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

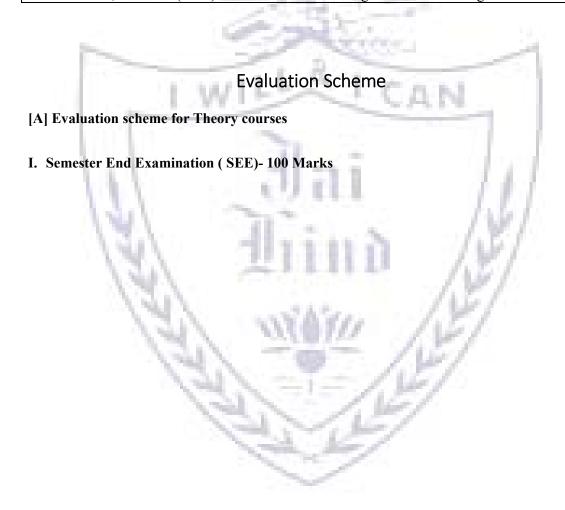
Course: AENG301			
Unit I			
Unit II	Novel 1. Anita Desai: Fasting, Feasting. Penguin Random House. OR 2. Saradindu Bandyopadhyay: The Quills of the Porcupine- a novella from The Menagerie and Other Byomkesh Bakshi Mysteries. Translated from the Bengali by Sreejata Guha. Penguin.	15 L	
Unit III	Short Stories 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	

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- 2. Ahmad, Aijaz. (1996). In Theory: Classes, Nations, Literatures. Delhi: Oxford University Press.
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- 17. Mittal, R.K. (2013). Problems of Indian Creative Writing in English. New Delhi: Kumud Publishers.
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- 22. Naik, M.K. (1977). Critical Essays on Indian Writing in English. Madras: Macmillan.
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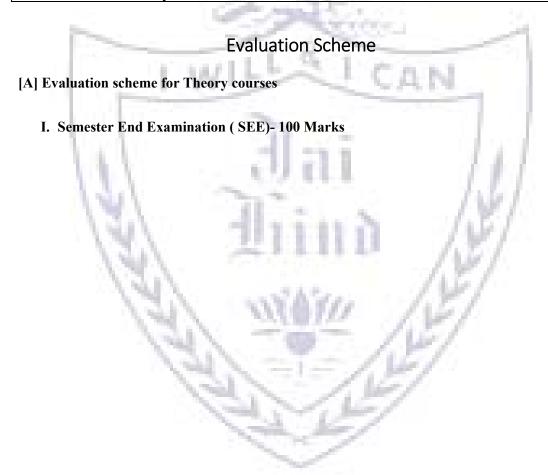
Course: AENG302	Twentieth Century American Literature - I (Credits : 3.5 Lectures/Week: 03)		
	Objectives:		
	• To acquaint the learners of literature with the various genres and literary terms of 20 th Century American Literature		
	To introduce them to the socio-cultural milieu of twentieth century		
	America through literary texts		
	 To enable students to understand that literature is an expression of values within a historical and social context 	human	
	Outcomes:		
	The Course introduces students to the multi – cultural aspect of 20th C. American		
7	Literature.		
Unit I	 Background Naturalism in 20th Century American Fiction Lost Generation Writers African American Fiction Jewish American Fiction Chinese American Fiction Indian American Fiction 	15 L	
	Novel	15 L	
Unit II	Toni Morrison - Sula OR Ernest Hemingway - Old Man and the Sea		
	Short Stories	15 L	
Unit III	 John Steinbeck- "The Chrysanthemums" Alice Walker - "Everyday Use" Amy Tan - "Two Kinds" Bernard Malamud - "The German Refugee" Jhumpa Lahiri - "Unaccustomed Earth" 		

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- 3. Bloom, Harold, ed. (2005). Short Story Writers and Short Stories. New York: Chelsea House.
- 4. Boyars, Robert, ed. (1974). *Contemporary Poetry in America*. New York: Schocken Publishers.
- 5. Hassan, Ihab. (1961). *Radical Innocence: Studies in the Contemporary American Novel*. Princeton, N. J. Princeton University Press.
- 6. Hoffman, Daniel, ed. (1979). *Harvard Guide to Contemporary Writing*. Cambridge, Massachusetts: Harvard University Press.
- 7. Hudson, William Henry. (2007). An Introduction to the Study of Literature. New Delhi: Atlantic.
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Illinois University Press.

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- 15.Hoffman, Daniel (ed.). (1981). Harvard Guide to Contemporary American Writing. Delhi: Oxford University Press.



Course: AENG3AC1	Advertising - I (Credits : 03 Lectures/Week: 04)	
	 Objectives: To highlight the role of advertising for the success of brands and it importance within the marketing function of a company. It aims to orient learners towards the practical aspects and technique advertising. It is expected that this course will prepare learners to lay down a foundation for a career in advertising. Outcomes: The course is meant to familiarize students with the process of advertising the advertising industry. It further delves into the impact of advertising on society. 	ues of
Unit I	 Introduction to Advertising Advertising: Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers. Classification of advertising: Geographic, Media, Target audience and Functions. iii) Integrated Marketing Communications (IMC)- Concept, Features, Elements, Role of advertising in IMC 	15 L
Unit II	 Economic & Social Aspects of Advertising Economic Aspects: Effect of advertising on consumer demand, monopoly and competition, Price. Social aspects: Ethical and social issues in advertising, positive and negative influence of advertising on Indian values and culture. 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	Advertising Agency 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	Brand Building and Special Purpose Advertising 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

References:

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- 8. Keller, Kevin Lane (2013) Strategic Brand Management 4th Edition. Pearson Education Limited
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- 12. Singh, Raghuvir and Sangeeta Sharma. (2006). Advertising: Planning and Implementation. Prentice Hall

Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Semester End Examination (SEE)- 100 Marks

Course: AENG3AC2	Journalism - I (Credits : 03 Lectures/Week: 04)	
	 Objectives: To acquaint the learners with the basic concepts of journalism and 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 persper on journalism 	
P	Outcomes: This Applied Component Course will provide students with an Introducti the Fundamentals of Journalism, Reporting, Editing, Feature Writing and Planning	
Unit I	 Introduction, History and Laws What is news? (Hard News and Soft News; Types of News write-ups: Articles, Interviews, Editorials, Surveys and Features) The Origin, Development and Evolution of the Indian Press Major Press Laws in India: Adam's Regulations, Vernacular Press Act, Censorship Laws and the Freedom of the Press The Press and Socio-Political issues in Pre and Post-Independence India: Freedom Movement, Emergency Violence in the Media and against Media persons 	12 L
Unit II	Ethics, Agencies, Electronic Journalism 1. Principles and Ethics in Journalism 2. News Agencies 3. Press Syndicate 4. Electronic Journalism	12 L
Unit III	Organization and structure of a newspaper house 1. Circulation 2. Advertising 3. Editorial 4. Mechanical Departments	12 L
Unit IV	Basics of Reporting 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	Writing of Reports 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	

References:

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- 2. Goldberg, Bernard. (2002). Bias: A CBS Insider Exposes How The Media Distort The News. Harper Collins Publishers.
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Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Semester End Examination (SEE)- 100 Marks

Course: AENG3AC3	Senati States I (Situates to Estates to 1)	
	 Objectives: To create an understanding of the way gender is constructed. To develop analytical skills and critical thinking through learning the history of oppression of the female sex. To enable students to develop ways of dealing with gender stere and patriarchal biases. Outcomes: The course aims to sensitise students towards patriarchy and the oppress women and familiarizes them with the causes for this oppression. In additionables them to understand and develop ways and means of combating stereotypes 	otypes sion of tion, it
		15 L
Unit I	Introduction: The Scope and Practice of Women's Studies 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 Story for analysis: Saadat Hassan Manto's "Open It"	13 L
	Gender Theory	15 L
Unit II	 Liberal Feminism Marxist Feminism Radical Feminism Psychoanalytical Feminism Masculinities 	
	Women and Body	15 L
Unit III	 Women and Health Body Shaming Body Dysmorphic Disorders Agency over Body Motherhood Biomedical Ethics Abortion, IVF, Contraception Gynocriticism 	
	Story for analysis: Gloria Naylor - "The Two" (from Women of	
	Brewster Place)	
Unit IV	Women and Work 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 Chugtai – "Lihaaf" ("The Quilt")

References:

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- 2. Bhasin, Kamala. (1993). What is Patriarchy? New Delhi: Kali for Women.
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- 4. Butler, Judith (1990). Gender Trouble: Feminism and the Subversion of Identity. London and New York: Routledge.
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- 18. Tong, Rosemarie. (2009). Feminist Thought: An Introduction. Colorado: Westview Press
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Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Semester End Examination (SEE)- 100 Marks

