

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

Name of the Course - M.A.ENGLISH

**CURRICULUM & SCHEME OF EXAMINATION UNDER CBCS**

**(Applicable to students admitted from the academic year 2016-2017 onwards)**

Semester	Subject Code	TITLE OF THE PAPER		Instruction Hrs./cycle	MARKS			Exam Duration (Hrs)	Credit Points
					CIA	ESE	Total		
I	16PEL101	C.P.1	Chaucer & the Elizabethan Age	6	25	75	100	3	4
	16PEL102	C.P.2	The Augustan & the Romantic Age	6	25	75	100	3	4
	16PEL 103	C.P.3	The Victorian Age & the Twentieth Century English Literature	6	25	75	100	3	4
	16PEL 104	C.P.4	Indian Writing in English	6	25	75	100	3	4
	16PEL1N1	NME	Non-Major Elective I	6	25	75	100	3	5
II	16PEL205	C.P.5	Shakespeare	6	25	75	100	3	4
	16PEL206	C.P.6	American Literature	5	25	75	100	3	4
	16PEL207	C.P.7	New Literatures in English	5	25	75	100	3	4
	16PEL208	C.P.8	Methods of Teaching English	4	25	75	100	3	4
	16PEL209	C.P.9	Computer Applications – I– Theory Page Maker	4	15	45	60	3	3
	16PEL2CL	C.Pr.I	Computer Applications – I– Practical Page Maker	2	16	24	40	3	1
	16PEL2N2	NME	Non-Major Elective II	4	25	75	100	3	5
III	16PEL310	C.P.10	Literary Theory and Criticism	5	25	75	100	3	3
	16PEL311	C.P.11	Single Author Study	5	25	75	100	3	4
	16PEL312	C.P.12	The English Language	5	25	75	100	3	4
	16PEL313	C.P.13	World Literature	5	25	75	100	3	4
	16PEL314	C.P.14	Computer Applications – II– Theory Internet and HTML Programming	4	15	45	60	3	3
	16PEL3CM	C.Pr.II	Computer Applications –II – Practical Internet and HTML Programming	2	16	24	40	3	1
	16PEL3E1	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	16PEL415	C.P.15	English Language Teaching	6	25	75	100	3	4
	16PEL416	C.P.16	General Essay	6	25	75	100	3	3
	16PEL417	C.P.17	Research Methodology	6	25	75	100	3	4
	16PEL4E2	ME II	Major Elective - II	6	25	75	100	3	5
	16PEL4Z1	C.P.18	Project and Viva Voce	6	20	80	100	3	4

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

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

<b>JOB ORIENTED COURSE (JOC) SEMESTER-I</b>
<b>English for Competetive Examinations</b>
<b>Career Orientation Programme (COP) Semester-III</b>
<b>Copy Writing</b>

#### 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
<b>CORE - THEORY / PRACTICALS</b>	<b>18</b>	<b>1800</b>	<b>70</b>
<b>MAJOR ELECTIVE 1</b>	<b>1</b>	<b>100</b>	<b>5</b>
<b>MAJOR ELECTIVE 2</b>	<b>1</b>	<b>100</b>	<b>5</b>
<b>NON – MAJOR ELECTIVE 1</b>	<b>1</b>	<b>100</b>	<b>5</b>
<b>NON-MAJOR ELECTIVE 2</b>	<b>1</b>	<b>100</b>	<b>5</b>
<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 2016-2017 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 Program(COP) and Job Oriented Course (JOC)**

Section-A Multiple Choice Questions (10x1=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 16PEL209, 16PEL314**

(Applicable to students admitted from the academic year 2016-2017 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: 16PEL101**

**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

**UNIT -II (Poetry)** (18 hours)

John Donne	The Extasie
Andrew Marvell	To His Coy Mistress

**UNIT-III (Drama)** (18 hours)

Marlowe	Dr.Faustus
Ben Jonson	Volpone

**UNIT-IV (Prose)** (18 hours)

Bacon's Essays	Of Studies Of Marriage and Single Life 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.

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**CORE PAPER –2**  
**THE AUGUSTAN & THE ROMANTIC AGE**  
**Code: 16PEL102**

**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 1X
Pope	Rape of the Lock

**UNIT-II (Drama) (18 hours)**

Dryden	All for Love
Goldsmith	She Stoops to Conquer

**UNIT-III (Prose) (18 hours)**

Charles Lamb	(From <i>Essays of Elia</i> ) Dream Children; A Reverie
Jonathan Swift	Gulliver's Travels - Book I

**UNIT-IV (Fiction) (18 hours)**

Jane Austen	Pride and Prejudice
Walter Scott	Kenilworth**

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

(18 hours)

Wordsworth

Preface to the 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.

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**CORE PAPER-3**  
**THE VICTORIAN AGE & THE TWENTIETH CENTURY ENGLISH LITERATURE**  
**Code: 16PEL103**

**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	Rabbi Ben Ezra
Tennyson	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 \*\*

**UNIT-III (Drama) (18 hours)**

Bernard Shaw	Pygmalion
Oscar Wilde	Importance of Being Earnest

**UNIT-IV (Fiction) (18 hours)**

Thomas Hardy	Mayor of the Casterbridge
<b>Charles Dickens</b>	<b>Oliver Twist</b>

**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).

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PEL-7  
**CORE PAPER – 4**  
**INDIAN WRITING IN ENGLISH**  
**Code: 16PEL104**

**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	Enterprise <b>Night of the Scorpion**</b>
Sarojini Naidu	The Queens Rival The Bird Sanctuary
Parthasarathy	Under Another Sky Lines for a Photograph
Toru	Casuarina Tree The Lotus
A.K.Ramanujam	Snakes A Poem on Particulars

[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)

**UNIT-III (Prose)** (18 hours)

Swami Vivekananda	On Karmayoga Work Without Motive
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(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)

<b>Shashi Deshpande</b>	<b>That Long Silence**</b>
Anita Desai	Fire on the Mountain

## **UNIT-V (Criticism)**

Adil Jussawalla

The New Poetry

(18 hours)

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

**\*\* 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**

**CORE PAPER-5  
SHAKESPEARE  
Code: 16PEL205**

**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.

<b>UNIT-I</b>		(18 hours)
	Macbeth Twelfth Night	
<b>UNIT-II</b>		(18 hours)
	The Merchant of Venice Romeo Juliet	
<b>UNIT-III</b>		(18 hours)
	King Lear Tempest	
<b>UNIT-IV</b>		(18 hours)
	Sonnets 1-20	
<b>UNIT-V</b>		(18 hours)
General Shakespeare	Shakespeare's Theatre and His Audience, Shakespeare's Villains, The Fool in Shakespeare, and <b>Shakespearean Criticism.**</b>	

**\*\* 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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**CORE PAPER-6  
AMERICAN LITERATURE  
Code: 16PEL206**

**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

Wallace Stevens	The Emperor of Ice-cream
E.A.Robinson	The Mill

**UNIT-II (Prose) (15 hours)**

Emerson	The American Scholar
Thoreau	From Walden
	- Where I lived and What I lived for

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

Eugene O'Neil	The Hairy Ape
Tennessee Williams	<b>A Street Car named Desire</b>

**UNIT-IV (Fiction) (15 hours)**

Nathaniel Hawthorne	The Scarlet Letter
Herman Melville	Moby Dick

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

Edgar Allen Poe	The Philosophy of Composition
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**\*\* 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: 16PEL207**

**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

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

**UNIT-IV (Fiction)** (15 hours)

Aravind Adiga  
 Yann Martel

The White Tiger  
 Life of Pie

**UNIT-V (Fiction)**

(15 hours)

Joseph Conrad  
Githa Hariharan

Heart of Darkness  
Thousand Faces of the Night

**\*\* 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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PEL-15  
**CORE PAPER-8**  
**Code: 16PEL208**  
**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 \*\***

**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.

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**CORE PAPER-9**  
**COMPUTER APPLICATIONS -I THEORY**  
**PAGE MAKER**  
**Code: 16PEL209**

**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 - 16PEL2CL**

**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.

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**PEL-19**  
**SEMESTER-III**  
**CORE PAPER-10**  
**LITERARY THEORY AND CRITICISM**  
**Code: 16PEL310**

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

**OBJECTIVES:**

To acquaint students with important schools of literary criticism with the help of representative essays. To acquaint 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**

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, Oxymorn, 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, Willing Suspension of Disbelief

**UNIT-II** (15 hours)

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

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

Northrop Frye <b>Edmund Wilson</b>	Archetypes of Literature <b>Marxism and Literature**</b>
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**UNIT-V** (15 hours)

Roland Barthes Susan Sontag	Criticism as language Against Interpretation
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**Prescribed Text:**

**NTC's Dcitionary of Literary Terms by Morner, Kathleen & Raush, Ralph,**  
**Lincolnwood, Sillinois,1998.**

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

PEL –20

**\*\* 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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**CORE PAPER -11  
SINGLE AUTHOR STUDY  
Code: 16PEL311**

**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

**UNIT V (Criticism) (15 hours)**

The Metaphysical Poets

[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

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**CORE PAPER-12**  
**THE ENGLISH LANGUAGE**  
**Code - 16PEL312**

**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.

Prescribed Text: Sethi. J. and P.V. Dhamija – *A COURSE IN PHONETICS AND SPOKEN ENGLISH* ed. 2, New Delhi, PHI Learning Private Limited .2011.

**UNIT-I** (15 hours)

- |           |   |
|-----------|---|
| Chapter 1 | The Organs of Speech                                |
| Chapter 2 | The Description and classification of speech sounds |

**UNIT-II** (15 hours)

- |            |                                   |
|------------|-----------------------------------|
| Chapter 9  | The Sounds of English- Vowels     |
| Chapter 10 | The Sounds of English -Consonants |

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

**UNIT-III** (15 hours)

- |           |                                     |
|-----------|-------------------------------------|
| 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 4 | Middle English Period  |

**UNIT-V** (15 hours)

- |                  |                          |
|------------------|--------------------------|
| <b>Chapter 6</b> | The Growth of Vocabulary |
| <b>Chapter 7</b> | Change of Meaning        |

**\*\* 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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PEL –23  
**WORLD LITERATURE**  
**CORE PAPER-13**  
**Code: 16PEL313**

**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 The Book of Job  
Jean Jacques Roussueau Confessions

**UNIT – III (Fiction) (15 hours)**

Margaret Laurence The Stone Angel  
Toni Morrison The Bluest Eye

**UNIT – III (Fiction) (15 hours)**

Alice Walker The Color Purple  
Bama Karukku

**UNIT – V (Drama) (15 hours)**

Sophocles Oedipus Rex  
Henrick Ibsen Ghosts

**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.

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**CORE PAPER-14**  
**COMPUTER APPLICATIONS – II THEORY**  
**INTERNET AND HTML PROGRAMMING**  
**Code: 16PEL314**

**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

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**CORE PRACTICAL - II**

**COMPUTER APPLICATIONS – II PRACTICAL  
INTERNET AND HTML PROGRAMMING  
Code: 16PEL3CM**

**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: 16PEL415**

**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\*\***

**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: 16PEL416**

**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, Roman Plays 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  
 - James Smith. "As You Like It."

**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.Collerier Books, London.

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

**CREDITS: 4  
INSTRUCTION HOURS:90**

**OBJECTIVES:**

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

<b>UNIT-I</b>		(18 hours)
Chapter -I	Research and Writing	
<b>UNIT-II</b>		(18 hours)
<b>Chapter - II</b>	<b>Plagiarism and Academic Integrity**</b>	
<b>UNIT-III</b>		(18 hours)
Chapter -III	The Mechanics of Writing	
<b>UNIT-IV</b>		(18 hours)
Chapter - IV	The Format of the Research Paper	
<b>UNIT-V</b>		(18 hours)
Chapter -V	Documentaion: Preparing the List of Works Cited.	
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.

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**CORE PAPER-18  
PROJECT AND VIVA VOCE  
Code: 16PEL4Z1**

**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 during the first week of April. 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**

<b>CIA/ESE</b>	<b>particulars</b>	<b>Project out of 100 Marks(PG)</b>
<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.
- 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 02.00PM and 04.00PM for a period of 2 to 3 weeks in the month of Febraury/March.

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**NON-MAJOR ELECTIVE I  
GREEN STUDIES  
Code: 16PEL1N1**

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**

**Cheryll Glotfelty:** Introduction-Literary Studies in an Age of Environmental Crisis  
**Christopher Manes:** Nature and Silence

**Unit II – Poetry**

**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**

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

**Unit IV - Fiction**

**Anita Desai:** Cry, the Peacock (Washington Square Press, New York. 1991)\*\*  
**Amitav Ghosh:** The Hungry Tide (HarperCollins, New York. 2005)

**Unit IV – Drama**

**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. 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).

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**NON- MAJOR ELECTIVE II**  
**ORAL & WRITTEN COMMUNICATION SKILLS**  
**Code: 16PEL2N2**

**CREDITS: 5**  
**INSTRUCTION HOURS: 60**

**OBJECTIVES:**

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

**Unit I** (12 hours)

Dyadic communication  
Public Speaking and Oral Presentation

**Unit II** (12 hours)

Active Listening  
Meetings  
Seminars and Conferences  
Group Discussion  
Audio-Visual Aids

**Unit III**

Reading Comprehension  
Precis Writing

**Unit IV** (12 hours)

Business Correspondence  
Memorandum writing  
Notice, Agenda and Minutes

**Unit V** (12 hours)

Handbooks and manuals  
Research Papers and Articles  
Advertising and Job Description  
Punctuation and Capitalization\*\*\*

**\*\* 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 – 16PEL3E1**

**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**

- 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

**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: 16PEL4E2**

**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 (1-48)**

(18 hours)

**Introduction to Communication Theory**

**UNIT-II (49-98)**

(18 hours)

The Mass Media-History, Practices, and Values.

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

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

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

(18 hours)

Advertising and Public Relations

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

(18 hours)

**Psychology and Sociology of Media Audiences**

**Prescribed Text:**

**Mass Communication in India** by Keval J.Kumar, 2004 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.

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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** (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.

**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.

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**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 :**

Shiva 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.

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**PEL - 41**  
**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.**

PEL - 42  
**NON-MAJOR ELECTIVE 1**  
**COPY WRITING**  
**Code: 16PEL1N1**

**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.

<b>Unit I</b>		(18 hours)
	Advertising as a Tool of Communication (pp. 1-19)	
<b>Unit II</b>		(18 hours)
	Kinds of Advertising (PP.36-50)	
	Advertising as a Career (PP 51-61)	
<b>Unit III</b>		(18 hours)
	<b>Types of Media** (PP.219-240)</b>	
<b>Unit IV</b>		(18 hours)
	Construction of an Effective Advertisement Part I (PP. 278-312)	
<b>Unit V</b>		(18 hours)
	Advertising Agency** (PP.344 – 366)	

Prescribed Text:

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

**Field Trip :** Students will be taken to various advertising agency.

**Duration:**

**30 hours (2 hours per cycle)**

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

**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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