory, Allusion, Ambiguity, Anachronism, Antithesis, Archetype, Ballad, Burlesque, Cavalier Poets, Chorus, Cliché, Comic Relief, Conceit, Dramatic Monologue, Denouement, Deconstruction, Discourse, Euphuism, Existentialism, Expressionism, Fancy, Farce, Feminist Criticism, Haiku, humanism, Hamartia, Hyperbole, Imagery, Impressionism, Intentional Fallacy, Irony, Lyric, Marxist Criticism, Masque, Melodrama, Motif, Myth, naturalism, Neoclassism, Objective Correlative, Objectivity, Oxymoron, Pun, Paradox, Pathetic Fallacy, pathos, Plot, Point of View, Realism, Renaissance, Satire, Sonnet, Semiotics, Sentimentalism, Soliloquy, Stream of Consciousness, Surrealism, Symbol, Tragic Irony, Unities, Victorian.

**UNIT-II**

Aristotle	Poetics (Butcher's translation)	(15 hours)
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**UNIT- III**

I.A.Richards	Four Kinds of Meaning	(15 hours)
Sigmund Freud	Creative Writers and Day Dreaming	

**UNIT-IV**

Northrop Frye	Archetypes of Literature	(15 hours)
Edmund Wilson	Marxism and Literature**	

**UNIT-V**

Roland Barthes	Criticism as Language	(15 hours)
Susan Sontag	Against Interpretation	

**Prescribed Text:**

NTC's Dictionary of Literary Terms by Morner, Kathleen & Rausch, Ralph,  
 Lincolnwood, Sillinois,1998.

**20<sup>th</sup> Century Literary Criticism** Ed. by David Lodge. Longman, London.



**\*\* SELF STUDY:**

**Questions for Examinations may be taken from Self Study portions also.**

**Suggested Reading:**

S.Ramaswamy & V.S.Sethuraman eds. **The English Critical Tradition**: Chennai: Macmillan, 1976.

Chandra NDR. **Modern Literary Criticism: Theory and Practice**. Authors Press, Delhi: 2003.

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5 hrs  
DT - 3 hrs

**CORE PAPER -11**  
**SINGLE AUTHOR STUDY**  
**Code: 15PEL311**

**CREDITS: 4**  
**INSTRUCTION HOURS: 75**

**OBJECTIVES:**

To introduce the students to one major author in World Literature. T.S.Eliot the major American Critic and Poet has been included for Single Author Study.His contribution towards Drama, Poetry and Criticism will be focused.

**UNIT I (Drama)** (15 hours)

Murder in the Cathedral

3 hrs

**UNIT II (Drama)** (15 hours)

\* The Cocktail Party

DT

**UNIT III (Drama)** (15 hours)

The Family Reunion

**UNIT IV (Poetry)**

The Waste Land

(15 hours) 1 hr  
SS

**UNIT V (Criticism)**

Tradition and the Individual Talent

(15 hours) 1 hr  
ST

[From English Critical Texts by D.J. Enright and Ernest De Chickera. (OUP)]

**\*\* SELF STUDY: Questions for Examinations may be taken from Self Study portions also.**

**Suggested Reading**

Miller, James Edwin, jr., *T.S. Eliot : the Making of an American Poet, 1888-1922.* - University Park, Pa. : Pennsylvania State University Press, 2005.

Raine, Craig, *T.S. Eliot.* - Oxford ; New York : Oxford University Press, 2006

\*\*\*\*\*

5 hrs.

PEI-22

**CORE PAPER-12**  
**THE ENGLISH LANGUAGE**  
**Code - 15PEL312**

**CREDITS: 4**  
**INSTRUCTION HOURS: 75**

**OBJECTIVES:**

To acquaint students with some basic issues and concepts in English language. Focus will be given on pronunciation and Origin of the English Language.

Text: J.D.O'Connor- **Better English Pronunciation**. Oxford University press.1967

**UNIT-I**

(15 hours)

2 hrs.  
55

- Chapter 2 How the Speech Organs Work in English
- Chapter 3 The Consonants of English

**UNIT-II**

(15 hours)

- Chapter 5 The Vowels of English
- Chapter 6 Words in Company

Text: F.T.Wood - **An Outline History of The English Language**.  
Ubs-Bangalore.Rev.2001.

**UNIT-III**

(15 hours)

3 hrs  
RS

- Chapter 1 The Origin of Language
- Chapter 2 The Descent of the English Language

**UNIT-IV**

(15 hours)

- Chapter 3 The Old English Period
- Chapter 6 The Growth of Vocabulary

**UNIT-V**

(15 hours)

- Chapter 7 Change of Meaning
- Chapter 10** The Foreign Contribution \*\*

**\*\* SELF STUDY:** Questions for Examinations may be taken from Self Study portions also.

**Suggested Reading.**

J.D.O'Connor- **Better English Pronunciation**. Oxford University press.1967.

F.T.Wood - **An Outline History of the English Language**. Ubs-  
Bangalore.Rev.2001.

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5 hrs.

PEL-23  
**WORLD LITERATURE**  
**CORE PAPER-13**  
**Code: 15PEL313**

**CREDITS: 4**  
**INSTRUCTION HOURS: 75**

**OBJECTIVES:**

Students will be exposed to the renowned writers of the world in the field of Poetry, Prose, Fiction and Drama.

**UNIT - I (Poetry)**

(15 hours)

Homer

Iliad (Book I Lines 1-243) Translated by George Chapman

Alphonse De Lamartine

The Lake

**UNIT - II (Prose)**

(15 hours)

The Bible  
Jean Jacques Rousseau

The Book of Job  
Confessions

**UNIT - III (Fiction)**

(15 hours)

Amy Tan  
Toni Morrison

The Joy Luck Club  
The Bluest Eye

**UNIT - IV (Fiction)**

(15 hours)

Alice Walker  
Bama

The Color Purple  
Karukku

**UNIT - V (Drama)**

(15 hours)

Sophocles  
Henrick Ibsen

Oedipus Rex  
A Doll's House

**Prescribed Text:**

**The Continental Edition of World Masterpieces. Vol2. Third Edition, General Editor: Maynard Mack. W.W. Norton & Company, New York, 1974.**

**\*\*SELF STUDY:** Questions for Examinations may be taken from Self Study portions also.

**Suggested Reading:**

Woodcock, George. Ed. *A Place to Stand On: Essays by and about Margaret Laurence*. Edmonton: NeWest Press, 1983.

Andreas Markantonatos. *Tragic Narrative: A Narratological Study of Sophocles' Oedipus at Colonus*. Walter de Gruyter, 2002.

\*\*\*\*\*



PEL-24  
**CORE PAPER-14**  
**COMPUTER APPLICATIONS – II THEORY**  
**INTERNET AND HTML PROGRAMMING**  
Code: 15PEL314

**CREDITS: 3**  
**INSTRUCTION HOURS: 60**

**OBJECTIVES:**

To expose the students to the world of Computers. The students will also get a practical knowledge in Internet and HTML Programming.

**UNIT-1: (12 hours)**

Internet basics-Internet Address-Domain Names-Browsers-Search Engines-Connecting to the internet-Installing and configuring a Modem-creating a connection profile-changing the default connection.

**UNIT-2: (12 hours)**

Working with E-mail- Running an email program-Sending, Reading, Replaying, Deleting and Exiting mail-sending files via E-mail-Attaching a signature-Managing an address book.

**UNIT-3: (12 hours)**

Introduction to HTML-Information File Creation-Web Server-Web Client/Browser-HTML-Commands-Title-Footer-Paragraph breaks-Line breaks-Heading style- Text style-Centering-Font Size and Color.

**(12 hours)**

**UNIT-4:**

List-Types of list -Adding graphics to Html document-Using Width, Height alignment and alternative attribute-Tables-Header rows-Data rows-Caption tags-Cellspacing-bgcolor- rowspan- colspan attributes-links-internal and external document reference-images as hyperlinks.

**(12 hours)**

**UNIT-5:**

Introduction of DHTML-Cascading style sheets-color and background attributes-text attributes-border attributes-marginal related attributes-list attributes-class-External style sheets.

**Text Book:**

1."Internet Complete", Maureen Adams,Sheey Bonelli,BPB Publishers 1998

**Reference**

2."Web enabled commercial application development using HTML,DHTML,java script,peri CGI", IVAN Bayross,BPB Publishers 2008.

**Reference Books:**

1. *Using Microsoft Office '97* by Rick Winter & Patty Winter
2. *Advanced Internet for Dummies* by John Levine and Margaret Levine
3. Asian Publishers, *Internet Concepts, Problems and Solutions* by Singh



PEL-25

**CORE PRACTICAL - II**

**COMPUTER APPLICATIONS – II PRACTICAL  
INTERNET AND HTML PROGRAMMING**

**Code: 15PEL3CM**

**CREDITS: 1**

**INSTRUCTION HOURS: 30**

**OBJECTIVES:**

To expose the students to the world of Computers. The students will also get a practical knowledge in Internet and HTML Programming.

1. Create a web page using HTML formatted tags.
2. Design a personal web page using tables and list.
3. Design a web page using images and hyperlinks.
4. Using frames and hyperlink design a college website.
5. Design a web page for department using HTML basic tags.
6. Send e-mail to more than one user at the same time.
7. Send a greeting to a person using Internet.
8. Develop a HTML page to scroll text from left to right.
9. Develop a HTML page to input student information.

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**CORE PAPER-15**  
**ENGLISH LANGUAGE TEACHING**  
**Code: 15PEL415**

**CREDITS: 4**  
**INSTRUCTION HOURS: 90**

**OBJECTIVES:**

To prepare the students for a career in teaching of English language. To train them to exploit literary texts for imparting language skills.

**UNIT-I**

(18 hours)

**Part One**

Chapter 1 – The Grammar Translation Method

Chapter 2 - The Structural-Oral-Situational Approach

2 hrs  
MKP

**UNIT-II**

(18 hours)

**Part One**

Chapter 3 - Modern Approaches

Chapter 4 - Humanistic Approaches

2 hrs  
SP

**UNIT-III**

(18 hours)

Chapter 5 – Other Methods

3 hrs  
SJ

**UNIT IV**

(18 hours)

**Part Two**

Chapter 1- Techniques of Teaching English

**UNIT V**

(18 hours)

**Part Two**

Chapter 2- Teaching Aids

Chapter 3- Testing\*\*

1 hr  
MCD

**Prescribed Text:**

Geetha Nagaraj - **English Language Teaching- Approaches, Methods, Techniques.** Orient Longman Publishers, Hyderabad.

**\*\* SELF STUDY:** Questions for Examinations may be taken from Self Study portions also.

**Suggested Reading:**

**A history of English language teaching** - Anthony Philip Reid Howatt, Oxford, 2004.

**How To Teach English** (with DVD) by Jeremy Harmer, Pearson ESL. 2007.

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**CORE PAPER-16**  
**GENERAL ESSAY**  
**Code: 15PEL416**

**CREDITS: 3**  
**INSTRUCTION HOURS: 90**

**OBJECTIVES:**

To expose the students to the different genres in English Literature. Students will also gain knowledge in Shakespeare's Tragedies, Comedies and Histories. They will also be exposed to The Five Approaches to Literary Criticism.

**UNIT-I**

(18 hours)

Origin and Development of the Literary Forms

- Poetry, **Prose\*\***, Novel, Drama

**UNIT-II**

(18 hours)

Shakespeare

- Shakespeare's Tragedies, Comedies, Editors of Shakespeare and Histories

**UNIT-III**

(18 hours)

**.Five Approaches of Literary Criticism.** Wilber S.Scott.Collerier Books, London.

- The Moral Approach: Literature and Moral Ideas.
  - Introduction
- The Psychological Approach: Literature in the Light of Psychological Theory
  - Introduction
  - Geoffrey Gorer."The Myth in Jane Austen."

**UNIT-IV**

(18 hours)

- The Formalistic Approach
  - Introduction
- The Sociological Approach: Literature and Social Ideals.
  - Introduction
  - Christopher Caudwell, "George Bernard Shaw: A Study of Bourgeois Superman."

**UNIT-V**

(18 hours)

- The Archetypal Approach: Literature in the Light of Myth.
- Introduction
- Hamlet and Orestes by Gilbert Murray.

**\*\* SELF STUDY: Questions for Examinations may be taken from Self Study portions also.**

**Suggested Reading:**

1. **A Handbook of Critical Approaches**, ed. By Guerin
2. **Introduction to the study of Literature**, by W.H. Hudson
3. **English Literature : An Introduction for Foreign Readers**. By R.J.Rees
4. **Five Approaches of Literary Criticism**. By Wilber S.Scott.Collier Books, London.

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**CORE PAPER-17**  
**RESEARCH METHODOLOGY**  
Code: 15PEL417

**CREDITS: 4**  
**INSTRUCTION HOURS: 90**  
6 hrs.

**OBJECTIVES:**

To introduce the students to the art of writing a project following a correct Research Methodology.

**UNIT-I** (18 hours)  
Research and Writing 5 hrs.

**UNIT-II** (18 hours)  
Plagiarism and Academic Integrity\*\* DT

**UNIT-III** (18 hours)  
The Mechanics of Writing

**UNIT-IV** (18 hours)  
The Format of the Research Paper

**UNIT-V** (18 hours)  
Documentation : Preparing the List of Works Cited.

**Prescribed Text:** 2 hr  
98p.

**MLA Handbook for Writers of Research Papers** by David G. Nicholls (Seventh Edition).

East West Press Pvt.Ltd., New Delhi. 2009. Print.

**\*\* SELF STUDY:** Questions for Examinations may be taken from Self Study portions also.

**Suggested Reading:**

Sindhu, Kulbir Singh. **Methodology of Research in Education**. New Delhi: Sterling, 1984.

Anderson, J. and Poole. **Assignment and thesis Writing**. Heinemann, 1980.

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**CORE PAPER-18**  
**PROJECT AND VIVA VOCE**  
**Code: 15PEL4Z1**

**CREDITS: 4**  
**INSTRUCTION HOURS: 90**

**OBJECTIVES:**

Students have to write a thesis not less than 50 pages. Topic to be chosen in consultation with the supervisor, adhering to the format found in MLA Handbook for Writers of Research Paper, (Seventh Edition). They should submit the project before the 15<sup>th</sup> of April. A Viva-Voce will be conducted during the last week of April. For Project work and Viva-Voce 80 marks. Internal Assessment 20 marks. The Viva Voce will be conducted by the Supervisor and an External Examiner.

**Component for Project**

CIA/ESE	particulars	Project out of 100 Marks(PG)
CIA	Project review	15
	Regularity	5
	<b>Total Internal Marks</b>	20
*ESE	Project Report Present	60
	Viva voce	20
	<b>Total External Marks</b>	80
<b>Total Marks (CIA+ESE)</b>		100

- Project Report and Viva voce will be evaluated jointly by both the project supervisor (faculty of the Department) and an External Examiner.
- A minimum of 30 hours and a maximum of 40 hours exclusively for field work (Visiting & collecting materials from various libraries in and outside Coimbatore city) have to be allotted by the Head of the Department. Students will be permitted to go out of the College between 02.00 PM and 04.00PM for a period of 2 to 3 Weeks in the month of <sup>February/</sup>March.

5 hr.

PEL-31

## NON-MAJOR ELECTIVE 1

## GREEN STUDIES

Code: 15PEL1N1

CREDITS: 5

TOTAL INSTRUCTION HOURS:90

## OBJECTIVES:

Green Studies demands a close critical look at nature and the environment. Not being bound by disciplines, it can help students to broaden their horizons on environmental issues. It will also provide a new perspective on environmental issues.

1 hr.

SJ

## Unit I - Ecocriticism Theory ✓

(18 hours)

Cheryll Glotfelty : Literary Studies in an Age of Environmental Crisis

Raymond Williams: The Green Language

christopher. Maran: Nature and silence.

## Unit II - Poetry

(18 hours)

Lord Byron :The Sea (From "Childe Harold," Canto IV.)

A.D. Hope : Moschus Mochiferous

Margaret Atwood: Mushrooms

Thomas Hardy :The Darkling Thrush

1 hr.

SNL

## Unit III - Prose

(18 hours)

Don Scheese: Desert Solitaire: Counter-Friction to the Machine in the Garden

C. Rajagopalachari: The Tree Speaks

1 hr.

SJ

## Unit IV - Fiction

(18 hours)

Anita Desai: Cry, the Peacock (Washington Square Press, New York. 1991)\*\*

Amitav Ghosh : The Hungry Tide (HarperCollins, New York. 2005)

1 hr.

DT

## Unit V - Drama

(18 hours)

Anton Chekhov: The Cherry Orchard (Penguin London. 2002) ✓

Rabindranath Tagore : Muktha Dhara (O U P. Madras. 1998)

## Prescribed Text:

The Eco-criticism Reader edited by Cheryll Glotfelty & Harold Fromm, The university of Georgia press. Athens and London. 1996.

✓ The Green Studies Reader From Romanticism To Eco-criticism edited by Laurence Coupe, Routledge, London and New York. (Special Indian Edition) 2012.

Duration: 30 hours (2 hours per cycle) \*\* SELF STUDY: Questions for Examinations may be taken from Self Study portions also.

\* An awareness programme on Green Studies may be conducted by taking the students to the hill stations (Ooty & Kodaikanal).

\*\*\*\*\*



**NON- MAJOR ELECTIVE II  
ORAL & WRITTEN COMMUNICATION SKILLS**

Code: 15PEL2N2

CREDITS: 5  
INSTRUCTION HOURS: 60

4 hrs

ESC - 2

SNL - 1

AM - 1

4**OBJECTIVES:**

To introduce the students to the art of Reading and Writing. They will gain practical exposure to Reading and Writing.

1 hr

SNL

**Unit I**

Communication through Technology

(12 hours)

Dyadic communication

Public Speaking and Oral Presentation

**Unit II**

(12 hours)

Active Listening

Meetings

Seminars and Conferences

Group Discussion

Audio-Visual Aids

1 hr

AM

**Unit III**

(12 hours)

Reading Comprehension

Precis Writing

**Unit IV**

(12 hours)

Business Correspondence

Memorandum writing

Notice, Agenda and Minutes

2 hrs

ESC

**Unit V**

(12 hours)

Handbooks and manuals

Research Papers and Articles

Advertising and Job Description

Punctuation and Capitalization

Abbreviations and Numerals \*\*

**\*\* SELF STUDY:** Questions for Examinations may be taken from Self Study portions also.

**Prescribed texts :**

**Developing Communication Skills** (2<sup>nd</sup> Edition) Krishna Mohan & Meera Banerji,  
Macmillan Publishers, 2009.

**Suggested Reading:**

**Strengthen Your Writing** by V.R. Narayanaswami Orient Longman Publishers, 2003.

Pillai G. Radhakrishnan, K. Rajeevan and P. Baskaran Nair, **Written English for You**,  
Madras, Emerald Publishers, 1995.



**MAJOR ELECTIVE 1  
LINGUISTICS  
Code – 15PEL3E1**

*4 hrs*

**CREDITS: 5  
INSTRUCTION HOURS: 60**

**OBJECTIVES:**

To familiarize the students with the four levels of language study - Phonology, Morphology, Syntax and Semantics. To introduce them to Discourse Analysis.

**UNIT-I**

(12 hours)

Linguistics in a Historical Context

- Branches of Linguistics
- Approaches to Linguistics

*ST 1 hr*

**UNIT-II**

(12 hours)

- Phonetics and Phonology and
- **The Morphological Structure of Words \*\***

*csc 1 hr*

**UNIT-III**

(12 hours)

Constituent Structure

- Constituents of a simple sentence
- Constituents of a noun phrase
- Constituents of a verb phrase
- Constituents of a prepositional phrase
- **Constituents of an adjectival phrase \*\***
- Constituents of an adverbial phrase
- Phrase Structure Rules.

*SP 2 hrs*

**UNIT-IV**

(12 hours)

Semantics and Pragmatics

**UNIT-V**

(12 hours)

Text and Discourse

**Prescribed Text:**

**Modern Grammar and Linguistics** By T. Krishnaswamy.

**\*\* SELF STUDY:** Questions for Examinations may be taken from Self Study portions also.

**Suggested Reading:**

S.K.Verma & N.Krishnaswamy, **Modern Linguistics: An Introduction** (New Delhi: Oxford University Press, 1989)

David Crystal, **Linguistics** (Hammondsworth: Penguin, 1971)

**MAJOR ELECTIVE II**  
**JOURNALISM & MASS COMMUNICATION**  
Code: 15PEL4E2

**CREDITS: 5**  
**INSTRUCTION HOURS: 90**

**OBJECTIVES:**

To introduce the students to the field of Journalism & Mass Communication and expose them to different types of media and advertisements.

**Prescribed Text: MASS COMMUNICATION IN INDIA by Keval J Kumar.**

**UNIT-I (P. No 1-48)**

Introduction to Communication Theory

(18 hours)

2 hr.  
ESC

**UNIT-II (49-112)**

The Mass Media-History, Practices, and Values.

(18 hours)

2 hr.  
SS

**UNIT-III (112-165)**

Freedom of the Press: The Right to Publish and Right to Privacy

(18 hours)

2 hr.

**UNIT-IV (401-447)**

Advertising and Public Relations

(18 hours)

DSP

**UNIT-V (448-480)**

Psychology and Sociology of Media Audiences\*\*

(18 hours)

MCD  
1 hr.

**Prescribed Text:**

**Mass Communication in India** by Keval J.Kumar, 2010 edition. Jaico Publishing House, Mumbai.

**\*\* SELF STUDY:** Questions for Examinations may be taken from Self Study portions also.

**Suggested Reading:**

Bond, Frank Fraser. **An Introduction to Journalism**, New York: The Macmillan Company.

Warren, Carl. N., **Modern News Reporting**, 3<sup>rd</sup> ed., New York: Harper & Row, Publishers.

**JOB ORIENTED PROGRAMME (JOC)****English for Competitive Exams****Objectives:**

English in India is much more than a second language. It is the language of higher, administration and superior judiciary, advanced education and international trade commerce and diplomacy. When it comes to competitive Examinations, competence in English becomes a passport for selection for and entry into the most coveted Jobs and careers in the country.

**Unit-I**

Basics of English  
Errors and How to Avoid Them

**Unit-II**

Spotting Errors  
Sentence Completion  
Reconstructing Passages

**Unit-III**

How to Write a Precis  
Reading Comprehension

**Unit-IV**

Composition  
Letter Writing

**Unit- V**

Report Writing  
Spoken English

**Prescribed Text:**

R.P.Bhatnagar, Rajul Bhargava, *English for Competitive Examinations* Macmillan India Press, Chennai 41.2005

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PEL-36  
Semester II  
ALC-I

**The Art of Public Speaking**

**OBJECTIVES:**

To instil confidence among the students this paper is introduced. Public speaking is an art and this paper will boost the confidence of the students in whatever situation they are in especially in public.

Unit-I

Fundamentals of Effective Speaking

Unit-II

Speech, Speaker and Audience

Unit-III

The Purpose of prepared and Impromptu Talks

Unit-IV

The Art of Communicating

Unit-V

The Challenge of Effective Speaking

**Prescribed Text:**

**The Quick and Easy Way of Effective Speaking**, Dale Carnegie, 1977. New York, Pocket Books.

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**Semester III**  
**ALC – II Personality Development**

**OBJECTIVES:**

Personality development helps an individual to inculcate positive qualities in them. Students will be exposed to all the positive qualities like punctuality, flexible attitude, willingness to learn, friendly nature, eagerness to help others and so on.

**Unit-I**

Chapter I -Importance of Attitude

Chapter II - How to build a positive Attitude

**Unit-II**

Chapter III - Success

Chapter IV -What is holding us back

**Unit-III**

Chapter V – Motivation

Chapter VI – Self – Esteem

**Unit-IV**

Chapter VII-Importance of Interpersonal Skills

Chapter VIII-Twenty-Five steps to build a positive personality

Chapter IX -Sub-Conscious Mind and Habits

**Unit-V**

Chapter X- Goal Setting

Chapter XI-Values and Vision

**Book Prescribed:**

Shiv Kera – You Can Win. Macmillan, 2009.

**Books Recommended for study:**

Prem P.Bhalla – Steps to Success Goodwill Publishing House, 2006.

Swami Sukhabodhananda – Oh Life Relax Please! Prasana Trsut, 2002.

\*\*\*\*\*

PEL-38  
SEMESTER -IV  
ALC-III WOMEN'S STUDIES

**OBJECTIVES:**

Women novelists from all over the world have been selected and their novels have been prescribed for study. Students will be exposed to the traditions and cultures of various countries presented by these great writers of the world.

**UNIT-I**

Sashi Deshpande

The Dark holds no Terror

**Unit-II**

Jane Austen

Pride and Prejudice

**Unit-III**

Alice Walker

Meridian

**Unit-IV**

Harper Lee

To Kill a Mocking Bird

**Unit-V**

Margret Laurence

The Diviners

**Suggested Reading:**

**Critical Response to Indian English Fiction.** Shyam M. Asnani. Delhi: Mittal Publications, 1986.

**E.M.Forster - *Aspects of Novel*, OUP 1927.**

PEL-39  
**Semester-III**  
**Career Oriented Programme (COP)**  
**COPY WRITING**

**OBJECTIVES:**

To introduce the students to the field of Copy Writing and expose them to different types of media and advertisements.

<b>Unit I</b>	Advertising as a Tool of Communication	(PP. 1-19)
<b>Unit II</b>	Kinds of Advertising Advertising as a Career	(PP.36-50) (PP 51-61)
<b>Unit III</b>	Types of Media	(PP.219-240)
<b>Unit IV</b>	Construction of an Effective Advertisement Part I	(PP. 278-312)
<b>Unit V</b>	Advertising Agency	(PP.344 – 366)

**Prescribed Text:**

Advertising: Theory and Practice. S.A.Chunawalla et. Al. Mumbai: Himalaya Publishing House, 2002.

**Suggested Reading**

Stephen King ,**On Writing** ,Mass Market Paperback (2006).  
John Caples **Tested Advertising Methods** (Prentice Hall Business Classics)  
[Paperback].2005.

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