

JAI HIND COLLEGE AUTONOMOUS



Syllabus for S.Y.B.A.

Course : English

Semester : III

Credit Based Semester & Grading System

With effect from Academic Year 2018-19

List of Courses

Course: English

Semester: III

SR. NO.	COURSE CODE	COURSE TITLE	NO. OF LECTURES / WEEK	NO. OF CREDITS
SYBA				
1	AENG301	Indian Literature In English I	3	3.5
2	AENG302	Twentieth Century American Literature I	3	3.5
3	AENG3AC1	Advertising I	4	3
4	AENG3AC2	Journalism I	4	3
5	AENG3AC3	Gender Studies I	4	3

Semester III – Theory

Course: AENG301	Indian Literature in English - I (Credits : 3.5 Lectures/Week: 03)	
	<p>Objectives:</p> <ul style="list-style-type: none"> • To introduce learners to the uniqueness of Indian Literature in English • To acquaint learners to the pluralistic dimensions of Indian Literature in English • To help them understand the different genres of Indian Literature in English • To familiarise learners with different perspectives of approaching this literature • To make learners aware of prominent Indian Writers in English <p>Outcomes: This course provides students with an understanding of Indian Literature in English, with its plural dimensions and different genres.</p>	
Unit I	<p>Essays (Indian Non-Fiction in English)</p> <ol style="list-style-type: none"> 1. Meenakshi Mukherjee: “The Anxiety of Indianness” from The Perishable Empire: Essays on Indian Writing in English. 2. Urvashi Butalia: “Memory” from The Other Side of Silence: Voices from the Partition of India 3. K. Satchidanandan: “That Third Space: Interrogating the Diasporic Paradigm” from Indian Literature, Vol 45, No.3 (203) (May-June 2001) 4. Jasbir Jain: “Prologue” from beyond post-colonialism: dreams and realities of a nation 	15 L
Unit II	<p>Novel</p> <ol style="list-style-type: none"> 1. Anita Desai: Fasting, Feasting. Penguin Random House. OR 2. Saradindu Bandyopadhyay: The Quills of the Porcupine- a novella from The Menagerie and Other Byomkesh Bakshi Mysteries. Translated from the Bengali by Sreejata Guha. Penguin. 	15 L
Unit III	<p>Short Stories</p> <ol style="list-style-type: none"> 1. Bhisham Sahani: "Pali" (from Translating Partition. Katha, New Delhi, 2001) 2. Vilas Sarang: "A Revolt of the Gods" (from Fair Tree of the Void. Penguin Books (India) Ltd. New Delhi, 1990. 3. Githa Hariharan: "The Remains of the Feast" (from https://newint.org) 4. Shashi Deshpande : "The Awakening" (from Collected Stories, Vol. 1, Penguin Books India Pvt. Ltd. New Delhi, 2003. 	15 L
<p>References:</p> <ol style="list-style-type: none"> 1. Agrawal, Anju Bala. (2010). Post-Independence Indian Writing in English (Vols. I and II). Delhi: Authorspress 2. Ahmad, Aijaz. (1996). In Theory: Classes, Nations, Literatures. Delhi: Oxford University Press. 3. Bhattacharya, Gargi. “(De) Constructing an Aesthetics of Indian Writing in English”. 		

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8. Jain, Jasbir. (2002). *Gender and Narrative*. New Delhi: Rawat Publications.
9. Jain, Jasbir. (2004). *Dislocations and Multiculturalism*. Jaipur: Rawat Publications.
10. Jain, Jasbir and Singh, Veena. 2004. *Contesting Postcolonialisms*. 2nd edition. Jaipur: Rawat Publications.
11. Jain, Jasbir. (2006). *beyond postcolonialism: dreams and realities of a nation*. Jaipur: Rawat Publications.
12. Jain, Jasbir. (2007). *Reading Partition/Living Partition*. Jaipur: Rawat Publications.
13. Joshi, Priya. (2003). *In Another Country: Colonialism, Culture and the English Novel in India*. New Delhi: Oxford University Press.
14. Kushwaha, M.S. (1984). *Dimensions of Indian English Literature*. New Delhi: Sterling Publishers Pvt. Ltd.
15. Mc Cutchion, David. (1973). *Indian Writing in English*. Calcutta: Writers Workshop.
16. Mehrotra, Arvind, ed. (2010). *A Concise History of Indian Literature in English*. New Delhi : Permanent Black.
17. Mittal, R.K. (2013). *Problems of Indian Creative Writing in English*. New Delhi: Kumud Publishers.
18. Mishra, V. (2008). *Literature of the Indian Diaspora*. London: Routledge.
19. Mukherjee, Meenakshi. (2002). *The Perishable Empire: Essays on Indian Writing in English*. New Delhi: Oxford University Press.
20. Mukherjee, Meenakshi. (1994). *Realism and reality: The Novel and Society in India*. New Delhi: Oxford University Press.
21. Mukherjee, Meenakshi. (1971). *The Twice-Born Fiction: Themes and Techniques of the Indian Novel in English*. University of Michigan: Heineman Educational Books.
22. Naik, M.K. (1977). *Critical Essays on Indian Writing in English*. Madras: Macmillan.
23. Naik, M.K. (1979). *Aspects of Indian Writing in English*. Delhi: Macmillan.
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27. Nayar, Pramod. (2008). *Postcolonial Literature: An Introduction*. New Delhi: Pearson Education.
28. Panikker, K. Ayyappa. (1991). *Indian English Literature Since Independence: Golden Jubilee Vol.1940-1990*. New Delhi: The Indian Association for English Studies.
29. Paranjape, Makarand. "Indian (English) Criticism: Some Notes." *Indian Literature*, Vol. 37, No. 2 (160) (March-April, 1994), pp. 70-78. Print.
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Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Semester End Examination (SEE)- 100 Marks

Semester III – Theory

Course: AENG302	Twentieth Century American Literature - I (Credits : 3.5 Lectures/Week: 03)	
	<p>Objectives:</p> <ul style="list-style-type: none"> • To acquaint the learners of literature with the various genres and literary terms of 20th Century American Literature • To introduce them to the socio-cultural milieu of twentieth century America through literary texts • To enable students to understand that literature is an expression of human values within a historical and social context <p>Outcomes: The Course introduces students to the multi – cultural aspect of 20th C. American Literature.</p>	
Unit I	<p>Background</p> <ol style="list-style-type: none"> 1. Naturalism in 20th Century American Fiction 2. Lost Generation Writers 3. African American Fiction 4. Jewish American Fiction 5. Chinese American Fiction 6. Indian American Fiction 	15 L
Unit II	<p>Novel Toni Morrison - Sula OR Ernest Hemingway - <i>Old Man and the Sea</i></p>	15 L
Unit III	<p>Short Stories</p> <ol style="list-style-type: none"> 1. John Steinbeck– “The Chrysanthemums” 2. Alice Walker – “Everyday Use” 3. Amy Tan – “Two Kinds” 4. Bernard Malamud – “The German Refugee” 5. Jhumpa Lahiri – “Unaccustomed Earth” 	15 L
<p>References:</p> <ol style="list-style-type: none"> 1. Abrams, M. H. (2007). <i>A Glossary of Literary Terms</i>. (8th Edition) New Delhi: Akash Press. 2. Baldick, Chris. (2001). <i>The Oxford Dictionary of Literary Terms</i>. Oxford: Oxford University Press. 3. Bloom, Harold, ed. (2005). <i>Short Story Writers and Short Stories</i>. New York: Chelsea House. 4. Boyars, Robert, ed. (1974). <i>Contemporary Poetry in America</i>. New York: Schocken Publishers. 5. Hassan, Ihab. (1961). <i>Radical Innocence: Studies in the Contemporary American Novel</i>. Princeton, N. J: Princeton University Press. 6. Hoffman, Daniel, ed. (1979). <i>Harvard Guide to Contemporary Writing</i>. Cambridge, Massachusetts: Harvard University Press. 7. Hudson, William Henry. (2007). <i>An Introduction to the Study of Literature</i>. New Delhi: Atlantic. 8. Moore, Harry T. ed. (1964). <i>Contemporary American Novelists</i>. Carbondale: Southern 		

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11. Scholes, Robert. (1969). *Radical Sophistication: Studies in Contemporary Jewish American Novelists*. Athens: Ohio University Press.

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14. Andrews, William L., Francis Smith Foster and Trudier Harris (eds.). (1997). *The Oxford Companion to African American Literature*. New York: Oxford University Press.

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Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Semester End Examination (SEE)- 100 Marks

Semester I – Theory

Course: AENG3AC1	Advertising - I (Credits : 03 Lectures/Week: 04)	
	<p>Objectives:</p> <ul style="list-style-type: none"> • To highlight the role of advertising for the success of brands and its importance within the marketing function of a company. • It aims to orient learners towards the practical aspects and techniques of advertising. • It is expected that this course will prepare learners to lay down a foundation for a career in advertising <p>Outcomes: The course is meant to familiarize students with the process of advertising and the advertising industry. It further delves into the impact of advertising on society.</p>	
Unit I	<p>Introduction to Advertising</p> <ol style="list-style-type: none"> 1. Advertising: Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers. 2. Classification of advertising: Geographic, Media, Target audience and Functions. 3. iii) Integrated Marketing Communications (IMC)- Concept, Features, Elements, Role of advertising in IMC 	15 L
Unit II	<p>Economic & Social Aspects of Advertising</p> <ol style="list-style-type: none"> 1. Economic Aspects: Effect of advertising on consumer demand, monopoly and competition, Price. 2. Social aspects: Ethical and social issues in advertising, positive and negative influence of advertising on Indian values and culture. 3. iii) Pro Bono/Social advertising: Pro Bono Advertising, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP), Self-Regulatory body- Role of ASCI (Advertising Standard Council of India) 	15 L
Unit III	<p>Advertising Agency</p> <ol style="list-style-type: none"> 1. Ad Agency: Features, Structure and services offered, Types of advertising agencies , Agency selection criteria 2. Agency and Client: Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation 3. Careers in advertising: Skills required for a career in advertising, Various Career Options, Freelancing Career Options - Graphics, Animation, Modelling, Dubbing. 	15 L
Unit IV	<p>Brand Building and Special Purpose Advertising</p> <ol style="list-style-type: none"> 1. Brand Building: The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises. 2. Special purpose advertising: Rural advertising, Political advertising-, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above 	15 L

	special purpose advertising. iii) Trends in Advertising: Media, Ad spends, Ad Agencies, Execution of advertisements	
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8. Keller, Kevin Lane (2013) *Strategic Brand Management 4th Edition*. Pearson Education Limited
9. Kotler, Philip and Eduardo Roberto. (1989)*Social Marketing, Strategies for Changing Public Behaviour*. New York . The Free Press.
10. Moriarty, Sandra, Nancy D Mitchell, William D. Wells. (2012). *Confessions of an Advertising Man, David Ogilvy*. Southbank Publishing.
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Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Semester End Examination (SEE)- 100 Marks

Semester III – Theory

Course: AENG3AC2	Journalism - I (Credits : 03 Lectures/Week: 04)	
	<p>Objectives:</p> <ul style="list-style-type: none"> • To acquaint the learners with the basic concepts of journalism and to familiarize them with the different departments of a newspaper • To sensitize them to the styles of journalistic prose • To introduce them to reporting, editing and feature writing • To enable the students to apply their learning with a career perspective on journalism <p>Outcomes: This Applied Component Course will provide students with an Introduction to the Fundamentals of Journalism, Reporting, Editing, Feature Writing and Page Planning</p>	
Unit I	<p>Introduction, History and Laws</p> <ol style="list-style-type: none"> 1. What is news? (Hard News and Soft News; Types of News write-ups: Articles, Interviews, Editorials, Surveys and Features) 2. The Origin, Development and Evolution of the Indian Press 3. Major Press Laws in India: Adam’s Regulations, Vernacular Press Act, Censorship Laws and the Freedom of the Press 4. The Press and Socio-Political issues in Pre and Post-Independence India: Freedom Movement, Emergency 5. Violence in the Media and against Media persons 	12 L
Unit II	<p>Ethics, Agencies, Electronic Journalism</p> <ol style="list-style-type: none"> 1. Principles and Ethics in Journalism 2. News Agencies 3. Press Syndicate 4. Electronic Journalism 	12 L
Unit III	<p>Organization and structure of a newspaper house</p> <ol style="list-style-type: none"> 1. Circulation 2. Advertising 3. Editorial 4. Mechanical Departments 	12 L
Unit IV	<p>Basics of Reporting</p> <ol style="list-style-type: none"> 1. Types of reports 2. Qualities and aptitude necessary for a reporter 3. News Gathering 4. News Value 5. Readers’ interest 6. Investigative and In-Depth Reporting 	12 L
Unit V	<p>Writing of Reports</p> <ol style="list-style-type: none"> 1. Basic principles: objectivity, accuracy, speed, clarity and integrity 2. Parts of a news report 	12 L

	3. 5Ws 4. Headline writing 5. Types of Leads 6. Report writing	
<p>References:</p> <ol style="list-style-type: none"> 1. Ahluwalia, J.P. (2007). <i>News Structure in Print Media and Electronic Media</i> 2. Goldberg, Bernard. (2002). <i>Bias: A CBS Insider Exposes How The Media Distort The News</i>. Harper Collins Publishers. 3. Harrison, Jackie. (2005). <i>News</i>. Routledge. 4. Kamath. M V (1980). <i>Professional Journalism</i>. New Delhi: Vikas Publishing House. 5. Lorenz. Alfred L. (2005). <i>Reporting and Writing</i>. Pearson Prakashan. 6. Mencher, Melvin (1992). <i>Basic News Writing</i>. New Delhi: Universal Book Stall. 7. Menon, P. K (2005). <i>Practical Journalism</i>. Jaipur: Avishkar Publishers. 8. Natrajan. J. (1995). <i>History of Indian Journalism</i>. New Delhi: Ministry of Information and Broadcasting. 9. Nayak. Akshay Kumar (2009). <i>News Reporting, Journalistic Writing and Editing</i>. New Delhi: Anmol Publication Pvt. Ltd. 10. Parthasarathy, Rangaswami (1989). <i>Basic Journalism</i>. New Delhi: MacMillan India Ltd. 11. Parthasarathy, Rangaswami (1994). <i>Here is the News! Reporting for the Media</i>. New Delhi: Sterling Publishers. 12. Singh, Bhanu Pratap (2011). <i>News Writing</i>. New Delhi: Anmol Publication Pvt. Ltd. 		

Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Semester End Examination (SEE)- 100 Marks

Semester III – Theory

Course: AENG3AC3	Gender Studies - I (Credits : 03 Lectures/Week: 04)	
	<p>Objectives:</p> <ul style="list-style-type: none"> • To create an understanding of the way gender is constructed. • To develop analytical skills and critical thinking through learning about the history of oppression of the female sex. • To enable students to develop ways of dealing with gender stereotypes and patriarchal biases. <p>Outcomes:</p> <p>The course aims to sensitise students towards patriarchy and the oppression of women and familiarizes them with the causes for this oppression. In addition, it enables them to understand and develop ways and means of combating gender stereotypes</p>	
Unit I	<p>Introduction: The Scope and Practice of Women’s Studies</p> <ol style="list-style-type: none"> 1. The importance of Women’s Studies 2. Problems of using mainstream methodology 3. Sex and gender 4. Patriarchies 5. Gender socialization 6. Gender of politics, religion and caste in the Indian context <p>Story for analysis: Saadat Hassan Manto’s “Open It”</p>	15 L
Unit II	<p>Gender Theory</p> <ol style="list-style-type: none"> 1. Liberal Feminism 2. Marxist Feminism 3. Radical Feminism 4. Psychoanalytical Feminism 5. Masculinities 	15 L
Unit III	<p>Women and Body</p> <ol style="list-style-type: none"> 1. Women and Health 2. Body Shaming 3. Body Dysmorphic Disorders 4. Agency over Body 5. Motherhood 6. Biomedical Ethics 7. Abortion, IVF, Contraception 8. Gynocriticism <p>Story for analysis: Gloria Naylor – “The Two” (from <i>Women of Brewster Place</i>)</p>	15 L
Unit IV	<p>Women and Work</p> <ol style="list-style-type: none"> 1. Concept of work with reference to women 2. Definition and valuation of productive/unproductive work 3. Visible/invisible work, socially productive work 	15 L

4. Concept and measurement of women's work
5. Working conditions
6. Maternity/Paternity leave
7. The Working mother
8. Gender-specific jobs
9. Legislation towards better working conditions for women
10. Sexual harassment at the workplace

Story for analysis: **Ismat Chughtai – “Lihaaf” (“The Quilt”)**

References:

1. Bailey, Alison, and Chris J. Cuomo (2008). *The Feminist Philosophy Reader*. Boston: McGraw-Hill.
2. Bhasin, Kamala. (1993). *What is Patriarchy?* New Delhi: Kali for Women.
3. Butalia, U and T Sarkar (eds.). (1996). *Women and the Hindu Right*. New Delhi: Kali for Women.
4. Butler, Judith (1990). *Gender Trouble: Feminism and the Subversion of Identity*. London and New York: Routledge.
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18. Rice, Philip and Patricia Waugh. Ed. *Modern Literary Theory: A Reader*. London: Arnold
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Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Semester End Examination (SEE)- 100 Marks

