



Syllabus  
For B.A. 3<sup>rd</sup> Semester Courses in English  
(June 2017 onwards)

- Contents:
- Syllabus for Courses:
  - AENG0301 – The Elements of Poetry
  - AENG0302 – Pre- and Post-Independence Indian Writing in English
  - AC0301 (MS) – Media Studies – A Survey of Mass Communication
- Evaluation and Assessment guidelines.

**S.Y. B.A. English**  
**Title: The Elements of Poetry**

**Course: AENG0301**

**Learning Objectives:**

- 1.To acquaint the first year student with the basic elements of verse.
- 2.To read and appreciate the thematic and formal aspects of a wide range of poems.

**Total Number of lectures: 45**

**Unit 1: Introduction (15 lectures)**

The Elements of Poetry: definition of terms; an understanding of imagery, symbolism, rhyme and meter; identification of major poetic forms: lyric, sonnet, ode, ballad, epic, dramatic monologue, elegy, free verse, haiku, emerging forms e.g. haibun

**Unit 2**

**Detailed study of poems: (15 lectures)**

Exploring themes like Love, Life, Nature, God, Death, War, People, Roads and Journeys.

**Unit 3**

**Practical criticism and writing a critical appreciation (15 lectures)**

**List Of Recommended Reference Books ( list based on most recent date of publication to oldest)**

- 1.Abrams, M.H., A Glossary of Literary Terms, 10th ed. Cengage Learning , 2012
- 2.Croft, Steven; Cross, Helen: *Literature, Criticism, and Style*; 2nd Ed. Oxford University Press , 2000
3. Preminger, Alex et al. *The New Princeton Encyclopedia of Poetry and Poetics*. 3<sup>rd</sup> ed. Princeton University Press, 1999.
4. Seturaman, V.S.; Indra, C.T.; Sriraman, T.: Practical criticism. Macmillan India, 1990 .

**AENG0301**

**Evaluation: Total marks per course - 100.**

**CIA- 40 marks**

CIA 1: Written test -20 marks

CIA 2: Assignments or Presentations -20 marks

**End Semester Examination – 60 marks**

Total three questions (with internal choice) with one question from each unit (20 marks each) to be answered. Total marks per question with choice – 40.

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**Template for AENG0301 - End Semester examination in Semester 3**

<b>UNITS</b>	<b>KNOWLEDGE</b>	<b>UNDERSTANDING</b>	<b>APPLICATION and ANALYSES</b>	<b>TOTAL MARKS- Per unit</b>
<b>1</b>	05	05	10	15
<b>2</b>	05	05	10	15
<b>3</b>	05	05	10	15
<b>-TOTAL - Per objective</b>	15	15	30	60
<b>% WEIGHTAGE</b>	25	25	50	100%

**English**

**Course: AENG0302**

**Title: Pre- and Post-Independence Indian Writing in English**

**Learning Objectives:**

To read Indian English literature in the context of changing political and social identities

**Total Number of lectures: 45**

**Unit 1:** Introduction

**(15 lectures)**

1.1. The Historical Context – 19<sup>th</sup> century writings, a discussion of Macaulay's Minute on Education, Derozio, Krupabai Sattianadan

1.2. Nationalism, the freedom movement, the Gandhian influence

\*Choice of readings from: Tagore, Gandhi, Sri Aurobindo, Raja Rao, Mulk Raj Anand, R. K. Narayan, Nayantara Sahgal

1.3. Partition: choice of readings from: Manto, Bhasham Shahani, Khushwant Singh, Amrita Pritam, [Urvashi Butalia (Ed.) *The Other Side of Silence*]

**Unit 2 (15 lectures)**

2.1. Interrogating tradition, the impact of modernity, urbanization

Choice of readings from: poems by Arun Kolatkar, Nissim Ezekiel, Gieve Patel, Joseph Furtado

2.2. Emerging Social Identities: Women's voices

Choice of readings from: poems by Kamala Das, Eunice de Souza; 2-3 short stories [Lakshmi Holmstrom (ed.) *The Inner Courtyard* ]

2.3. Social Social Identities: Caste and class

Choice of readings from Dalit poetry and prose [Arjun Dangle (ed.) *Poisoned Bread*]

**Unit 3 (15 lectures)**

**Text for detailed study: Vijay Tendulkar, *Silence! The Court is in Session* OR Gieve Patel, *Mister Behram***

**Note: Readings will consist of excerpts from short stories, essays and poems**

**List Of Recommended Reference Books ( list based on most recent date of publication to oldest)**

1. Boehmer, Elleke: Colonial and postcolonial literature : migrant metaphors. 2nd ed. Oxford University Press , 2009.
2. Mehrotra, Arvind Krishna: An illustrated history of Indian literature in English Permanent Black , 2003 .
3. King, Bruce: Modern Indian poetry in English / 2nd. Ed. Oxford University Press , 2001
4. Ashcroft, Bill; Griffiths, Gareth; Tiffin, Helen: The Empire Writes Back : Theory and Practice in Post-colonial Literatures / 2nd Ed. Routledge , 2002 .

5. King, Bruce: Modern Indian poetry in English / 2nd. Ed. Oxford University Press , 2001 .
- 6.
7. King, Bruce: New National and Post-colonial Literatures : an Introduction. Oxford University Press , 1998 .
8. Mukherjee, Meenakshi: Realism and Reality : the Novel and Society in India, Oxford University Press , 1985 .
9. Srinivasa Iyengar K.R.: Indian writing in English, Sterling Publishers Pvt. Ltd. , 1985(1993) .

### **AENG0302**

**Evaluation: Total marks per course - 100.**

**CIA- 40 marks**

CIA 1: Written test -20 marks

CIA 2: Assignments or Presentations -20 marks

**End Semester Examination – 60 marks**

Total three questions (with internal choice) with one question from each unit (20 marks each) to be answered. Total marks per question with choice – 40.

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#### **Template for AENG0302 - End Semester examination in Semester 3**

<b>UNITS</b>	<b>KNOWLEDGE</b>	<b>UNDERSTANDING</b>	<b>APPLICATION and ANALYSES</b>	<b>TOTAL MARKS- Per unit</b>
<b>1</b>	05	05	10	15
<b>2</b>	05	05	10	15
<b>3</b>	05	05	10	15
<b>-TOTAL - Per objective</b>	15	15	30	60
<b>% WEIGHTAGE</b>	25	25	50	100%

**Subject: Mass Media (Applied Component)**

**S.Y. B.A. English**

**Title: Mass Media – A Survey of Mass Communication**

**Course: AC0301**

#### **Learning Objectives:**

- To study the modus operandi of mass communication

- To critically evaluate the importance of mass communication
- To gain insight into various forms of mass communication.

**Total number of lectures: 60**

**Unit 1: Introduction: What is Mass Communication (15 lectures)**

The significance of mass communication; the social roles of Mass Communication; barriers to communication; media literacy; the four classical theories of mass communication – authoritarianism, libertarianism, Soviet theory and the social responsibility theory; other theories: Development communication theory, Magic Bullet theory, Uses and Gratification theory, Spiral of Silence theory, Agenda Setting theory, Media dependence theory, Cultivation

**Unit 2  
Impact of Mass Communication (15 lectures)**

impact on an individual, children, family, consumer; impact on education; impact on society and culture

**Unit 3  
Ethical issues in Mass Communication (15 lectures)**

Censorship – evolution, nuances of the concept, certification, rating  
Media as Big Brother  
Media portrayal of women and gender issues; women on TV, in mass media, gender perceptions in media and modes of address; portrayal of children and issues related to children

**Unit 4  
Types of Media (15 lectures)**

Print media: newspaper, magazine, advertising; Broadcast media: radio, TV, advertising; Telematic / Global media: digital media, satellite networks; Social media, social networking, blogging, DIY media

**List Of Recommended Reference Books ( list based on most recent date of publication to oldest)**

1. Julian McDougall: *Fake News vs Media Studies: Travels In A False Binary*, Palgrave Macmillan, 2019
2. Plothe, Theo, Amber M. Buck: *Netflix At The Nexus: Content, Practice, And Production In The Age Of Streaming Television*, Peter Lang Publishing, 2019

3. Leigh, David: *Investigative Journalism: A Survival Guide*, Springer International Publishing, 2019
4. Rodgers, Shelly, Esther Thorson: *Advertising Theory*, Routledge, 2019
5. Turow, Joseph: *Media Today: Mass Communication in a Converging World*, Routledge, 2019
6. Harp, Dustin, Jaime Loke, Ingrid Bachmann: *Feminist Approaches to Media Theory and Research*, Springer International Publishing, 2018
7. Eldridge, Scott II; Bob Franklin: *The Routledge Handbook of Developments in Digital Journalism Studies*, Routledge, 2018
8. Campbell, Richard, Christopher R. Martin, Bettina Fabos: *Media & Culture: Mass Communication in a Digital Age*, Bedford, 2016
9. Kalyango, Yusuf Jr, David H. Mould (eds.): *Global Journalism Practice and New Media Performance*, Palgrave Macmillan, 2014
10. Christians, Clifford G (et.al): *Normative Theories of the Media: Journalism in Democratic Societies*, University of Illinois Press, 2014
11. Stanley J. Baran, Dennis K. Davis: *Mass Communication Theory: Foundations, Ferment, and Future*, Wadsworth Publishing, 2014
12. Fortner Robert S., P. Mark Fackler: *The Handbook of Media and Mass Communication Theory, Vol I&II*, Wiley-Blackwell, 2014
13. Harcup, Tony: *Alternative Journalism, Alternative Voices*, Routledge, 2013
14. Byerly, Carolyn M. (eds.): *The Palgrave International Handbook of Women and Journalism*, Palgrave Macmillan, 2013
15. Pardun, Carol J.: *Advertising and Society: An Introduction*, Wiley-Blackwell, 2013
16. Severin, Werner: *Communication Theories: Origins, Methods and Uses in the Mass Media*, Pearson, 2013
17. McBride, Kelly; Tom Rosenstiel: *The New Ethics of Journalism: Principles for the 21st Century*, CQ Press, 2013
18. Cushion, Stephen: *Television Journalism*, SAGE Publications Ltd, 2011
19. Armstrong, J. Scott: *Persuasive Advertising*, Palgrave Macmillan, 2010
20. Fletcher, Winston: *Advertising A Very Short Introduction*, Oxford University Press, 2010
21. McQuail, Denis: *McQuail's Mass Communication Theory*, SAGE Publications Ltd, 2010
22. Powell, Helen; Brierley, Sean: *The advertising handbook*, Routledge 2009
23. Sterling, Christopher H: *Encyclopedia of Journalism*, Sage Publications, Inc, 2009
24. Arens, William, David Schaefer, Michael Weigold, *Essentials of Contemporary Advertising*, McGraw-Hill Education, Year: 2008
25. Taylor, Paul A. & Jan LI. Harris: *Critical Theories of Mass Media: Then and Now*, Open University Press, 2008
26. Turow, Joseph: *Media Today: An Introduction to Mass Communication*, Routledge, 2008
27. Bailey, Olga, Bart Cammaerts, Nico Carpentier: *Understanding Alternative Media (Issues in Cultural and Media Studies)*, Open University Press, 2007
28. Nayyar, Deepak: *Modern Mass Communication: Concepts and Processes*, Oxford Book Company, 2007
29. Rajan, Nalini: *21st Century Journalism in India*, Sage Publications Pvt. Ltd, 2007

29. Rajan, Nalini: *Practising Journalism: Values, Constraints, Implications*, SAGE Publications, 2005

30. Dominick, Joseph R: *The Dynamics of Mass Communication: Media in the Digital Age*, McGraw-Hill, 2004

31. DeFleur, Melvin and Everette E. Dennis. *Understanding Mass Communication*, Houghton Mifflin, 2002

32. Ross, Karen, Virginia Nightingale: *Media and Audiences (Issues in Cultural and Media Studies)*, Open University Press, 2003.

33. Valdivia, Angharad: *A Companion to Media Studies*, Wiley-Blackwell, 2003

34. Bittner, John R. *Mass Communication*. 6<sup>th</sup> ed. Allyn and Bacon, 1996

35. Farrar, Ronald T. *Mass Communication*. 2<sup>nd</sup> ed, Brown & Benchmark Publishers, 1996.

36. Messaris, Paul: *Visual Persuasion: The Role of Images in Advertising*, SAGE Publications, Inc, 1996

37. Mcquail, Denis, Sven Windahl: *Communication Models for the Study of Mass Communications*, Routledge, 1993.

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**AC0301**

**Evaluation: Total marks per course - 100.**

**CIA- 40 marks**

CIA 1: Written test -20 marks

CIA 2: Assignments or Presentations -20 marks

**End Semester Examination – 60 marks**

Total three questions (with internal choice) with one question from each unit (20 marks each) to be answered. Total marks per question with choice – 40.

**Template for AC0301 - End Semester examination in Semester 3**

UNITS	KNOWLEDGE	UNDERSTANDING	APPLICATION and ANALYSES	TOTAL MARKS- Per unit
1	05	05	10	20
2	05	05	10	20
3	05	05	10	20
<b>-TOTAL - Per objective</b>	15	15	30	60
<b>% WEIGHTAGE</b>	25	25	50	100%



Template for Evaluation of courses AEES0201 and AENG0201: CIA 2

**St. Xavier's College, Mumbai**

**Courses: AENG0301, 0302 and AC0301**

**Department of ENGLISH**

**Roll Number: \_\_\_\_\_**

**UID Number: \_\_\_\_\_**

**MARKS: \_\_\_\_/20**

Evaluation Grid for Course: AEES0201/AENG0201 - CIA 2 – Assignment / Presentation

<b>REPORT (Parameters)</b>	<b>Marks</b>	<b>80 – 100% Excellent</b>	<b>60 -80% Good</b>	<b>40 – 60% Satisfactory</b>	<b>20 – 40% Poor</b>	<b>0 – 20% Very Poor</b>
<b>Content: Introduction – Development – Conclusion - Bibliography</b>	<b>10</b>					
<b>Language, Style and Structure; Teaching aids; Effective Communication</b>	<b>10</b>					
<b>Total</b>	<b>20</b>	<b>Remarks: (in case of group presentation)</b>				

**Evaluator's Name Signature and date**

**Name**

**Signature & date**

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