

JAI HIND COLLEGE AUTONOMOUS



Syllabus for S.Y.BA

Course : English

Semester : IV

Credit Based Semester & Grading System

With effect from Academic Year 2018-19

List of Courses

Course: English

Semester: IV

SR. NO.	COURSE CODE	COURSE TITLE	NO. OF LECTURES / WEEK	NO. OF CREDITS
SYBA				
1	AENG401	Indian Literature in English - II	3	3.5
2	AENG402	Twentieth Century American Literature – II	3	3.5
3	AENG4AC1	Advertising- ii	4	3
4	AENG4AC2	Introduction to Journalism – II	4	3
5	AENG4AC3	Gender Studies – II	4	3

Course Code AENG401	Course Title <u>Indian Literature in English – II</u>	3.5 Credits
Learning Objectives	1. To introduce learners to the uniqueness of Indian Literature in English 2. To acquaint learners to the pluralistic dimensions of Indian Literature in English 3. To help them understand the different genres of Indian Literature in English 4. To familiarise learners with different perspectives of approaching this literature 5. To make learners aware of prominent Indian Writers in English	
Course description	This course provides students with an understanding of Indian Literature in English, with its plural dimensions and different genres.	
THEORY Semester 4		(45 lectures)
Unit – I: Essays (Indian Non-Fiction in English)		15 lectures
i. MakarandParanjape: Introductory essay to Indian Poetry in English. 1993. Madras: Macmillan India Press. ii. Arjun Dangle: “Dalit Literature: Past, Present and Future” from Poisoned Bread. 1992. Hyderabad: Orient Longman Ltd. iii. Vijay Tendulkar: “Characterization and Structure: Two Essentials for a Playwright” from Collected Plays in Translation. 2003. New Delhi: OUP. iv. Rajeswari Sunder Rajan: “English Literary Studies, Women’s Studies and Feminism in India”. Source: Economic and Political Weekly, Vol 43. No. 43 (Oct. 25-31, 2008).		
Unit – II: Poetry		15 lectures
i. JayantaMahapatra : ‘Hunger’ and ‘Freedom’ ii. KekiDaruwalla : ‘Map-Maker’ and ‘A Take-Off on a Passing Remark’ iii. MeenaKandasamy : ‘Ekalavyan’ and ‘The Flight of Birds’ iv. DilipChitre : ‘Father Returning Home’ and ‘Ode to Bombay’		
Unit – III: Drama		15 lectures
ManjulaPadmanabhan : Harvest. (Aurora Metro Press: 2003) OR Mohan Rakesh : Halfway House (Adhe-Adhure) translated by BinduBatra, Ed. Basu, Dilip K. (Worldview Publications, New Delhi: 1999)		

References:	<ol style="list-style-type: none"> 1. Agarwal, Smita, ed. 2014. Marginalized: Indian Poetry in English. New York: Rodopi. 2. Basu, Tapan, ed. 2002. Translating Caste. New Delhi: Katha. 3. Bose, Brinda, ed. 2002. Translating Desire: The Politics of Gender and Culture in India. New Delhi: Katha. 4. Daruwalla, Keki, ed. 1980. Two Decades of Indian Poetry 1960-1980. Delhi: Vikas Publishing. 5. Dharwadker, Vinay and A.K. Ramanujan, eds. 1994. The Oxford Anthology of Modern Indian Poetry. Delhi: Oxford University Press. 6. Kambar, Chandrasekhar. 2000. Modern Indian Plays. Vols. 1 & 2. New Delhi: National School of Drama. 7. Karnad, Girish. 1995. "Author's Introduction" in Three Plays. Delhi: OUP. 8. King, Bruce. 2001. Modern Indian Poetry in English. Revised Edition. Oxford University Press. 9. Mouli, T. Sai Chandra. 2011. Multicultural Theatre and Drama. New Delhi: Authorspress. 10. Paranjape, Makarand. 1993. Indian Poetry in English. Macmillan India Ltd. 11. Rau, M. Chalapathi. 1982. Indian Drama: Traditional Societies in Transition. New Delhi: Allied Publishers Private Ltd. 12. MOOC on Literary Theory and Criticism: https://www.class-central.com/mooc/7982/nptel-literary-theory-and-literary-criticism 	
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External Assessment Pattern (SEE)	<p>Q1. Essay type question on Unit 1 (1 out of 2) OR Short notes on Unit 1 (2 out of 3): 20 marks</p> <p>Q2. Essay type question on Unit 2 (1 out of 2): 20 marks</p> <p>Q3. Short notes on Unit 2 (1 out of 2): 20 marks</p> <p>Q4. Essay type question on Unit 3 (2 out of 4): 20 marks</p> <p>Q5. Short notes on Unit 3 (2 out of 4): 20 marks</p>	
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Course Code AENG402	Course Title <u>Twentieth Century American Literature –II</u>	3.5 Credits
Learning Objectives	<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 	
Course description	The Course introduces students to the multi – cultural aspect of 20 th C. American Literature.	
THEORY Semester 4		(45 lectures)
Unit – I: Background		15 lectures
i. American Dream ii. Confessional Poetry iii. Expressionism in American Drama iv. African American Poetry of the 20th century v. African American Drama of the 20th Century vi. Broadway and Off Broadway Theatre		
Unit – II: Play		15 lectures
Arthur Miller: <i>Death of a Salesman</i> OR James Baldwin: <i>Blues for Mister Charlie</i>		
Unit – III: Poems		15 lectures
i. Robert Frost: Birches, Acquainted with the Night, Fire and Ice, The Road Not Taken, Mending Wall ii. Sylvia Plath: Tulips, Daddy, The Moon and The Yew Tree, Ariel, Lady Lazarus iii. Langston Hughes: Dream Deferred, Democracy, Mother to Son, I, Too, You and Your Whole Race		
References:	1. Cook, Bruce. (1971). <i>The Beat Generation</i> . New York: Scribners. 2. Gould, Jean. (1966). <i>Modern American Playwrights</i> . New York: Dodd, Mead. 3. Drabble, Margaret and Stringer, Jenny. <i>The Concise Oxford Companion to English Literature</i> . Oxford: Oxford University Press, 2007. 4. Fowler, Roger. Ed. <i>A Dictionary of Modern Critical Terms</i> . Rev. ed. London:	

	<p>Routledge& Kegan Paul, 1987.</p> <p>5. Harmon, William; Holman, C. Hugh. <i>A Handbook to Literature</i>. 7th ed. Upper Saddle River, NJ: Prentice-Hall, 1996.</p> <p>6. Hassan, Ihab. <i>Contemporary American Literature, 1945-1972: An Introduction</i>. New York: Ungar, 1973.</p> <p>7. Henderson, Stephen, ed. <i>Understanding the New Black Poetry</i>. New York: William Morrow, 1973.</p> <p>8. Kernan, Alvin B., ed, <i>The Modern American Theater</i>. Englewood Cliffs, N. J.: Princeton Hall, 1967.</p> <p>9. Kiernan, Robert F. <i>American Writing since 1945: A Critical Survey</i>. New York: Ungar, 1983.</p> <p>10. Lawrence, Shaffer. <i>History of American Literature and Drama</i>. New Delhi: Sarup, 2000.</p> <p>11. Lewis, Allan. <i>American Plays and Playwrights of the Contemporary Theatre</i>. Rev. Ed. New York: Crown, 1970.</p> <p>12. Stepanchev, Stephen. <i>American Poetry since 1945: A Critical Survey</i>. New York: Harper and Row, 1965.</p> <p>13. Vendler, Helen. <i>Part of Nature, Part of Us: Modern American Poets</i>. Cambridge, Mass. Harvard University Press, 1980.</p>	
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SEE:

- Q1. Short Notes on Unit 1 (2 out of 4): 20 marks
- Q2. Essay Type Question on Unit II (1 out of 2): 20 marks
- Q3. Short Notes on Unit II (2 out of 4): 20 marks
- Q4. Essay Type Question on Unit III (1 out of 2): 20 marks
- Q5. Short Notes on Unit III (2 out of 4): 20 marks

Course Code AENG4AC1	Course Title <u>Advertising II</u>	03 Credits
Learning Objectives	<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 	
Course description	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.	
THEORY Semester 4		(60 lectures)
Unit – I: Media in Advertising		15 lectures
i) Traditional Media: Print, Broadcasting, Out-Of-Home advertising and films - advantages and limitations of all the above traditional media ii) New Age Media: Digital Media / Internet Advertising – Forms, Significance and Limitations iii) Media Research: Concept, Importance, Tool for regulation - ABC and Doordarshan Code		
Unit – II: Planning Advertising Campaigns		15 lectures
i) Advertising Campaign: Concept, Advertising Campaign Planning -Steps Determining advertising objectives - DAGMAR model ii) Advertising Budgets: Factors determining advertising budgets, methods of setting advertising budgets, Media Objectives - Reach, Frequency and GRPs iii) Media Planning: Concept, Process, Factors considered while selecting media, Media Scheduling Strategies		

Unit – III: Fundamentals of Creativity in Advertising	15 lectures
<p>i) Creativity: Concept and Importance, Creative Process, Concept of Creative Brief, Techniques of Visualization</p> <p>ii) Creative aspects: Buying Motives - Types, Selling Points- Features, Appeals – Types, Concept of Unique Selling Proposition (USP)</p> <p>iii) Creativity through Endorsements: Endorsers – Types, Celebrity Endorsements – Advantages and Limitations, High Involvement and Low Involvement Products</p>	
Unit – IV: Execution and Evaluation of Advertising	15 lectures
<p>i) Preparing print ads: Essentials of Copywriting, Copy – Elements, Types, Layout- Principles, Illustration - Importance.</p> <p>ii) Creating broadcast ads: Execution Styles, Jingles and Music – Importance, Concept of Storyboard</p> <p>iii) Evaluation: Advertising copy, Pre-testing and Post-testing of Advertisements – Methods and Objectives</p>	
<p>SEE Assessment Pattern :</p> <p>Q.1 Objective Questions from all the units (20)</p> <p>Q.2 Essay Question from Unit I (2 out of 3) (15)</p> <p>Q.3 Essay Question from Unit II (2 out of 3) (15)</p> <p>Q.4 Essay Question from Unit III (2 out of 3) (15)</p> <p>Q.5 Essay Question from Unit IV (2 out of 3) (15)</p> <p>Q.6 Short notes on all the units (4 out of 6) (20)</p>	
<p>References:</p> <ol style="list-style-type: none"> 1. Belch George, and Michael Belch (2015). <i>Advertising and Promotion : An Integrated Marketing Communications Perspective 10th Edition</i>. NY. McGraw Hill Education 2. Arens William, Michael Weigold and Christian Arens (2017) <i>Hill Higher Education Contemporary Advertising 15th Edition</i>. NY. McGraw Hill Education 3. Keller, Kevin Lane (2013) <i>Strategic Brand Management 4th Edition</i>. Pearson Education Limited 4. Lane, Ron and Karen King. (2011). <i>Kleppner’s Advertising Procedure 18th Edition</i>. Pearson Education Limited 5. Singh, Raghuvir and Sangeeta Sharma. (2006). <i>Advertising: Planning and Implementation</i>. Prentice Hall 6. Batra, Myers and Aaker. (2002). <i>Advertising Management, 5th Edition</i>. Pearson Education 7. Gupta ,Ruchi. (2012). <i>Advertising Principles and Practice</i>. New Delhi. S.Chand & Co. 8. Aker , David A. and Alexander L. Biel. (2013). <i>Brand Equity & Advertising- Advertising’s Role in Building Strong Brands</i>. Psychology 	

Press

9. Sengupta, Subroto. (2005). *Brand Positioning – Strategies for Competitive Advantage*. Tata McGraw Hill Publication.
10. J. J. D. Bullmore, M. J. Waterson (1983). *The Advertising Association Handbook* . Holt Rinehart & Winston
11. Clow, Kenneth E. and Donald E. Baack. (2012). *Integrated Advertising, Promotion, and Marketing Communications 5th Edition*. Pearson Education Limited
12. Kotler, Philip and Eduardo Roberto. (1989)*Social Marketing, Strategies for Changing Public Behaviour*. New York . The Free Press.
13. Moriarty, Sandra, Nancy D Mitchell, William D. Wells. (2012). *Confessions of an Advertising Man, David Ogilvy*. Southbank Publishing.



Course Code AENG4AC2	Course Title Introduction to Journalism-II	3 Credits
Learning Objectives	<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 	
Course description	This Applied Component Course will provide students with an Introduction to the Fundamentals of Journalism, Reporting, Editing, Feature Writing and Page Planning	
THEORY Semester 4		(60 lectures)
Unit – I: Basics of Editing		12 lectures
<ul style="list-style-type: none"> • Principles of editing • Editorial policy • Role of the Editor • Role of the News Editor • Role of Chief Sub-editor • Role of Sub-editors 		
Unit – II: Process of Editing		12 lectures
<ul style="list-style-type: none"> • Compiling of data • Editing for Language and style • Editing for space • Editing for correctness • Editing for clarity. 		
Unit – III: Editing an article		12 lectures
Students are expected to learn how to edit an article for newsworthiness, length and suitable expression.		
Unit – IV: Basics of Feature Writing		12 lectures
<ul style="list-style-type: none"> • Types of features: Obituaries, Reviews, Columns, Trend stories. <p>Students are expected to learn how to write a feature on a contemporary topic</p>		

Unit – V: Design and Make up	12 lectures
<ul style="list-style-type: none"> • Make up and its functions • Types of Layout: Horizontal , Vertical, Modular layout, Broadsheet layout, tabloid layout • Types of Make up: Circus Make up, Streamlined Make up, Broken Column Make up • Fonts and Typography • Page Planning 	
References:	<ol style="list-style-type: none"> 1. Prasad, Shrada. RukunAdvani (et al) (2004). <i>Editors on Editing</i>. New Delhi: National Book Trust. 2. Selvaraj, Madhur (2005). <i>News Editing and Reporting</i>. New Delhi: Dominant Publishers. 3. Menon, P. K. (2005)<i>Practical Journalism</i>. Jaipur: Avishkar Publishers. 4. Journalismcourses.org
SEEAssessment Pattern :	<p>Q.1 Question from Unit I (20)</p> <p>Q.2 Question from Unit II (20)</p> <p>Q.3 Question from Unit III (20)</p> <p>Q.4 Writing a Feature (Practical Question from Unit IV) (1/3) (20)</p> <p>Q.5 Short notes on Units IV and V (2 out of 4) (20)</p>

Course Code AENG4AC3	Course Title <u>Gender Studies II</u>	03 Credits
Learning Objectives	<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. 	
Course description	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.	
THEORY Semester 4		(60 lectures)
Unit – I: Women and Media		15 lectures
<ul style="list-style-type: none"> • Male Gaze/ Scopophilia • Feminist film criticism • Sexual Double Standards • Casting Couch • Stereotyping • Empowering women through media • Images of women in newspapers, advertisements etc. • Women and Mass Media: Actresses, Movies, Theatre, Television • Women and New Media: Cartoons, Manga, Anime, Social media Literary Analysis – Kalki Koechelin’s ‘Unblushed’		
Unit – II: Gender Theory		15 lectures
<ul style="list-style-type: none"> • Postmodern Feminism • Postcolonial Feminism • Ecofeminism • An Introduction to Queer Theory 		

Unit – III: Women’s Movement in India and Maharashtra	15 lectures
<ul style="list-style-type: none"> • Liberal Reforms – Colonization and the impact of British rule • Women’s role in the Independence Movement and Impact of Gandhism • Dr B.R. Ambedkar and Dalit Movement • Anti Price-Rise Movement in the sixties • Chipko Movement • Self-help groups <p>Poem for Analysis: Keith Jarrett – “A Gay Poem”</p>	
Unit – IV: Women and Law	15 lectures
<ul style="list-style-type: none"> • Historical and Contemporary Overview • Demographic, social, cultural, economic, and political nature of laws • National and State politics • Indian Constitution and Women • Unwritten social laws for women <p>*(Laws to be specified: marriage, rape, dowry, inheritance, divorced, IVF, maternity, domestic violence)</p> <ul style="list-style-type: none"> • (Poem for study within framework of the unit) Lily Myers: ‘Shrinking Women’ 	
References:	<ul style="list-style-type: none"> • Bailey, Alison, and Chris J. Cuomo. (2008). <i>The Feminist Philosophy Reader</i>. Boston; McGraw-Hill. • Butler, Judith (1990). <i>Gender Trouble: Feminism and the Subversion of Identity</i>. London and New York: Routledge. • Carilli, Theresa & Jane Campbell (Ed.). <i>Challenging Images of Women in the Media</i>. Lanham: Lexington Books, 2012. • Forbes, Geraldine. (1996). <i>The New Cambridge History of India: Women in Modern India</i>. Cambridge UP • Forbes, Geraldine. (2005) <i>Women in Colonial India: Essays on Politics, Medicine, and Historiography</i>. Chronicle Books. • Gill, Rosalind. (2007). <i>Gender and the Media</i>. Cambridge: Polity Press. • Humphries, Drew Ed. (2009). <i>Women, Violence, and the Media: Readings in Feminist Criminology</i>. Boston: Northeastern University Press. • Jain, Jasbir and SudhaRai Eds. (2002). <i>Films and Feminism: Essays in Indian Cinema</i>. Jaipur: Rawat Publications.

	<ul style="list-style-type: none"> • Jain, Simmi. (2003) <i>Encyclopedia of Indian Women through the Ages: Volume 3, Period of Freedom Struggle</i>. Kalpaz Publication • Moi, Toril (1985). <i>Sexual/Textual Politics: Feminist Literary Theory</i>. London: Methuen & Co. • Morgan S. (ed) (2006). <i>The Feminist History Reader</i>. Routledge. • Mulvey, Laura. (1975) “Visual Pleasure and Narrative Cinema”, <i>Screen</i> 16.3 Autumn. • Naidu, Sarojini. (2010). <i>Words of Freedom: Ideas of a Nation</i>. Penguin Books. • Narain, Arvind and Gupta Alok. (2011). <i>Law Like Love</i>, New Delhi: Yoda Press. • Rao, Anupama. Ed. (2003) <i>Gender and Caste</i>. Women Unlimited • Shiva, Vandana. (2002). <i>Staying Alive: Women Ecology and Development</i>. Zed Books. • Spivak, GayatriChakravorty, (1987). <i>In Other Worlds: Essays in Cultural Politics</i>. New York and London: Methuen. • Suguna, B. (2009) <i>Women’s Movement</i>. Discovery Publishing House. • Sunder Rajan, R.(2004) <i>The Scandal of the State: Women, Law and Citizenship in PostcolonialIndia</i>. New Delhi: Permanent Black. • Thornham, Sue. (2009). <i>Feminist Film Theory: A Reader</i>. New York: NYU Press. • Van Zoonen, Lisbet. (1994). <i>Feminist Media Studies</i>. Sage • Wieringa, Saskia. Ed. (1997) <i>Subversive Women: Women’s Movements in Africa, Asia, Latin America and the Carribean</i>. Zed Books. 	
<p>External Assessment</p> <p>(SEE)</p>	<p>Q1. Essay type question on Unit 1 (1 out of 2) 20 marks</p> <p>Q2. Essay type question on Unit 2 (1 out of 2) 20 marks</p> <p>Q3. Essay type question on Unit 3 (1 out of 2) 20 marks</p> <p>Q4. Essay type question on Unit 4 (1 out of 2) 20 marks</p> <p>Q5. Short notes on the literary component (2out of 4) 20 marks</p>	