

Department of English
BA English Literature Courses from 12 EL Batch

S. No	Category	CODE	Course Title	Hours /week	Credits
Semester I					
1	MC	EL 1502	History Of English Literature	5	5
2	MC	EL 1503	Introduction To Literature: Literary Forms And Appreciation	4	4
Semester II					
3	MC	EL 2502	Indian Writing In English	5	5
4	MC	EL 2503	British Poetry	4	4
Semester III					
5	MC	EL 3502	American Literature	5	5
6	MC	EL 3503	British Prose And Fiction	4	4
Semester IV					
7	MC	EL 4502	British Drama	4	4
8	MC	EL 4503	New Literatures	5	5
Semester V					
9	MC	EL 5502	Linguistics	6	6
10	MC	EL 5504	Literary Criticism: Classical To Modern	6	6
11	MC	EL 5505	Literature Of The Challenged	6	6
12	MC	EL 5506	Shakespeare	6	6
13	ES	EL 5405	Comparative Literature- Theory And Practice	3	2
14	ES	EL 5406	English Language Teaching (ELT)	3	2
Semester VI					
15	MS	EL 6605	Best Selling/Prize Winning Fiction(Package A)	5	7
16	MS	EL 6606	Creative Writing(Package A)	5	6
17	MS	EL 6607	English For Career Examinations (Package B)	5	7
18	MS	EL 6608	English For Effective Communication(Package B)	5	6
19	MS	EL 6609	Rhetoric And Stylistics	5	7
20	SK	EL 6651	English For Adwriting And Technical Writing	15	15

Allied Required (AR) Courses for BA English Literature students

Category : AR

Credits:4

Hours per week:6

S.NO	Semester	Code	Course Title	Offering Dept
1	I		Sociology of Literature	Sociology
2	II		American History	History

Allied Optional (AO) Courses available for BA English Literature students (One course to be chosen for each semester)

Category : AO

Credits:4

Hours per week:6

S.NO	Semester	Code	Course Title	Offering Dept
1	III		Indian Social Problem	Sociology
			Translation	Tamil
			Print Media Skills	Visual Communication
2	IV		General Sociology	Sociology
			Folklore	Tamil

Elective (EG) Courses available (One course to be chosen for each semester)

Semester III

Category: EG

Credit:1

Hours per week:3

S.No	Offered By	Code	Title Of Paper
1	Advanced Zoology		Clinical Techniques
2	Chemistry		Chemistry In Everyday Life
3	Commerce		Business Organisation And Management
			Personal Investment
4	Economics		Managerial Economics
5	English	EL 3302	English For Journalism
6	History		American Studies
7	Mathematics		Popular Astronomy
8	Plant Biology		Herbal Medicine
9	Physics		Workshop Practice
10	Sociology		Social Behavior
11	Statistics		Basic Statistical Techniques
12	Tamil		Art Of Public Speaking
13	Visual Com		Film Appreciation

Semester IV

Category: EG

Credit:1

Hours per week:3

S.No	Offered By	Code	Title Of Paper
1	Advanced Zoology		Human Health And Hygiene
2	Chemistry		Basic Clinical And Pharmaceutical Chemistry
3	Commerce		Fundamentals Of Marketing
			Start A Business
4	Economics		Ecology And Economic Development
5	English	EL 4302	Public Speaking And Group Discussion
6	History		Human Rights
7	Mathematics		Maths For Competitive Examinations
8	Plant Biology		Gardening And Nursery Practices
9	Physics		Electrical And Electronic Appliance
10	Sociology		Globalization
11	Statistics		Programming In C
12	Tamil		Art Of Conversation
13	Visual Com		Visual Aesthetics

The Department of English Offers

S.No	Sem	Category	Code	Course Title	Offered to
1	I	AR	EL 1100	Spoken English	Tamil
2	II	AR	EL 2101	Writing For Media	Visual Communication
3	III	AO	EL 3201	English For Advertising	Visual Communication Statistics
4	III	EG	EL 3302	English For Journalism	-Not Applicable-
5	IV	AO	EL 4204	Business Communication	Visual Communication Commerce
6	IV	EG	EL 4302	Public Speaking And Group Discussion	-Not Applicable -

EL 1502 HISTORY OF ENGLISH LITERATURE

Semester: I
Category: MC

Credits : 5
Hours per week : 5

SCOPE:

A study of the historical background to the literary features and main influence of each period and its representative writers.

OBJECTIVES:

- To give an over view of English Literature
- To study social and literary background to every age.

UNIT I

A. THE AGE OF CHAUCER

Introduction: Social and literary background of every age.

1. Major Writers

- 1.1. Geoffrey Chaucer
- 1.2. John Wycliffe

2. Minor Writers

- 2.1. Thomas Wyatt

B. THE AGE OF ELIZABETH

Introduction: Social and literary background to the age.

3. Major Writers

- 3.1. Edmund Spenser
- 3.2. Christopher Marlowe
- 3.3. William Shakespeare
- 3.4. Francis Bacon

4. Minor Writers

- 4.1. John Webster
- 4.2. Thomas Kyd
- 4.3. Sir Philip Sidney

5. Schools /movement/trends.

- 5.1. Renaissance and Reformation

UNIT II

A. THE AGE OF MILTON

Introduction: Social and literary background to the age

1. Major Writers

- 1.1. John Milton
- 1.2. John Donne

2. Minor Writers

- 2.1. George Herbert
- 2.2 Andrew Marvell

3. Schools/movement/trends

- 3.1. Puritanism
- 3.2. Metaphysical Poetry

B. THE AGE OF DRYDEN AND POPE

Introduction: Social and literary background to the age.

4. Major Writers

- 4.1. John Dryden
- 4.2. Alexander Pope

- 4.3. Jonathan Swift
- 5. Minor Writers
 - 5.1. John Bunyan
 - 5.2. Daniel Defoe
 - 5.3. William Congreve
- 6. Schools/movement/trends
 - 6.1. Neo-classical Movement
 - 6.2. Restoration Drama
 - 6.3. Periodical Essays
 - 6.4. Comedy of Manners

UNIT III

A. THE AGE OF WORDSWORTH

Introduction: Social and literary background to the age.

- 1. Major Writers
 - 1.1. Wordsworth
 - 1.2. Samuel Taylor Coleridge
 - 1.3. Percy Bysshe Shelley
 - 1.4. John Keats
 - 1.5. Jane Austen
- 2. Minor Writers
 - 2. 1. Charles Lamb
 - 2.2. William Blake
 - 2.3. *Thomas Gray*
 - 2.4. William Hazlitt
- 3. Schools/movement/trends
 - 3.1. Sentimental drama

B. THE VICTORIAN AGE

Introduction: Social literary background to the age.

- 4. Major Writers
 - 4.1. Alfred Tennyson
 - 4.2. Robert Browning
 - 4.3. Matthew Arnold
- 5.4. Minor Writers
 - 5.1. Emily Jane Brontë
 - 5.2. William Makepeace Thackeray
 - 5.3. George Eliot
 - 5.4 Thomas Babington Macaulay
- 6. Schools/movement/trends
 - 6.1. Oxford movement
 - 6.2. Art for art's sake
 - 6.3 Pre-Raphaelite Movement

UNIT IV

A. THE AGE OF HARDY

Introduction: Social and literary background to the age.

- 1. Major Writers
 - 1.1. Thomas Hardy
 - 1.2. Oscar Wilde
 - 1.3. George Bernard Shaw
 - 1.4. Herbert George Wells

2. Minor Writers

- 2.1. Joseph Conrad
- 2.2. Joseph Rudyard Kipling
- 2.3. John Galsworthy

3. Schools/movement/trends

- 3.1. Irish drama
- 3.2. Science Fiction

UNIT V

THE TWENTIETH CENTURY/MORDEN AGE

1. Major Writers

- 1.1. W.B. Yeats
- 1.2. D.H. Lawrence
- 1.3. T.S. Eliot

2. Minor Writers

- 2.1. W.H. Auden

2.2. Samuel Beckett

3. Schools/movement/trends

- 3.2. Absurd drama

For self study/Extensive Reading/ class presentation

1. An overview of American Literature
2. An overview of New literatures
3. An overview of Indian literature

METHODOLOGY:

Lecture Input

Guest lectures

Group discussions/panel discussions

Seminar presentation

Interactive Method

EVALUATION:

Two Internal Tests 2x40=80marks

Paper presentation 20marks

External 100marks

Semester question paper format

Part – A 20 Marks (from Schools/movement/trends)

Part-B 20 Marks (Short answers from minor writers)

Part-C 60 Marks (essay questions from major writers)

References:

Ronald Carter And John Mcrae, *The Routledge History of Literature in English* ,2001.

Edward Albert, *History of English Literature*,1971.

Compton Rickett A. *History of English Literature*.1981.

Hudson, *Outline History of English Literature*.G.Bell and Sons Ltd,1947.

Sampson, *Conscise Cambridge History of English Literature*,1975

EL 1503 INTRODUCTION TO LITERATURE: LITERARY FORMS AND APPRECIATION

Semester: I
Category: MC

Credits : 4
Hours per week: 4

Objectives

- To introduce the learner to various genres in literature
- To familiarize the learner with variations and adaptations of different literary forms down the ages.
- To train the learners to critically/creatively respond to literary works.

UNIT 1 POETRY

Epic; Lyric; Sonnet; Elegy; Ode; Ballad; Satire; Pattern Poetry; Dramatic Monologue; Free Verse

UNIT 2 FICTION

Epistolary; Picaresque; Historical Novel; Gothic Fiction; Realistic Fiction; Bildungsroman; Stream of Consciousness novel; Science Fiction; Fantasy Fiction; Short Stories; Metafiction

UNIT 3 DRAMA

Elizabethan Drama; Shakespearean Drama; Comedy of Manners; Comedy of Humours; Theatre of the Absurd; Closet Drama; Epic Theatre; Modern Drama

UNIT 4 PROSE AND NON-FICTION

Biography; Autobiography; Essay: polemical, personal, expository, narrative and descriptive; writing from media; Travelogue

UNIT 5 LITERARY APPRECIATION-IN-PRACTICE

Analysis of literary text (to be done alongside study of literary forms)

EVALUATION

CONTINUOUS ASSESSMENT tests 2x40= 80 marks; seminar (analysis of literary text) 20 marks
END SEMESTER Section A Multiple Choice 20 marks; Section B Short essays (theory) 4x10 =40 marks;
Section C. Theory 20 marks; Practical application 20 marks.

REFERENCES

Abrams M.H and Harpham. *A Glossary of Literary Terms*, Boston: Cengage Learning, 2011. Print.
Baldick, Chris. *The Oxford Dictionary of Literary Terms*, Oxford: Oxford University Press, 2008. Print.
Childs, Peter and Roger Fowler. *The Routledge Dictionary of Literary Terms*, New York: Routledge, 2006. Print.
Cuddon J. A. *The Penguin Dictionary of Literary terms and Literary Theory*, London: Blackwell Publishers, 1998. Print.
Hudson W.H. *An Outline History of English Literature*, London: Atlantic Publishers, 1999. Print.

EL 2502 INDIAN WRITING IN ENGLISH

Semester:II
Category : MC

Credits: 5
Hours per week: 5

Objectives:

- To enable the students understand the history and the growth of Indian writing in English.
- To introduce the learners to rich literary tradition in Indian writing in English.
- To help the learners understand and appreciate Indian ethos, aesthetics and values.
- To introduce the students to Indian writing in English in its Various genres.

Unit – I Introduction to background

Macaulay's minutes
Anglo Indian Writing
Indo-Anglian writing

Unit II Poetry

Detailed

Tagore - from Gitanjali (1. When thou commandest one to sing
2. Where the mind is without fear
3. Pick this little flower

Sarojini Naidu - The Queen's Rival
Sri Arobindo - The Tiger and Deer
A.K. Ramanujan - A River
Kamala Das - The Suicide

Non-detailed

Toru Dutt - Lakshman
Our casuarina Tree

R. Parthasarathy - Home coming
Gowrie Deshpande - The female of the Species.
Nissim Ezekiel - 1. The night of the scorpion
2. Enterprise

Unit III Prose

Detailed

Dr. Radhakrishnan - From the book 'Towards a new world order'
1. Our nationality is the human race
2. Asian civilization and International understanding.

Jawaharlal Nehru – Discovery of India (Selection)

Non-Detailed

A.P.J. Abdul Kalam – Ignited minds.

Unit IV Drama

Detailed

Vijay Tendulkar – Silence! The court is in session

Non-detailed

Girish Karnad – Hayavadhana

Unit V Novel

Detailed

Mulkraj Anand – The Untouchable

Non-detailed

Anita Desai – Fire on the Mountain

Evaluation:

Semester Question Paper:

Part A – Annotations (from detailed Prose & Poetry) 10 x 2 = 20

Part B – Short Essays of 150 words. 5 out of 8 (from detailed and non detailed)

5 x 8 = 40

Part C – Long Essays (400 words). 2 out of 4 (from detailed only) 2 x 20 = 40

EL 2503 BRITISH POETRY

Semester: II
Category : MC

Credits: 4
Hours per week: 4

OBJECTIVES :

- To introduce students to poetry, through the ages through a study of the representative writers.
- To familiarize the learner with the representative poets of the diverse schools of poetry, the trends and individual traits of their medium
- To enable students to identify poetic devices and strategies and interpret their effective use.

CONTENTS

DETAILED STUDY

1. John Milton : When I Consider How My Light Is Spent
2. Thomas Gray: Elegy On A Country Churchyard
3. John Keats : La Belle Dame Sans Merci
4. Shelley : Ode to the SKYLARK
5. Tennyson :Ulysses
6. Rupert Brooke... the Soldier
7. Mathew Arnold... Growing Old
8. Gerald Manley Hopkins... Spring
9. Wilfred Owen : Strange Meeting
10. Ted Hughes : Hawk in the Rain
11. Carol Ann Duffy: Prayer; Valentine

Seminar only:

1. Chaucer Canterbury Tales
2. John Donne: death be not proud
3. Blake Lamb; Tyger
4. Wordsworth: Michael
5. Elizabeth Barrett Browning;:the cry of the children
6. George Herbert :The Collar
7. Philip Larkin : Next Please
8. Robert Browning: My Last Duchess
9. Thom Gunn: On the Move
10. W.B Yeats: Easter 1916

EL 3502 AMERICAN LITERATURE

Semester: III
Category : MC

Credits: 5
Hours per week : 5

OBJECTIVES:

- To understand the roots of American Literature in the American experience.
- To locate American Literature in the Universal literary context.
- To read a selection of well-known writing in prose, poetry, drama and fiction.
- To familiarize the student with the important literary movements and outstanding works and writers of this period.
- To enjoy reading American Literature.

An overview of the following phases in American Literature for an understanding of its history and the major themes and concerns reflected in this Literature.

- a) The colonial period
- b) Age of Reason and Revolution
- c) Romanticism
- d) Realism
- e) 20th Century

Texts Prescribed:

Unit I: The Colonial Period

Prose:

1. The Mayflower Compact, William Bradford (Detailed)
2. The wonder of the Invisible world – cotton Mather (Non-detailed)

Poetry:

1. As Weary Pilgrim – Anne Bradstreet (Detailed)
2. The Preface: The joy of Church fellowship – Edward Taylor (Non-Detailed)

Unit II: Age of Reason and Revolution:

1. The American Crisis – Thomas Paine (Detailed)
2. Declaration of Independence – Thomas Jefferson (Non-detailed)

Poetry:

1. To S.M.A Young African Painter – Philis Wheatley (Detailed)

Unit III: Romanticism

Prose / Short Fiction:

1. Philosophy of Composition – Edgar Allen Poe (Detailed)
2. The cask of Amantillado – Edger Allan Poe (Non-Detailed)
3. The Minister's Black Veil – Nathaniel Hawthorne (Non-detailed)

Poetry:

1. a) Brahma Emerson (Detailed)
 b) Fable
2. The Reven Edger Allen Poe (Non-detailed)

Unit IV: Realism

Poetry:

1. I sit and Look Out Walt Whitman (Detailed)

Prose / Short Fiction / Novel:

1. The open Boat Stephen Crane (Non-detailed)

Unit V: 20th Century

Poetry (Detailed)

1. The Road not taken Robert Frost
2. Poetry Marianne Moore
3. Poetry is the Destructive Force Wallace Stevens

Non-detailed:

1. Chicago Carl Sandburg
2. Come into Animal Presence Denise Levertov

Drama (Detailed)

1. The Glass Menagerie Tennessee Williams

Non-detailed

1. Death of a Salesman Arthur Miller
2. The Zoo Story Edward Albee

Fiction: (Non-detailed)

1. Flowering Judas Katherine Anne Porter
2. Of Mice and Men (novel) Steinbeck

Methodology:

Classroom Lectures, Group Discussions, Panel Discussions, Term Papers, Guest Lectures and input sessions by experts.

Evaluation:

Internal : Two Written Tests	2 x 40 = 80 marks
Seminar etc.	= 20 marks

	100 marks

External Exam	= 100 marks

External Exam & Question Paper Pattern:

Short answer questions from detailed only.

Short essay questions from both detailed & Non detailed.

Long Essay questions from detailed Texts only.

References:

1. The American Tradition in Literature – George Perkins & Barbara Perkins
2. American Literature of the 19th century an Anthology – Fisher Samuelson & Reniger Vaid.
3. American Literature 1890 – 1965 an Anthology – Dr. Egbert S. Oliver
4. Concise Anthology of American Literature Second Edition, Eds: George McMichael Fredirick Crews, J.C. Levenson Leo Mark, David E. Smith.

EL 3503 BRITISH PROSE AND FICTION

Semester:III
Category : MC

Credits: 4
Hours per week: 4

Objectives

- To acquaint students with the evolution of English prose from the Elizabethan Age to the contemporary era
- To enable students to appreciate modern prose for its writing style and as a vehicle of ideas
- To train students to develop their own unique style of writing, using the prose texts prescribed as models of lucidity and directness

Fiction

Unit I Required reading

1. Thomas Hardy The Mayor of Casterbridge

Unit II Required reading

2. D.H.Lawrence Rainbow

Recommended reading

3. Jonathan Swift Gulliver's Travels
4. Virginia Woolf To the lighthouse
5. George Orwell 1984
6. Julian Barnes Flaubert's parrot

Prose

Unit III Required reading

1. Francis Bacon Of Love
2. Oliver Goldsmith From 'Citizen Of The World'
3. John Ruskin 'On Lilies' From Sesame And Lilies

Unit IV Required reading

4. Bertrand Russel Ideas That Harmed Mankind
5. William Barclay I Believe In God

Unit V Required reading

6. Charles Lamb Valentine's Day
7. G.K.Chesterton The Romantic In The Rain

Recommended reading

8. William Hazlitt Why Distant Objects Please
9. E.M.Forster England's Pleasant Land
10. A.G.Gardiner On Falling In Love

EL 4502 BRITISH DRAMA

Semester : IV

Credits: 4

Category: MC

Hours per week: 4

Objectives

- To acquaint students with the glorious history of British Drama from Marlowe to the contemporary era
- To enable students to appreciate drama as an enduring literary genre and as a performing art
- To gain an existential understanding of drama's connection to social reality in terms of themes and characters

Contents

Unit I - Elizabethan to Post-war Drama (Required Reading)

1. Christopher Marlowe – Edward II
2. Oliver Goldsmith – She Stoops to Conquer
3. Harold Pinter – The Birthday Party

Recommended Reading

Unit II

4. Ben Johnson – The Alchemist
5. John Dryden – All for Love

Unit III

6. William Congreve – The Way of the World
7. Richard Sheridan – The School for Scandal

Unit IV

8. George Bernard Shaw – Arms and the Man
9. John Galsworthy – The Silver Box

Unit V

10. Samuel Beckett – Waiting for Godot

References

1. Goodman, J.r. (1991) British Drama Before t1660: A critical History. London: Twayne S terulient, Sanford (2004)
2. A Reader's Guide to Modern British Drama. Newyork: Syracuse University Press.

EL 4503 NEW LITERATURES

Semester : IV

Credits: 5

Category: MC

Hours per week: 5

Objectives:

- To introduce the learners to the Literatures from continents and countries other than UK, USA and India.
- To enable the students understand the cross cultural aspects, traditions and mores from these writings.
- To make them appreciate the orature that gives rise to written literature in these pockets of the world.

Unit-I Prose- Detailed

1. Literature in Schools - Ngugi wa Thiong'o
2. Freedom and Development - Julius K. Nyerere

Unit-II Poetry - Detailed

3. *The First Australians* -Troy Hopkins (Australia)
1. *House and Land* - Allen Curnow(New Zealand)
2. *Lament for the Dorsets-Eskimos Extinct in the 14th century A.D.* -Al Purdy(Canada)
3. *Building the Nation* - Henry Barlow (Uganda)
4. *Of Course When They Ask For Poems About the 'Realities' of Black Women* -Grace Nichols(West Indies)
5. *Not My Business* -Niyi Osundare(West Africa)
6. *Ulysses by the Merlion* - Edwin Thumboo (Singapore)
7. *My Guests* - Faiz Ahmad Faiz (Pakistan)

Unit-III Play

8. *The Rebel*- Ngugi Wa Thiong'o

Unit-IV Fiction

12. *Things Fall Apart*- Chinua Achebe

Unit-V Short Stories

13. *Entry into Soweto* -Mbulelo Vizikhungo Mzamane
14. *This is Modern Times* – Janice Shinebourne
15. *Between Earth and Sky* – Patricia Grace
16. *The Fitful Muse* – Lawrence Scott

References:

1. Narasmhaiah, C.D. Ed. *AN Anthology of Commonwealth Poetry*. McMillan: Chennai, 1989.
2. Lefanu, S & Hayward, S. Eds. *Colours of a New Day*. Lawrence & Wishart: London, 1990.
3. Cook,D. & Rubadiri, D. Eds. *Poems from East Africa*. East African Educational Publishers: Nairobi, 1993,rpt.
4. McLeod,M. & Manhire, B. Eds. *Some Other Country: New Zealand's Best Short Stories*. Unwin: Wellington, 1988.
5. Thiong'o, N. *Writers in Politics*. Heinemann: Nairobi, 1981.
6. Mordecai, P. & Wilson, B. Eds. *Her True-True Name*. Heinemann: London, 1989.
7. Nyerere, J.K. *Man and Development*. OUP: London, 1974.

EL 5502 LINGUISTICS

Semester : V

Credits:6

Category: MC

Hours per week 6

OBJECTIVES :

- To enable students to achieve a scientific sense through Linguistics in order to complement the aesthetic sense from their study of literature.
- To enable them to learn about a language.
- To enable them to know the scientific systems and sub-systems in the language.
- To enable them to learn an acceptable system of sound and pronunciation.

Unit I. OVERVIEW

1. Definition and Scope
2. Linguistic systems
3. Difference between Linguistic and Literary Studies
4. Application

Unit II :PHONETICS &PHONOLOGY

1. Speech
2. Pronunciation
3. Sounds (Syllables and Sound Description)
4. Practice

Unit III : LEXIS

1. Lexical patterning
2. Lexical Choice
3. Rules and Patterns
4. Lexical phrases
5. Lexical fields

Unit IV :SYNTAX

1. Phrase Structure Rules
2. Basic Verb Classes
3. Case Grammar
4. Rules and constraints

Unit V :SEMANTICS

1. Communication and Message
2. Problems and solutions concerning Semantics
3. Psycho-Social Dimensions of Language
4. Change of Meaning
5. Kinds of Meaning

References:

1. Carnie, Andrew. 2002. Syntax: A Generative Introduction, by Oxford: Blackwell Publishing.
2. Fromkin, V (ed) 2000, Linguistics: An Introduction to Linguistics. Cambridge: Blackwell.
3. Gimson, S.C. : An Introduction to the Pronunciation of English.
4. Hageman, L 1992. Introduction to Governmental Binding Theory. Oxford: Blackwell (2nd edition)
5. Hornby, A.C. : Introductory Transformational Grammar of English.
6. Leech, G. 1974, Semantics. Penguin Book.

7. Lewis, M. 2002. The Lexical Approach: the state of ELT and the way forward. Australia: Thomson Heinle.
8. Radford, A 1998, Transformational Grammar Cambridge: Cambridge University Press
9. Blackwell.
10. Rajimwale, S.K. : Introduction to English Phonetics. Phonology and Morphology, 1997, Rawat Publications.

EL 5504 LITERARY CRITICISM: CLASSICAL TO MODERN

Semester : V

Credits: 6

Category: MC

Hours per week: 6

Objectives

- To acquaint students with the history of literary criticism
- To introduce the various schools of literary criticism from Aristotle to Eliot
- To develop the critical sensibility of the students
- To train them to apply literary theories to the texts prescribed to enrich their understanding of literature

Contents

Unit I – Classical Criticism - Definitions of Literary Criticism

1. Aristotle's *Taxonomy of Tragedy, Three Unities and Mimesis*
2. Longinus' *Theory of the Sublime and Transport*
3. Horace's *Function of Poetry* in *Ars Poetica*

Unit II – English Literary Criticism from the Renaissance and Elizabethan Age

1. Sir Thomas More and Ascham – *Tragedy, Tragi-comedy and dramatic principles*
2. Sidney and Ben Jonson – *Apology for Poetry and Theory of Comedy*

Unit III – Neo-Classical Literary Criticism

1. Dryden's *Essay on Dramatic Poesy*
2. Alexander Pope's *Essay on Criticism*
3. Dr. Johnson's *Life of Milton and Preface to Shakespeare*

Unit IV – Romantic and Victorian Criticism

1. Wordsworth's *Preface to the Lyrical Ballads*
2. Coleridge's *Theory of Imagination and Fancy* – from *Biographia Literaria*
3. Matthew Arnold's *Touchstone Theory – Personal and Historical Estimate*
4. Walter Pater's *Aesthetic Theory of Art for Art's Sake*

Unit V – Modern criticism from 1920 – 50

1. New Criticism – Anglo-American
2. T.S. Eliot: *The Functions of Criticism*
3. I.A. Richards: *Communication and the Artist*
4. John Crowe Ransom: *Criticism Inc.*
5. Cleanth Brooks: *The Language of Paradox*

References

1. Eagleton, Terry (2003) *After Theory*. New York: Basic Books.
2. Gower. R and Pearson. M (1986) *Reading Literature*. London: Longman.
3. Jones, R.T. (1986) *Studying Poetry*. London: Edward Arnold.
4. Richter, David (ed.) (1998) *The Critical Tradition*. New York: St. Martin's.

EL 5505 LITERATURE OF THE CHALLENGED

Semester : V
Category: MC

Credits: 6
Hours per week 6

OBJECTIVES:

- To offer the student an insight into the experience of marginalisation that is caused by race, caste and gender
- To promote tolerance and harmony in society through an understanding of difference.

COURSE CONTENT

UNIT I RACE

1. Race, Class and Colonialism : Ania Loomba(pp123-133 from Colonialism/Postcolonialism)
2. The Merchant of Venice ; The Tempest; Othello: Shakespeare (excerpts)
3. I have a dream... Martin Luther King
4. *Driving Miss Daisy*

UNIT II CASTE

1. Towards an aesthetic of Dalit Literature (pp 23-39; 82-102) Sharankumar Limbale
2. Untouchable: Mulk Raj Anand
3. Sangati (Selections) Fatima Faustina

UNIT III GENDER

1. Telling our own stories : Shashi Deshpande (pp86-100 from *Writing From The Margin And Other Essays*)
2. Scientific elimination (ch.4 *Disappearing Daughters* by Gita Aravumudan)

UNIT IV POINTS OF INTERSECTION (RACE-CASTE-GENDER)

1. Adolescence, Embodiment and Gender Identity: Meenakshi Thapan (pp31- 44 from *Urban Women in Contemporary India* ed. Rehana Ghadially)
2. Gauri- Kanyaka-Kumari (ch 2. Caste as Woman by Vrinda Nabar)
3. *The Color Purple* : Alice Walker
4. Oorkali: Irathina Karikalan

UNIT V Non Detailed

1. A Song Flung Up To Heaven... Maya Angelou
2. Invisible Man... Ralph Ellison
3. *Disappearing Daughters*.... Gita Aravumudan
4. Childhood in Malabar... Kamala Das
5. *Palace of Illusions*... Chitra Divakaruni Banerjee

References:

1. Sharankumar Limbale, *Towards an Aesthetic od Dalit Literature*. Orient Longman.2004.
2. Ania Loomba, *Colonialism, Postcolonialism*. Routledge. 1998
3. Shashi Deshpande, *writing from the margin and other essays*. Penguin. 2003

EL 5506 SHAKESPEARE

Semester : V
Category: MC

Credits:6
Hours per week:6

OBJECTIVES :

- To introduce learners to the dramatic and theatrical conventions of Shakespeare
- To enable learners analyse plot, characters, themes and stage craft of the plays
- To enhance learners' appreciation and enjoyment of the plays by relating them to the modern context.

Unit I DETAILED TEXTS

- I. King Lear
- II. A Mid Summer Night's Dream
- III. Coriolanus

NON-DETAILED TEXTS

Unit II

Othello

Unit III

All's Well That Ends Well

Unit IV

Richard II

Unit V

The Tempest

METHODOLOGY

- a. Reading aloud the play by the teacher / students in groups / individually.
- b. After each scene, facts and opinions about theme, plot, characterization and the significance of the play to contemporary life to be discussed.
- c. Video Films of the detailed plays to be screened for the students.
- d. Non-Detailed texts are to be read mostly by the students and those will be tested through seminars and assignments.

References:

1. Barker, Granville. Preface to Shakespeare Vol. 1. Oxford University Press, London,1959.
2. Gardener, Helen. Greenwood companion to Shakespeare – A comprehensive guide for students Vol. 1., Heineman Ltd., London, 1987.
3. Great Works of William Shakespeare, Jainco Publications Pvt. Ltd., New Delhi, 1986.
4. Ware (Janet), Davis (AL), 101 Things You Did Not Know About Shakespeare, Cambridge University Press, London, 1992.
5. Lamb, Charles.Tales from Shakespeare, Clarendon Press, Newyork, 1978.
6. Sowerby, R. Luminous Life of William Shakespeare, The Citadel Press, New Jersey, 1999.
7. Great Books of the Western World,(Shakespeare I), Encyclopedia Britannica, London 1978.
8. Varma R.S. Papers on Shakespeare, Oxford University Press, London , 1989.
9. Macbeth – William Shakespeare, Oxford University Press, London, 1976.
10. Bloom, Herold. King Lear, Oxford University Press, London, 1990.
11. Bloom, Herold. A Midsummer Night's Dream, Oxford University Press, London,1989

EL 5405 COMPARATIVE LITERATURE- THEORY AND PRACTICE

Semester : V
Category: ES

Credits: 2
Hours per week 3

OBJECTIVES

- To acquaint learners with theories of comparative literature and translation studies
- To facilitate the understanding of literature across linguistic and cultural boundaries
- To train the students to do a comparative study of texts from different cultures

COURSE CONTENT

Unit I Introduction to Comparative Literature

1. Definition and Scope
2. Theories
3. Motifs, myths and archetypes

Unit II Introduction to Translation Studies

1. Definition and Scope
2. History
3. Theories

Unit III Poetry and Prose

Silappathikaram – Elangovadikal
The Iliad- Homer

Tolkaapiyam- Tolkaapiyar
Poetics- Aristotle

Unit IV Drama and Fiction

Shakuntala- Kalidasa
Tempest-Shakespeare

Anna Karenina- Tolstoy
Madame Bovary- Flaubert

Unit V Comparative Literature – Practice (For Seminar/Assignment only)

The students will be taught to do a comparative study of literary texts based on themes/motifs/myths/archetypes/history

The Prelude- Wordsworth
Leaves of Grass- Whitman

Paradise Lost- Milton
The Ramayana- Kamban

Thirukkural- Valluvar
Analects- Confucius

The Color Purple- Alice Walker
Scavenger's Son- Thakazhi Sivasankaran Pillai

References:

1. Bassnett, Susan. *Comparative Literature: A Critical Introduction*. Oxford UK: Blackwell Publishers, 1993.
2. Bassnett, Susan and Harish Trivedi. *Post-Colonial Translation: Theory and practice*. London: Routledge, 1999.
3. Bassnett-McGuire, Susan. *Translation Studies*, London: Methuen, 1980.
4. Bassnett, S. & A. Lefevere (eds.). *Translation, History, and Culture*, London: Pinter Publishers, 1990.
5. Bernheimer, Charles, ed. *Comparative Literature in the Age of Multiculturalism*. Baltimore: Johns Hopkins UP, 1995.
6. George. K. M. *Comparative Indian Literature*. Vol I and II. Kerala Sahitya Akademi, 1984.
7. Weisstein, Ulrich. *Comparative Literature and Literary Theory: Survey and Introduction*. London: Indiana University Press, 1974.

Websites

1. ACLA - Journals - American Comparative Literature Association
www.acla.org/journals.html
2. Comparative Literature
www.complit.dukejournals.org
3. Project MUSE - Comparative Literature Studies
www.muse.jhu.edu
4. Comparative Literature Studies
www.cl-studies.psu.edu
5. Journals - Comparative Literature - Yale University Library
www.guides.library.yale.edu
6. Journal of Comparative Literature and Aesthetics
www.jclaonline.org

EL 5406 ENGLISH LANGUAGE TEACHING (ELT)

Semester : V

Credits:2

Category: ES

Hours per week: 3

Objectives:

- To make learners explore Global English – the dominant language of education and to comprehend the fundamentals of English language teaching
- To help them understand the essential components and concepts of language teaching and
- To expose the learners to analyse the impetus for transition in approaches and teaching methods.

Unit I: An overview of English Language Teaching

1. Theory of Language Learning and Teaching
2. Grammar -Translation Method
3. The Reform Movement
4. Direct Method
5. Audio Lingual Method
6. History of ELT in India and Tamilnadu

Unit II: Humanistic Approaches

1. Elements and sub-elements that constitute a method
2. The oral approach or situational language teaching
3. Total physical response
4. The silent way
5. Community language learning
6. Suggestopedia

Unit III: Approaches

1. Natural
2. Humanistic
3. Learner Centered
4. Lexical
5. Notional – Functional
6. SLA

Unit IV: Modern Approaches

1. Communicative Language Teaching
2. Content Based Instruction
3. Co-operative Language Teaching
4. Task Based Language Teaching
5. The post-methods era - Eclectic Approach

Unit V: Recent Trends and practices in ELT

1. Innovative tools of language teaching in schools
2. Language games to build vocabulary for lower-intermediate
3. Activities to teach grammar for beginners
4. Use of songs to improve pronunciation for L2 learners
5. Employing tasks to enhance cognitive skills.

References:

1. Pauline Rea-Dickins and Kevin Germaine. *Evaluation*. (Eds). C. N. Candlin and H. D. Widdowson. Oxford: Oxford University Press, 1992. Print.
2. Penny McKay and Jenni Guse. *Five-Minute Activities for Young Learners*. Series Editor Scott
3. Thorn Burry. Cambridge: Cambridge University Press. 2007. Print.
4. Peter, Francis. *A Glossary of ELT Terms and Key Concepts: English Language Teaching*.
5. Lambert Academic Publishing, 2011. Print.
6. Prabhu, N.S. *Second Language Pedagogy*. Oxford: OUP, 1987. Print.
7. Richards C., Jack and Theodore S. Rodgers. *Approaches and Methods in Language Teaching*. UK: Cambridge University Press, 2001. Print.
8. Saville-Troike Muriel. *Introducing Second Language Acquisition*. South Asian Publication. New Delhi: CUP, 2006. Print.
9. Thornbury Scott. *An A-Z of ELT: A Dictionary of Terms and Concepts*. Underhill Adrian (Ed). Macmillan Books for Teachers, 2006. Print.
10. Tickoo, M.L. *Teaching and Learning English: A Sourcebook for Teachers and Teacher-Trainers*. Hyderabad: Orient Black Swan, 2009. Print.

**EL 6605 BEST SELLING/PRIZE WINNING FICTION
(Package A)**

Semester: VI
Category: MS

Credits: 7
Hours per week: 5

Objectives:

- To introduce the learners to the works which have fetched International Awards.
- To enable the students to have a wider exposure to the writers belonging to different countries.
- To inform the students about the characters and styles of the Best selling and Prize Winning Fiction of the writers.

Unit-I Archetypes

1. *Mister Pip* – Lloyd Jones(New Zealand) (Detailed)
2. *True History of the Kelly Gang*- Peter Carey(Australia)(Non-Detailed)

Unit-II Sociological

1. *Beloved*- Toni Morrison(Afro-American)(Detailed)
2. *Sacred Hunger*- Barry Unsworth (UK)(Non-Detailed)

Unit-III Fantasy/Super Natural

1. *The Famished Road*- Ben Okri(Africa)(Detailed)
2. *Anil's Ghost*-Michael Ondaatje(Canadian)(Non-Detailed)

Unit-IV Historical

1. *Schindler's Ark*- Thomas Keneally(Australia)(Detailed)
2. *Bringing Up the Bodies*-Hilary Mantel(UK)(Non-Detailed)

Unit-V Psychological

1. *The Stone Angel*-Margaret Laurence(Canada)(Detailed)
2. *Rebirth*-Jahnavi Barua(**Best Selling/Prize Winning Fiction**)

References:

1. E.M. Forster. Aspects of the Novel, New York: Harcourt, Brace, 1927.
2. Barnet et al., Literature for Composition. Boston: Little Brown, 1985.
3. M.C. Howatson Ed., The Oxford Companion to Classical Literature II edn, Oxford: OUP, 1989.

**EL 6606 CREATIVE WRITING
(Package A)**

Semester: VI
Category: MS

Credits: 6
Hours per week: 5

1. OBJECTIVES:

- To teach the fundamentals of good writing
- To help the students aware of the basic conventions of fiction writing
- To provide the students the tools for self expression in this medium

2. CONTENT:

UNIT I. *Basic Considerations*

- Various kinds of writing
- Creative impulse, creative ability
- Rules, tools and techniques
- Creative writing, imaginative writing
- Genius, talent
- Qualities & attitudes of creative writers
- Writer's domain

UNIT II. *Mechanics*

- Sketching the plot
- Story structure – conflict, climax, resolution
- Character sketch

UNIT III *Writing*

- Writing with specific details
- Action descriptions
- Point of view
- Dialogue

UNIT IV *Setting*

- Setting and atmosphere
- Rhythm & Style
- Content & character
- Contrast – in characters, settings, feelings etc.
- Description, narration

UNIT V. *VARIA*

- Theatre improvisation exercise/Poetry project/Writing for media:
- Students' Project

Source Books:

- Victor Jones, "Creative Writing". Kent Holder and stoughton,1974.
- Isabelle Siegler, "Creative Writing", New York: Barnes and Novel, 1968.
- Julian Birkett, 'Word Power: A guide to Creating Writing', London: A & C Block, 1983.
- Reading List: Enhancing Understanding
- Aristotle, 'Poetics' & Aristotle, Horace, Longinus: 'Classical Literary Criticism'. Ed. T.S. Dorseh. Harmondsworth:Penguin Books, 1965.
- Abram, M.H., 'A Glossary of Literary Terms. Madras: Macmillan. 1978.

- Chinua Achebe. 'Novelist as Teacher'. Reading in commonwealth Literature, ed. William Walsh, Oxford: OUP, 1975.
- Speeches of Socrates 'Know Thyself'
- Wordsworth, 'Lines Written on Tintern Abbey.'
- Wordsworth, 'Daffodils'
- Shakespeare 'A Midsummer Night's Dream.'
- Ted Hughes, 'Thought Fox'
- Robert Browning 'My Last Duchess'
- Proverbs, the Old Testament., 'The Bible'
- Martin Luther King Jr, 'I have a Dream'
- William Shakespeare, 'Hamlet'
- William Shakespeare, 'As You Like It'
- Jane Austin, 'Pride and Prejudice'
- P.B. Shelley, 'Ode to the Westwind'

**EL 6607 ENGLISH FOR CAREER EXAMINATIONS
(Package B)**

Semester: VI
Category: MS

Credits:7
Hours per week:5

OBJECTIVES

- To instill in students the confidence and skills necessary to face the challenges of a competitive exam
- To equip them with English language skills to achieve success in the competitive examinations
- To give exposure and train them to succeed in group discussions and interviews

COURSE CONTENT

The course content consists of various types of questions that are usually asked in competitive examinations like MBA Admission Test, UPSC's Railway Recruitment Board Examinations, BSRB's Bank Clerks Examinations, UPSC's Combined Defence Services Exam, LIC's Clerical Cadre Examination, State Bank of India, Probationary Officer's Examination etc. Generally these examinations seek to test the candidates in the following areas: knowledge of English grammar, vocabulary, comprehension skills, group discussion and interview skills

UNIT I Grammar

- a) Spotting errors
(Grammatical/idiomatic error identification)
- b) Sentence Correction

UNIT II Vocabulary

- a) Synonyms
- b) Antonyms
- c) Spelling pitfalls (wrongly spelt words)
- d) One word substitution
- e) Find the odd word
- f) Idioms and phrases
- g) Analytical Reasoning

UNIT III Comprehension

- a) Reading comprehension
- b) Listening comprehension
- c) Jumbled sentences and passages (logical sequence)
- d) Numbered gaps – Cloze Test
- e) Précis writing

Unit IV Composition

Paragraph Writing
Essay-Writing

Unit V Interview Skills

Interview
Group Discussion

METHODOLOGY

- Mostly multiple choice, objective type questions similar to question usually asked in the various competitive examinations. During every instructional hour, worksheets with multiple choice, questions will be given to them in the class.
- A prescribed time limit will be imposed to train students in time management, which is one of the crucial factors for success along with mental agility in a competitive examination. After every task is completed, instructors will read out the correct answers and discuss them thoroughly in the class.
- The students will be then asked to evaluate their own performance simultaneously. Peer evaluation will also be carried out. High achievers will be commended and low achievers will be constantly motivated to perform better.
- Mock interviews and training in group discussions will also be held in class.

REFERENCES:

Books

1. Prasad, Hari Mohan and Uma Rani Sinha. Objective English for Competitive Examinations. New Delhi: Tata McGraw Hill Education Pvt Ltd, 2011.
2. Thorpe, Edgar and Showick Thorpe. Objective English. New Delhi: Pearson, 2012.

Websites

www.vocabulary.com

www.majortests.com

www.freevocabulary.com

www.testyourvocab.com

www.wordsmith.org

www.thesaurus.com

www.merriam-webster.com

www.english-for-students.com

www.synonym.com

**EL 6608 ENGLISH FOR EFFECTIVE COMMUNICATION
(Package B)**

Semester :VI
Category : MS

Credits :7
Hours per week:5

OBJECTIVES:

The students would be trained to

- Be aware of some basic concepts related to the study of communication and understand how a speaker's language choices may affect communication.
- Communicate and interpret verbal and non- verbal messages with accuracy and effectiveness.
- Pick up tips for becoming effective listeners.
- Practice good interviewing skills, techniques for improving telephone and voice mail effectiveness and effective participation in small group discussion and plan and participate in productive meetings and select and organize a subject for effective formal presentation to a specific audience.
- Anticipate and respond to questions during a presentation

CONTENT

UNIT I Overview of human communication

- a. Goals of communication
 - b. Sending information effectively
 - Mental activity
 - Vocal activity
 - Physical activity
 - c. Receiving information effectively
- Accuracy in observing and listening.

UNIT II Style in Language

- a. Choosing words
 - Defining style
 - Some basic principles for picking words --- clear, concrete, concise, colourful and cautious.
 - Some warnings on picking words ---- slang, jargon, clichés, verbosity, taboo words, ambiguities, vague generalities.
- b. Keeping sentences
 - Short/ simple
 - Precise
 - Direct
 - Courteous

UNIT III Non- verbal language.

- a. Visual cues
 - Facial expression
 - Eye- contact
 - Gestures
- b. Vocal cues
 - Volume
 - Rate and fluency
 - Pitch
 - Tone
 - Voice quality

- c. Spatial and temporal cues
 - Space
 - Time
 - Surroundings
- d. Intercultural non- verbal differences and tips for improving non- verbal skills.

UNIT IV Listening Effectively

- a. Types of listening
 - Submissive
 - Critical
 - Creative
 - Active (Communication Aids and blocks)
- b. Essentials of good listening
- c. Deterrents to the listening process.

UNIT V Speaking Effectively

- a. Sharing information between two persons
 - Telephoning (effective telephone procedures and voice mail techniques)
 - Interviewing (succeeding in various kinds of employment, interviews and interviewing people)
- b. Sharing information in a small group
 - Different types of small group discussion
 - Analysing team roles
 - Setting goals.
- c. Sharing information to the public
 - Preparing the presentation
 - Organising the content
 - Polishing the delivery.
- d. Sharing information to the group
 - Techniques of conducting meetings
 - Techniques for participating in a meeting

References:

1. Robert G. King: Fundamentals of Human Communication
2. Stewart L. Tubbs & Sylvia Moss: Interpersonal Communication
3. William D Brooks & Robert A Vogel: Interpersonal Communication
4. Pamela C. Leth & Steven A. Leth: Public Communication
5. Mary Ellen Guffey: Essentials of Business Communication
6. Asha Kaul: Effective Business Communication
7. Lisikar; Basic Business Communication
8. Robert Keller: Managing Teams
9. Courtland L. Bovee & John V. Thill: Business Communication Today
10. Peter Padgett: Communication and Reports: Managing Cross Border Organisation (Lib)
11. Lani Arredondo: Communicating Effectively
12. John Adair : Effective Communication (2011)

EL 6609 RHETORIC AND STYLISTICS

Semester VI
Category : MS

Credits:7
Hours per week:5

OBJECTIVES

- To acquaint the learners with the theoretical aspects of Rhetoric and Stylistics
- To develop capacity for independent reading and analysis of literary texts.
- To enable them to stylistically analyse, interpret and infer meanings from literary texts
- To develop critical and analytical abilities and improve language and organisation skills

CONTENT

Unit –I Rhetoric

1. Meaning of Rhetoric
2. Definition of Rhetoric
3. Scope of Rhetoric
4. Persuasive Communication –Definition and Characteristics

Unit –II Brief History of Rhetoric

1. Classical Rhetoric
2. Plato
3. Aristotle
4. Cicero
5. Quintilian
6. Modern Rhetoric:
 - Kenneth Burke
 - Edwin Black
 - I.A.Richards

Unit –III Aristotle's Rhetoric Theory

1. Types of Rhetorical Proof
 - i. Ethos
 - ii. Pathos
 - iii. Logos
2. Five Cannons of Rhetoric
 - I. Invention
 - II. Style
 - III. Arrangement
 - IV. Delivery
 - V. Memory
3. Rhetorical Devices
4. A Sentential Adverb
5. Asyndeton
6. Polysyndeton
7. Understatement
8. Litotes
9. Rhetorical Approach
10. Rhetorical Analysis

Unit – IV Stylistics

1. Definition of stylistics
2. Qualities of good style
3. Perspicuity

4. Precision
5. Figurative Language / Figures of Speech
 - I. Metaphor
 - II. Hyperbole
 - III. Personification
 - IV. Apostrophe
 - V. Comparison
 - VI. Antithesis
 - VII. Interrogation
 - VIII. Exclamation
 - IX. Oxymoron
 - X. Irony
6. Types of Style
 - i. Simple
 - ii. Affected
 - iii. vehement
 - iv. Concise and Diffuse style
 - v. Nervous and Feeble style
 - vi. Florid Style
7. Stylistics as a bridge between Linguistics and Literature.

Unit – V Rhetorical Aspects of Discourse in Present-Day Society

I Rhetoric in Political Discourse

- Political Campaigns
- Political Addresses
- Public Debates

II Rhetoric in Journalistic Discourse

- Rhetoric in Media Discourse
- Rhetoric in News Coverage

III Rhetoric in Organisational Discourse

- Corporate Discourse
- Job Ads as Corporate Branding

Stylistic analysis and appreciation of short stories, poems and essays of prominent writers.

References

1. Blair, Hugh. *Lectures on Rhetoric and Belles Letters*. London: Thomas Tegg and Son.
2. Crystal, D. and Davy, D. 1969. *Investigating English Style*. London: Longman.
3. Cumming & Simmons, *Language of Literature*, 1985
4. Eugene Garver, *Aristotle's Rhetoric: An Art of Character*, University of Chicago Press, 1994
5. Halliday, M.A.K. 1990. *Spoken and Written Language*. Oxford: Oxford University Press.
6. Hoey, M. 2003. *Textual Interaction*. London: Routledge.
7. Jordan, P. Michael. 1984. *Rhetoric of Everyday English Texts*. London: George Allen & Unwin
8. Leech, Geoffrey and Short, Michael. 1986. *Style in Fiction*. London: Longman.
9. [Lisa Jardine](#), 1975. *Francis Bacon: Discovery and the Art of Discourse*, [Cambridge University Press](#).
10. Newall, Paul. [An introduction to Rhetoric and Rhetorical Figures](#).
11. Roberts, W. Rhys (trans). (1924). *Rhetorica: The Works of Aristotle*, Vol.11. Oxford: Clarendon Press.
12. Thomas, Jenny. 1995. *Meaning in Interaction*. London: Longman.
13. Widdowson, Henry. 1992. *Practical Stylistics*. Oxford: Oxford University Press.
14. Widdowson, Henry. 1975. *Stylistics and the teaching of literature*. Longman: London.

EL 6651 ENGLISH FOR ADWRITING AND TECHNICAL WRITING

Semester: VI

Credits:15

Category: SK

Hours per week:15

Objectives :

- To train the students to use the English language creatively in the skills of Ad Writing
- To provide hands-on experience to the learners that they may be trained in the preparation of print ads, radio jingles, TV commercials and online advertising
- In sum, preparing the students to take up suitable jobs in the relevant field

Contents :

Unit I: An Overview

- a. Advertising defined (A psychological gun ?)
- b. Advertising classifications
- c. The Evolution of Advertising
- d. Need for Technical Writing
- e. Employment Focus

Unit II: The Mechanics

- a. The ingredients of a good copy
- b. AICDA Principle
- c. USP (Unique Selling Proposition)
- d. Locution, Illocution, Perlocution and Register
- e. Organization of Material(Cohesion) and Information (Give and New)

Unit III: The Need

- a. Target Audience
- b. Bringing new consumers into the fold
- c. Challenging the brand image
- d. Inter and Intra Personal Communication
- e. Social Dynamics and Global Trends

Unit IV : Enhancing Creativity

- a. Creative use of alliteration, assonance, pun, connotation and onomatopoeia
- b. Making use of quotations with a twist ("Was it the face... ?")
- c. Edward de Bono's 'Lateral Thinking' (' Six Thinking Hats')
- d. Channel Conversion
- e. Presentation and Lay out

Unit V : The Future

- a. Print Media, Broadcast/Telecast Media
- b. New Media, new clients, new consumers in the Post-Television Age
- c. The Ethics of Advertising : A Critique (Ads are 'true lies')
- d. Ethnography of Communication
- e. Editing, Subbing, Documentation and Publication

Evaluation

Two tests+ second component 100 marks

Internship 100 marks

End semester project 100 marks

(Students should secure a minimum of 40 in each component)

References :

- a. Arens, William F. *Contemporary Advertising*. New York: McGraw-Hill, 2002.
- b. Armstrong, Scott J. *Persuasive Advertising*. London: Palgrave Macmillan, 2010.
- c. Boulden, George P. *Thinking Creatively*. London: DK Books, 2008.
- d. Cappel, Joe. *The Future of Advertising*. New York: McGraw-Hill, 2003.
- e. Carr, Clay. *The Competitive Power of Constant Creativity*. New York: Amacom, 1994.
- f. de Bono, Edward. *Six Thinking Hats*. London: Penguin Books, 1985.
- g. Hamel, Gary and C.K. Prahalad. *Competing for the Future*. Boston: Harvard Business School Press, 1994.
- h. Jay, Ros. *Winning Minds*. Oxford: Capstone Publishing Ltd., 2001.
- i. Kleinman, Philip. *World Advertising Review*. East Sussex, 1986.
- j. Lee, Monle and Carla Johnson. *Principles of Advertising*. New Delhi: Viva Books, 2007.
- k. Moriarty, Sandra E. *Creative Advertising: Theory and Practice*. New Jersey: Prentice Hall, 1986.
- l. Morita, Akio. *Made In Japan*. New York: Signet Books, 1988.
- m. O'Brien, Derek. *Business Quiz Book*. New Delhi: Penguin Books, 2002.
- n. Ogilvy, David. *Ogilvy On Advertising*. New York: Vintage Books, 1983.
- o. Peters Tom. *Re-imagine !* London: Dorling Kindersley Ltd., 2003.
- p. Prakash, Vijoy. *Creative Learning*. New Delhi: Viva Books Pvt. Ltd., 2007