

**ST. TERESA'S COLLEGE
(AUTONOMOUS)
ERNAKULAM**



**CURRICULUM FOR
B.A. ENGLISH LITERATURE AND
COMMUNICATION STUDIES
PROGRAMME**

**Under Choice Based Credit & Semester System
(2015 Admissions Onwards)**

ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM
DEPARTMENT OF COMMUNICATIVE ENGLISH
BOARD OF STUDIES IN COMMUNICATIVE ENGLISH

1. Dr. Tessy Anthony C. , Associate Professor & Head of the Department of English and Centre for Research, St. Teresa's College (Autonomous), Ernakulam (Chairman)
2. Dr. Janaky Sreedharan, Head of the Department of English, Calicut University (Subject Expert)
3. Dr. Meena T.Pillai, Centre of English and Foreign Languages, Kerala University. (Subject Expert)
4. Mr. Damodar Prasad, Director, EMMRC, Calicut University (University Nominee)
5. Mr. Abraham Tharakan, Editor & Co-founder FWD Life magazine (Industrial Expert)
6. Ms. Alicen Roshiny Jacob, Assistant Professor, Aquinas College, Edakochi. (Alumni)

List of teachers who contributed to Board of Studies

1. Mrs. Leela Joseph, Head of the Department
2. Ms. Saumya John, Assistant Professor
3. Ms. Geethu Johny, Assistant Professor
4. Ms. Ann Mary Thomas, Assistant Professor
5. Ms. Lizee Veena Vincent, Assistant Professor

Acknowledgement

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I would also like to thank the faculty of the Department of Communicative English: Ms. Saumya John, Ms. Geethu Johny, Ms. Ann Mary Thomas and Ms. Lizee Veena Vincent for their invaluable help and support.

Mrs. Leela Joseph

Head of the Department

Foreword

The Higher Education environment is changing rapidly in India and particularly so in the year 2014-15, when the Government of Kerala decided to give autonomy to 13 educational institutions in the state with the aim of improving quality. Quality in Higher education has been a matter of high concern and priority in India especially after the National Policy on Education 1986 has very categorically questioned the impact of education and suggested many measures for bringing innovative practices in education.

The autonomous status asks for more responsibility and increased accountability to frame a curriculum keeping in mind the ever changing academic environment and the plethora of demands placed by the diversity of students who have a high literacy level when it comes to choosing their course.

Keeping in mind that the purpose of Higher Education is the development of the people, society and environment, special care has been taken by the IQAC team at St. Teresa's College to give the necessary Orientation and to conduct Workshops related to curricula and scientific syllabus design as part of the Faculty Development Programme. Curriculum relates to the total experience of the student and it should contain knowledge that is essentially valid. The Graduate and Post Graduate Departments have worked diligently to frame curricula and develop programmes that foster analytical ability and critical thinking and enable the students to acquire the skills required by employers. The pedagogy adopted within the context of curriculum is to facilitate valid transmission of knowledge and proper evaluation of the same. The Courses designed at the Graduate and Post Graduate Levels have defined the competencies to enable effective teaching/learning of all the modules of the courses, both Core (compulsory) and Designate (elective). The blueprint of the final assessment of every course guarantees that all modules are taught and furthers integrity. The details of the course curriculum and structure are set in accordance with the course specifications of the affiliating university.

With sincere gratitude I acknowledge the efforts of Dr. N. J. Rao and Dr. Rajan Gurukkal who extended to us their academic expertise, astute guidance and unstinting support. I also thank Dr. Achuthshankar S. Nair for his timely guidance. I specially thank all the faculty members and the IQAC coordinator Dr. Beena Job for their diligence, commitment and exceptional contribution towards this endeavour.

Dr. Sr. Celine E

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Preamble

The Department of Communicative English offers a three year undergraduate program, 'B.A. Programme in English Literature and Communication Studies' that provides holistic training in three thrust areas namely communication, literature and management. It focuses on the study of the structure, processes, aesthetics, functions, ethics and criticism of mass media and human communication. The program seeks to inculcate in students a skill set comprising of soft skills and practical knowledge through practical work and other co- curricular activities.

The program provides students broad and diverse course work in advertising, journalism and new media, public relations, and communication studies. It offers quality courses which enable students to become critical thinkers and effective, ethical communicators. It implements practical, innovative experiences and partnerships to prepare students for successful communication careers. It is the mission of the department to help provide students with the tools needed to navigate the communication challenges of the 21st century.

Graduate Attributes

Graduate Attributes

On completion of the course the graduates of B.A. Programme in English Literature and Communication Studies will:

- Recognize and value communication as the tool for negotiating and creating new understanding, collaborating with others, and furthering their own learning.
- Possess a high standard of oral, visual and written communication skills .
- Recognize the importance of continuing to develop their oral, visual, and written communication skills.
- Apply different forms of communication in various social, professional and cultural settings.
- Develop a core knowledge base in print and electronic media through hands on training and practical assignments.
- Be able to use appropriate communication technologies.
- Be informed and open-minded about social, cultural and linguistic diversity in India and the world.
- Be able to effect change and be responsive to the situations and environments in which they operate.
- Connect information and ideas within their field of study.
- Possess the skills to influence, negotiate and lead.
- Will be able to work independently and sustainably, in a way that is informed by openness, curiosity and a desire to meet new challenges.
- Be intellectually curious, open to new ideas, methods and ways of thinking, and able to sustain intellectual interest.
- Work effectively in teams and other collaborative contexts.
- Critically evaluate the reliability of different sources of information.
- Respond effectively to unfamiliar problems in unfamiliar contexts.

Objectives of the Bachelors Programme in English

Objectives of the Programme

At the end of First year (1st and 2nd semesters)

- 1) The course is intended to introduce the student to the basic concepts and principles of communication.
- 2) The course provides students with the basics of grammar and also seeks to provide them with a comprehensive idea of reading, writing and listening.
- 3) The course also introduces the student to the history of mass media and its socio-political and cultural impact.

At the end of Second year (3rd and 4th semesters)

- 1) Students achieve an understanding of advertising and marketing concepts and an in depth knowledge of journalism
- 2) The learners will learn the basics of graphic designing through practical sessions.
- 3) Students will be introduced to the theory and applications of visual communication

At the end of Third year (5th and 6th semesters)

- 1) Students will be provided with knowledge of language acquiring and structuring.
- 2) Students will receive a comprehensive understanding of management subjects such as Public Relations, HR management and Entrepreneurship Development.
- 3) Students achieve a firm grounding in mass media, its functioning and writing for various media.
- 4) Students gain an insight into different cultural traditions through myths, legends and indigenous writings.

**Structure of Bachelors Programme in
English Literature and Communication Studies**

Structure of Bachelors Programme in English Literature and Communication Studies

The B.A. programme in English Literature and Communication Studies includes (a) Core courses (b) Choice based core courses (c) Open Courses and (d) Complementary Courses. The programme does not offer Common- Second Language. No course shall carry more than 5 credits. The student shall select any Choice based course offered by the department which offers the core courses, depending on the availability of teachers and infrastructure facilities, in the institution. Open course shall be offered in any subject during the fifth semester. Students of the B.A. English Literature and Communication Studies Programme can opt for any one open course offered to them by the self financing Departments. There are 18 core courses, 2 choice based core course, 4 complementary courses and 5 open courses.

Choice Based Core Course

Departments have the freedom to change current papers /choose other papers if found relevant. But changes should not affect number of teaching hours (workload of each teacher) of each department

Open Course

- All students are expected to do one open course.

Project

All students have to start the project at the end of the **FIFTH** semester which will be completed in the **SIXTH** semester. There will be one teacher in charge of the entire class. One teaching hour will be allotted to that teacher to familiarize the students with research methodology and project writing. One teacher in the department will supervise a group of five or six students in the project work. Students should identify their topics in consultation with the supervising teacher. Each department has the freedom to select the area of the project. Credit must be given to original contributions, so students should take care not to copy from other projects. The project report must be limited to 25 pages. There must be a bibliography at the end and prescribed methodology of research must be followed while writing the project report. The project report is to be spiral bound only. The last date published for submitting the project is to be adhered to.

Scheme of Courses

Common Courses	6	22
Common – Second Language	-	-
Core Courses	18	72
Complementary Courses	4	16
Open Course (General)	1	3
Elective	1	4
Project	-	3
Total	30	120

Detailed Distribution of Courses for Bachelor's Programme in English

Semester	Title of the Course	Number of hours/ week	Number of credits	Total hours/ Semester	Exam Duration	Total Marks	
						SA	FA
I	Communication Skills in English	5	4	90	3	20	80
	Reading Literature in English	4	3	72	3	20	80
	Grammar & Conversational Skills	4	4	72	3	20	80
	Mass Communication: Social & Historical Perspectives- I	6	4	108	3	20	80
	Sociology	6	4	108	3	20	80
II	Critical Thinking, Academic Writing and Presentation	5	4	90	3	20	80
	Musings on Vital Issues	4	3	72	3	20	80

	Introduction to Communication	5	4	90	3	20	80
	Mass Communication: Social & Historical Perspectives- II	5	4	90	3	20	80
	Sociology	6	4	108	3	20	80
III	Reflections on Indian Polity, Secularism, and Sustainable Environment	5	4	90	3	20	80
	Basics of Visual Communication	5	4	90	3	20	80
	Journalism	4	4	72	3	20	80
	Advertising & Copywriting	5	4	90	3	20	80
	Evolution of Literary Movements: The Cross Currents of Change	6	4	108	3	20	80
IV	Evolution of the Philosophy of Science: Literary Perspectives	5	4	90	3	20	80
	Informatics & Writing for Media	5	4	90	3	20	80
	Reading Poetry	4	4	72	3	20	80
	Reading Fiction	5	4	90	3	20	80
	Basics of Graphic Designing (Practical)	6	4	108	3	20	80
V	Creative Writing & Business Writing	6	4	108	3	20	80
	Language and Linguistics	5	4	90	3	20	80
	Mass Communication & Broadcasting Media: Radio	5	4	90	3	20	80
	Public Relations I	5	4	90	3	20	80
	Open Course General	4	3	90	3	20	80
VI	Entrepreneurship Development	5	4	90	3	20	80

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Visual Media: TV & Cinema	5	4	90	3	20	80
Public Relations II	5	4	90	3	20	80
Office Administration & HR Management	5	4	90	3	20	80
Elective Reading Cultures: Myths, Legends and Indigenous Writing	4	4	72	3	20	80
Project	1	3	18	-	50	50

Distribution of Courses and Credits

Distribution of Courses and Credits

The B.A. programme in English Literature and Communication Studies includes (a) Common courses, (b) Core courses, (c) Complementary Courses, and (d) Open Course. No course shall carry more than 5 credits. The student shall select any Choice based course offered by the department which offers the core courses, depending on the availability of teachers and infrastructure facilities, in the institution. Open course shall be offered in any subject during the fifth and sixth semester. Students of the B.A. English Literature and Communication Studies Programme can opt for open courses offered by Self Financing Departments in the Arts Block but not opt for the open course from their own Department in the fifth semester.

Course Code for UG Programmes

Every course in the programme is coded according to the following criteria.

- a. The first two letters of the code indicate the name of the discipline i.e. PH (Physics), EN (English).
- b. One digit to indicate the semester. E.g., PH1 (Physics, 1st semester), EN1 (English 1st semester)
- c. One letter to indicate the type of course, such as Common Course (which includes English and Languages*) – A, Core Courses (Including Choice Based Electives) – B, Complementary Courses – C, Open courses – D. E.g. PH1A (Physics, 1st semester, Common Course), EN2C (English, 2nd Semester, Complementary Course)

*NB: Common Courses for Languages - The language papers for BA/BSc and for BCom need not be separated by any code. They may be given continuous numbers so that every paper offered has a different number across the four semesters such that odd numbers will be assigned to BA/BSc and even numbers to BCom.

- d. Two digits to indicate the number of the course. All the courses are to be numbered continuously i.e., Core courses 01, 02, 03, etc., Common courses, 01, 02, etc., across the six Semesters. E.g. PH3B04 (Physics, 3rd Semester, Core Course, No 04), EN6B10 (English, 6th Semester, Core Course No 10)
 - e. One letter to indicate Theory/Practical, T or P. E.g. PH4B05P (Physics, 4th Semester, Core Course, No 05, Practical). This is applicable only to those disciplines such as Physics, Bharathnatyam, etc, that have Practical. Programmes that do not have Practical such as English **DO NOT** have to use this letter.
 - f. One letter to indicate the Programme, i.e. Bachelor's – B
-

E.g. EN6B10B (English, 6th Semester, Core Course No 10, Bachelor's Programme), PH4B05PB (Physics, 4th Semester, Core Course, No 05, Practical, Bachelor's Programme).

Course Code: UG:-

	A	B	C	D	T	P	B
Discipline	Common/Core/Comple/Open				Course No.	Theory/Practical	
Programme							
1 letter	1 digit	1 letter		1 digit	1 letter		1 letter
Eg. PH1B01TB, EN2B05B							

Courses

There are 5 courses in each semester and 30 courses in six semesters. Additionally a Project is also to be completed by the end of the sixth semester.

The programme contains 18 compulsory core courses, 4 complementary courses (1 from Literature & History, 1 from Graphic Designing and 2 from Sociology), 1 choice based open course from the general area, 1 elective and a project in the Sixth Semester from the relevant subjects for complementing the core of study. There are 6 common courses also which includes the first language of study.

Scheme of Courses

Courses	No.	Credits
Common Courses	6	22
Common – Second Language	-	-
Core Courses	18	72
Complementary Courses	4	16
Open Course (General)	1	3
Elective	1	4
Project	-	3
Total	30	120

Scheme of distribution of Instructional hours for the English Courses:

Semester	Common	Core	Compleme ntary	Open
First Semester	9 – BA 5 – BCom/ BSc	10	6	-
Second Semester	9 – BA 5 –BCom/ BSc	10	6	-
Third Semester	5 – BA 3 – BCom.	14	6	-
Fourth Semester	5 – BA 3 – BCom.	14	6	-
Fifth Semester	-	21	-	4
Sixth Semester	-	25	-	-

Scheme of the Core Courses

Course Code	Title of Course	No. of Contact Hours/Week	Credit	Semester	Total no. of hours
SEMESTER I					
CE1B01TB	Mass Communication: Social & Historical Perspectives- I	6	4	1	108
CE1B02TB	Grammar & Conversational Skills	4	4	1	72
SEMESTER II					
CE2B03TB	Introduction to Communication	5	4	2	90
CE2B04TB	Mass Communication: Social & Historical Perspectives- II	5	4	2	90
SEMESTER III					
CE3B05TB	Basics of Visual Communication	5	4	3	90
CE3B06TB	Journalism	4	4	3	72
CE3B07TB	Advertising & Copywriting	5	4	3	90
SEMESTER IV					
CE4B08TB	Reading Poetry	4	4	4	72
CE4B09TB	Reading Fiction	5	4	4	90
CE4B10TB	Informatics & Writing for Media	5	4	4	90

SEMESTER V					
CE5B11TB	Language and Linguistics	5	4	5	90
CE5B12TB	Creative Writing & Business Writing	5	4	5	90
CE5B13TB	Mass Communication & Broadcasting Media: Radio	5	4	5	90
SEMESTER VI					
CE5B14TB	Public Relations I	5	4	5	90
CE6B15TB	Entrepreneurship Development	5	4	6	90
CE6B16TB	Visual Media: TV & Cinema	5	4	6	90
CE6B17TB	Public Relations II	5	4	6	90
CE6B18TB	Office Administration & HR Management	5	4	6	90

Scheme of Choice Based Core courses

ELECTIVE (OPTIONAL)					
FOR STUDENTS OF BA ENGLISH LITERATURE & COMMUNICATION STUDIES					
Course Code	Title of Course	No. of Contact Hours/Week	Credit	Semester	Total no. of hours
CE6B19TB	Reading Culture: Myths, Legends & Indigenous Writing	4	4	6	72
CE6B20TB	Travel & Tourism	4	4	6	72

Scheme of Open Courses

OPEN COURSES (GENERAL)					
FOR STUDENTS OF OTHER DISCIPLINES					
Course Code	Title of Course	No. of Contact Hours/Week	Credit	Semester	Total no. of hours
CE5D01TB	Theory, Language and Appreciation of Films	4	3	5	72

Scheme of Complementary courses

COMPLEMENTARY COURSES					
FOR STUDENTS OF ENGLISH LITERATURE & COMMUNICATION STUDIES					
Course Code	Title of Course	No. of Contact Hours/Week	Credit	Semester	Total hours
SO1C01B	An Introduction to Sociology	6	4	1	108
SO2C02B	Development of Sociological Theories	6	4	2	108
CE3C01TB	Evolution of Literary Movements: The Cross Currents of Change	6	4	3	108
CE4C02PB	Basics of Graphic Designing (Practical)	6	4	4	108

Scheme of Complementary Courses

COMPLEMENTARY COURSES FOR STUDENTS OF FRENCH MAIN					
Course Code	Title of Course	No. of Contact Hours/Week	Credit	Semester	Total hours
CE1C01TB	Introduction to Phonetics and Conversational English	6	4	1	108
CE2C02TB	The Phonology of English and Communication Skills	6	4	2	108

Scheme of Common Courses

COMMON COURSES FOR BA / BSc.					
Course Code	Title of Course	No. of Contact Hours/Week	Credit	Semester	Total No. of Hours
EN1A01B	Communication Skills in English	5	4	1	90
EN1A02B	Reading Literature in English	4	3	1	72
EN2A03B	Critical Thinking, Academic Writing & Presentation	5	4	2	90
EN2A04B	Musings on Vital Issues	4	3	2	72
EN3A05B	Reflections on Indian Polity, Secularism & Sustainable Environment	5	4	3	90
EN4A06B	Evolution of the Philosophy of Science: Literary Perspectives	5	4	4	90

COMMON COURSES FOR B.Com.					
Course Code	Title of Course	No. of Contact Hours/Week	Credit	Semester	
EN1A01B	Communication Skills in English	5	3	1	90
EN2A03B	Critical Thinking, Academic Writing & Presentation	5	4	2	90
EN3A07B	Perspectives in Literature	3	3	3	54
EN4A08B	Reflections on Vital Issues	3	3	4	72

Examinations

Examinations

The evaluation of each course shall contain two parts such as Internal Semester Assessment or In- Semester Assessment (ISA) and End-Semester or Final Assessment (ESA).

The Internal Semester Assessment (ISA) and Final-Semester (Final) Assessment (ESA) shall be evaluated using Mark based Grading system based on 7-point scale. Overall Final ISA ESA ratio will be maintained as 20:80.

Internal Semester Assessment (Without practicals)

Internal Semester Assessment evaluation is to be done by continuous assessments on the following components. The Components of the internal evaluation for theory and practical and their weights are as below.

The evaluation of all components is to be published and is to be acknowledged by the candidate. All documents of Internal Semester Assessment are to be kept in the institution for 2 years and shall be made available for verification. The responsibility of evaluating the Internal Semester Assessment is vested on the teacher(s) who teach the course.

I. Distribution of Internal Semester Assessment marks:

- Attendance- 5 marks
- Assignment- 5 marks
- Test paper- 10 marks

Total -20marks

II. Attendance Evaluation

A student should have a minimum of 75% attendance. Those who do not have the minimum requirement for attendance will not be allowed to appear for Final Examinations.

Marks for attendance:

- 90%-100%- 5 marks
 - 85%- 89% - 4 marks
 - 80%- 84% - 3 marks
 - 75%- 79% - 2 marks
-

III. Assignment/Seminar/Viva

- 1st to 5th semesters – Assignments/Seminar
- 6th Semester – Seminar only/Project/ Viva

IV. Test Paper

- An average of two Internal Semester Assessment examinations will be considered. No retests will be conducted.

End Semester Assessment

The end semester (final) examination of all semesters shall be conducted by the institution on the close of each semester. For reappearance/ improvement question paper pattern as per M G university rules, students can appear along with the next batch.

Internal Semester Assessment (for Practical Course)

Internal Semester Assessment evaluation is to be done by continuous assessments. The components and weightage of the internal evaluation for practical are as below.

The evaluation of all components is to be published and acknowledged by the candidate. All documents of Internal Semester Assessment are to be kept in the institution for 2 years and shall be made available for verification. The responsibility of evaluating the Internal Semester Assessment is vested on the teacher(s) who teach the course.

I. Distribution of Internal Semester Assessment marks:

- Attendance- 5 marks
- Internal test- 10 marks
- Lab Involvement- 2 marks
- Record book- 3 marks

Total -20marks

II. Attendance Evaluation

A student should have a minimum of 75% attendance. Those who do not have the minimum requirement for attendance will not be allowed to appear for Final Examinations.

Marks for attendance:

- 90%-100%- 5 marks
- 85%- 89% - 4 marks
- 80%- 84% - 3 marks
- 75%- 79% - 2 marks

III. Assignment/Seminar/Viva

- IV Semester- Assignment/Project/Viva

IV. Test Paper

- An average of two Internal Semester Assessment examinations will be considered. No retests will be conducted.

End Semester Assessment

The end semester (final) examination of all semesters shall be conducted by the institution on the close of each semester. For reappearance/ improvement, the question paper pattern will be as per M G University rules, students can appear along with the next batch. There will be an external evaluation for the End Semester Practical Assessment, with viva-voce. Evaluation will be done in the college by external examiners deputed by the Controller of Examinations. ISA - ESA ratio will be maintained as 20:80, i.e. 1:4.

Project Evaluation

The candidates should submit two copies of their project reports. Two internal examinations will be conducted by the department - one written examination on research methodology and one oral examination on the area of the project. There will be an external evaluation of the project, but there will be no viva-voce. Evaluation of projects will be done in the college by external examiners deputed by the Controller of Examinations. Plagiarism of any kind will be sternly dealt with. . ISA - ESA ratio will be maintained as 20:80, i.e. 1:4.

The mark distribution for assessment of different components is shown below.

Internal Semester Assessment Evaluation:

Component	Marks : 20
Punctuality	2
Innovativeness of Topic	2
Test Paper	8
Presentation and Viva Voce	8
Total	20

End Semester Assessment Evaluation:

Component	Marks : 80
Significance and Scope	15
Research methodology	25
Presentation of report	40
Total	80

Computation of CCPA

The ratio of ISA to ESA is 20:80 i.e. 1:4. However Grade and Grade Point is given to each course based on the percentage of marks obtained as follows:

Percentage of Marks	Grade	Grade Point
90 and above	A+ - Outstanding	10
80-89	A - Excellent	9
70-79	B - Very Good	8
60-69	C - Good	7
50-59	D - Satisfactory	6
40-49	E - Adequate	5
Below 40	F - Failure	4

Note: Decimal are to be rounded to the next whole number

Credit Point for each course is obtained as $CP = GP \times Credit$

Semester Grade Point Average for the semester is calculated as

$SCPA = \frac{\text{Total Credit Points (CP)}}{\text{Total Credits (S)}}$

Grades for the different semesters and overall programme are given based on the corresponding SCPA on a 7-point scale as shown below:

SCPA	Grade
Above 9	A+ - Outstanding
Above 8, but below or equal to 9	A - Excellent
Above 7, but below or equal to 8	B -Very Good
Above 6, but below or equal to 7	C - Good
Above 5, but below or equal to 6	D - Satisfactory
Above 4, but below or equal to 5	E - Adequate
4 or below	F - Failure

Cumulative Grade Point Average for the programme is calculated as follows:

$$\text{CGPA} = (\text{SCPA})_1 \times S_1 + \dots + (\text{SCPA})_6 \times S_6 \div (S_1 + S_2 + \dots + S_6)$$

Where S_1, \dots, S_6 are the total credits in each semester.

Note: A separate minimum of **30% marks** each for internal and external and aggregate minimum of **40 %** are required for a pass for a course. For a pass in a programme, a separate minimum of Grade E is required for all the individual courses. If a candidate secures **F** Grade for any one of the courses offered in a Semester/Programme only **F** grade will be awarded for that Semester/Programme until he/she improves this to **E** grade or above within the permitted period. Candidates who secure **E** grade and above will be eligible for higher studies.

Pattern of Questions

Questions shall be set to assess knowledge acquired, application of knowledge in life situations, critical evaluation of knowledge and the ability to synthesize knowledge. The question setter shall ensure that questions covering all skills are set. He/she shall also submit a detailed scheme of evaluation along with the question paper.

A question paper shall be a judicious mix of short answer type (2 sentences), short answer type (paragraph), short essay type and long essay type questions.

The pattern of question for common courses, core courses and complementary courses offered are listed below.

1. The duration of examination is 3 hours.
2. Each question paper has four parts A, B, C & D.
3. Part A contains 10 questions of 1 mark each which the candidate has to answer all in one word or sentence each.
4. Part B contains 10 questions spanning the entire syllabus and the candidate has to answer 8 questions in two sentences each. Each question carries 2 marks.
5. Part C contains 8 paragraph type questions spanning the entire syllabus and the candidate has to answer 6 questions. Each question carries 4 marks.
6. Part D contains 4 essay type questions spanning the entire syllabus and the candidate has to answer 2 questions. Each question carries 15 marks.
7. The total marks of all courses in B.A. English Language and Literature programme is 80.

SYLLABI OF CORE COURSES

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Core Courses

MASS COMMUNICATION: SOCIAL AND HISTORICAL PERSPECTIVE- I

Semester: 1

Course Code: CE1B01TB

Name of the Course: Mass Communication: Social and Historical Perspective- I

Credits: 4

Total Lecture Hours: 108

Duration: One semester

Aim of the course:

To introduce students to the major information revolutions and to provide them with an insight into the development of communication systems and theories.

Course Overview and Context:

The course provides students a holistic understanding of the development and evolution of various mass media. This course delves into the first three major information revolutions in the history of human communication.

Syllabus Content:

Module – I

An Introduction to Information Revolutions

(27 Hours)

Module – II						(22 Hours)
The First Revolution: Writing						
Module – III						(27 Hours)
The Second Revolution: Printing						
Module – IV						(22 Hours)
The Third Revolution: Mass Media						
Learning Resources						
Textbook:						
<i>History of Mass Communication- Irving Fang</i>						
Competencies of the course:						
On completion of the course the student will be able to:						
<ul style="list-style-type: none"> • Understand the significance of various information revolutions • Recognise major movements that demarcates the various revolutions • Identify the history and evolution of printing, writing and mass communication. 						
Mass Communication: Social and Historical Perspective- I						
CE1B01TB						
BLUEPRINT						
Module	Part A - 6/6 (1 mark each)	Part B - 7/10 (2 marks each)	Part C - 5/8 (6 marks each)	Part D - 2/4 (15 marks each)	Total	
I	1 (1 mark)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32	
II	2 (2 marks)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35	
III	2 (2 marks)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35	
IV	1 (1 mark)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32	
	6 marks	20 marks	48 marks	60 marks	134	

MODEL QP

Q.P code

Reg No

Name:

B.A./B.Sc./B.Com. DEGREE (C.B.C.S.S) EXAMINATION, APRIL 20__

FIRST SEMESTER- CORE COURSE (COMMUNICATIVE ENGLISH)

CE1B01TB – MASS COMMUNICATION: SOCIAL AND HISTORICAL PERSPECTIVE- I

Time: Three Hours

Maximum Marks: 80 Marks

Part A

*Answer **all** the questions, in not more than two/three sentences.*

*Each question carries **1** mark*

1. Define Information Revolution.
2. What are pictographs?
3. Where was the camel's hair brush invented?
4. Name the first newspaper in the world.
5. The Muckraker
6. Name the sixth information revolution.

Part B

*Answer any **seven** of the following questions in three/ four sentences.*

*Each question carries **2** marks*

7. What is Calculator syndrome?
8. What do you mean by cultural imperialism?
9. Explain hieroglyphics.
10. How did the word 'paper' originate?
11. What is vernacular printing?
12. What were the sources of news in the past?
13. Guttenberg's type mold
14. Wet plate photography

15. Kinescope
16. Thermograph

Part C

*Answer any **five** of the following in a short paragraph.*

Each question carries 6 marks

17. What are the characteristics of information revolution?
18. Write about the top ten technologies of coverage used during the Gulf War.
19. What are the advantages of parchment over papyrus?
20. Describe the evolution of the postal system as a communication technology.
21. How was printing affected by censorship in Europe?
22. Trace a brief history of newspaper in Europe
23. Offset lithography
24. What is the penny press?

Part D

*Answer any **two** of the following in essay form in about 300 words.*

*Each question carries **15** marks.*

25. What does Marshall McLuhan mean when he says "the medium is the message"?
26. Explain the evolution and development of writing according to the Greeks.
27. Explain the mail system in the Middle Ages.
28. What is the role of the telegraph in transmitting the news?

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Core Courses

GRAMMAR AND CONVERSATIONAL SKILLS

Semester: 1

Course Code: CE1B02TB

Name of the Course: Grammar and Conversational Skills

Credits: 4

Total Lecture Hours: 72

Duration: One semester

Aim of the course:

The course is intended to introduce the student to the basics of grammar and its usage in everyday communication.

Course Overview and Context: The course seeks to provide students with the basics of grammar with the intention of improving their conversational skills. It also seeks to provide them with a comprehensive idea of reading, writing and listening.

Syllabus Content:

Module – 1

Articles – Agreement – Noun and Number – Partitive use of *of* - Concord – Adjectives –

Words ending in *ly*: *hard, hardly, late, lately, most, mostly* – *Fairly and Fair* – *Prepositions* – *Tenses* – *Redundancies* – Errors in the use of individual words

(26 hours)

Module - 2

Introductory *there* and anticipatory *it* – position of adverbs – Tag questions and Appended questions – use of *who, whom, much, many, much, very, still, yet, make, do*, the verb *have – shall, will, used to, to be used to*, courtesy words, greetings and salutations – Synonyms and antonyms.

(22 hours)

Module - 3

Reported Speech – Direct and Reported Speech – Tense changes in reported speech – Reported questions – Reported imperatives – Syntax - Conversation and conversational analysis – Conversation a highly structured activity – Turn taking – Features of conversation – Explicit and implicit rules of conversation – Word formation – Contemporary terms – Paradigms and paraphrases – Word formation clusters.

(22 hours)

Module - 4

Letter writing - format - different kind of letters – organizing information – style and tone – paraphrasing and expansion – paraphrasing poems – general essays – descriptive writing – report writing – Précis writing – Paragraph writing - Expansion of passages – Writing stories from outlines – e-mail and fax

(20 hours)

Competencies of the course:

- Be able to apply the basics of grammar in their everyday communication
- Identify mistakes that can occur in everyday usage of the English language
- Be able to rectify those errors
- Be able to converse fluently and confidently in the language

Learning Resources

References:

- 1) F.T.Wood : A Remedial English Grammar for Foreign Students Macmillan
- 2) W.S.Fowler, Norman Coe: Test and Practise Your English Orient Longman
- 3) D.H.Spencer: English Conversation Practice.

Grammar and Conversational Skills CE1B02TB BLUEPRINT

Module	Part A - 6/6 (1 mark each)	Part B - 7/10 (2 marks each)	Part C - 5/8 (6 marks each)	Part D - 2/4 (15 marks each)	Total
I	2 (2 marks)	4 (8 marks)	1 (6 marks)	1 (15 marks)	31
II	2 (2 marks)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
III	1 (1 mark)	1 (2 marks)	1 (6 marks)	1 (15 marks)	24
IV	1 (1 mark)	0 (0 marks)	2 (12 marks)	1 (15 marks)	28
	6 marks	16 marks	36 marks	60 marks	118

MODEL QP

Q.P code

Reg No

Name:

B.A./B.Sc./B.Com. DEGREE (C.B.C.S.S) EXAMINATION, APRIL 20__

FIRST SEMESTER- CORE COURSE (COMMUNICATIVE ENGLISH)

CE1B02TB – GRAMMAR AND CONVERSATIONAL SKILLS

Time: Three Hours

Maximum Marks: 80 Marks

Part A

All questions are compulsory in this section.

Each question carries 1 mark.

Correct the following sentences:

1. He saw doctor

2. Rose is the sweetest of all flowers

3. Gold is precious metal

4. We go to church at Sundays

5. Son born to a Rajah

car

6. He bought the new

(6x1= 6)

Part B

Rewrite the sentences as directed. Attempt any seven of the following.

Each question carries 2 marks.

11. Frank doesn't know

(Complete by adding suitable noun clause)

(Add suitable adjective clause)

12. Joe recognised the man. The man had stopped his car to help

(Combine using adverb clause)

13. He liked my suggestion

(Change into complex sentence)

14. The teacher punished the boy for his disobedience

(Change into compound sentence)

15. "I'm going to the library now" said David

(Change into Indirect speech)

16. John said that he had been gardening for two hours

(Change into Direct speech)

(7x2=14)

Part C

Answer any five of the following. Each question carries 6marks each

21. Expand: Man proposes, God disposes

22. Write a paragraph on table manners

23. Read the passage and write a précis on the same

English education and English language have done immense goods to India, inspite of their glaring drawbacks. The notions of democracy and self-government are the born of English education. Those who fought and died for mother India's freedom were nursed in the cradle of English thought and culture. The West has made contribution to the East. The history of Europe has fired the hearts of our leaders. Our struggle for freedom has been inspired by the struggles for freedom in England, America and France. If our leaders were ignorant of English and if they had not studied this language, how could they have been inspired by these heroic struggles for freedom in other lands? English, therefore, did us great good in the past and if properly studied will do immense good in future.

English is spoken throughout the world. For international contact our commerce and trade, for the development of our practical ideas, for the scientific studies, English-is indispensable "English is very rich in literature," our own literature has been made richer by this foreign language. It will really be a fatal day if we altogether forget Shakespeare, Milton, Keats and Shaw.

24. Write a notice to display on the notice board of your school regarding the tree plantation drive

(5x6=30)

Part D

Write an essay on any two of the following topics in two pages.

Each question carries 15 marks.

25. Write an essay on the use of mobile phone by youth
26. You are applying for the post of an executive manager in a reputed company. Prepare a detailed CV for this purpose
27. You are a sales representative for your company. Write a letter to ABC Enterprises introducing one of your new products.
28. Write an essay on the person who has influenced you the most.

(2x15=30)

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Core Courses

INTRODUCTION TO COMMUNICATION

Semester: 2

Course Code: CE2B03TB

Name of the Course: Introduction to Communication

Credits: 4

Total Lecture Hours: 90

Duration: One semester

1. Aim of the course

The course familiarizes students with the basics of communication theory. It provides the students with an ability to understand the process of communication and its importance in the modern world.

2. Course Overview and Context:

This course examines the core concepts and vocabulary of fiction through writers chosen across cultures, across the globe. It goes on to explore why people read fiction, the anatomy of a novel and the short stories with emphasis on what lies behind the approaches and the ways in which the use of language can be exploited and challenged in different cultural settings. The context is to introduce the pedagogy of writing fiction, reading and enjoying the complexity and simplicity of an imaginative

creation.

MODULE I:

(20 hours)

Meaning and need for communication-Different definitions of Communication-Process of Communication- Elements of communication- 7 C's of communication- barriers to communication- Other barriers: sender-centric – receiver-centric and organizational – socio-cultural -information overload-

Module II:

(25 hours)

Types of Communication-Intrapersonal, interpersonal, group communication, mass communication - network communication-Verbal and non-verbal communication-pictorial communication-symbolic communication-communication through the five senses- Channels of communication

MODULE III:

(25 hours)

Models:

Rhetorics (Aristotelian) – Circular- Mathematical- Linear- Gerbner's model

Communication Theories

4 classical theories: Authoritarian, Libertarian, Democratic, Soviet

Contemporary theories: Berlo's Bucket Theory-Hypodermic Needle

*Indian communication theories-*Bhava, Sadharanikaran, Sahridaya.

Module IV:

(20 hours)

Communication and social sciences-Media Audiences: group influences, public opinion (Two Step Flow- Agenda Setting- Spiral of Silence)-Functions and Effects of Media: Theories of Media Effects-Uses and Gratification

Competencies of the course:

- Recognize the various models, theories and principles of communication
- Understand the role of technology in communication
- Explain what is meant by the word communication in general
- Identify the main elements in the communication process
- Differentiate between oral and written communication

Learning Resources

Textbook:

(to be sourced)

References:

Mass Communication in India by Kevel J. Kumar

Introduction to Communication

CE2B03TB

BLUEPRINT

Module	Part A - 6/6 (1 mark each)	Part B - 7/10 (2 marks each)	Part C - 5/8 (6 marks each)	Part D - 2/4 (15 marks each)	Total
I	1 (1 marks)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
II	2 (2 marks)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
III	2 (2 mark)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
IV	1 (1 mark)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
	6 marks	18 marks	48 marks	60 marks	134

Q.P code

Reg No

Name:

B.A./B.Sc./B.Com. DEGREE (C.B.C.S.S) EXAMINATION, APRIL 20__
SECOND SEMESTER- CORE COURSE (COMMUNICATIVE ENGLISH)
CE2B03TB – INTRODUCTION TO COMMUNICATION

Time: Three Hours

Maximum Marks: 80 Marks

Part A

*Answer **all** the questions, in not more than two/three sentences.*

*Each question carries **1** mark*

1. State the elements of communication
2. What is symbolic communication?
3. Proxemics
4. State Berlo's theory of communication.
5. What is Lasswell formula?
6. What is group dynamics? (6x1=6)

Part B

*Answer any **seven** of the following questions in three/ four sentences.*

*Each question carries **2** marks*

7. What is information overload in barriers of communication?
 8. What are petroglyphs?
 9. What is the role of eye contact in communication?
 10. Kinesis.
 11. Bucket theory of communication.
-

12. Explain the sadharanikaran theory of communication.
13. Aristotle's rhetorics.
14. Spiral of Silence
15. What are the three conditions that give rise to primary groups?
16. Public opinion (7x2=14)

Part C

*Answer any **five** of the following in a short paragraph.*

Each question carries 6 marks

17. Explain Sahridaya theory.
18. What is the difference between group communication and mass communication?
19. Osgood and Schramm model.
20. What are the barriers to communication?
21. What is communication through five senses?
22. Explain the 7 C's of Communication.
23. Agenda Setting.
24. Uses and gratification. (6x5=30)

Part D

*Answer any **two** of the following in essay form in about 300 words.*

*Each question carries **15** marks.*

25. Write an essay on the different types of communication.
26. Write an essay on the different Indian communication theories.
27. Need for communication is as basic as need for food.' Explain.
28. Write an essay on the different kinds of non-verbal communication (2x15=30)

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Core Courses

CE2B04TB - MASS COMMUNICATION: SOCIAL AND HISTORICAL PERSPECTIVE- II

Semester: 2

Course Code: CE2B04TB

Name of the Course: Mass Communication: Social and Historical Perspective- II

Credits: 4

Total Lecture Hours: 90

Duration: One semester

1. Aim of the course

To introduce students to the major information revolutions and to provide them with an insight into the development of communication systems and theories.

2. Course Overview and Context:

The course provides students a holistic understanding of the development and evolution of various mass media. This course delves into the last three major information revolutions in the history of human communication.

3. Syllabus Content

Module – 1

(54 Hours)

The Fourth Revolution: Entertainment

Module – 2

The Fifth Revolution: The Toolshed Home

Module – 3

The Sixth Revolution: The Highway

Module – 4

Communication in the Three Eras: A Summing Up

4. Competencies of the Course

On completion of the course the student will be able to:

- Understand the significance of various information revolutions
- Recognise major movements that demarcates the various revolutions
Identify the history and evolution of entertainment, information technology and information super highway.

5. References:

Textbook:

History of Mass Communication- Irving Fang

MASS COMMUNICATION: SOCIAL AND HISTORICAL PERSPECTIVE- II

CE2B04TB

BLUEPRINT

Module	Part A - 6/6 (1 mark each)	Part B – 7/10 (2 marks each)	Part C – 5/8 (6 marks each)	Part D – 2/4 (15 marks each)	Total
I	1 (1 marks)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
II	2 (2 marks)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
III	2 (2 mark)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
IV	1 (1 mark)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
	6 marks	18 marks	48 marks	60 marks	134

Q.P code

Reg No

Name:

B.A./B.Sc./B.Com. DEGREE (C.B.C.S.S) EXAMINATION, APRIL 20__

FIRST SEMESTER- CORE COURSE (COMMUNICATIVE ENGLISH)

CE2B04TB – MASS COMMUNICATION: SOCIAL AND HISTORICAL

PERSPECTIVE- II

Time: Three Hours

Maximum Marks: 80 Marks

Part A

*Answer **all** the questions, in not more than two/three sentences.*

*Each question carries **1** mark*

1. Name any two early dictating machines.
2. What is junk mail?
3. Give an example of multimedia
4. What is facsimile?
5. Which information revolution are we living through?
6. Write the full form of HTML.

Part B

*Answer any **seven** of the following questions in three/ four sentences.*

*Each question carries **2** marks*

7. What are holograms?
 8. How did the tabloids develop?
 9. Describe the evolution of parcel post.
 10. Write two advantages of HD TV.
 11. Differentiate between teletext and video text
 12. E- newspaper
 13. World Wide Web
 14. What did the second information revolution combine?
 15. Electronic mail
 16. Information superhighway
-

Part C

*Answer any **five** of the following in a short paragraph.*

Each question carries 6 marks

17. Describe the evolution of newspapers as an entertaining medium.
18. Explain the contribution of Germans in the field of radio communication.
19. What are picturephones? What was the role of picturephones in entertainment revolution?
20. What are the effects of wireless communication on society?
21. What was Qube experiment?
22. Radio on Internet
23. What are the various uses of faxes?
24. What are the advantages of working from home?

Part D

*Answer any **two** of the following in essay form in about 300 words.*

*Each question carries **15** marks.*

25. What are the major problems of heavy media usage?
26. Elucidate the evolution of a "novel".
27. Discuss the communication in tribal civilisation, medieval world and modern world.
28. What are the social implications of information superhighways?

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Core Courses

CE3B05TB - BASICS OF VISUAL COMMUNICATION

Semester: 3

Course Code: CE3B05TB

Name of the Course: Basics of Visual Communication

Credits: 4

Total Lecture Hours: 90

Duration: One semester

Aim of the Course:

The course seeks to impart an understanding about the relevance of visual communication principles and techniques employed.

Course Overview and Context:

This course provides an in depth investigation into elements of visual communication and aesthetics using both theoretical and practical means.

Syllabus Content:

Unit I:

Images and Imaging; use of images in communication: how does brain recognize visuals: visual intelligence: colour, form, depth and movement; history and development of visual arts; signs and communication

Unit II:

What is visual media; types of visual media: folk, performative arts, theatre, painting,

cinematic images, multimedia; elements of visual design: line, shape, form, pattern, texture, gradation, color, symmetry, contrast, balance, unity, proportion, mass; spatial relations in visual imaging- 2D and 3D appearance; architecture of image.

Unit III:

Elements of cinematic image- sensual and perceptual theories of visual communication; ways of seeing: image, social content of imaging; reading images; visual literacy; visual culture

Unit IV:

Cinematic images; image sizes, shot compositions, elements of moving image, fundamentals of moving image technology; lens, camera, aspect ratio, colour, contrast and tone; visual story telling; writing for visuals.

LEARNING RESOURCES

References:

- 1) "Mythologies": Roland Barthes
- 2) "Ways of Seeing": John Berger
- 3) "How to Read a Film": James Monaco
- 4) "Essentials of Visual Communication": Bo Bergstorm

BASICS OF VISUAL COMMUNICATION

CE3B05TB

BLUEPRINT

Module	Part A - 6/6 (1 mark each)	Part B - 7/10 (2 marks each)	Part C - 5/8 (6 marks each)	Part D - 2/4 (15 marks each)	Total
I	1 (1 marks)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
II	2 (2 marks)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
III	2 (2 mark)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
IV	1 (1 mark)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
	6 marks	18 marks	48 marks	60 marks	134

Model QP

Reg. No.....
Name.....

B. A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2016
FIRST SEMESTER - CORE COURSE (COMMUNICATIVE ENGLISH)
CE3B05TB - BASICS OF VISUAL COMMUNICATION

Time: Three hours

Maximum Marks: 80

PART A

I. Short answer questions (Answer all questions. Each question carries 1 mark)

1. Define visual literacy.
2. What is constructivism?
3. Visual presentation
4. Line as an element of visual design.
5. What is the use of color in imaging technology?
6. How is theater a visual medium?

(6x1=6)

PART B

II. Brief answer questions (Answer any seven questions. Each question carries 2 marks)

7. What are the mental activities that affect visual perception?
8. What are the different types of signs?
9. What are the three major elements of cinematic design?
10. What are the different types of images?
11. Object recognition.
12. What is visual media?
13. What are the different Aspect ratios?
14. What is performative arts? Give examples.
15. Architecture of image
16. What are the different image sizes?

(7x2=14)

PART C

III. Descriptive (Short essay questions) (Answer any five questions. Each question carries 6 marks)

17. Gestal Theory
18. Explain visual culture

19. Explain visual intelligence.
20. What are the methods of visual Communication?
21. What are the various shot compositions based on shot length?
22. Explain the fundamentals of the moving image technology.
23. Briefly explain the different types of visual media with examples
24. How is spatial relations used in visual imaging?

(5x6=30)

PART D

IV. Long essay type questions (Answer any two questions. Each question carries 15 marks)

25. Briefly trace the development of visual arts as a form of communication.
26. Explain the sensual and perceptual theories of visual communication.
27. What are the various elements of visual design? Elaborate.
28. Write a script for a Public Service Announcement on adopting animals with minimal dialogues.

(2x15=30)

ST. TERESA'S COLLEGE (AUTONOMOUS)
BA Programme in English Language and Literature
Syllabi for Core Courses
CE3B06TB - JOURNALISM

Semester: 3

Course Code: CE3B06TB

Name of the Course: Journalism

Credits: 4

Total Lecture Hours: 72

Duration: One semester

Aim of the course:

The course is intended to introduce the student to Print media and Journalism and its various aspects.

Course Overview and Context:

The course seeks to provide student an understanding of the development of journalism in India. It also provides them with a working knowledge of professional journalism in newspaper and magazine reporting, writing, editing and layout.

Syllabus Content:

Module I

(10 HOURS)

Development of Journalism in India

- Press and the Independence Struggle.
- Indian Press and Social Reform Movements
- Brief history of Malayalam Journalism

Module II

(20 HOURS)

Changing Face of Journalism

- Parallel Journalism
- Dalit Journalism
- Small Magazines
- Missionary Journalism
- Online Journalism
- Citizen Journalism
- Representative Newspapers and magazines (brief description of Malayala Manorama, Mathrubhumi, The Hindu, The New Indian Express, The Times of India, Hindustan Times, Outlook, India Today)

Module III

Reporting and Editing:

(30 HOURS)

- Duties of a reporter- Qualities of a reporter- Duties of the News Editor
- Structure of a news report
- Sources of news

- Types of reports/ news stories (Human Interest story- news leads- curtain raiser- live reporting- investigative reporting etc.)
- Headlines: Writing, types, purposes
- Freelancing

Module IV

(30 HOURS)

Photojournalism, Magazine Journalism, Printing and Production

- Picture editing- Photo essays- Photo magazines
- Feature writing and types of features
- Origin and future of magazines in India
Categories of magazine- writing for women and children, industry, science, sports, films- columns and columnists-
Magazine covers- magazine editing- layout and design
- Brief history of printing:
Typography- Digitalization: Digital photography and production of online newspapers and magazines.

Competencies of the course:

- Receive a basic understanding of the historical relevance of journalism in India
- Be acquainted with the various types of journalism
- Have an objective overview of reporting and editing
- Understand the concepts of printing and production of a newspaper

Learning Resources

References:

Mass Communication in India, Keval J. Kumar, Jaico Publication – New Delhi.

Professional Journalism by M.V. Kamath

India's Communication Revolution by Arbind Singhal.

Broadcast Technology – A Review by Dr. H.O. Srivastava.

Understanding of Media: The Extension of Man by Marshall McLuhan.

JOURNALISM

CE3B06TB

BLUEPRINT

Module	Part A - 6/6 (1 mark each)	Part B – 7/10 (2 marks each)	Part C – 5/8 (6 marks each)	Part D – 2/4 (15 marks each)	Total
I	1 (1 marks)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
II	2 (2 marks)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
III	2 (2 mark)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
IV	1 (1 mark)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
	6 marks	18 marks	48 marks	60 marks	134

MODEL QP

QP Code

Reg. No.....

Name.....

**B. A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2016
FIRST SEMESTER - CORE COURSE (COMMUNICATIVE ENGLISH)
CE3B06TB - JOURNALISM**

Time: Three hours

Maximum Marks: 80

PART A

I. Short answer questions (Answer all questions. Each question carries 1 mark)

1. Define byline.
2. A person who writes a regular column giving a personal opinion is called _____.
3. What is a masthead?
4. Who is the current editor of Outlook?
5. Define small magazine.
6. Which is the first newspaper that was published in India?

(6x1=6)

PART B

II. Brief answer questions (Answer any seven questions. Each question carries 2 marks)

7. What are 'news values' one should keep in mind while selecting News?
8. What is copy editing?
9. What is a 'Drab Lead'? Give an example.
10. What is the main point that the editor should keep in mind when he is editing for a magazine?
11. What is SIN?
12. Missionary Journalism
13. Mathrubhumi
14. Dalit Journalism
15. Rajya Samacharam

16. Young India

(7x2=14)

PART C

III. Descriptive (Short essay questions) (Answer any five questions. Each question carries 6 marks)

17. Write a news report on the Twenty20 finals match between India and Australia.
18. Write a short note on Photo Feature.
19. What are the four major printing processes?
20. Write a feature on the latest gadgets in the market for a technology magazine.
21. How did Tilak contribute to the struggle for independence?
22. Press Council of India
23. Write a brief history of Malayala Manorama.
24. How is Online Journalism contributing to the dissemination of news?

(5x6=30)

PART D

IV. Long essay type questions (Answer any two questions. Each question carries 15 marks)

25. What is the significance of headlines in a newspaper? What are the various types of headlines?
26. Choose any one issue of a popular general interest magazine and explain elements that have kept it popular.
27. Explain the evolution of journalism with special reference to Online Journalism, Citizen Journalism and Parallel Journalism.
28. Explain the growth of the Press during the Indian Renaissance period.

(2x15=30)

BA Programme in English Literature and Communication

Syllabi for Core Courses

CE3B07TB - ADVERTISING AND COPY WRITING: THEORY

Semester: 3

Course Code: CE3B07TB

Name of the Course: Advertising And Copy Writing: Theory

Credits: 4

Total Lecture Hours: 90

Duration: One semester

Aim of the Course:

- To get an overview about advertising, its history and growth.
- To learn about branding concepts, how advertising works and how it can be applied to advertising campaigns
- To teach students the practical skills they require to pitch and run successful advertising

Course Overview and Context:

The course focuses on the concepts and strategies used in advertising. It also acquaints the students about the ethical side of advertising, media planning and deals with the concepts and strategies employed in marketing.

Syllabus Content:

Module I (20 hours)

Definition of Advertising – Growth and development of Advertising in India

Purpose of Advertising

Impact of Advertising: Social impact of Advertising, Economic effects of Advertising

Types/forms of Advertising

Module II (25 hours)

Elements of an Ad - headline, body copy, graphics and illustrations

AIDA and DAGMAR

Advertising Creative Development Process

Module III (30 hours)

Media of Advertising - Print, TV, Radio, Magazine, Vehicular, Online Advertising

Media Strategy and Media Planning

Branding: Techniques of branding

Market Research for Advertisement

Advertising as a tool of Marketing - Marketing Mix – Sales Promotion and Advertising

Module IV (15 hours)

Advertising Agencies: Structure and Management

Ethics in Advertising

Competencies of the course:

- Enhance ability of the students to be more creative, flexible and disciplined in their approach to advertising
- Equipping students with in depth knowledge in creating an advertisement
- Enable the students to understand the importance of various media as a medium of various advertising
- Develop creative skills as required for developing an advertisement
- Introduce students to the analysis, selection, purchase and evaluation of communications vehicles for the dissemination of advertising campaigns

Learning Resources

References:

- *The Advertising Handbook* by Dell Dennison
- *Ogilvy On Advertising* by David Ogilvy
- *Introduction to Advertising* by Brewster, Arthur Judson/ Palmer, Herbert Hall
- *The Origin Of Brands* by Ries, Al/ Ries, Laura

ADVERTISING AND COPY WRITING: THEORY

CE3B07TB

BLUEPRINT

Module	Part A - 6/6 (1 mark each)	Part B - 7/10 (2 marks each)	Part C - 5/8 (6 marks each)	Part D - 2/4 (15 marks each)	Total
I	1 (1 marks)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
II	2 (2 marks)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
III	2 (2 mark)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
IV	1 (1 mark)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
	6 marks	18 marks	48 marks	60 marks	134

Model QP

Reg. No.....

Name.....

**B. A. DEGREE (C.B.C.S.S.) EXAMINATION, _____
FIRST SEMESTER - CORE COURSE (COMMUNICATIVE ENGLISH)
CE3B07TB – ADVERTISING AND COPY WRITING: THEORY**

Time: Three hours

Maximum Marks: 80

PART A

I. Short answer questions (Answer all questions. Each question carries 1 mark)

1. What are wordless ads
2. State the elements of an ad
3. Expand DAGMAR
4. What is a leaflet
5. What is an advertorial?
6. ASCI

(6x1=6)

PART B

II. Brief answer questions (Answer any seven questions. Each question carries 2 marks)

7. What is personal selling?
8. What is a window display?
9. Functions of headlines in an ad copy.
10. Explain D in AIDA model.
11. What is a storyboard?
12. Explain media plan.
13. What is CPC?
14. What are the new platforms for advertising?
15. Briefly explain the term roll out.
16. What are the function of client relations in an ad agency?

(7x2=14)

PART C

III. Descriptive (Short essay questions) (Answer any five questions. Each question carries 6 marks)

17. Merits and demerits of jingle as an advertising medium.
18. What are the objectives of intuitional advertising?
19. Differentiate between scientific copy and descriptive copy
20. Prepare a press ad for baby food.
21. Explain the concept of product life cycle
22. What is outdoor media? Discuss the merits.
23. Explain the qualities of a copywriter
24. Briefly explain the function of an ad agency

(5x6=30)

PART D

IV. Long essay type questions (Answer any two questions. Each question carries 15 marks)

25. Trace the history of advertising in India.
26. Explain the creative development process of an advertisement with an example.
27. Discuss the different steps in the process of media planning.
28. 'Advertising affect children's product choice.' Elucidate.

(2x15=30)

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Core Courses

CE4B10TB - INFORMATICS AND WRITING FOR MEDIA

Semester: 4

Course Code: CE4B10TB

Name of the Course: Informatics and Writing for Media

Credits: 4

Total Lecture Hours: 90

Duration: One semester

Aim of the Course:

The course introduces students to several forms of writing for the media including radio, television and online media. It also includes writing copies for advertisements and public relations. It also aims to sharpen the students' writing skills for all forms of media through practical sessions and assignments for all modules.

Course Overview and Context:

The course provides students with a practical knowledge of writing for all media. It gives them the specific writing skills that are required for each medium through classroom activities and training.

Syllabus Content:

Module – 1

(54 Hours)

Writing for radio: characteristics of a radio script- radio news and feature- scripting radio documentaries- jingles- preparation of radio news- terms used in radio journalism.

Module – 2

Writing for tv: characteristics of tv script- principles of newscasting- scripting for news documentaries- spots(tv ads), creation of spots- radio writing and tv writing: a comparison- terms used in tv journalism.

Module – 3

Writing for advertising and PR: copywriting- headlines- tag lines- storyboard- TV commercial- press releases

Module – 4

Writing for online media: characteristics of online media, blogging, social media networking- microblogging-

Competencies of the course:

- Appreciate the different writing skills applied for various media
- Develop vocabulary and language skills
- Improve style and structure of composition
- Develop basic writing skills.
- Become familiar with the terminology used in various media

Learning Resources

Textbook:

(to be sourced)

References:

(to be sourced)

INFORMATICS AND WRITING FOR MEDIA

CE4B10TB

BLUEPRINT

Module	Part A - 6/6 (1 mark each)	Part B - 7/10 (2 marks each)	Part C - 5/8 (6 marks each)	Part D - 2/4 (15 marks each)	Total
I	1 (1 marks)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
II	2 (2 marks)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
III	2 (2 mark)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
IV	1 (1 mark)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
	6 marks	18 marks	48 marks	60 marks	134

MODEL QP

Q.P code

Reg No

Name:

B.A./B.Sc./B.Com. DEGREE (C.B.C.S.S) EXAMINATION, _____
SECOND SEMESTER- CORE COURSE (COMMUNICATIVE ENGLISH)
CE4B10TB - INFORMATICS AND WRITING FOR MEDIA

Time: Three Hours

Maximum Marks: 80 Marks

Part A

Answer all the questions, in not more than two/three sentences.

Each question carries 1 mark

1. What is an insert?
2. What is 'Fade in' and 'Fade out'?
3. OB.
4. Package
5. Press release
6. Beats

(6x1=6)

Part B

Answer any seven of the following questions in three/ four sentences.

Each question carries 2 marks

7. Discuss some of the television program formats with the note on their advantages.
8. What are the different factors to consider while preparing a TV news bulletin?
9. Explain the difference between EPF and ENG.
10. What are the phases of television production?
11. What is the difference between a tagline and a slogan?
12. Briefly explain the different types of headlines used in advertising.
13. Differentiate between advertising and public relations.
14. Write a short note on different types of advertisements.
15. What are the elements of a shooting script?
16. What are the basic principles of television news writing?

(7x2=14)

Part C

Answer any five of the following in a short paragraph.

Each question carries 6 marks

17. What are the five Ws and H and what is the major difference in the way they apply to print and broadcast journalism?
18. Structure of TV News.
19. Explain the story board.
20. Explain the steps involved in scripting a TV programme.
21. What are the qualities of a good TV commercial?
22. Discuss the major elements of copywriting.
23. Briefly explain the characteristics of television as a mass medium.
24. Write a press release for an organ donation camp conducted in your college.

(5x6=30)

Part D

Answer any two of the following in essay form in about 300 words.

Each question carries 15 marks.

25. Describe and analyse the structure, format and presentation of a Prime Time News Bulletin of your favourite News Channel on TV.
26. What is the major difference between writing for radio and writing for Television?
27. What are the characteristics of a successful television advertisement?
28. Write a 3-minute script for public service announcement on child abuse through television.

(2x15=30)

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Core Courses

CE5B11TB - LANGUAGE AND LINGUISTICS

Semester: 5

Course Code: CE5B11TB

Name of the Course: Language and Linguistics

Credits: 4

Total Lecture Hours: 90

Duration: One semester

Aim of the course

The course provides the students to understand the properties shared by all natural human languages: how languages are structured, and how and why they vary and change - how language is acquired, and how it is used by individuals and groups to communicate.

Course Overview and Context:

The course focuses on the study of language within the framework of contemporary linguistics. It is concerned equally with the synchronic and the diachronic aspects of language studies. It helps in our understanding of the structure and development of language. The students of linguistics begin by learning how to analyse languages, their sounds (phonetics and phonology), their ways of forming words (morphology), their sentence structures (syntax), and their systems of expressing meaning (semantics).

Syllabus Content:

MODULE I – LANGUAGE AND LINGUISTICS

(36 HOURS)

a) What is Language? - Arbitrariness – Interchangeability – Cultural transmission

- Dialect – Sociolect – Idiolect - Register – Pidgin – Creole

b) What is Linguistics? - Traditional grammar and linguistics - Synchronic and diachronic linguistics – Evolution of the study of linguistics – Major linguists - Basic concepts in linguistics - Langue – Parole – Language as a system of signs – Signifier and signified - Competence - Performance

c) Branches of linguistics: Phonology - Morphology: Morphemes and allomorphs – Lexical/Content Words - Functional/Structural Words - Simple, complex, compound Words - Word Formation - Inflexion - Affixation - Parts of Speech - Word Order - Phrase - Clause - Syntax: PS Grammar – Transformational Generative Grammar - Basic concepts in Semantics - Applied linguistics

MODULE II – PHONETICS

(54 HOURS)

a) Air stream Mechanism - Organs of speech - Function of vocal cords – Soft palate action – Active and passive articulators

c) R P and G I E – Uniformity and Intelligibility – Mother tongue influence - Cardinal vowels – Vowels in R P - Diphthongs – Triphthongs - Consonants – Phonemes – Allophones

d) Suprasegmentals - Syllable - Stress and Rhythm – Weak forms and Strong forms – Sentence stress - Tone groups - Basic intonation - Juncture - Elision – Assimilation

Competencies of the course:

- Equip students to understand the sounds of speech and how different sounds

function in a language

- Understand the psychological processes involved in the use of language
- Learn how children acquire language capabilities
- Know the social and cultural factors in language use, variation and change
- Allows the students to know the acoustics of speech and the physiological and psychological aspects involved in producing and understanding it
- Learn the biological basis of language in the brain

Learning Resources

CORE READING

MODULE I

Krishnaswamy and Sivaraman: *An Introduction to Linguistics*

S. K. Verma and N. Krishnaswamy. *Modern Linguistics : An Introduction*. New Delhi: OUP, 1989.

H.A.Gleason. *Linguistics and English Grammar*. New York: Holt, Rinehart & Winston, Inc., 1965.

H.A.Gleason. *Linguistics and English Grammar*. New York: Holt, Rinehart & Winston, Inc., 1965.

.MODULE II

Daniel Jones. *The Pronunciation of English*. New Delhi: Blackie and Sons, 1976.

A.C Gimson. *An Introduction to the Pronunciation of English*. London: Methuen, 1980.

J. D. O'Conner. *Better English Pronunciation*. New Delhi: CUP, 2008.

T. Balasubramaniam. *A Textbook of English Phonetics for Indian Students*. New Delhi: Macmillan, 1981.

T. Balasubramaniam. *English Phonetics for Indian Students : A Workbook*. New Delhi: Macmillan, 1992.

LANGUAGE AND LINGUISTICS
CE5B11TB
BLUEPRINT

Module	Part A - 6/6 (1 mark each)	Part B - 7/10 (2 marks each)	Part C - 5/8 (6 marks each)	Part D - 2/4 (15 marks each)	Total
I	1 (1 marks)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
II	2 (2 marks)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
III	2 (2 mark)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
IV	1 (1 mark)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
	6 marks	18 marks	48 marks	60 marks	134

MODEL QUESTION PAPER

QP Code

Reg. No.

Name.....

B.A. DEGREE (C.B.C.S.S) EXAMINATION,
FIFTH SEMESTER - CORE COURSE
(ENGLISH LITERATURE AND COMMUNICATION STUDIES)
CE5B11TB - LANGUAGE AND LINGUISTICS

Time: Three Hours

Maximum: 80 Marks

PART A

*Answer **all** the questions. Each question carries 1 mark.*

Answer all the following in a sentence or two

1. What is a minimal pair?
2. What is a consonant cluster?
3. Contrastive distribution.
4. What is phonology?
5. What is IPA?
6. What is the airstream mechanism for the sounds in English?

(6x1=6)

PART B

*Answer any **seven** of the following in two or three sentences each.*
Each question carries 2 marks.

7. Open and closed syllables.
8. What is GIE?
9. Allophones.
10. Distinguish between vowels and consonants
11. What are the three criteria for describing vowels?
12. What do you mean by voiced and voiceless sounds?
13. Define Pragmatics
14. What is Syntax?
15. Free and Bound morphemes.
16. What is PS grammar?

(7x2=14)

PART C

*Answer any **five** of the following in about 100 words.
Each question carries 4 marks.*

17. Some major differences between RP and GIE?
18. Complementary distribution.
19. Syllabic consonants.
20. Distinguish between nasal, oral and nasalized sounds.
21. What are plosives?
22. What are semivowels?
23. Comparative Linguistics
24. Competence & Performance

(5x6=30)

PART D

*Answer any **two** of the following in about 300 words.
Each question carries 15 marks.*

25. What is language? What are its chief characteristics?
26. The classification and description of consonant sounds.
27. Word Formation in English
28. What is the difference between PS grammar and TG grammar?

(2x15=30)

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Core Courses

CE5B12TB - CREATIVE WRITING AND BUSINESS WRITING

Semester:	5
Course Code:	CE5B12TB
Name of the Course:	Creative Writing and Business Writing
Credits:	4
Total Lecture Hours:	90
Duration:	One semester

Aim of the Course:

To introduce the students to the basics of creative writing and different forms of business writing

Course Overview and Context:

The program seeks to introduce students to various genres of writing fiction and nonfiction, tools employed for good writing, composing techniques, etc. The section on business writing provides an idea of how to draft different types of business letters, memos, circulars, emails, etc. It seeks to enhance their writing capacities and improve vocabulary and copy editing skills.

Syllabus Content

PART A – CREATIVE WRITING

(54 Hours)

Module – 1

Imaginative use of parts of speech- accepted figurative uses of words; idioms and phrases- culture-bound idioms; verb patterns-phrasal verbs-deferred preposition; substitution and ellipsis; rhetorical devices; transferred epithet

Module – 2

Sentence connectors; cohesion-coherence; figures of speech such as simile, metaphor, personification, apostrophe, hyperbole, euphemism, oxymoron, epigram, irony, pun, metonymy; sentence variations and rewriting of sentences-cleft sentences-periodic and loose sentences.

Module – 3

Word choice in formal writing - formal and informal style in writing - differences between spoken and written language; argumentative writing; circumlocution; theme and rhyme and thematization; use of jargon; topic sentence; rank shift; epitomization of passage and answering comprehension questions-paragraph planning.

Module – 4

Style and tone; paraphrasing and expansion; critical appreciation of poetry-paraphrasing poems; general essays; descriptive writing; report writing.

PART B – BUSINESS COMMUNICATION

(54 hours)

Letter writing-different kinds of letters-format-organizing information; What are the essentials of an effective business letter? --- The lay-out --- Letters of inquiry and reply --- orders: Their execution and cancellation --- Circular letters --- Complaints and adjustments --- Collection letters --- Bank Correspondence --- Insurance Correspondence --- Import-Export Correspondence --- Correspondence with Government Departments and Public bodies --- Memos --- Notices.

Competencies of the course:

- Appreciate the aesthetic value of language.
- Develop creativity and powers of imagination.
- Become familiar with the special uses of language in everyday communication.

- Interpret and describe theme, style, etc.
- Develop language skills.
- Improve vocabulary and grammar skills.
- Learn various forms of business writing
- Apply various types of writing for various types of businesses

Learning Resources

References:

Tricia Hedge Writing, OUP, 1986

Business Communication, R. C Bhatia

CREATIVE WRITING AND BUSINESS WRITING

CE5B12TB

BLUEPRINT

Module	Part A - 6/6 (1 mark each)	Part B - 7/10 (2 marks each)	Part C - 5/8 (6 marks each)	Part D - 2/4 (15 marks each)	Total
I	1 (1 marks)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
II	2 (2 marks)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
III	2 (2 mark)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
IV	1 (1 mark)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
	6 marks	18 marks	48 marks	60 marks	134

MODEL QP

Reg. No.....
Name.....

B. A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2017
FIFTH SEMESTER - CORE COURSE (COMMUNICATIVE ENGLISH)
CE5B12TB – CREATIVE WRITING AND BUSINESS WRITING

Time: Three hours

Maximum Marks: 80

PART A

I. Short answer questions (Answer all questions. Each question carries 1 mark)

1. What is a memo?
2. What is a figurative expression?
3. What is the meaning of the idiom 'to face the music'?
4. Fill the blank with a suitable clause:
To beat about the bush-----.
5. What is topic sentence?
6. State one disadvantage of excessive jargon usage.

(6 x 1= 6)

PART B

II. Brief answer questions (Answer any seven questions. Each question carries 2 marks)

7. Why is acceptance of order letter necessary in business communication?
8. List the transaction letters.
9. What is an oxymoron? Give an example.
10. What is deferred preposition? Give examples.
11. Define epigram with an example
12. What is rank shift?
13. Why is topic sentence necessary in writing?
14. Explain formal and informal style of writing.
15. What is a descriptive essay?
16. What are the characteristics of argumentative writing?

(7 x 2= 14)

PART C

III. Descriptive (Short essay questions) (Answer any five questions. Each question carries 6 marks)

17. Write a letter to Canon cancelling an order for 50 printers.
18. Write a dunning letter to recover the money due to you from Sony & Co.
19. Briefly explain some of the steps to be followed in paraphrasing a poem.
20. Write a newspaper report on a blood donation campaign conducted in a college in your locality.
21. What are the commonly used rhetorical devices?
22. Explain culture-bound idioms with examples.
23. Explain theme and rhyme and thematization.
24. How is formal writing different from informal writing? Give examples.

(5 x 6 = 30)

PART D

IV. Long essay type questions (Answer any two questions. Each question carries 15 marks)

25. What are the different types of letters? Explain the difference between official and commercial letters.
26. Explain the various figures of speech commonly used in English language with examples.
27. Critically appreciate the following poem:

*'Twas on a lofty vase's side,
Where China's gayest art had dyed
The azure flowers that blow;
Demurest of the tabby kind,
The pensive Selima, reclined,
Gazed on the lake below.
Her conscious tail her joy declared;
The fair round face, the snowy beard,
The velvet of her paws,
Her coat, that with the tortoise vies,
Her ears of jet, and emerald eyes,
She saw; and purred applause.
Still had she gazed; but 'midst the tide
Two angel forms were seen to glide,
The genii of the stream;
Their scaly armour's Tyrian hue*

*Through richest purple to the view
Betrayed a golden gleam.*

28. Read the passage and briefly answer the questions:

The painter is now free to paint anything he chooses. There are scarcely any forbidden subjects, and today everybody is prepared to admit that a painting of some fruit can be as important as a

painting of a hero dying. The Impressionists did as much as anybody to win this previously unheard-of freedom for the artist. Yet, by the next generation, painters began to abandon the subject altogether, and began to paint abstract pictures. Today the majority of pictures painted are abstract.

Many things have encouraged the development of abstract art. Among them has been the artists' wish to avoid the difficulties of finding subjects when all subjects are equally possible.

I raise the matter now because I want to draw attention to the fact that the painter's choice of a subject is a far more complicated question than it would at first seem. A subject does not start with what is put in front of the easel or with something which the painter happens to remember. A subject starts with the painter deciding he would like to paint such-and-such because for some reason or other he finds it meaningful. A subject begins when the artist selects something for special mention. (What makes it special or meaningful may seem to the artist to be purely visual – its colours or its form.) When the subject has been selected, the function of the painting itself is to communicate and justify the significance of that selection.

It is often said today that subject matter is unimportant. But this is only a reaction against the excessively literary and moralistic interpretation of subject matter in the nineteenth century. In truth, the subject is literary the beginning and end of a painting. The painting begins with a selection (I will paint this and not everything else in the world); it is finished when that selection is justified (now you can see all that I saw and felt in this and how it is more than merely itself).

Thus, for a painting to succeed it is essential that the painter and his public agree about what is significant. The subject may have a personal meaning for the painter or individual spectator; but there must also be the possibility of their agreement on its general meaning. It is at this point that the culture of the society and period in question precedes the artist and his art.

When a culture is secure and certain of its values, it presents it presents its artists with subjects. The general agreement about what is significant is so well established that the significance of a particular subject accrues and becomes traditional. This is true, for instance, of reeds and water in China, of the nude body in Renaissance, of the animal in

Africa. Furthermore, in such cultures the artist is unlikely to be a free agent: he will be employed for the sake of particular subjects, and the problem, as we have just described it, will not occur to him.

When a culture is in a state of disintegration or transition the freedom of the artist increases – but the question of subject matter becomes problematic for him: he, himself, has to choose for society. This was at the basis of all the increasing crises in European art during the nineteenth century. It is too often forgotten how many of the art scandals of that time were provoked by the choice of subject.

By the end of the nineteenth century there were, roughly speaking, two ways in which the painter could meet this challenge of deciding what to paint and so choosing for society. Either he identified himself with the people and so allowed their lives to dictate his subjects to him; or he had to find his subjects within himself as painter. By people I mean everybody except the bourgeoisie. Many painters did of course work of the bourgeoisie according to their copy-book of approved subjects, but all of them, filling the Salon and the Royal Academy year after year, are now forgotten, buried under the hypocrisy of those they served so sincerely.

Briefly answer the following questions:

- i. Where does the painter choose his subject when a culture is insecure?
- ii. In the sentence, "I believe there is a connection" (second paragraph), what two developments is the author referring to?
- iii. What are the necessary attributes needed for a painter to succeed?
- iv. Why does a painter choose a subject?
- v. Briefly explain the tone of the passage.

(15 x 2 = 30)

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Core Courses

CE5B13TB - MASS COMMUNICATION AND BROADCASTING MEDIA: RADIO

Semester : 5

Course Code : CE5B13TB

Name of the Course: Mass Communication and Broadcasting Media: Radio

Credits : 4

Total Lecture Hours: 90

Duration : One semester

1. AIM OF THE COURSE

To introduce the students to the broadcast media of mass communication for effective exchange of ideas and information.

2. OBJECTIVES OF THE COURSE

The course seeks to provide an understanding of the various elements in a mass medium. It also seeks to give the students a firm grounding on the working of a radio station, Television Station, Cinema and Web Journalism.

3. OUTLINE OF THE COURSE

MODULE I: RADIO

(27 Hours)

Broadcast Journalism; Broadcasting Production; Broadcasting Performance; Broadcasting style and language; Broadcasting policy; Ethics of Broadcasting.

Radio as a Mass Medium; Origin, Development and Future of Radio; Important

Radio services in the world; Radio in India :- All India radio services, the regional services and the local services FM Broadcasting :- private FM Broadcasting and the shift to music, entertainment, chat and phone-ins; Digital Audio Broadcasting.

Important Radio programmes-News Bulletins, Documentaries, Radio Plays, Interviews, Talks, Discussions, Educational Programmes, Specific audience programmes, Music programmes; Radio for the urban and rural India; Radio Journalism; Radio commercials.

Practical training- news bulletins, documentaries and radio plays

MODULE II: TELEVISION

(27 Hours)

Visual media – characteristics, principles and functions; Television as a mass medium; TV in India; TV and culture; TV for Education.

Policy on TV Broadcasting- Prasar Bharati Act, The Broadcasting Bill; Ethics of telecasting.

TV programmes; News programmes - Design – News room structure and operations- News readings- News gathering- News production – Editing – News casting.

Documentaries, Interviews, Game shows, Quiz shows, Reality shows,

Children's programmes, Business programmes, Music and Dance

programmes, Sports, Culture, Art , Fashion and Life Style, Soap Operas, TV commercials.

Script writing for TV- Process of scripting- Outline, visualization, shooting script- Story Board.

Practical Training- Facing the camera- Gestures- Speech- Face expression- Lip movement- Stress- Intonation etc.

MODULE III: WEB JOURNALISM

(18 Hours)

Introduction to Online Journalism- Features and roles of Online journalism-New trends

Web writing- Web page elements, principles of web text, types of web writing, web writing techniques- Future of web journalism.

MODULE IV : CINEMA

(18 Hours)

Development of cinema- Cinema in India- Types of films: feature films, animated films, news films, documentary films, children's films, educational films, parallel cinema

NFDC – Film censorship.

Process of film making-Script writing- shooting- editing- sound recording- use of special effects; Film appreciation

Competencies Of the Course

- Understand the ethics in broadcasting
- Learning the basics of radio as a mass media
- Learn the nuances of radio and TV scripting

Learning Resources

References:

Mass Communication in India, by Keval J. Kumar

MASS COMMUNICATION AND BROADCASTING MEDIA: RADIO

CE5B13TB

BLUEPRINT

Module	Part A - 6/6 (1 mark each)	Part B - 7/10 (2 marks each)	Part C - 5/8 (6 marks each)	Part D - 2/4 (15 marks each)	Total
I	1 (1 marks)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
II	2 (2 marks)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
III	2 (2 mark)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
IV	1 (1 mark)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
	6 marks	18 marks	48 marks	60 marks	134

MODEL QP

Reg. No.....

Name.....

B. A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER __
FIFTH SEMESTER - CORE COURSE (COMMUNICATIVE ENGLISH)
CE5B13TB – MASS COMMUNICATION AND BROADCASTING MEDIA -RADIO

Time: Three hours

Maximum Marks: 80

PART A

I. Short answer questions (Answer all questions. Each question carries 1 mark)

1. Vividh Bharathi
2. Radio Jockey
3. Voice over
4. SFX
5. Who is the protagonist in the movie 'Mathilukal'?
6. The first talkie in the Indian cinema is _____.

(6x1=6)

PART B

II. Brief answer questions (Answer any seven questions. Each question carries 2 marks)

7. Write a note on FM Gold
8. What is Community Radio?
9. Briefly explain VOA
10. What are the Characteristics of visual communication?
11. Explain Kheda communication project.
12. Explain Broadcasting style.
13. Social networking sites
14. Name four media units of government.
15. What are the different types of web writing?
16. What is Parallel cinema?

(7x2=14)

PART C

III. Descriptive (Short essay questions) (Answer any five questions. Each question carries 6 marks)

17. Explain SITE
18. What are the various types of radio formats?
19. Discuss the re-birth of radio through local FMs and internet
20. Explain Prasar Bharathi Act

21. Comment on the principles of web text.
22. What is the role of Online Journalism?
23. Briefly explain the process of censorship in India.
24. Difference between feature films and documentaries.

(5x6=30)

PART D

IV. Long essay type questions (Answer any two questions. Each question carries 15 marks)

25. Trace the history of cinema in India.
26. Trace the origin and development of radio in India
27. Write a script for a documentary on waste management in your city.
28. Elucidate the future of web journalism.

(2x15=30)

ST. TERESA'S COLLEGE (AUTONOMOUS)
BA Programme in English Literature and Communication Studies
Syllabi for Core Courses
CE5B14TB - PUBLIC RELATIONS- I

Semester: 5

Course Code: CE5B14TB

Name of the Course: Public Relations- I

Credits: 4

Total Lecture Hours: 90

Duration: One semester

Aim of the course:

- To learn about the basics of public relations
- To teach students the practical skills required to execute a PR Campaign
- To reinforce the basic concepts of effective public relations
- Includes the study of public opinion, media relations, public communication and campaigns

Course Overview and Context:

The program helps to study the concepts, history and the paradigms of public relations. It also provides an analysis and introduction to processes of communication in the PR sector.

Syllabus Content:

Module I

What is PR- Definitions of PR- ABC of PR- Purpose of PR- Elements of PR: empathy,

persuasion and dialogue- What PR can and cannot do- Personal contact for better PR

Module II

History of PR. PR in olden times and growth of PR. PR in India and current scenario.

Public Relations in Indian Economic Development and people's participation. Public in PR. Influence of Public. 'Public' and Public Opinion. Impact of public opinion on PR.

Module III

Tools of PR- Media Relations, Advertising, Publicity, House Journals, Exhibitions and Trade fairs etc. PR Campaigns- objective, planning, execution and evaluation.

Module IV

PR department in an organization. The PR professional- qualities and qualifications.

Competencies of the course:

- Introduces students to the concept and practice of public relations
- Introduces students to the functions of PR within organizations and its impact
- Enables students to determine what public relations is and what it is not; to identify the skills and education a successful practitioner requires and see the range of career opportunities in the profession
- Helps gain skills in the practical art of conducting PR campaigns.
- Reviews the components of a public relations campaign
- Students learn how to prepare the key materials that help to get the job done

Learning Resources:

References:

Handbook of Public Relations & Communications by Philip Lesley

Public Relations by Edward L. Bernays

The Fall Of Advertising & The Rise Of Pr by Al Ries & Laura Ries

PUBLIC RELATIONS- I
CE5B14TB
BLUEPRINT

Module	Part A - 6/6 (1 mark each)	Part B - 7/10 (2 marks each)	Part C - 5/8 (6 marks each)	Part D - 2/4 (15 marks each)	Total
I	1 (1 marks)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
II	2 (2 marks)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
III	2 (2 mark)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
IV	1 (1 mark)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
	6 marks	18 marks	48 marks	60 marks	134

MODEL QP

Reg. No.....
Name.....

B. A. DEGREE (C.B.C.S.S.) EXAMINATION
FIFTH SEMESTER - CORE COURSE (COMMUNICATIVE ENGLISH)
CE5B14TB- PUBLIC RELATIONS I

Time: Three hours

Maximum Marks: 80

PART A

I. Short answer questions (Answer all questions. Each question carries 1 mark)

1. What is USP?
2. 'The Taste of India' is a slogan of _____.
3. Red Ribbon Campaign is related to _____.
4. What is public opinion?
5. What is a news kit?
6. What is CSR?

(6x1=6)

PART B

II. Brief answer questions (Answer any seven questions. Each question carries 2 marks)

7. PIB
8. Consumer Complaints Council
9. IPRA
10. Internal PR
11. Downward communication
12. House Journals
13. Propaganda
14. What is grapevine?
15. Name any two PR agencies in India and when they were formed
16. What are the qualifications required for a PRO?

(7x2=14)

PART C

III. Descriptive (Short essay questions) (Answer any five questions. Each question carries 6 marks)

17. Explain the importance of PR in crisis management.
18. What is the AIDCA formula?
19. Code of Athens.
20. PR Counseling
21. Explain the importance of Public Relations in Indian Economic Development.
22. How can you evaluate the results of a PR work?
23. What are the tools of PR?
24. Discuss the objectives of corporate PR.

(5x6=30)

PART D

IV. Long essay type questions (Answer any two questions. Each question carries 15 marks)

25. Differentiate between advertising and Public relations.
26. Explain in detail about the history and evolution of PR.
27. Prepare a PR Campaign for the success of central government Swachh Bharat Scheme.
28. Write a press release for a CSR activity of an MNC.

(2x15=30)

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Core Courses

CE6B15TB - ENTREPRENEURSHIP DEVELOPMENT

Semester: 6

Course Code: CE6B15TB

Name of the Course: Entrepreneurship Development

Credits: 4

Total Lecture Hours: 90

Duration: One semester

Aim of the Course:

- To provide an introduction to entrepreneurship and new-venture creation
- To develop the spirit of enterprise and motivate in the setting- up of a new enterprise

Course Overview and Context:

To help students to understand the knowledge, skills and aptitude required to move from the academic to business world by acquiring an entrepreneurial perspective

Syllabus Content:

Definition of Entrepreneurship – Difference between an Entrepreneur and self-employed

person – Role of an Entrepreneur in Economic development – Characteristics of an

Entrepreneur – Entrepreneurial support systems: DIC KVIC, State financial corporations,

small scale and export industries, SIDBI, NSIC, SISI – Activities and functions of District

Industries Centres – Consideration in Product/Project selection – Market survey – Project

Classification – writing a Business Plan – Appraisal Criteria and formalities to be completed for Financial assistance.

Competencies of the course:

- Students will learn the basics of entrepreneurship, the characteristics of an entrepreneur and their role in the economic development of the nation
- Will gain useful information on project identification, formulation, design and preparing a project report
- Able to understand and apply the techniques and processes that can be used to identify entrepreneurial opportunities
- Know the various governmental organizations encouraging the setting up of new ventures whether small or large

Learning Resources

References:

Bhanusali Entrepreneurship Development

Gupta C.B. and Sivaraman N.P Entrepreneurial Development

Sivaraman S. Entrepreneurship and Enterprise Growth

Chandra, Prasanna Project Preparation, Appraisal, Budgeting and Implementation

Desai, Vasanth Dynamic Entrepreneurial Development and Management

Meredith C.G.& Nelson et al Practice of Entrepreneurship, ILO

Rao, T.V. & Pareek U. Developing Entrepreneurship: A Handbook

Learning Systems

ENTREPRENEURSHIP DEVELOPMENT

CE6B15TB

BLUEPRINT

Module	Part A - 6/6 (1 mark each)	Part B - 7/10 (2 marks each)	Part C - 5/8 (6 marks each)	Part D - 2/4 (15 marks each)	Total
I	1 (1 marks)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
II	2 (2 marks)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
III	2 (2 mark)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
IV	1 (1 mark)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
	6 marks	18 marks	48 marks	60 marks	134

MODEL QP

Reg No:.....

Name:.....

**B. A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017
SIXTH SEMESTER - CORE COURSE (COMMUNICATIVE ENGLISH)
CE6B15TB - ENTREPRENEURSHIP DEVELOPMENT**

Time: Three hours

Maximum Marks: 80

PART A

I. Short answer questions (Answer all questions. Each question carries 1 mark)

1. What is a 'small scale industrial unit'?
2. EOUs.
3. What is green channel scheme?
4. Ancillary unit.
5. Define project report.
6. Market Analysis.

(6x1=6)

PART B

II. Brief answer questions (Answer any seven questions. Each question carries 2 marks)

7. State the functions of DIC.
8. State the role of commercial bank in financing entrepreneurs.
9. Explain the government initiatives for encouraging SSI units.
10. Discuss the classification of small scale industries.
11. Briefly explain the ideal location for business.
12. Margin money scheme.
13. Briefly explain the advantages of SSI units.
14. Explain the blend of ownership and management in an SSI unit.
15. State the functions of SFC.
16. Brief note on SIDC.

(7x2=14)

PART C

III. Descriptive (Short essay questions) (Answer any five questions. Each question carries 4 marks)

17. Write a note on traditional industries in Kerala.
18. Define project management. What are the contents of a project report?
19. Briefly explain the functions of KVIC.

20. What are the factors to be considered in selecting location of a business?
21. Explain various activities of SISI.
22. Briefly explain the characteristics of small scale industries.
23. Discuss the problems faced by small scale industries.
24. Explain the need for institutional finance for small enterprises.

(5x6=30)

PART D

IV. Long essay type questions (Answer any two questions. Each question carries 15 marks)

25. Discuss the procedure for setting up a small scale industry.
26. Discuss major reasons and remedies of Industrial Sickness.
27. Describe the institutional support for SSI units in Kerala.
28. Explain the different phases of project management.

(2x15=30)

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Language and Literature

Syllabi for Core Courses

CE6B16TB - VISUAL MEDIA: TV AND CINEMA

Semester : 6

Course Code : CE6B16TB

Name of the Course: Visual Media: TV and Cinema

Credits : 4

Total Lecture Hours: 90

Duration : One semester

Aim of the Course:

The course provides the students an overview of the purposes and functioning of TV and cinema as mass media.

Course Overview and Context:

The course seeks to introduce the students to the various aspects of the two most popular media. It helps them get an idea of writing for and producing various kinds of programs.

Syllabus Content:

MODULE I

TELEVISION

Visual Media- Characteristics, principles, functions- The origin and growth of

TV-Milestones in Indian TV-Uses and Abuses of TV- Objectives of Doordarshan- The use of TV for Educational purposes-TV and Culture Policy on TV Broadcasting- Prasar Bharati Act- The Broadcasting Bill- Ethics of telecasting -Different types of TV Commercials-The Ethics of TV advertising- Different types of TV programmes-Information-based, Entertainment-based-Analysis of Soap Operas-Cable TV-Advantages and disadvantages- Documentaries, Interviews, Game shows, Quiz shows, Reality shows, Children's programmes, Business programmes, Music and Dance programmes, Sports, Culture, Art , Fashion and Life Style, Presentation of women in TV serials-Impact of cinema on TV

MODULE II

TV PROGRAMMING

Description of a TV studio floor and control room-Equipments and personnel-TV camera mountings-microphone, lightings- Editing techniques-Cut, Fade, Mix, Dissolve, Wipe, Superimpose.

Script Writing-the different steps-story board-visualisation-effective use of language and music-writing the script of a TV play, TV documentary, news bulletin (terminology-sound bite,stand up, package etc)

PRACTICAL

Visit to TV studio

Learning to use a video camera

News Reading-facing the camera-speech, stress, intonation,gestures

Production of a 10 minute TV play/Documentary

MODULE III

CINEMA

Development of cinema- Cinema in India- Types of films: feature films, animated films, news films, documentary films, children's films, educational films, parallel cinema. Women-oriented films, Crossover cinema

Policy of censorship-NFDC-FTH-Children's Film Society-Dada Saheb Phalke

Award-Chalachitra Akademi- Film appreciation- Cinema as a contemporary art form.

MODULE IV

CINEMA

The process of film making- Camera shots-Close up, Medium shot, Long shot- Camera Movements-Pan, Track, Tilt- Screenplay, casting, location shooting, art direction-sound recording, editing, dubbing, post-production, distribution, publicity. Digital technology in film making.

PRACTICAL

Visit to a shooting site

1. Writing a film screenplay

Competencies of the course:

- Be able to identify the various principles of visual media
- Understand the functioning of a TV studio
- Be able to write scripts for TV and cinema
- Be able to produce and prepare TV programs

Learning Resources

Techniques of TV production by Milerson

Tape Recording from A to Z by Dong Crawford

Mass Communication by Keval J. Kumar

VISUAL MEDIA: TV AND CINEMA

CE6B16TB

BLUEPRINT

Module	Part A - 6/6 (1 mark each)	Part B - 7/10 (2 marks each)	Part C - 5/8 (6 marks each)	Part D - 2/4 (15 marks each)	Total
I	1 (1 marks)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
II	2 (2 marks)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
III	2 (2 mark)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
IV	1 (1 mark)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
	6 marks	18 marks	48 marks	60 marks	134

MODEL QP

Reg. No.....

Name.....

B. A. DEGREE (C.B.C.S.S.) EXAMINATION,
SIXTH SEMESTER - CORE COURSE (COMMUNICATIVE ENGLISH)
CE6B16TB- VISUAL MEDIA: TV AND CINEMA

Time: Three Hours

Maximum Marks: 80

PART A

Short answer questions (Answer all questions. Each question carries 1 mark)

1. What is dissolve?
2. Package
3. Imaginary lines
4. IFFK
5. SFX
6. SITE

(10x1=10)

PART B

Brief answer questions (Answer any seven questions. Each question carries 2 marks)

7. Soap opera
8. Write a short note on Dada Saheb Phalke.
9. Explain NFDC
10. What is BGM
11. Explain piece of camera
12. Continuity editing
13. What is Ad-lib
14. Write short note on FTII
15. Write a short note on Film Society of India
16. "Bhuvan Shome"

(7x2=14)

PART C

Descriptive (Short essay questions) (Answer any five questions. Each question carries 4 marks)

17. What are the characteristics and functions of television as a medium of communication?
18. Briefly describe the salient features of Prasar Bharti Act
19. What are the steps involved in script writing?
20. Explain the process involved in news package production
21. Differentiate between parallel cinema and cross-over cinema.
22. Do you think awards are a boon for non-commercial and socially responsible filmmaking?
Why?
23. Explain different types of shots in filmmaking.
24. Describe the steps involved in the pre production stage of a film.

(6x4=24)

PART D

Long essay type questions (Answer any two questions. Each question carries 15 marks)

25. What are the ethical considerations of television broadcasting? Write a critique on the trends in Indian television broadcasting in terms of broadcast ethics.
26. Explain the steps involved in television news bulletin production.
27. Trace the history and development of Indian Cinema.
28. Critically appreciate any of the film that you have seen in terms of context and production.

(2x15=30)

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Core Courses

CE6B17TB - PUBLIC RELATIONS- II

Semester : 6

Course Code : CE6B17TB

Name of the Course: Public Relations- II

Credits : 4

Total Lecture Hours: 90

Duration : One semester

Aim of the Course:

- To learn about the basics of public relations
- To teach students the practical skills required to execute a PR Campaign
- To reinforce the basic concepts of effective public relations
- Includes the study of public opinion, media relations, public communication and campaigns

Course Overview and Context:

The program helps to study the concepts, history and the paradigms of public relations. It also provides an analysis and introduction to processes of communication in the PR sector.

Syllabus Content:

Module I

Professionalism in PR- Ethics in PR- Code of Athens, Code of Brussels and Code of Venice)- PR as a management function- Corporate PR. Objectives of corporate PR. Planning and execution of Corporate PR objectives. Social audit. Women in PR.

Module II

PR in Industry, PR in Public Sector, PR in Private sector, Government and PR, PR in manufacturing industries etc

Module III

Practical

On the Job Training in a PR agency

Module IV

Practical

1. PR Campaign

Competencies of the course:

On completion of the course, the student should:

- Will understand the importance of values and ethics in public relations for the integrity of the profession and for the ultimate job satisfaction of the PR practitioner
- will acquire knowledge on the strategic issues and effective practices of communication between organizations and their constituencies
- Appreciate how public relations can enable the government and the organizations in the public and private sector to achieve their objectives
- Will enable students to understand the effective public relations skills that are essential for success in the private and public spheres

Learning Resources

References:

Applied Public Relations and Communication by K.R. Balan

PUBLIC RELATIONS- II

CE6B17TB

BLUEPRINT

Module	Part A - 6/6 (1 mark each)	Part B - 7/10 (2 marks each)	Part C - 5/8 (6 marks each)	Part D - 2/4 (15 marks each)	Total
I	1 (1 marks)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
II	2 (2 marks)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
III	2 (2 mark)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
IV	1 (1 mark)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
	6 marks	18 marks	48 marks	60 marks	134

B. A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017
SIXTH SEMESTER - CORE COURSE (COMMUNICATIVE ENGLISH)
CE6B17TB- PUBLIC RELATIONS II

Time: Three hours

Maximum Marks: 80

PART A

I. Short answer questions (Answer all questions. Each question carries 1 mark)

1. What is CSR?
2. Corporate communications.
3. Industrial Relations.
4. List atleast four specialized fields of Corporate PR.
5. PR audit in business.
6. List ant two PR agencies in India.

(6x1=6)

PART B

II. Brief answer questions (Answer any seven questions. Each question carries 2 marks)

7. Mention the objectives of Corporate PR.
8. Name any two PR agencies in India and when they were formed.
9. What are the qualifications required for a PRO?
10. Internal PR.
11. Community Relations.
12. List the 'publics' of a public sector manufacturing unit.
13. Image surveys.
14. Corporate advertising.
15. Corporate image v/s Corporate identity.
16. Role of PROs in maintaining effective industrial relations.

(7x2=14)

PART C

III. Descriptive (Short essay questions) (Answer any five questions. Each question carries 6 marks)

17. Explain the importance of PR in crisis management.
18. Social audit.
19. Corporate culture includes effective PR mechanisms. Analyse.
20. Explain the planning and execution of Corporate PR objectives.
21. Role of PR in the public sector.
22. Benefits of community relations programs.
23. Write your views on the representation of PR in the management.
24. Importance of PR in industry.

(5x6=30)

PART D

IV. Long essay type questions (Answer any two questions. Each question carries 15 marks)

25. Public relations is a management function. Discuss.
26. What do you mean by Social audit? How does it help in formulating PR campaigns?
27. Analyse the elements of Corporate PR with a case study.
28. Write a crisis communication press release for an MNC.

(2x15=30)

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Core Courses

CE6B18TB - OFFICE ADMINISTRATION AND HUMAN RESOURCE MANAGEMENT

Semester : 6

Course Code : CE6B18TB

Name of the Course: Office Administration and Human Resource Management

Credits : 4

Total Lecture Hours: 90

Duration : One semester

Aim of the Course:

- To provide an introduction to office administration and management
- To develop an understanding about personnel management

Course Overview and Context:

To help students to understand the knowledge, skills and aptitude required to effectively manage an office environment

Syllabus Content:

Module I

What is an Office? Purpose of office- basic and management functions of an office.

Communication in an office. Centralized vs Decentralized office. Office managerfunctions-

duties-necessary qualities-Common faults of office manager

Module II

Layout and environment-principles of office layout-accommodation- open and closed office- advantages and disadvantages of open and closed office.

Module III

Human resource management. Nature of Human Factor and models of Human Behavior. Definition of Personnel/HR management, scope and function, challenges of personnel management. Manpower Planning.

Module IV

Manpower planning, recruitment and selection, induction, transfer and promotion, career development, performance appraisal system, job satisfaction, alienation and stress. Discipline and Grievance procedure. Motivation and Morale.

Competencies of the course:

On completion of the course:

- Students will be able to understand the structure, layout and functioning of an office
- Will enable students to acquire knowledge about the concepts of human resource management
- Will get an overview of the field of office administration and human resource management
- Will understand the roles and responsibilities of HR professionals
- Will acquire knowledge about induction, human resource planning, job analysis, recruitment and selection, training and development, performance appraisal, compensation and benefits, motivation, morale, stress, alienation at work and career development

Learning Resources

References:

Office Administration by J.C. Denyer

Office Administration & Management by Khorshed Dp Madon and Homai Mcdowell

Office and Administration Management by R.K. Malhotra

Human Resource management: concepts and issues by Dr. T. N. Chhabra

Personal Management by Sasi K. Gupta

Personal Management by Tripathi

Personal Management by Memoria & Memoria

OFFICE ADMINISTRATION AND HUMAN RESOURCE MANAGEMENT

CE6B18TB

BLUEPRINT

Module	Part A - 6/6 (1 mark each)	Part B - 7/10 (2 marks each)	Part C - 5/8 (6 marks each)	Part D - 2/4 (15 marks each)	Total
I	1 (1 marks)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
II	2 (2 marks)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
III	2 (2 mark)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
IV	1 (1 mark)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
	6 marks	18 marks	48 marks	60 marks	134

MODEL QP

Reg. No.....

Name.....

B. A. DEGREE (C.B.C.S.S.) EXAMINATION,

SIXTH SEMESTER - CORE COURSE (COMMUNICATIVE ENGLISH)

CE6B18TB -OFFICE ADMINISTRATION AND HUMAN RESOURCE MANAGEMENT

Time: Three Hours

Maximum Marks: 80

PART A

Short answer questions (Answer all questions. Each question carries 1 mark)

1. Closed office
2. Alienation
3. Office Automation
4. Induction
5. Qualities of an office manager
6. Communication

(10x1=10)

PART B

Brief answer questions (Answer any eight questions. Each question carries 2 marks)

7. Purpose of an office
8. Grievance procedure
9. Explain various objectives of performance appraisal
10. Scope of HR
11. Maslow's need hierarchy theory
12. Explain various objectives of office records
13. Explain briefly the principles of designing an office layout
14. Advantages of decentralized office
15. Challenges of personal management
16. List down the communication barriers

(8x2=16)

PART C

Descriptive (Short essay questions) (Answer any six questions. Each question carries 4 marks)

17. Common faults of an office manual
18. Explain the purpose and importance of recruitment
19. Types of recruitment
20. Steps in selection process
21. Functions of Human Resource Management
22. What do you mean by vertical filing?
23. Explain on Centralized versus decentralized office.
24. What is Job analysis?

(6x4=24)

PART D

Long essay type questions (Answer any two questions. Each question carries 15 marks)

25. Define manpower planning. Explain the various steps involved.
26. Explain functions, duties and necessary qualities of an office manager.
27. Discuss various types of layouts with its advantages and disadvantages
28. Discuss the various methods of training employees

(2x15=30)

Syllabi of Complementary courses

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Complementary Course- Communicative English Main

CE3C01TB - THE EVOLUTION OF LITERARY MOVEMENTS: THE CROSS CURRENTS OF CHANGE

Semester: 3

Course Code: CE3C01TB

Name of the Course: The Evolution Of Literary Movements: The Cross Currents Of Change

Credits: 4

Total Lecture Hours: 108

Duration: One semester

Aim of the course

- To enable students to have a notion of the evolution of literature
- To help students perceive the interplay of social processes and literature

Course Overview and Context:

- To make students competent to understand literature against the backdrop of history
- To provide students an understanding of the development of various ideologies and its impact on literature

Syllabus Content

MODULE I LITERATURE AND REVOLUTION

36 hours

- a. The interaction between the French Revolution and the literature of the age
- b. Literature in the context of Romanticism

MODULE II: LITERATURE AND RENAISSANCE

18 hours

- a. The social context of the burgeoning of literature in Latin America
- b. Cultural Awakening in Kerala

MODULE III: LITERATURE AND LIBERATION

36 hours

- a. Literature and feminism
- b. Black women writing as a form of struggle
- c. Dalit writing

MODULE IV: LITERATURE AND THE THIRD WORLD

18 hours

- a. Articulating the Postcolonial Experience
- b. An overview of new literatures

Competencies of the Course

- Provides students an overview of the dynamics of the interaction between history and literature
 - Facilitates students to engage with history on their own
 - Provides students with an understanding of the great movements in literature born of and giving birth to great events of history
-

Learning Resources

Textbook:

Dr B Kerala Varma. *Evolution of Literary Movements: The Cross-currents of Change*. Current Books.

THE EVOLUTION OF LITERARY MOVEMENTS: THE CROSS CURRENTS OF CHANGE

CE3C01TB

BLUEPRINT

Module	Part A - 6/6 (1 mark each)	Part B - 7/10 (2 marks each)	Part C - 5/8 (6 marks each)	Part D - 2/4 (15 marks each)	Total
I	1 (1 marks)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
II	2 (2 marks)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
III	2 (2 mark)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
IV	1 (1 mark)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
	6 marks	18 marks	48 marks	60 marks	134

Model QP

Reg. No.....
Name.....

B. A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2016
FIRST SEMESTER - COMPLEMENTARY COURSE (COMMUNICATIVE ENGLISH)
CE3C01TB – THE EVOLUTION OF LITERARY MOVEMENTS: THE CROSS CURRENTS OF CHANGE

Time: Three hours

Maximum Marks: 80

PART A

Short answer questions (Answer all questions. Each question carries 1 mark)

1. In which year was the *Lyrical Ballads* published?
2. What is criollismo?
3. What was the epithet Ayyapan earned with his relentless social commitment?
4. Who flagged off the anti-caste movement in Maharashtra?
5. Who were the two enemies Dalits had to combat according to Ambedkar?
6. Who wrote *The Wretched of the Earth* ?

(6x1=6)

PART B

Brief answer questions (Answer any seven questions. Each question carries 2 marks)

1. Explain the classification of the French society in the 18th Century.
2. The significance of Montesquieu's *The Spirit of the Laws*.
3. What are the reasons behind the outbreak of Vaikom Satyagraha?
4. Ulloor S. Parameswara Iyer's literary contribution to Malayalam literature.
5. Surrealism
6. Kate Millet's *Sexual Politics*
7. Why did the activists of Dalit Sahitya Movement called themselves 'Black Panthers'?
8. What were the reasons behind the failure of Dalit Movement led by Ambedkar?
9. Migrant Writing
10. Identity crisis of Derek Walcott's *A Far Cry from Africa*

(7x2=14)

PART C

Descriptive (Short essay questions) (Answer any five questions.
Each question carries 6 marks)

1. Voltaire's *Candide* as a parody of romance fiction.
 2. Gynocriticism
-

3. The semiotic and the symbolic by Kristeva
4. Edward Said's *Orientalism*
5. *Heart of Darkness* is a plainly racist novel. Substantiate
6. Kumaran Asan embodies the spirit of Renaissance. Substantiate
7. Pablo Neruda as Latin American poet.
8. Briefly trace the beginnings of *Encyclopedie*

(5x6=30)

PART D

Long essay type questions (Answer any two questions. Each question carries 15 marks)

1. Magic Realism in *One Hundred Years of Solitude*.
2. Trace the development of Feminist Movement in literature.
3. Write an essay on the relevance of Post-Colonial literature in the Third World Countries.
4. Trace the emergence of Romanticism in England.

ST. TERESA'S COLLEGE (AUTONOMOUS)
BA Programme in English Literature and Communication Studies
Syllabi for Complementary Course- Communicative English Main
CE4C02PB - BASICS OF GRAPHIC DESIGNING (PRACTICAL)

Semester: 4

Course Code: CE4C02PB

Name of the Course: Basics of Graphic Designing- Practical

Credits: 4

Total Lecture Hours: 108

Duration: One semester

Aim of the Course:

The course introduces the student to the basics of graphic designing and enables them to be competently design using CorelDRAW.

Course Overview and Context:

The course seeks to familiarize the student with the principles and techniques of CorelDRAW. It also equips the students with practical knowledge of designing required in the field of advertising.

Syllabus Content:

Module I: Introduction to CorelDRAW

Getting Started - Moving Around and Viewing Drawings - Basic Drawing Skills Selecting and Manipulating Objects - Drawing and Shaping Objects - Arranging Objects

Module 2: Using Text

Working With Text - Working With Objects - Outlining and Filling Objects - Using Symbols and Clipart - Transforming Objects

Module 3 Adding Special Effects

Special Effects - Creating Output - Exporting Drawings – Printing

Module 4: Customizing CorelDRAW

Introduction - Customizing Options - Using Text and Color - Working With Color - Working With Paragraph Text - Special Text Effects - Layouts and Layers - Special Page Layouts - Arranging Objects - Using Layers

Module 5: Styles and Templates

Using Styles and Templates - Advanced Effects - Special Interactive Effects - Custom Creation Tools - Working With Bitmaps - CorelTRACE and Corel R.A.V.E.

EXERCISES:

Print

1. Designing a logo
2. Solus Advertisement - Magazine / Newspaper
3. Half Page Advertisement - Magazine / Newspaper
4. Brochure (two fold)
5. Menu card

Indoor advertisement

1. Dangler
2. Table top

3. Slide designing

Outdoor advertisements

1. Transit advertisement
2. Hoarding Design

Competencies of the course:

- The students will be introduced to the basics of graphic designing
- Students are proficient with the software
- Students are aware of the various tools and techniques used in design
- They will be able to apply their knowledge of designing in the print and broadcast media

Learning Resources

Reference links:

CorelDRAW Graphics Suite Tutorials:

<http://www.coreldraw.com/en/pages/800382.html>

<https://www.lynda.com/CorelDRAW-training-tutorials/178-0.html>

Marks distribution: Practical Exam- Part A - 20, Part B - 30

Record book- 10

Viva Voce-20

BASICS OF GRAPHIC DESIGNING (PRACTICAL)

CE4C02PB

BLUEPRINT

Module	Part A - 1/2 (20 marks)	Part B - 1/2 (30 marks)	Total
I, II	20 marks	-	20
III, IV	-	30 marks	30
	20 marks	30 marks	50

Model Question Paper
Fourth Semester – Complementary Course (Communicative English)
CE4C02PB - BASICS OF GRAPHIC DESIGNING (PRACTICAL)

Time: Three Hours
Marks

Maximum Marks: 80

(Marks distribution: Part A - 20, Part B - 30, Record- 10 and Viva -20)

Part A – 20 Marks

*Answer **one** of the questions*

1. Design a three-colour logo within a size of 3"x3" for a cafe called 'Breway'.
2. Draw a basic cartoon character of your own.

(1 x 20 =20 Marks)

Part B – 30 Marks

*Answer **one** of the questions*

3. Design a dangler for a bake sale booking counter.
4. Design an event poster of A3 size for an Indian classical musical concert ('Swara 2017').

(1 x 30 =30 Marks)

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Complementary Course- French Main

CE1C01TB - INTRODUCTION TO PHONETICS AND CONVERSATIONAL ENGLISH

Semester : 1

Course Code : CE1C01TB

Name of the Course: Introduction to Phonetics and Conversational English

Credits : 4

Total Lecture Hours: 108

Duration : One semester

1. AIM OF THE COURSE

To introduce the student to the major concepts in English Phonetics, give an awareness of the structure of English and its role in the world today, and knowledge of some of the varieties of the English language.

2. OBJECTIVES OF THE COURSE

The course focuses on the study of language within the framework of contemporary linguistics. It is concerned equally with the synchronic and the diachronic aspects of language studies. It helps in our understanding of the structure and development of language. The students begin by learning how to analyse languages, their sounds (phonetics and phonology), their ways of forming words (morphology), their sentence structures (syntax), and their systems of expressing meaning (semantics).

3. OUTLINE OF THE COURSE

Module 1

Characteristics of language – Origins of Speech – Speech and Writing – Varieties of language: Dialects, Isoglosses, Standard Dialect – Varieties of English Pronunciation – Standard English R.P. – Styles and Registers – Varieties of Modern English: British, American, Indian, Australian

Module 2

The Air-stream mechanism – The Organs of Speech and their Mechanism – The Classification and Description of Speech Sounds: Vowels and Consonants of R.P. – The Phonetic Symbols for the Vowels and Consonants of English – the Sound System of GIE – The Phoneme Theory – Minimal Pairs – Allophones – Complementary Distribution – Free Variation – Distribution of English RP Sounds (Phonotactics)

Module 3

Communication- Types of Communication- Interpersonal communication- Dialogue- Elements: Context, Frame of reference- personal makeup of speaker and listener- Meanings: Denotative and Connotative

Module 4

Greetings- Leave taking- Effecting introductions- Requests- Orders- Passing information- Descriptions of people, places, events, procedures- complaints- suggestions- apologies- warnings- excusing oneself- issuing invites- communicating disapproval- shopping.

Competencies of the Course

- Equip students to understand the sounds of speech and how different sounds function in a language
- Understand the psychological processes involved in the use of language
- Learn how children acquire language capabilities

- Know the social and cultural factors in language use, variation and change
- Allows the students to know the acoustics of speech and the physiological and psychological aspects involved in producing and understanding it
- Learn the biological basis of language in the brain

Learning Resources:

Textbook

J D O'Conner – Phonetics

Daniel Jones – An Introduction to English Phonetics

T. Balasubramaniam – A Textbook of English Phonetics for Indian Students

Daniel Jones – The English Pronouncing Dictionary

A.C.Gimson – An Introduction to the Pronunciation of English

Daniel Jones – An Outline of English Phonetics

Roger Kingdon – English Intonation Practice

M. A. K Halliday – A Course in Spoken English

George A. Miller – Language and Communication

Fernando Poyatos – 'Language in the Context of Total Body Communication', Linguistics, Feb. 12, 1976

INTRODUCTION TO PHONETICS AND CONVERSATIONAL ENGLISH

CE1C01TB

BLUEPRINT

Module	Part A - 6/6 (1 mark each)	Part B – 7/10 (2 marks each)	Part C – 5/8 (6 marks each)	Part D – 2/4 (15 marks each)	Total
I	1 (1 marks)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
II	2 (2 marks)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
III	2 (2 mark)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
IV	1 (1 mark)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
	6 marks	18 marks	48 marks	60 marks	134

MODEL QP

Reg No

Q.P code

Name:

**B.A./B.Sc./B.Com. DEGREE (C.B.C.S.S) EXAMINATION
FIRST SEMESTER- COMPLEMENTARY COURSE (FOR FRENCH)
CE1C01TB - INTRODUCTION TO PHONETICS AND CONVERSATIONAL ENGLISH**

Time: Three Hours

Maximum Marks: 80 Marks

Part A

Answer all the questions, in not more than two/three sentences.

Each question carries 1 mark

1. Define a dialect
2. Define back vowels
3. Define nasal sound
4. What is auditory phonetics?
5. Define phoneme
6. Define velum

Part B

Answer any seven of the following questions in three/ four sentences.

Each question carries 2 marks

1. Define linking /r/
 2. What is intrapersonal communication
 3. Explain the respiratory system
 4. What are active and passive articulators?
 5. Describe unrounded vowels
 6. Describe Indian English
 7. Define palatal sound
 8. Define incomplete plosives
 9. Define phonology
 10. Define sociolects
-

Part C

Answer any five of the following in a short paragraph.

Each question carries 6 marks

1. Describe Air- stream mechanism
2. Describe the phonatory system
3. Describe the roof of the mouth
4. What are the classifications of vowels?
5. Describe the vowels of English RP
6. What are the points of description of a consonant sound?
7. What are approximants?
8. Describe consonant clusters in English

Part D

Answer any two of the following in essay form in about 300 words.

Each question carries 15 marks.

7. Prepare a dialogue for the following situations:-
 - a) You are at the university. You want to apply for your certificate.
 - b) You are at the theatre. You want to book tickets for a show.
8. a) You are a sales representative. Write a letter to ABC Enterprises introducing one of your new products.
b) Write a report on global warming.
9. a) Write an essay on the use of mobile phones by youth.
b) Write briefly on your first day at college.
10. a) Write an essay on points of articulation.
b) Write an essay on the differences between speech and writing.

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Complementary Course- French Main

CE2C02TB - THE PHONOLOGY OF ENGLISH AND COMMUNICATION SKILLS

Semester: 2

Course Code: CE2C02TB

Name of the Course: The Phonology of English and Communication Skills

Credits: 4

Total Lecture Hours: 108

Duration: One semester

Aim of the Course:

To introduce the student to the major concepts in English Phonetics, give an awareness of the structure of English and its role in the world today, and knowledge of some of the varieties of the English language. To teach the students to Communicate appropriately through emails, video conference, teleconference

Course Overview and Context:

The course focuses on the study of language within the framework of contemporary linguistics. It is concerned equally with the synchronic and the diachronic aspects of language studies. It helps in our understanding of the structure and development of language. The students begin by learning how to analyse languages, their sounds (phonetics and phonology), their ways of forming words (morphology), their sentence structures (syntax), and their systems of expressing meaning (semantics). The students learn to use visual aids in day to day communication.

Module 1

The Syllable in English – Consonant clusters in English – Suprasegmental Features of English: Word Stress, Sentence Stress, Rhythm, Weak forms and contractions, Juncture, Pitch and Intonation – Assimilation and Elision

Module 2

The International Phonetic Alphabet – Phonetic Transcription of isolated words and connected speech in RP

Module 3

Using the English language in different situations- dealing with everyday situations- Formality and Informality-Influence of Culture- speaking and listening- Vocabulary, Idioms , Communicating appropriately through emails, video conference, teleconference

Module 4

Public Speaking-Elements- Audience- Voice and Body Language- Presentation Skills- Visual Aids: flip charts, overhead projectors, power point presentations, Mimio Board

Learning Resources

J D O'Conner – Phonetics

Daniel Jones – An Introduction to English Phonetics

T. Balasubramaniam – A Textbook of English Phonetics for Indian Students

Daniel Jones – The English Pronouncing Dictionary

A.C.Gimson – An Introduction to the Pronunciation of English

Daniel Jones – An Outline of English Phonetics

Roger Kingdon – English Intonation Practice

M. A. K Halliday – A Course in Spoken English

George A. Miller – Language and Communication

Fernando Poyatos – 'Language in the Context of Total Body Communication', Linguistics, Feb. 12, 1976

THE PHONOLOGY OF ENGLISH AND COMMUNICATION SKILLS

CE2C02TB

BLUEPRINT

Module

I	1 (1 mark)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
II	1 (1 mark)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
III	3 (3 marks)	4 (8 marks)	3 (18 marks)	2 (30 marks)	59
IV	1 (1 mark)	2 (4 marks)	1 (6 marks)	0	11
	6	20	48	60	134 (marks)

MODEL QUESTION PAPER

Course code

Reg. No :

Name :

B. A DEGREE (C.B.C.S.S) EXAMINATION, MARCH/APRIL, 2015
B.A ENGLISH LITERATURE AND COMMUNICATION STUDIES–SECOND SEMESTER
COMPLEMENTARY COURSE
CE2C02TB – THE PHONOLOGY OF ENGLISH AND COMMUNICATION SKILLS

Time: Three Hours

Maximum Marks: 80 Marks

Part A

*Answer **all** the questions, in not more than two/three sentences.*

*Each question carries **1** mark*

1. What is Phoneme?
2. What are voiceless sounds?
3. What are plosives?
4. What is a glottal sound?
5. Define Larynx.
6. What are labio-dental sounds?

PART B

Answer any seven of the following in a paragraph.

Each question carries 2 marks.

7. Intonation
 8. Sentence stress.
 9. Word stress
-

10. Juncture
11. Tonality
12. IPA
13. Idioms
14. Flip charts
15. Mimio board
16. R. P

Part C

(Answer any 5 of the following in about 100 words each.

Each question carries 6 marks)

17. Mark the words to be stressed in the following sentences:

- a) Do it quickly.
- b) What have I done?
- c) My uncle has bought a new car
- d) Keep quiet!
- e) Don't talk loudly.
- f) Is she sad or mad?
- g) Who's turned off the fan?

18. Mark the intonation in the following:

- a) What's the hurry?
- b) The girls have left
- c) The box was empty
- d) Report immediately.
- e) When are we leaving?
- f) Are you ready?
- g) Be careful!
- h) I'm sorry

19. Mark the primary stress in the following:

- a) Democracy
 - b) Politics
-

- c) Photographic
- d) Telegraph
- e) Record (verb)
- f) Obligatory
- g) Malice
- h) Electricity

20. Write the syllables in the following:

- a) Examination
- b) Understandably
- c) Pronunciation
- d) Another
- e) Probability
- f) Principal
- g) Conveniently
- h) Renunciation

21. Transcribe the following phonemically:

- a) Appreciation
- b) Controversial
- c) Temporary
- d) Unpleasant
- e) Community
- f) Procession
- g) Following
- h) Authorities

22. Write a speech on population explosion to be presented before the village community of your area.

23. What is linking /r/ and what is intrusive /r/?

24. Transcribe phonologically the following passage:

Everything is fine, he thought. I'm doing all right. I'm doing nicely. I know my way home. I'll be there in half an hour. When I land I shall taxi in and switch off my engine and I shall say, help me to get out, will you. I shall make my voice sound ordinary and natural and none of them will take any notice. Then I shall say, someone help me to get out. I can't do it alone because I've lost one of my legs.

Part D

(Answer any two of the following in about 300 words each.

Each question carries 15 marks)

25. Write an essay on the classification of vowel sounds in English.
26. Write an essay on speech mechanism.
27. Write an essay on the classification of consonant sounds in English.
28. Write an essay on supra segmental features of English.

Syllabi for Open Course

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Open Courses

CE5D01TB - THEORY, LANGUAGE AND APPRECIATION OF FILMS

Semester: 5

Course Code: CE5D01TB

Name of the Course: Theory, Language and Appreciation of Films

Credits: 4

Total Lecture Hours: 90

Duration: One semester

Aim of the course

This course aims at familiarizing students with the various aspects of the cinema and the appreciation of films.

Course Overview and Context

On completion of the course, students should be able:

- To acquaint themselves with the history and aesthetics of films.
- To look into the major film theories and genres and gain an awareness regarding the basic terminology of films.
- To reaffirm the close connection between literature and films by examining some cinematic adaptations of well-known literary works.
- To delve into matters concerning production, distribution, exhibition and reception of films and censorship regulations.

- To sharpen their perspective by training themselves to critically evaluate some great films.

Syllabus Content:

Module I

(18 hours)

Introduction to the history and growth of cinema - Major film theories and genres – Apparatus, Auteur, Formalist, Ideological, Psychoanalytical, Structuralist, Realist, Neo-realist and Generic film theories with special reference to eminent film personalities and celebrated films in various ages, cultures and languages.

Module II

(18 hours)

- a. The language of films - Shots- Sequences- Mise-en scene- Editing- Cuts - Montage- 30 degree rule - 180 degree rule - Temporal ellipses - Three point light - Off-screen space - Sound and colour - Production - Distribution - Exhibition - Reception - Censorship
- b. Introduction to: Digital filmmaking - Animation - Telefilms

Module III

(18 hours)

Critical examination of the following films with special reference to the famous literary works from which they are adapted:

1. *My Fair Lady* – A film adaptation of Bernard Shaw's play 'Pygmalion.'
2. *Ganasathru* - Based on Henrik Ibsen's 'An Enemy of the People.'
3. *Mother* - Based on Maxim Gorky's novel of the same name
4. *Chemmeen* - Based on Thakazhi Sivasankara Pillai's novel of the same name.

Module IV

(18 hours)

Texts for detailed study:

- a. Andre Bazin: 'The Evolution of the Language of Cinema'
- b. Satyajit Ray: 'Some Aspects of My Craft'
- c. Buddha Deb Das Gupta: 'Literature, Cinema and the Language Of Scenario'
- d. Adoor Gopalakrishnan: 'The Word and the Image'

Competencies of the course:

- Understand the concepts of film making and film theory
- Students will learn to appreciate cinematic ideologies

Learning Resources

a) Films Recommended for Viewing

- a. *Gold Rush* - Silent Cinema
- b. *Bicycle Thieves* - Neo Realism
- c. *Mother and Son* - Russian Classic
- d. *The Sound of Music* - European Classic
- e. *All the Presidents Men* - Hollywood classic
- f. *Seven Samurai* -Asian Classic
- g. *Pather Panchali* - Indian Classic.
- h. *Piravi* -Malayalam Classic

b) Recommended Reading:

- i. Villarejo, Amy. *Film Studies*. London: Routledge, 2007.
- ii. Corrigan ,Timothy J. *A Short Guide to Writing about Film*. Pearson education.
VI Edition.
- iii. Ray, Satyajit. *Our Films, Their Films*. Hyderabad: Orient Blackswan,
2009
- iv. Heyward, Susan. *Key Concepts in Cinema Studies*. London: Routledge.
- v. Andrew, Dudley. *The Major Film Theories*. OUP.
- vi. Andrew, Dudley. *Concepts in Film Theory*. OUP.
- vii. J Viridi, yothika. *The Cinematic Imagination* .Permanent Black. Orient Longman.

viii. Gopinathan, K. Ed. *Film and Philosophy*. University of Calicut: Publication

Division.

ix. Kupsc, Jarek. *The History of Cinema for Beginners*. Orient Longman.

x. Figgis, Mike. *Digital Filmmaking*.

xii. Wills, Paul. *Understanding Animation*.

xiii. Marshall, Jill and Wenndly, Angela. *The Language of Television*.

THEORY, LANGUAGE AND APPRECIATION OF FILMS

CE5D01TB

BLUEPRINT

Module	Part A - 6/6 (1 mark each)	Part B - 7/10 (2 marks each)	Part C - 5/8 (6 marks each)	Part D - 2/4 (15 marks each)	Total
I	1 (1 mark)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
II	2 (2 marks)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
III	2 (2 marks)	3 (6 marks)	2 (12 marks)	1 (15 marks)	35
IV	1 (1 mark)	2 (4 marks)	2 (12 marks)	1 (15 marks)	32
	6	20	48	60	134

Syllabi for Choice based Core Course

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Choice Based Core Courses

CE6B19TB - READING CULTURE: MYTHS, LEGENDS AND INDIGENOUS WRITING

Semester: 6

Course Code: CE6B19TB

Name of the Course: Reading Culture: Myths, Legends and Indigenous Writing

Credits: 3

Total Lecture Hours: 72

Duration: One semester

Aim of the course

The course provides the students an overview of myths, legends as well as indigenous literature from around the world in order to foster a healthy respect and understanding of different cultural traditions.

Course Overview and Context

The course seeks to introduce the students to the rich and ever expanding canon of indigenous literature. It also provides them an idea of the universality and explanatory nature of myths and legends as well as introduces them to the pantheon of mythic and heroic figures.

Syllabus Content:

Module (1)

24 HOURS

INDIGENOUS WRITINGS

A) Writings from the Aboriginal oral tradition:

- An Introduction to Aboriginal Writing and Culture
- Baiame and the First Man and Woman
- Bunjil the Creator (Stories 1 & 2)

B) Writings from the Native American tradition:

- An Introduction to Native American tradition and culture
- Chief Seattle's Speech
- A short story from "Ten Little Indians" by Sherman Alexie

C) Writings from the African tradition:

- An Introduction to the African tradition
- Captain Van Hunks and the Devil (Afrikaans short story)
- The Story of Re (Egyptian legend)

Module (2)

44 HOURS

Brief introduction of Classical (Greco-Roman) Mythology

1. The myth of Hades and Persephone - Greek
2. The founding story of Rome: Romulus and Remus- Roman
3. Legend of Diana and Actaeon- Roman
4. The myth of Jason and The Argonauts- Greek

Module (3)

40 HOURS

(A) Brief introduction of Norse Mythology

1. The Legend of Loki.
2. The Legend of Ragnarok

(B) Brief introduction of Indo- Oriental mythology

1. Story of the White Snake (Chinese mythology)
2. Myth of the River Ganges

CORE COMPETENCIES:

On completion of the course, the student should:

- Be acquainted with myths, legends and short stories from across the world
- Be able to appreciate the relevance of mythological imagery in literature
- Have an understanding of the universality of myths and legends
- Have an objective overview of historical and geographical perspectives
- Develop their aesthetic sensibilities and imaginative faculties

Learning Resources

Bulfinch's Mythology: The Age of Fable or Stories of Gods and Heroes by Thomas Bulfinch

**COURSE: READING CULTURE: MYTHS, LEGENDS AND INDIGENOUS WRITING
CE6B19TB
BLUEPRINT**

Module	Part A - 10/10 (1 mark each)	Part B - 8/12 (2 marks each)	Part C - 6/9 (4 marks each)	Part D - 2/4 (15 marks each)	Total
I	4 (4 marks)	5 (10 marks)	4 (16 marks)	1 (15 marks)	45
II	4 (4 marks)	4 (8 marks)	2 (8 marks)	2 (30 marks)	50
III	2 (2 marks)	3 (6 marks)	3 (12 marks)	1 (15 marks)	35
	10	24	36	60	130 (marks)

MODEL QUESTION PAPER

B. A DEGREE (C.B.C.S.S) EXAMINATION

B.A ENGLISH LITERATURE AND COMMUNICATION STUDIES-SIXTH

OPEN COURSE

CE6B19TB- READING CULTURE: MYTHS, LEGENDS AND INDIGENOUS WRITING

Time: Three Hours

Maximum Marks: 80 Marks

Part A

*Answer **all** the questions, in not more than two/three sentences.*

*Each question carries **1** mark*

1. Name the Spirit of Death in Australian Aboriginal Mythology.
2. What is the term that refers to the initiation site in Australian Aboriginal mythology?
3. Who is the author of the text, Myth and Meaning?
4. What name does the Creator in Australian Aboriginal Mythology go by?
5. Demeter was the Goddess of ___ ?
6. Romulus and Remus were the descendents of which Greek Trojan hero?
7. Hekate is the deity of ___
8. The myth of Diana and Actaeon is found in the classical text ___
9. What is the alternative name for Loki?
10. What is the meaning of the word, "thirtha" ?

PART B

Answer any eight of the following in a paragraph.

Each question carries 2 marks.

1. What is mytho-poetic imagination?
-

2. Define cultural anthropology.
3. What do you understand by the term, monomyth?
4. Who was Bunjil, the creator?
5. How did the Devil's Peak receive its name?
6. Who was Osiris?
7. What were the Eleusinian mysteries?
8. Who were Romulus and Remus?
9. What was the purpose of planting the flower, Narcissus ?
10. Who was Loki?
11. Define legends.
12. Name the four great folk tales of China.

Part C

(Answer any 6 of the following in about 100 words each.

Each question carries 4 marks)

1. Briefly explain Carl Jung's concept of the collective unconscious.
 2. What were the primary concerns of Chief Seattle's Speech?
 3. Explain the idea of the Mythic Saviour.
 4. Explain how the myth of the "one that became two" finds a parallel in both Eastern and Western mythology.
 5. Briefly explain the myth of Diana and Actaeon.
 6. Explain the myth of Hades and Persephone.
 7. What do you understand by the concepts of yin and yang from Chinese mythology?
 8. Explain the significance of the event, Ragnarok.
 9. What is the Chinese legend of the White Snake?
-

Part D

(Answer any two of the following in about 300 words each.

Each question carries 15 marks)

1. Explain the concept of creation myths and the intersection between Australian Aboriginal and Western creation myths.
2. Define myth. Explain the relevance of studying mythology in cultural anthropology. Site a few examples to illustrate.
4. Explain how mythology has influenced popular culture with examples from the texts in the course.
3. Explain the Egyptian legend, "The Story of Re".