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

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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 wish to express my sincere thanks to Dr. N. J. Rao, Visiting Professor, International Institute of Information Technology, Bangalore and Dr. Rajan Gurukal, Former Vice-Chancellor, M.G. University, currently Visiting Professor, Centre for Contemporary Studies, Indian Institute of Science, for their selfless and timely service and for giving us all the help and guidance we needed. I also acknowledge my thanks to Dr. Achuthshankar S. Nair, Professor & Head, Department of Computational Biology and Bio Informatics, University of Kerala, for his invaluable suggestions. The guidance of Dr. Beena Job Associate Professor, Department of English and IQAC Co-ordinator and Dr. Latha Nair, Associate Professor, Department of English and member of the Governing Council helped give shape to the overall structure.

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.

Scheme of Courses

Common Courses	6	24
Common – Second Language	-	-
Core Courses	18	72
Complementary Courses	4	16
Open Course (General)	1	4
Elective	1	3

Project	-	1
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
1	Communication Skills in English	5	4	90	3	20	80
	Reading Literature in English	4	4	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	
II	Critical Thinking, Academic Writing and Presentation	5	4	90	3	20	80
	Musings on Vital Issues	4	4	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	5	4	90	3	20	80
VI	Entrepreneurship Development	5	4	90	3	20	80
	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	4	3	72	3	20	80
	Project	1	1	18	-	50	50

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.

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.

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	24
Common – Second Language	-	-
Core Courses	18	72
Complementary Courses	4	16
Open Course (General)	1	4
Elective	1	3
Project	-	1

Total	**30**	**120**

Course Code

Every course in the programme is coded according to the following criteria. The first two characters of the code indicate English (EN) and the third character indicates the type of course (G - Common, R – Core, Y – Complementary and O – Open). The fourth character is numeric indicating the semester during which the course is offered. The last three characters indicate the course name.

Scheme of distribution of Instructional hours for the English Courses:

Semester	Common	Core	Complementary	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
CE1B01TB	Mass Communication: Social & Historical Perspectives- I	6	4	1	108
CE1B02TB	Grammar & Conversational Skills	4	4	1	72
CE2B03TB	Introduction to Communication	5	4	2	90
CE2B04TB	Mass Communication: Social & Historical Perspectives- II	5	4	2	90
CE3B05TB	Basics of Visual Communication	5	4	3	90
CE3B06TB	Journalism	4	4	3	72
CE3B07TB	Advertising & Copywriting	5	4	3	90
CE4B08TB	Reading Poetry	4	4	4	72
CE4B09TB	Reading Fiction	5	4	4	90
CE4B10TB	Informatics & Writing for Media	5	4	4	90
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
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 **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	Cultural Studies: Myths, Legends & Indigenous Writing	4	3	6	72
CE6B20TB	Travel & Tourism	4	3	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	Cultural Studies: Myths, Legends & Indigenous Writing	4	3	5	72
CE5D02TB	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	4	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**
CE1IPCE	Introduction to Phonetics and Conversational English	6	4	1	108
CE2PECS	The Phonology of English and Communication Skills	6	4	2	108

Examinations

Examinations

The evaluation of each course shall contain two parts such as Sessional or In-Semester Assessment (IA) and End-Semester or Final Assessment (EA).

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

Sessional Assessment (Without practicals)

Sessional 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 sessional assessments are to be kept in the institution for 2 years and shall be made available for verification. The responsibility of evaluating the sessional assessment is vested on the teacher(s) who teach the course.

I. Distribution of sessional 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 sessional examinations will be considered. No retests will be conducted.

Final 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.

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 university. Plagiarism of any kind will be sternly dealt with. The weights for the project evaluation are distributed as follows.

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

Sessional Evaluation:

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

Final Evaluation:

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

Computation of CCPA

The ratio of Sessionals to End Semester Assessment is 80:20. 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 x Credit

Semester Grade Point Average for the semester is calculated as

SCPA= Total Credit Points (CP) / 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:

CGPA =$(SCPA)1\times S1$ + ……. + $(SCPA)6\times S6 S1$+ $S2$+ ….+$S6$

Where $S1$,….,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.

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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

Course Code: CE1B01TB

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

Duration: One semester

Semester: 1

Credits: 4

Total Lecture Hours: 108

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 – 1 (54 Hours)

An Introduction to Information Revolutions

Module – 2

The First Revolution: Writing

Module – 3

The Second Revolution: Printing

Module – 4

The Third Revolution: Mass Media

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 printing, writing and mass communication.

Learning Resources

Textbook:

History of Mass Communication- Irving Fang

Pattern of Question Paper

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

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*

1. What is Calculator syndrome?
2. What do you mean by cultural imperialism?
3. Explain hieroglyphics.
4. How did the word 'paper' originate?
5. What is vernacular printing?
6. What were the sources of news in the past?
7. Guttenberg's type mold
8. Wet plate photography
9. Kinescope
10. Thermograph

Part C

*Answer any **five** of the following in a short paragraph.*
Each question carries 6 marks

1. What are the characteristics of information revolution?
2. Write about the top ten technologies of coverage used during the Gulf War.
3. What are the advantages of parchment over papyrus?
4. Describe the evolution of the postal system as a communication technology.
5. How was printing affected by censorship in Europe?
6. Trace a brief history of newspaper in Europe
7. Offset lithography
8. 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.*

1. What does Marshall McLuhan mean when he says "the medium is the message"?
2. Explain the evolution and development of writing according to the Greeks.
3. Explain the mail system in the Middle Ages.
4. 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

Course Code: CE1B02TB

Name of the Course: Grammar and Conversational Skills

Duration: One semester

Semester: 1

Credits: 4

Total Lecture Hours: 72

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.

Question Paper pattern:

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

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

6. He bought the new
car

(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)

17. The two kings are signing the treaty

(Change into passive voice)

18. Have my orders been carried out by you?

(Change into active voice)

19.Wrong/you/courage/are/the/to/it/have/admit/if

(Rearrange the words to form meaningful sentences)

20. ink in my pen is red

(Insert suitable article)

(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

25. Construct a dialogue between you and your friend planning a weekend

26. Write a report on your favourite cartoon

27. Fill in the blanks with suitable question tags:

28. Write a speech on "it is better to die on feet than to live on knees"

(5x6=30)

Part D

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

Each question carries 15 marks.

30. Write an essay on the use of mobile phone by youth

31. You are applying for the post of an executive manager in a reputed company. Prepare a detailed CV for this purpose

32. You are a sales representative for your company. Write a letter to ABC Enterprises introducing one of your new products.

33. 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

Course Code: CE2B03TB

Name of the Course: Introduction to Communication

Duration: One semester

Semester: 2

Credits: 4

Total Lecture Hours: 90

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

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?

Part B

*Answer any **seven** of the following questions in three/ four sentences.*
*Each question carries **2** marks*

1. What is information overload in barriers of communication?
2. What are petroglyphs?
3. What is the role of eye contact in communication?
4. Kinesis.
5. Bucket theory of communication.
6. Explain the sadharanikaran theory of communication.
7. Aristotle's rhetorics.

8. Spiral of Silence
9. What are the three conditions that give rise to primary groups?
10. Public opinion

Part C

*Answer any **five** of the following in a short paragraph.*
Each question carries 6 marks

1. Explain Sahridaya theory.
2. What is the difference between group communication and mass communication?
3. Osgood and Schramm model.
4. What are the barriers to communication?
5. What is communication through five senses?
6. Explain the 7 C's of Communication.
7. Agenda Setting.
8. Uses and gratification.

Part D

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

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

1. Write an essay on the different types of communication.
2. Write an essay on the different Indian communication theories.
3. Need for communication is as basic as need for food.' Explain.
4. Write an essay on the different kinds of non-verbal communication.

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Core Courses

MASS COMMUNICATION: SOCIAL AND HISTORICAL PERSPECTIVE- II

Course Code: CE2B04TB

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

Duration: One semester

Semester: 2

Credits: 4

Total Lecture Hours: 90

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

Question paper pattern

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*

1. What are holograms?
2. How did the tabloids develop?
3. Describe the evolution of parcel post.
4. Write two advantages of HD TV.
5. Differentiate between teletext and video text
6. E- newspaper
7. World Wide Web
8. What did the second information revolution combine?
9. Electronic mail
10. Information superhighway

Part C

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

Each question carries 6 marks

1. Describe the evolution of newspapers as an entertaining medium.
2. Explain the contribution of Germans in the field of radio communication.
3. What are picturephones? What was the role of picturephones in entertainment revolution?
4. What are the effects of wireless communication on society?
5. What was Qube experiment?
6. Radio on Internet
7. What are the various uses of faxes?
8. 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.*

1. What are the major problems of heavy media usage?
2. Elucidate the evolution of a "novel".
3. Discuss the communication in tribal civilisation, medieval world and modern world.
4. 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

BASICS OF VISUAL COMMUNICATION

Course Code: CE3B05TB

Name of the Course: Basics of Visual Communication

Duration: One semester

Semester: 3

Credits: 4

Total Lecture Hours: 90

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, patter, 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, fundamenta of moving image technology; lens, camera, aspect ration, 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

Question paper pattern

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

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Language and Literature

Syllabi for Core Courses

JOURNALISM

Course Code: CE3B06TB

Name of the Course: Journalism

Duration: One semester

Semester: 3

Credits: 4

Total Lecture Hours: 72

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.

Question paper pattern

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

BA Programme in English Literature and Communication

Syllabi for Core Courses

ADVERTISING AND COPY WRITING: THEORY

Course Code: CE3B07TB

Name of the Course: Advertising And Copy Writing: Theory

Duration: One semester

Semester: 3

Credits: 4

Total Lecture Hours: 90

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

Question paper pattern

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

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Core Courses

INFORMATICS AND WRITING FOR MEDIA

Course Code: CE4B10TB

Name of the Course: Informatics and Writing for Media

Duration: One semester

Semester: 4

Credits: 4

Total Lecture Hours: 90

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)

Question paper pattern

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

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Core Courses

LANGUAGE AND LINGUISTICS

Course Code: CE5B11TB

Name of the Course: Language and Linguistics

Duration: One semester

Semester: 5

Credits: 4

Total Lecture Hours: 90

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 Liguistics*

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.**

Question Paper Pattern

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

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Core Courses

CREATIVE WRITING AND BUSINESS WRITING

Course Code: CE5B12TB

Name of the Course: Creative Writing and Business Writing

Duration: One semester

Semester: 5

Credits: 4

Total Lecture Hours: 90

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 similie,

metaphor,personification,apostrophe,hyperbole,euphemism,oxymoron,epigram,irony,pun ,metonymy; sentence variations and rewriting of sentences-cleft sentences-periodic an 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

Question Paper Pattern

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) 6 marks	2 (4 marks) 18 marks	2 (12 marks) 48 marks	1 (15 marks) 60 marks	32 134

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Core Courses

MASS COMMUNICATION AND BROADCASTING MEDIA: RADIO

Course Code **:** CE5B13TB

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

Duration **:** One semester

Semester : 5

Credits : 4

Total Lecture Hours: 90

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

Question Paper Pattern

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

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Core Courses

PUBLIC RELATIONS- I

Course Code: CE5B14TB

Name of the Course: Public Relations- I

Duration: One semester

Semester: 5

Credits: 4

Total Lecture Hours: 90

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

Question Paper Pattern

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

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Core Courses

ENTREPRENEURSHIP DEVELOPMENT

Course Code: CE6B15TB

Name of the Course: Entrepreneurship Development

Duration: One semester

Semester: 6

Credits: 4

Total Lecture Hours: 90

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. Entrrepreneurship and Enterprise Growth

Chandra, Prasanna Project Preparation, Appraisal, Budjeting 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

Question Paper Pattern

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

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Language and Literature

Syllabi for Core Courses

VISUAL MEDIA: TV AND CINEMA

Course Code **:** CE6B16TB

Name of the Course: Visual Media: TV and Cinema

Duration **:** One semester

Semester : 6

Credits : 4

Total Lecture Hours: 90

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-FTII-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

Question Paper Pattern

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

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Core Courses

PUBLIC RELATIONS- II

Course Code **:** CE6B17TB

Name of the Course: Public Relations- II

Duration **:** One semester

Semester : 6

Credits : 4

Total Lecture Hours: 90

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

Question paper pattern:

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

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Core Courses

OFFICE ADMINISTRATION AND HUMAN RESOURCE MANAGEMENT

Course Code **:** CE6B18TB

Name of the Course : Office Administration and Human Resource Management

Duration **:** One semester

Semester : 6

Credits : 4

Total Lecture Hours: 90

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

Question paper pattern:

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

Syllabi of Complementary courses

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Complementary Course- Communicative English Main

THE EVOLUTION OF LITERARY MOVEMENTS: THE CROSS CURRENTS OF CHANGE

Course Code: CE3C01TB

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

Duration: One semester

Semester: 3

Credits: 4

Total Lecture Hours: 108

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 the Russian Revolution

MODULE II: LITERATURE AND RENAISSANCE 18 hours

a. The social context of the burgeoning of literature in Latin America
b. India at the dawn of the awakening

MODULE III: LITERATURE AND LIBERATION 36 hours

a. Black writing as a form of struggle
b. Literature and feminism

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.

Question paper pattern

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

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Complementary Course- Communicative English Main

BASICS OF GRAPHIC DESIGNING (PRACTICAL)

Course Code: CE4C02PB

Name of the Course: Basics of Graphic Designing- Practical

Duration: One semester

Semester: 4

Credits: 4

Total Lecture Hours: 108

Aim of the Course: The course introduces the student to the basics of graphic designing and enables them to be competently design using CoralDRAW.
Course Overview and Context: The course seeks to familiarize the student with the principles and techniques of CoralDRAW. 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

Textbook:

References:

(To be incorporated)

Question Paper Pattern

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

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Complementary Course- French Main

INTRODUCTION TO PHONETICS AND CONVERSATIONAL ENGLISH

Course Code **:** CE1IPCE

Name of the Course: Introduction to Phonetics and Conversational English

Duration **:** One semester

Semester : 1

Credits : 4

Total Lecture Hours: 108

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

Question paper pattern:

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

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Complementary Course- French Main

THE PHONOLOGY OF ENGLISH AND COMMUNICATION SKILLS

Course Code: CE2PECS

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

Duration: One semester

Semester: 2

Credits: 4

Total Lecture Hours: 108

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.

Syllabus Content:

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

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

Question Paper Pattern

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)

Syllabi for Open Course

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Open Courses

CULTURAL STUDIES: MYTHS, LEGENDS AND INDIGENOUS WRITING

Course Code: CE5D01TB

Name of the Course: Cultural Studies: Myths, Legends and Indigenous Writing

Duration: One semester

Semester: 5

Credits: 4

Total Lecture Hours: 90

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

Question paper pattern

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 (marks)

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Open Courses

THEORY, LANGUAGE AND APPRECIATION OF FILMS

Course Code: CE5D02TB

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

Duration: One semester

Semester: 5

Credits: 4

Total Lecture Hours: 90

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 Virdi, 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*.

Question paper pattern

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 (marks)

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

CULTURAL STUDIES: MYTHS, LEGENDS AND INDIGENOUS WRITING

Course Code: CE6B19TB

Name of the Course: Cultural Studies: Myths, Legends and Indigenous Writing

Duration: One semester

Semester: 6

Credits: 3

Total Lecture Hours: 72

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

Question paper pattern

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 (marks)

ST. TERESA'S COLLEGE (AUTONOMOUS)

BA Programme in English Literature and Communication Studies

Syllabi for Choice Based Core Courses

TRAVEL AND TOURISM

Course Code: CE6B20TB

Name of the Course: Travel and Tourism

Duration: One semester

Semester: 6

Credits: 3

Total Lecture Hours: 72

Aim of the course

The course provides the students an insight into the concepts and practice of travel and tourism.

Course Overview and Context

- The objective of modules 1 & 2 is to introduce students of the Communicative stream to concepts related to tourism.
- The objective of modules 3 & 4 is to prepare students for an in-depth study of the practical aspects of tourism in terms of its economical viability, social compatibility and its ability to support conservation.

Syllabus Content:

Module – 1
Definitions- types of tourism-elements of tourism-components of tourism-tourist destinations in India-tourist attractions in Kerala-motivation to travel.
(16 hours)

Module – 2
Tourism products- cultural centres-religious centres-historical monuments-backwaters-fairs and festivals-beaches-forts and places-natural environment and built environment-bird sanctuaries- national parks-wildlife sanctuaries-hill stations-commercial tourism-amusement parks and performing arts-tourism products of Kerala.
(18 hours)

Module – 3
The hospitality industry – Hotels and restaurants – Heritage centres – Hotel management at
tourism destinations – Govt agencies – Tours operators – Travel agencies – Travel guides – Travel literature – maps – Travel formalities – Passport – Visa – Foreign exchange – Modes of travel – Behaviour patterns of tourists – Tourist satisfaction – Impact of tourism on local communities – Natural area tourism – Ecology and ecosystems – Ecotourism – Economic, social and environmental sustainability – Vulnerability of natural environments.
(22 hours)

Module – 4
Future of tourism industry – Governance problems – HRD problems – Dearth of publicity – Dearth of promotional literature – Problems connected with marketing tourism products.
(16 hours)

CORE COMPETENCIES:

On completion of the course, the student should:

- Be acquainted with tourism and its types
- Understand the different kinds of tourism products
- Appreciate the importance of ecology and eco tourism
- Understand the importance of the hospitality sector and travel literature in promoting tourism
- Be able to analyze the problems affecting the tourism sector

Learning Resources

References:

1) Negi, Jagmohan, Tourist guide and tour operators. Kanishka publishers (2004)
2) Pender, Lesley, Travel trade and transport. An introduction.
3) Biswanath Ghosh, Tourism and Travel Management 154 Vikas Publishing House, Delhi.
4) David Newsome, Susan A Moore and Ross K. Dowling, Natural Area Tourism, Viva Books Private Ltd Delhi.

Question paper pattern

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 (marks)