

KONGUNADU ARTS & SCIENCE COLLEGE (AUTONOMOUS) COIMBATORE – 641 029

Name of the Course - M.A. ENGLISH LITERATURE

CURRICULUM & SCHEME OF EXAMINATION UNDER CBCS

(Applicable to students admitted from the academic year 2017-2018 onwards)

| Semester | Subject Code | TITLE OF THE PAPER | | Instruction Hrs./cycle | MARKS | | | Exam Duration (Hrs) | Credit Points |
|----------|--------------|--------------------|---|------------------------|-------|-----|-------|---------------------|---------------|
| | | | | | CIA | ESE | Total | | |
| I | 17PEL101 | C.P.1 | Chaucer & the Elizabethan Age | 6 | 25 | 75 | 100 | 3 | 4 |
| | 17PEL102 | C.P.2 | The Augustan & the Romantic Age | 6 | 25 | 75 | 100 | 3 | 4 |
| | 17PEL 103 | C.P.3 | The Victorian Age & the Twentieth Century English Literature | 6 | 25 | 75 | 100 | 3 | 4 |
| | 17PEL 104 | C.P.4 | Indian Writing in English | 6 | 25 | 75 | 100 | 3 | 4 |
| | 17PEL1N1 | NME | Non-Major Elective I | 6 | 25 | 75 | 100 | 3 | 5 |
| II | 17PEL205 | C.P.5 | Shakespeare | 6 | 25 | 75 | 100 | 3 | 4 |
| | 17PEL206 | C.P.6 | American Literature | 5 | 25 | 75 | 100 | 3 | 4 |
| | 17PEL207 | C.P.7 | New Literatures in English | 5 | 25 | 75 | 100 | 3 | 4 |
| | 17PEL208 | C.P.8 | Methods of Teaching English | 4 | 25 | 75 | 100 | 3 | 4 |
| | 17PEL209 | C.P.9 | Computer Applications – I– Theory Page Maker | 4 | 15 | 45 | 60 | 3 | 3 |
| | 17PEL2CL | C.Pr.I | Computer Applications – I– Practical Page Maker | 2 | 16 | 24 | 40 | 3 | 1 |
| | 17PEL2N2 | NME | Non-Major Elective II | 4 | 25 | 75 | 100 | 3 | 5 |
| III | 17PEL310 | C.P.10 | Literary Theory and Criticism | 5 | 25 | 75 | 100 | 3 | 3 |
| | 17PEL311 | C.P.11 | Single Author Study | 5 | 25 | 75 | 100 | 3 | 4 |
| | 17PEL312 | C.P.12 | The English Language | 5 | 25 | 75 | 100 | 3 | 4 |
| | 17PEL313 | C.P.13 | World Literature | 5 | 25 | 75 | 100 | 3 | 4 |
| | 17PEL314 | C.P.14 | Computer Applications – II– Theory Internet and HTML Programming | 4 | 15 | 45 | 60 | 3 | 3 |
| | 17PEL3CM | C.Pr.II | Computer Applications –II – Practical Internet and HTML Programming | 2 | 16 | 24 | 40 | 3 | 1 |
| | 17PEL3E1 | ME | Major Elective- 1 | 4 | 25 | 75 | 100 | 3 | 5 |

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

ADVANCED LEARNERS COURSE (ALC) under Self Study Scheme (Optional)

| | | | | | | | | | |
|----------|----------|-------|----------------------------|---|---|-----|-----|---|---|
| Sem-II | 16PEL0D1 | ALC 1 | The Art of Public Speaking | - | - | 100 | 100 | 3 | 2 |
| Sem- III | 16PEL0D2 | ALC2 | Personality Development | - | - | 100 | 100 | 3 | 2 |
| Sem-IV | 16PEL0D3 | ALC 3 | Women's Studies | - | - | 100 | 100 | 3 | 2 |

| JOB ORIENTED COURSE (JOC) SEMESTER-I | | | | | | | | | |
|---|--|--|--|--|--|--|--|--|--|
| English for Competitive Examinations | | | | | | | | | |
| CAREER ORIENTATION 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. Dalit Literature
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 | 70 |
| 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 |
| TOTAL | 22 | 2200 | 90 |

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) |
|------------------------------|-----------------------------|-------------------------------------|
| CIA | Project review | 15 |
| | Regularity | 5 |
| | Total Internal Marks | 20 |
| *ESE | Project Report present | 60 |
| | Viva Voce | 20 |
| | Total External Marks | 80 |
| Total Marks (CIA+ESE) | | 100 |

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

M.A. ENGLISH LITERATURE

Question Paper Pattern

(Applicable to students admitted from the academic year 2017-2018 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=10 marks)

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=15 marks)

Questions 11 – 15 (5X3=15)

Short Notes in about **150 words** each 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** each of either/or type, should be taken from all five units.

COMPUTER PAPERS

Question Paper Pattern for Core Papers 17PEL209, 17PEL314

(Applicable to students admitted from the academic year 2017-2018 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)

Question Paper Pattern (ALC, COP & JOC)

For Advanced Learners Course (ALC), Career Oriented Program (COP) and Job Oriented Course (JOC)

Section-A Multiple Choice Questions (10x1=10 Marks)

Section-B-Either or Type (5X6=30 Marks) of about 150 words each.

Section-C-Either or Type (5X12=60 Marks) of about 600 words each.

**SEMESTER – I
CORE PAPER- 1
CHAUCER & THE ELIZABETHAN AGE
Code: 17PEL101**

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

OBJECTIVES:

This paper paves the foundation to the study of English Literature. It begins with Chaucer and continues with the major writers of the Elizabethan age.

UNIT-I (Poetry) (18 hours)

| | |
|------------------|--------------------------------------|
| Geoffrey Chaucer | The Prologue to the Canterbury Tales |
| Edmund Spenser | The Faerie Queene (Book I) |

UNIT -II (Poetry) (18 hours)

| | |
|----------------|---------------------------------|
| John Donne | The Extasie, The Canonization |
| Andrew Marvell | The Garden, To His Coy Mistress |
| Ballad | Sir Patrick Spens |

UNIT-III (Drama) (18 hours)

| | |
|-------------------|------------------|
| Marlowe | The Jew of Malta |
| Ben Jonson | Volpone** |

UNIT-IV (Prose) (18 hours)

| | |
|----------------|--|
| Bacon's Essays | Of Studies Of Beauty Of Revenge Of Love |
| Bunyan | The Pilgrim's Progress |

UNIT-V (Literary Theory and Criticism) (18 hours)

| | |
|--------|-----------------------|
| Sydney | An Apology for Poetry |
|--------|-----------------------|

[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.

CORE PAPER –2
THE AUGUSTAN & THE ROMANTIC AGE
Code: 17PEL102

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)

| | |
|-------------|------------------------|
| John Milton | Paradise Lost -Book IX |
| Shelley | Ode to the West Wind |
| John Keats | Ode on a Grecian Urn |

UNIT-II (Drama) (18 hours)

| | |
|------------------|----------------------|
| William Congreve | The Way of the World |
| Sheridan | The Rivals |

UNIT-III (Prose) (18 hours)

| | |
|----------------|---|
| Charles Lamb | (From <i>Essays of Elia</i>) Dream Children; A Reverie A Dissertation Upon a Roasted Pig |
| Jonathan Swift | Gullivers Travels – Book II: Voyage to Brobdingnag |

UNIT-IV (Fiction) (18 hours)

| | |
|--------------|------------------|
| Jane Austen | Northanger Abbey |
| Walter Scott | Ivanhoe** |

UNIT-V (Literary Theory and Criticism) (18 hours)

| | |
|-------------------|----------------------------|
| William Wordsmith | Preface to Lyrical Ballads |
|-------------------|----------------------------|

[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:

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.

CORE PAPER-3
THE VICTORIAN AGE & THE TWENTIETH CENTURY ENGLISH LITERATURE
Code: 17PEL103

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.

UNIT-I (Poetry) (18 hours)

| | |
|-----------------|-------------------------------------|
| Robert Browning | Andrea Del Sarto |
| Tennyson | Lotos Eaters |
| W.B. Yeats | Easter 1916 |
| Hopkins | God's Grandeur |
| T.S. Eliot | The Love Song of J. Alfred Prufrock |

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)

1. Shooting an Elephant
2. The English Character

UNIT-III (Drama) (18 hours)

| | |
|--------------|--------------------|
| Bernard Shaw | Major Barbara |
| John Osborne | Look Back in Anger |

UNIT-IV (Fiction) (18 hours)

| | |
|-----------------|-----------------------------|
| Thomas Hardy | The Return of the Native |
| Charles Dickens | Great Expectations** |

UNIT-V (Criticism) (18 hours)

| | |
|----------------|---------------------|
| Matthew Arnold | The Study of Poetry |
|----------------|---------------------|

[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).

CORE PAPER – 4
INDIAN WRITING IN ENGLISH
Code: 17PEL104

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 written exclusively by Indian writers.

UNIT-I (Poetry) (18 hours)

| | |
|--------------------------------|---|
| Nissim Ezekiel | Enterprise Marriage |
| Sarojini Naidu | The Queen's Rival The Bird Sanctuary |
| A.K.Ramanujam | Snakes A Poem on Particulars |
| R.Parthasarathy | Under Another Sky Lines for a Photograph |
| Toru Dutt Rabindrath Tagore | Lakshman Heaven Freedom |

UNIT-II (Drama) (18 hours)

| | |
|----------------|-------------|
| Girish Karnad | Nagamandala |
| Mahesh Dattani | Tara |

UNIT-III (Prose) (18 hours)

| | |
|-----------------------|--|
| Swami Vivekananda | On Karmayoga Work Without Motive |
| Ed. C.D. Narasimhaiah | The Essential Nehru (Macmillain) (Essays 1-6)** |

UNIT-IV (Fiction) (18 hours)

| | |
|------------------------------------|---|
| Arundhadhi Roy Shashi Deshpande | The God of Small Things A Matter of Time |
|------------------------------------|---|

UNIT-V (Criticism) (18 hours)

| | |
|-----------------|----------------|
| Adil Jussawalla | The New Poetry |
|-----------------|----------------|

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

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

Prescribed Texts:

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

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

Suggested Reading:

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

Indian English Novelists: An Anthology of Critical Essaya. 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.

SEMESTER – II

**CORE PAPER-5
SHAKESPEARE
Code: 17PEL205**

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 and the variety of themes introduced him.

UNIT-I (Comedy) (18 hours)

The Merchant of Venice
As You Like It

UNIT-II (Tragedy) (18 hours)

King Lear
Hamlet

UNIT-III (History) (18 hours)

Richard II
Henry IV, Part I

UNIT-IV (Roman Plays) (18 hours)

Antony and Cleopatra
Julius Caesar

UNIT- V (General Shakespeare) (18 hours)

Shakespeare's Theatre and His Audience,
The Fool in Shakespeare**
Shakespearean Criticism and
The Sonnets (1-06).

**** 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.

**CORE PAPER-6
AMERICAN LITERATURE
Code: 17PEL206**

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

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 | After Apple Picking |
| E.A.Poe | The Raven |
| Maya Angelou | I know why the caged Bird sings |
| Sylvia Plath | Daddy |

UNIT-II (Prose) (15 hours)

| | |
|---------------------|-------------------------------------|
| Ralph Waldo Emerson | The American Scholar |
| Henry David Thoreau | From Walden |
| | -Where I lived and What I lived for |

UNIT-III (Drama) (15 hours)

| | |
|---------------|-----------------------|
| Eugene O'Neil | The Emperor Jones |
| Arthur Miller | Death of a Salesman** |

UNIT-IV (Fiction) (15 hours)

| | |
|------------------|-------------------------|
| Toni Morrison | Beloved |
| Ernest Hemingway | The Old man and the Sea |

UNIT-V (Literary Theory and Criticism) (15 hours)

| | |
|-----------------|-------------------------------|
| Edgar Allan 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.

CORE PAPER-7
NEW LITERATURES IN ENGLISH
Code: 17PEL207

CREDITS: 4
INSTRUCTION HOURS: 75

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

African and West Indian Poetry

Wole Soyinka
 Derek Walcott

Agbor Dancer
 A Far cry from Africa

UNIT-II (Prose)

Ananda K. Coomaraswamy's

The Dance of Shiva (essay)

Swami Vivekananda

Sadhanas or Preparations for Higher Life

UNIT-III (Drama)

Lorraine Hansberry
 Sharon Pollock

The Drinking Gourd
 Blood Relations

UNIT-IV (Fiction)

Margaret Atwood
Aravind Adiga

Edible Woman
The White Tiger**

UNIT-V (Fiction)

Joseph Conrad
 Chitra Banerjee Divakaruni

Lord Jim
 Sister of My Heart

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

Prescribed Text:

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

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

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.

CORE PAPER-8
METHODS OF TEACHING ENGLISH
Code: 17PEL208

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 mandatory that the students should handle UG classes. 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.

CORE PAPER-9
COMPUTER APPLICATIONS -I THEORY
PAGE MAKER
Code: 17PEL209

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 (12 hours)

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
3. Adobe *Page Maker 7* & LPN Computer Series.

CORE PRACTICAL - I
COMPUTER APPLICATIONS - I PRACTICAL
PAGE MAKER
Code - 17PEL2CL

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 palatte.
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.

Prescribed Text:

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

20th Century Literary Criticism Ed. by David Lodge. Longman, London.

An Introduction to Indian Aesthetics. Ed. By V.S. Sethuraman, Macmillan,
India, 1992.

**** 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.

**CORE PAPER -11
SINGLE AUTHOR STUDY
Code: 17PEL311**

**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

UNIT II (Drama) (15 hours)

The Cocktail Party

UNIT III (Drama) (15 hours)

The Family Reunion

UNIT IV (Poetry) (15 hours)

The Waste Land

Journey of the Magi **

UNIT V (Criticism) (15 hours)

The Metaphysical Poets

Tradition and the Individual Talent

[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

CORE PAPER-12
THE ENGLISH LANGUAGE
Code - 17PEL312

CREDITS: 4
INSTRUCTION HOURS: 75

OBJECTIVES:

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

UNIT-I

(Prescribed Text: (Unit I & II only) J.D. O’Cormor- Better English Pronunciation.
Oxford University Press, 1967)

| | | |
|-----------|---------------------------------------|------------|
| Chapter 2 | How the Speech Organs Work in English | (15 hours) |
| Chapter 3 | The Consonants of English | |

UNIT-II

| | | |
|-----------|-----------------------|------------|
| Chapter 5 | The Vowels of English | (15 hours) |
| Chapter 6 | Words in Company | |

UNIT-III

(15 hours)

(Prescribed Text: (Unit III, IV & V only) F.T.Wood An Outline History of The English Language. Ubs-Bangalore. Rev. 2001.)

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

UNIT-IV

| | | |
|-----------|--------------------------|------------|
| Chapter 3 | The Old English Period | (15 hours) |
| Chapter 6 | The Growth of Vocabulary | |

UNIT-V

| | | |
|------------------|--|------------|
| Chapter 7 | Change of Meaning | (15 hours) |
| Chapter 8 | The Evolution of Standard English** | |

Prescribed Text:

J.D. O’Cormor- **Better English Pronunciation.** Oxford University Press, 1967.
F.T.Wood - **An Outline History of The English Language.** Ubs - Bangalore. Rev. 2001.

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

**WORLD LITERATURE
CORE PAPER-13
Code: 17PEL313**

**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 – 1 (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 | The Book of Job |
| Jean Jacques Rousseau | Confessions |

UNIT –III (Drama) (15 hours)

| | |
|----------------|---------------------|
| Sophocles | Oedipus Rex |
| Samuel Beckett | Waiting for Godot** |

UNIT – IV (Fiction) (15 hours)

| | |
|---------------|------------------|
| Alice Walker | The Color Purple |
| Toni Morrison | The Bluest Eye |

UNIT – V (Fiction) (15 hours)

| | |
|--------------------------|----------------------|
| Chimamanda Ngozi Adichie | Half of a Yellow Sun |
| Amy Tan | The Joy Luck Club |

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.

CORE PAPER-14
COMPUTER APPLICATIONS – II THEORY
INTERNET AND HTML PROGRAMMING
Code: 17PEL314

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-I (12 hours)

Internet Basics – origin of Internet – ARPAnet – protocol – Packet Switching Theory – TCP/IP – IP address (classification), Domain name system (concept of DNS server)

UNIT-II (12 hours)

Routing Algorithm (just introduction) – Direct and Dial up networking – MODEM – ISP (VSNL) services (shell & TCP/IP Acc.) upload, download protocols (ZMODEM, KERMIT etc.)

UNIT-III (12 hours)

Email – newsgroup – FTP – Gopher – origin of WWW – origin of HTML – URL – Browsers (Text& Graphics) – HTTP – Search engines (purpose and facilities, Yahoo, Altavista, webcrawler, etc.)

UNIT-IV (12 hours)

Archie – Veronics – Telnet – Chat etc.

UNIT-V (12 hours)

HTML Programming: HTML – Basic tags – various versions of HTML – HTML forms- HTML frames n- browser (IE, Netscape communicator, Lynx (text)) – browser dependent – HTML tags.

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
4. Barabara Kasser, *Using the Internet* 4th Edition, PHI, 2000.

CORE PRACTICAL - II
COMPUTER APPLICATIONS – II PRACTICAL
INTERNET AND HTML PROGRAMMING
Code: 17PEL3CM

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.
5. 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.

CORE PAPER-15
ENGLISH LANGUAGE TEACHING
Code: 17PEL415

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

UNIT-II

(18 hours)

Part One

Chapter 3 - Modern Approaches

Chapter 4 - Humanistic Approaches

UNIT-III

(18 hours)

Chapter 5 – Other Methods

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

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.

CORE PAPER-16
GENERAL ESSAY
Code: 17PEL416

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, Histories and Editors of Shakespeare

UNIT-III (18 hours)

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

- The Moral Approach: Literature and Moral Ideas.
 - Introduction
- Edmund Fuller."The New Compassion in the American Novel."
- The Psychological Approach: Literature in the Light of Psychological Theory
 - Introduction
 - Geoffrey Gorer."The Myth in Jane Austen."

UNIT-IV (18 hours)

- The Sociological Approach: Literature and Social Ideals.
 - Introduction
 - Joseph WoodKrutch. "The Tragic Fallacy".
- The Formalistic Approach
 - Introduction
 - Cleanth Brooks "Keats's Sylvan Historian: History without Footnotes"

UNIT-V

(18 hours)

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

**** 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.

CORE PAPER-17
RESEARCH METHODOLOGY
Code: 17PEL417

CREDITS: 4
INSTRUCTION HOURS:90

OBJECTIVES:

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

UNIT-I

(18 hours)

Chapter -I Research and Writing
Chapter - II Plagiarism and Academic Integrity**

UNIT-II

(18 hours)

Chapter -III The Mechanics of Writing

UNIT-III

(18 hours)

Chapter - IV The Format of the Research Paper

UNIT-IV

(18 hours)

Chapter -V Documentation: Preparing the List of Works Cited.

UNIT-V

(18 hours)

Chapter VI Documentation: Citing Sources in the Text
Chapter -VII Abbreviations

Prescribed Text:

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.

**CORE PAPER-18
PROJECT AND VIVA VOCE
Code: 17PEL4Z1**

**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 guide, adhering to the format found in MLA Handbook for Writers of Research Paper, (Seventh Edition). They should submit the thesis before the end of March. A Viva-Voce will be conducted by the end of March. For Project work and Viva-Voce 80 marks. Internal Assessment 20 marks. The Viva Voce will be conducted by the Guide and an External Examiner.

Component for Project

| CIA/ESE | particulars | Project out of 100 Marks(PG) |
|------------------------------|-----------------------------|-------------------------------------|
| CIA | Project review | 15 |
| | Regularity | 5 |
| | Total Internal Marks | 20 |
| *ESE | Project Report Present | 60 |
| | Viva voce | 20 |
| | Total External Marks | 80 |
| Total Marks (CIA+ESE) | | 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 25 hours and a maximum of 50 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 02.00PM and 04.00PM for a period of 2 to 3 weeks in the month of February/March.

**NON-MAJOR ELECTIVE I
GREEN STUDIES
Code: 17PEL1N1**

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.

Unit I - Ecocriticism Theory (18 hours)

| | |
|-------------------|--|
| Cheryll Glotfelty | Introduction-Literary Studies in an Age of Environmental Crisis |
| Christopher Manes | 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 |

Unit III - Prose (18 hours)

| | |
|-------------------|--|
| Don Scheese | Desert Solitaire: Counter Friction to the Machine in the Garden |
| C.Rajagopalachari | The Tree Speaks |

Unit IV – Drama (18 hours)

| | |
|---------------------|---|
| Anton Chekhov | The Cherry Orchard (Penguin London. 2002) |
| Rabindranath Tagore | Muktha Dhara (O U P. Madras. 1998) |

Unit V - Fiction (18 hours)

| | |
|--------------------|---|
| Yann Martel | Life of Pi** |
| Amitav Ghosh | The Hungry Tide (HarperCollins, New York. 2005) |

Prescribed Text:

The Eco-Criticism Reader edited by Cheryll Glotfelty & Harold Fromm,
The University of Georgia Press. Athens and London. 1966.

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, Kodaikkanal or Yercaud).

**NON- MAJOR ELECTIVE II
DALIT LITERATURE
Code: 17PEL2N2**

**CREDITS: 5
INSTRUCTION HOURS: 60**

OBJECTIVES:

To expose the students to the world of marginalized- the aboriginals, Dalits and other native populations. The study will also look into Dalit literature marked by revolt and hope for freedom of the dalits. The writings reveal the pangs of discrimination, a minority culture and traditional beliefs.

Unit I (Poetry) (12 hours)

| | |
|-----------------------|---|
| Prathiba Jeyachandran | The Full Moon Will Shine in Village after Village |
| Thai Kadasamy | A Lesson in Action and Reaction |
| S.Sukiratharani | Portrait of my Village |
| Indran | The City of Burning Slums |

Unit II (Prose) (12 hours)

| | |
|----------------|-------------------------------------|
| L.Elayaperumal | The Flames of Summer |
| Veerammal | Ideological Difference with Periyar |

Unit III (Drama) (12 hours)

| | |
|------------------------|----------------|
| Vijay Tendulkar | Kanyadaan |
| K.A.Gunasekaran | Touch** |

Unit IV (Fiction) (12 hours)

| | |
|-------------------|-------------|
| U.R.Ananthamurthy | Samskara |
| Mulkraj Anand | Untouchable |

Unit V (Non-Fiction) (12 hours)

| | |
|------------------|----------|
| Bama | Karukku |
| K.A. Gunasekaran | The Scar |

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

Prescribed texts :

The Oxford India Anthology of Tamil Dalit writing Ed by Ravikumar and R.Azgagarasan.OUP.New Delhi. 2012

R.Kumar, Dalitpersonal Narratives, Orient Blackswan Pvt Ltd).

Karukku(2nd Edition) .Bama. Translated from Tamil by Lakshmi Holmstrong. OUP. New Delhi.2012.

The Scar.K.A.Gunasekaran. Translated from the Tamil by V. Kadambari.Orient Blackswan. Chennai. 2009.

Suggested Reading:

Readings on Dalit identity. Edited by Swaraj Basu. Orient Blackswan. New Delhi.2016

Dalit Literatures in India. Edited by Joshil.K. Abraham and udith Misrahi-Barak.Routledge. New Delhi.2016.

**MAJOR ELECTIVE 1
LINGUISTICS
Code – 17PEL3E1**

**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

UNIT-II (12 hours)

- Phonetics and Phonology and
- The Morphological Structure of Words

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 ****

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: 17PEL4E2

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.

UNIT-I (Pg No 1-44) (18 hours)

(Prescribed Text: (Unit I – IV only) Ahuja B.N. **Theory and Practice of Journalism.** New Delhi : Surjeet Publications, 2011 ed, Print.)

Introduction to Journalism
Journalistic Function
The Functions and Departments of a Newspaper
Management Problems of a Newspaper
The Editorial Department at Work

UNIT-II (45-78) (18 hours)

Where Newspapers get their News?
Sub-editing
Reporting
The profile of a Reporter
Art of Writing a Newspaper Story

UNIT-III (79-131) (18 hours)

The Journalistic Style
The Art of Interviewing
The Make-up of a Newspaper
The Printing Department of a Newspaper
Outlines of Printing Technology**

UNIT-IV (132-172) (18 hours)

Proof-reading
The Advertising Department of a Newspaper
Advertising
Selecting the Media

UNIT-V (324 - 352) (18 hours)

(Prescribed Text: (Unit – V only) **Mass Communication in India** by Keval J.Kumar, 2003 edition. Jaico Publishing House, Mumbai)

Mass Communication and Society
Uses, Effects, Representations.

Prescribed Text:

Ahuja B.N. **Theory and Practice of Journalism.** New Delhi : Surjeet Publications, 2011 ed, Print.

Mass Communication in India by Keval J.Kumar, 2003 edition. Jaico Publishing House, Mumbai

Suggested Reading:

Mass Communication in India by Keval J.Kumar, 2004 edition. Jaico Publishing House, Mumbai

Suggested Reading:

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

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

SEMESTER – I
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:

Developing Communication Skills (2nd 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.

SEMESTER II
ALC-I
THE ART OF PUBLIC SPEAKING

OBJECTIVES:

To instill 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.

SEMESTER III
ALC- II
PERSONALITY DEVELOPMENT

OBJECTIVES:

Personality development helps a 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 Khera - **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 Trust, 2002.

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 Mockingbird

Unit – V

Margaret 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.

SEMESTER-III
CAREER ORIENTATION PROGRAMME (COP)
COPY WRITING

CREDITS: 5
TOTAL INSTRUCTION HOURS: 90

OBJECTIVES:

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

Unit I

Advertising as a Tool of Communication (PP.1-19)

Unit II

Kinds of Advertising (PP.36-50)
 Advertising as a Career (PP 51-61)

Unit III

Types of Media (PP.219-240)

Unit IV

Construction of an Effective
 Advertisement Part I (PP. 278-312)

Unit V

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.
