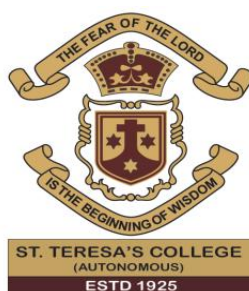


**ST. TERESA'S COLLEGE
(AUTONOMOUS)
ERNAKULAM**



**CURRICULUM FOR
BACHELOR'S PROGRAMME IN
ENGLISH LITERATURE
AND
COMMUNICATION STUDIES**

Under Choice Based Credit & Semester System
(2014 Admission)

(As prescribed by MG University, Kottayam)

**REGULATIONS FOR UNDER GRADUATE PROGRAMMES UNDER CHOICE BASED
COURSE-CREDIT-SEMESTER SYSTEM AND GRADING, 2014.**

Preamble

The committee of experts constituted by the Kerala State Higher Education Council headed by Prof. B Hridayakumari, to study and make recommendations for the improvement of the working of the Choice Based Credit and Semester System in colleges affiliated to the Universities in the State had submitted a comprehensive report. After reviewing the entire scenario this committee recommended to the Higher Education Council that CBCSS may be maintained with some basic reforms. The old system was lacking in innovativeness and in the capacity to come to grips with fast changing global conditions. A few changes in the course and examination pattern may improve the situation to some extent. The Performance Grading of the learner shall be on the Seven Point Grading System. The absolute grading system of 07 points is the most popular grading system and has been accepted by the UNESCO, the Committee suggested that the overall structure of the 07 point grading system may be considered by all affiliating Universities of the State. It should be a simple and clear method; easy for the teacher to operate and the student to understand. There should be a clear distinction between letter grades so that the assessment is as precise as possible and just to the student. If necessary for the final grading at the end of the programme proper software could be devised to ensure exactitude as well as speed of evaluation. Teachers should use the marking system for each question for each course. Cumulative Grading will be done during the preparation of the final mark list of the programme. It is not claimed that the Seven Point Range Indirect Grading is the last word in grading, but it is a well thought out pattern for all the affiliating Universities to consider, within the limits of the present system. The State Government has accepted the recommendations of the Committee and the Syndicate of the Mahatma Gandhi University has resolved to reform the existing CBCSS regulations. Hence it becomes necessary to modify the existing CBCSS regulation as following.

1. TITLE

- 1.1. These regulations shall be called “Regulations for Under Graduate Programmes under Choice Based Course Credit Semester System and Grading, 2014”

2. SCOPE

- 2.1 Applicable to all regular non-professional Under Graduate Programmes conducted by the college for 2014 admissions.
- 2.2 The courses conducted in distance/off-campus and private registration shall not come under the purview of this regulation.
- 2.3 The provisions herein supersede all the existing regulations for the regular non-professional undergraduate programmes to the extent herein prescribed.

3. DEFINITIONS

- 3.1. **'Academic Week'** is a unit of five working days in which distribution of work is organized from day-one to day-five, with five contact hours of one hour duration on each day. A sequence of 18 such academic weeks constitutes a semester.
- 3.2. **'Additional Course'** is a course registered by a student over and above the minimum required courses.
- 3.3. **'Audit Course'** is a course for which no credits are awarded.
- 3.4. **'College Co-ordinator'** is a teacher nominated by the College Council to co-ordinate the continuous evaluation undertaken by various departments within the college. He/she shall be nominated to the college level monitoring committee.
- 3.5. **'Common Course I'** means a course that comes under the category of courses for English and **'Common Course II'** means additional language, a selection of both is compulsory for all students undergoing undergraduate programmes.
- 3.6. **'Complementary Course'** means a course which would enrich the study of core courses.
- 3.7. **'Core course'** means a course in the subject of specialization within a degree programme.
- 3.8. **'Course'** means a complete unit of learning which will be taught and evaluated within a semester.
- 3.9. **'Credit'** is the numerical value assigned to a course according to the relative importance of the content of the syllabus of the programme.
- 3.10. **'Department'** means any teaching department in a college.
- 3.11. **'Department Co-ordinator'** is a teacher nominated by a Department Council to co-ordinate the continuous evaluation undertaken in that department.
- 3.12. **'Department Council'** means the body of all teachers of a department in a college.
- 3.13. **'Faculty Advisor'** means a teacher from the parent department nominated by the Department Council, who will advise the student in the choice of his/her courses and other academic matters.
- 3.14. **Grace Marks** shall be awarded to candidates as per the University Orders issued from time to time.
- 3.15. **'Grade'** means a letter symbol (e.g., A, B, C, etc.), which indicates the broad level of performance of a student in a course/ semester/programme.
- 3.16. **'Grade point'** (GP) is the numerical indicator of the percentage of marks awarded to a student in a course.

3.17. '**Open course**' means a course outside the field of his/her specialization, which can be opted by a student.

3.18. '**Parent Department**' means the department which offers core courses within a degree programme.

3.19. '**Programme**' means a three/four year programme of study and examinations spread over six/eight semesters, according to the regulations of the respective programme, the successful completion of which would lead to the award of a degree

3.20. '**Semester**' means a term consisting of a minimum of **450** contact hours distributed over 90 working days, inclusive of examination days, within **18** five-day academic weeks.

3.21. Words and expressions used and not defined in this regulation shall have the same meaning assigned to them in the Act and Statutes.

4. ELIGIBILITY FOR ADMISSION, AND RESERVATION OF SEATS

4.1 Eligibility of admission, Norms for admission, reservation of seats for various Degree Programmes shall be according to the rules framed by the college from time to time.

5. DURATION

5.1 The duration of U.G. programmes shall be **6/8 semesters** (*the semesters* defined under 3.20, above).

5.2 The duration of odd semesters shall be from **June to October** and that of even semesters from **November to March**. There shall be three days *semester break after odd semesters and two months vacation during April and May in every academic year*.

5.3 A student may be permitted to complete the Programme, on valid reasons, within a period of 12/16 continuous semesters from the date of commencement of the first semester of the programme.

6. REGISTRATION

6.1 The strength of students for each course shall remain as per existing regulations, except in case of open courses for which there shall be a minimum of 15 and maximum of 75 students per batch, subject to a marginal increase of 10.

6.2 Each student shall register for the courses in the prescribed registration form in consultation with the Faculty Advisor within two weeks from the commencement of each semester. Faculty Adviser shall permit registration on the basis of the preferences of the student and availability of seats.

6.3 The number of courses/credits that a student can take in a semester is governed by the provisions in these regulations pertaining to the minimum and maximum number of credits permitted.

6.4 A student can opt out of a course/courses registered subject to the minimum credits requirement, within seven days from the commencement of the semester.

- 6.5** The college shall send a list of students registered for each programme in each semester giving the details of courses registered including repeat courses to the University in the prescribed form within **20** days from the commencement of the Semester.
- 6.6** Those students who possess the required minimum attendance and progress during an academic year/semester and could not register for the annual/semester examination are permitted to apply for Notional Registration to the examinations concerned enabling them to get promoted to the next class.

7. SCHEME AND SYLLABUS

- 7.1.** The U.G. programmes shall include (a) Common courses I & II, (b) Core courses, (c) Complementary Courses, (d) Open Course.
- 7.2.** Credit Transfer and Accumulation system can be adopted in the programme. Transfer of Credit consists of acknowledging, recognizing and accepting credits by an institution for programmes or courses completed at another institution. The Credit Transfer Scheme shall allow students pursuing a programme in one University to continue their education in another University without break.

8. PROGRAMME STRUCTURE

There shall be a maximum of three credits for the open course and remaining one credit should be shifted to choice based course or any other core course.

a	Programme Duration	6 Semesters
b	Total Credits required for successful completion of the programme	120
c	Minimum credits required from common courses	38
d	Minimum credits required from Core + complementary + vocational* courses including Project	79
e	Minimum credits required from Open course	3
f	Minimum attendance required	75%

*The credit distribution for vocational courses is to be decided separately.

DISTRIBUTION OF COURSES FOR U.G. PROGRAMME

There are 5 courses in each semester and 30 courses in six semesters.

Common Courses

Core Courses

Complementary Courses

Open Course (General)

OUTLINE OF COMMON COURSES

Course Code	Title of Course	No. of Contact Hours/Week	Credit	Semester
ENG1CSE	Communication Skills In English	5	4	1
ENG1RLE	Reading Literature in English	4	3	1
ENG2CTAWP	Critical Thinking, Academic Writing & Presentation	5	4	2
ENG2MVI	Musings on Vital Issues	4	3	2
ENG3RISSE	Reflections on Indian Polity, Secularism & Sustainable Environment	5	4	3
ENG4EPS	Evolution of the Philosophy of Science: Literary Perspectives	5	4	4

**COMMON COURSES
FOR B COM (MODEL I)**

Course Code	Title of Course	No. of Contact Hours/Week	Credit	Semester
ENG1CSE	Communication Skills in English	5	3	1
ENG2CTAWP	Critical Thinking, Academic Writing & Presentation	5	3	2
ENG3PL	Perspectives in Literature	3	3	3
ENG4RVI	Reflections on Vital Issues	3	3	4

1. OUTLINE OF THE CORE COURSES

Course Code	Title of Course	No. of Contact Hours/Week	Credit	Semester
ENG1MHL	Methodology of Humanities and Literature	6	4	1
CE1GCS	Grammar and Conversational Skills	4	4	1
CE2IC	Introduction to Communication	5	4	2
CE2BC	Business Communication	5	4	2
ENG3LI	Literature and Informatics	5	4	3

B.A Programme in English Literature and Communication Studies, St. Teresa's College (Autonomous), Ernakulam

CE3PMJ	Print Media and Journalism - 1	4	4	3
CE3ACW	Advertising and Copy Writing	5	4	3
ENG4RPO	Reading Poetry	5	4	4
ENG4RFI	Reading Fiction	4	4	4
CE4PMJ	Print Media and Journalism II	5	4	4
ENG5LL	Language and Linguistics	5	4	5
CE5CWTS	Creative Writing & Translation Studies	6	4	5
CE5MCBJ	Mass Communication and Broadcasting Media	5	4	5
CE5PR1	Public Relations 1	5	4	5
CE6PR2	Public Relations 2	5	4	6
CE6ED	Entrepreneurship Development	5	4	6
CE6OHR	Office Administration and Human Resource Management	5	4	6
CE6VM	Visual Media: TV & Cinema	5	4	6
CE6TT	Travel & Tourism- Elective	4	4	6
CE6P(PD)	Project/Dissertation	1	2	6

2. OUTLINE FOR COMPLEMENTARY COURSES

COMPLEMENTARY COURSE FOR STUDENTS OF ENGLISH LITERATURE AND COMMUNICATION STUDIES				
Course Code	Title of Course	No. of Contact Hours/Week	Credit	Semester
S01C01B	An Introduction to Sociology	6	4	1
S02C02B	Development of Sociological Theories	6	4	2
ENG3ELS	Evolution of Literary Movements: The Shapers of Destiny	6	4	3
ENG4ECC	Evolution of Literary Movements: The Cross-currents of Change	6	4	4

3. OUTLINE OF OPEN COURSES

OPEN COURSES (GENERAL) FOR STUDENTS OF OTHER DISCIPLINES				
Course Code	Title of Course	No. of Contact Hours/Week	Credit	Semester
ENG5TLAF(O)	Theory, Language and Appreciation of Films	4	4	5
ENG5MS(O)	Media Studies	4	4	5
ENG5EC(O)	English for Careers	4	4	5

**SEMESTER WISE DISTRIBUTION OF CREDITS AND HOURS
TOTAL 120 CREDITS**

SEMESTER I

SL	SUBJECT	COURSE CODE	CREDITS	HOURS/WEEK
1	Communication Skills in English	ENG1CSE	4	5
2	Reading Literature in English	ENG1RLE	3	4
3	Grammar and Conversational Skills	CE1GCS	4	4
4	Methodology of Humanities and Literature	ENG1MHL	4	6
5	Introduction to Sociology	SOC1IS	4	6
Total			19 Credits	

SEMESTER II

SL	SUBJECT	COURSE CODE	CREDITS	HOURS/WEEK
1	Critical Thinking, Academic Writing and Presentation	ENG2CTAWP	4	5
2	Musings on Vital Issues	ENG2MVI	3	4
3	Introduction to Communication	CE2IC	4	5
4	Business Communication	CE2BC	4	5
5	Development of Sociological Theories	SOC2DST	4	6
Total			19 Credits	

SEMESTER III

SL	SUBJECT	COURSE CODE	CREDITS	HOURS/WEEK
1	Reflections On Indian Polity, Secularism & Sustainable Environment	ENG3RISSE	4	5
2	Print Media and Journalism-1	CE3PMJ	4	4
3	Advertising and Copy Writing	CE3ACW	4	5
4	Literature and Informatics	ENG3LI	4	5
5	Evolution of Literary Movements : The Shapers of Destiny	ENG3ELS	4	6
Total			20 Credits	

SEMESTER IV

SL	SUBJECT	COURSE CODE	CREDITS	HOURS/WEEK
1	Evolution of the Philosophy of Science: Literary Perspectives	ENG4EPS	4	5
2	Reading Poetry	ENG4RPO	4	5
3	Reading Fiction	ENG4RFI	4	4
4	Print Media and Journalism II	CE4PMJ	4	5
5	Evolution of Literary Movements: Cross Currents of Change	ENG4ECC	4	6
Total			20 Credits	

SEMESTER V

SL	SUBJECT	COURSE CODE	CREDITS	HOURS/WEEK
1	Theory, Language and Appreciation of Films	ENG5TLAF(O)	4	4
2	Creative Writing & Translation Studies	CE5CWTS	4	6
3	Mass Communication & Broadcast Journalism	CE5MCBJ	4	5
4	Public Relations 1	CE5PR1	4	5
5	Language And Linguistics	ENG5LL	4	5
Total			20 Credits	

SEMESTER VI

SL	SUBJECT	COURSE CODE	CREDITS	HOURS/WEEK
1	Travel & Tourism	CE6TT	4	4
2	Public Relations 2	CE6PR2	4	5
3	Entrepreneurship Development	CE6ED	4	5
4	Office Administration and Human Resource Management	CE6OHR	4	5
5	Visual Media: TV & Cinema	CE6VM	4	5
6	Project/Dissertation	CE6P(PD)	2	1
Total			22 Credits	

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.

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 12 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 9 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 Literature and Communication Studies programme is 80.

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 college. 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:

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

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

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

DEPARTMENT OF COMMUNICATIVE ENGLISH

SEMESTER WISE DETAILS OF COURSES

No.	Course	Subject Code	Title of Paper	Course Détails (Core/ Comple/ Common/ Lang.
SEMESTER 1				
1	English	ENG1CSE	Communication Skills in English	Common Course
2	English	ENG1RLE	Reading Literature in English	Common Course
3	Communicative English	CE1GCS	Grammar and Conversational Skills	Core Theory
4	Communicative English	ENG1MHL	Methodology of Humanities and Literature	Core Theory
5	Sociology	SOC1IS	Introduction to Sociology	Complementary Theory
SEMESTER II				
1	English	ENG2CTAWP	Critical Thinking, Academic Writing and Presentation	Common Course
2	English	ENG2MVI	Musings on Vital Issues	Common Course
3	Communicative English	CE2IC	Introduction to Communication	Core Theory
4	Communicative English	CE2BC	Business Communication	Core Theory
5	Sociology	SOC2DST	Development of Sociological Theories	Complementary Theory

SEMESTER III				
1	English	ENG3RISSE	Reflections On Indian Polity, Secularism & Sustainable Environment	Common Course
2	Communicative English	CE3PMJ	Print Media and Journalism – 1	Core Theory
3	Communicative English	CE3ACW	Advertising and Copy Writing	Core Theory
4	Communicative English	ENG3LI	Literature and Informatics	Core Theory
5	Communicative English	ENG3ELS	Evolution of Literary Movements : The Shapers of Destiny	Complementary Theory
SEMESTER IV				
1	English	ENG4EPS	Evolution of the Philosophy of Science: Literary Perspectives	Common Course
2	Communicative English	ENG4RPO	Reading Poetry	Core Theory
3	Communicative English	ENG4RFI	Reading Fiction	Core Theory
4	Communicative English	CE4PMJ	Print Media and Journalism II	Core Theory
5	Communicative English	ENG4ECC	Evolution of Literary Movements: Cross Currents of Change	Complementary Theory

SEMESTER V				
1	Communicative English	ENG5TLAF(O)	Theory, Language and Appreciation of Films	Open Course
2	Communicative English	CE5CWTS	Creative Writing & Translation Studies	Core Theory
3	Communicative English	CE5MCBJ	Mass Communication and Broadcasting Media	Core Theory
4	Communicative English	CE5PR1	Public Relations 1	Core Theory
5	Communicative English	ENG5LL	Language And Linguistics	Core Theory
SEMESTER VI				
1	Communicative English	CE6PR2	Public Relations 2	Core Theory
2	Communicative English	CE6ED	Entrepreneurship Development	Core Theory
3	Communicative English	CE6OHR	Office Administration and Human Resource Management	Core Theory
4	Communicative English	CE6VM	Visual Media: TV & Cinema	Core Theory
5	Communicative English	CE6TT	Travel & Tourism	Choice Based Course
6	Project	CE6P(PD)	Project/ Dissertation	Core

DETAILS OF COURSES OFFERED BY DEPARTMENT OF COMMUNICATIVE ENGLISH

No.	Course	Subject Code	Title of paper	Course details (Core/ Comple/ Common/ Lang.
SEMESTER I				
1	English	ENG1CSE	Communication Skills in English	Common Course for French, Bharathanatyam, Commerce SF, BSc. Apparel & Merchandising, Computer Applications
2	English	ENG1RLE	Reading Literature in English	Common Course for French, Bharathanatyam
3	Communicative English	CE1GCS	Grammar and Conversational Skills	Core Theory
4	Communicative English	ENG1MHL	Methodology of Humanities and Literature	Core Theory
5	Communicative English	CE1IPCE	Introduction to Phonetics & Conversational English	Complementary Theory for French
SEMESTER II				
1	English	ENG2CTAWP	Critical Thinking, Academic Writing and Presentation	Common Course for French, Bharathanatyam, Commerce SF, BSc. Apparel &

				Merchandising, Computer Applications
2	English	ENG2MVI	Musings on Vital Issues	Common Course for French, Bharathanatyam
3	Communicative English	CE2IC	Introduction to Communication	Core Theory
4	Communicative English	CE2BC	Business Communication	Core Theory
5	Communicative English	CE2PECS	The Phonology of English and Communication Skills	Complementary Theory for French
SEMESTER III				
1	English	ENG3RISS E	Reflections On Indian Polity, Secularism & Sustainable Environment	Common Course for French, Bharathanatyam
2	Communicative English	CE3PMJ	Print Media and Journalism – 1	Core Theory
3	Communicative English	CE3ACW	Advertising and Copy Writing	Core Theory
4	Communicative English	ENG3LI	Literature and Informatics	Core Theory
5	Communicative English	ENG3ELS	Evolution of Literary Movements : The Shapers of Destiny	Complementary Theory
6	Communicative English	ENG3PL	Perspectives of Literature	Common Course for Commerce SF

SEMESTER IV				
1	English	ENG4EPS	Evolution of the Philosophy of Science: Literary Perspectives	Common Course for French, Bharathanatyam
2	Communicative English	ENG4RPO	Reading Poetry	Core Theory
3	Communicative English	ENG4RFI	Reading Fiction	Core Theory
4	Communicative English	CE4PMJ	Print Media and Journalism II	Core Theory
5	Communicative English	ENG4ECC	Evolution of Literary Movements: Cross Currents of Change	Complementary Theory
6	Communicative English	ENG4RVI	Reflections on Vital Issues	Common Course for Commerce SF
SEMESTER V				
1	Communicative English	ENG5TLAF(O)	Theory, Language and Appreciation of Films	Open Course
2	Communicative English	CE5CWTS	Creative Writing & Translation Studies	Core Theory
3	Communicative English	CE5MCBJ	Mass Communication & Broadcast Journalism	Core Theory
4	Communicative English	CE5PR1	Public Relations 1	Core Theory

5	Communicative English	ENG5LL	Language And Linguistics	Core Theory
SEMESTER VI				
1	Communicative English	CE6TT	Travel & Tourism	Choice Based Course
2	Communicative English	CE6PR2	Public Relations 2	Core Theory
3	Communicative English	CE6ED	Entrepreneurship Development	Core Theory
4	Communicative English	CE6OHR	Office Administration and Human Resource Management	Core Theory
5	Communicative English	CE6VM	Visual Media: TV & Cinema	Core Theory
6	Project/Dissertation	CE6P(PD)	Project/ Dissertation	Core

**B.A. PROGRAMME IN ENGLISH LITERATURE AND COMMUNICATION STUDIES (TWO MAIN)
SEMESTER – I**

CE1GCS – GRAMMAR AND CONVERSATIONAL SKILLS

90 Hours

The objective of modules 1 & 2 is to introduce students of the Communicative stream to Concepts of Grammar.

Module I

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 II

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)

The objective of modules 3 & 4 is to prepare students for different kinds of Compositions

Module III

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 IV

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)

Core Reference –

- 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.

BLUEPRINT

Modules	Hours	1 marks 10/10	2 marks 8/12	4 marks 6/9	15 marks 2/4	Total 80
Module I	26	3	3	2	1	32
Module II	22	2	3	3	1	35
Module III	22	3	3	2	1	32
Module IV	20	2	3	2	1	31

MODEL QP

Reg No:

Name.....

B.A. DEGREE (C.B.C.S.S) EXAMINATION
ENGLISH LITERATURE AND COMMUNICATION STUDIES (TWO MAIN)
SEMESTER I - CORE COURSE
CE1GCS - GRAMMAR AND CONVERSATIONAL SKILLS

Time: Three Hours

Maximum: 80 Marks

Part A

All questions are compulsory in this section.

Each question carries 1 mark.

(A) 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

(B) Fill in the blanks

6. He bought ----- new car
7. Could you -----pass me the sugar
8. -----do you want to meet?
9. -----leopard is the third largest of the Indian big cats
10. He can play -----flute

(10x1= 10)

Part B

Rewrite the sentences as directed.

Attempt any eight of the following.Each question carries 2 marks.

11. Frank doesn't know -----

(Complete by adding suitable noun clause)

12. He called to a nurse -----
(Add suitable adjective clause)
13. Joe recognised the man. The man had stopped his car to help
(Combine using adverb clause)
14. He liked my suggestion
(Change into complex sentence)
15. The teacher punished the boy for his disobedience
(Change into compound sentence)
16. "I'm going to the library now" said David
(Change into Indirect speech)
17. John said that he had been gardening for two Hours
(Change into Direct speech)
18. The two kings are signing the treaty
(Change into passive voice)
19. Have my orders been carried out by you?
(Change into active voice)
20. Wrong/you/courage/are/the/to/it/have/admit/if
(Rearrange the words to form meaningful sentences)
21. -----ink in my pen is red. (Insert suitable article)
22. Our neighbours have ----- cat. (Insert suitable article)

(8x2=16)

Part C

Answer any six of the following. Each question carries 4 marks

23. Expand: Man proposes, God disposes
24. Write a paragraph on table manners
25. You are a sales representative for your company. Write a letter to ABC Enterprises introducing one of your new products.
26. Write a notice to display on the notice board of your school regarding the tree plantation drive
27. Construct a dialogue between you and your friend planning a weekend
28. Write a report on your favourite cartoon

29. Fill in the blanks with suitable question tags:
30. Write a speech on "it is better to die on feet than to live on knees"

(6x4=24)

Part D

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

Each question carries 15 marks.

31. Write an essay on the use of mobile phone by youth
32. You are applying for the post of an executive manager in a reputed company. Prepare a detailed CV for this purpose
33. 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.

34. Expand the following.

Books-most valuable possession-real friends of the poor, sick and ill-fated-they help and guide us-enlighten our brain-bring us from darkness to light-from ignorance to knowledge.

(2x15=30)

**B.A. PROGRAMME IN ENGLISH LITERATURE AND COMMUNICATION STUDIES (TWO MAIN)
SEMESTER –I**

ENG1MHL -METHODOLOGY OF HUMANITIES AND LITERATURE 108 Hours

1. AIM OF THE COURSE

- The course is intended to introduce the student to the interrelationship between paradigms of social formation

2. OBJECTIVES OF THE COURSE

On completion of the course, the student should be able;

- To know and appreciate the location of literature within humanities
- To establish connections across frontiers of disciplines
- To critically engage with culture , gender and marginality
- To become acquainted with narration and representation.

COURSE OUTLINE

Module I

A : Understanding the humanities - the scientific method – how humanities explore reality – the natural and social sciences – facts and interpretation –study of natural and subjective world- tastes, values and belief systems

B: Language ,culture and identity- language in history- language in relation to caste, class, race and gender- language and colonialism.

C: Narration and representation- what is narration-narrative modes of thinking- narration in literature, philosophy and history- reading. (54 Hours)

Module II

(54 Hours)

The following essays are to be dealt with intensively in relation with the methodological questions raised above (module 1)

1.Peter Barry : “Theory before ‘theory’ – liberal humanism”. *Beginning Theory: An Introduction to Literary and Cultural Theory*. New York,Manchester. 1995. 11-38

2.Sudhir Kakar, Katharina Kakar. “The Hierarchical Man” *The Indians: Portrait of a People*. Penguin India, 2007. 7-24.

3.G. N. Devy. "Introduction" in Sharankumar Limbale's *The Outcaste:Akkarmashi*. New Delhi, OUP. 2008 xii-xxvi

4.V. Geetha. "God made you different, Nature made us different". *Gender*. Calcutta: Stree, 2002 11-23

5.Fridrun Rinner. "*The ArabianNights*: Telling Stories as a means of escape from death" .*Narrative. A Seminar*. New Delhi: Sahitya Akademi, 1994 180-185.

Note on Course work

The teaching of the course will involve making the student enter into a sort of dialogue with some of the issues raised in the reading material given above.

4. CORE TEXT

METHODOLOGYAND PERSPECTIVES OF HUMANITIES published by Pearson Longman 2009 (except chapter 4 "Indian Philosophy")

SOCIAL ROOTS OF LITERATURE. Edited by Dr.K.M.Krishnan and Tom Thomas; to be published by DC BOOKS and M. G.UNIVERSITY.

BLUEPRINT

Module	Hours	1 marks 10/10	2 marks 8/12	4 marks 6/9	15 marks 2/4	Total 80
Module I	54	6	6	4	2	64
Module II	54	4	6	5	2	66

MODEL QP

Reg. No.....

Name.....

**B. A. DEGREE (C.B.C.S.S.) EXAMINATION
FIRST SEMESTER - CORE COURSE
B.A ENGLISH LITERATURE AND COMMUNICATION STUDIES
ENG1MHL-METHODOLOGY OF HUMANITIES AND LITERATURE**

Time: Three Hours

Maximum Marks: 80

PART A

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

1. Define Hypertextuality.
2. What is historiography?
3. What should be done, according to Ngugi, "to decolonize the mind"?
4. How does Rinner visualize the role of the reader in narration?
5. What was the break though that came in 1826 in higher education?
6. What is Mimesis?
7. What did Frantz Fanon mean by the "Violence of language"?
8. Why do you consider 'mankind' to be an intensive word?
9. How can social sciences be called scientific?
10. How does Barthes distinguish between 'work' and 'text'?

(10x1=10)

PART B

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

11. Mention any four tenets of liberal humanism.
12. Comment on Limbale's autobiography.
13. What was Gramsci's contribution to Orientalism?
14. What is the contemporary media message to women?
15. "The literary text contains its own meaning within itself". Explain.

16. How does scientist approach gender difference?
17. How does caste operate as a status marker in Indian society?
18. Define Intertextuality.
19. What is the difference between 'Fabula' and 'Sjuzet'?
20. Write a note on materialism.
21. What is the role of a historian in the making of History?
22. What is your subject position in your family?

(8x2=16)

PART C

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

23. Write a note on cyclic narration with examples.
24. Discuss Vladimir Propp's analysis of the folk tale.
25. Comment on the way religions construct the male and female selves.
26. "There is no objectives historical truth." Explain.
27. "Indians are perhaps the world's most undemocratic people, living in the plural democracy".
Comment.
28. Write a note on Practical Criticism.
29. Distinguish between Histoire and Recit
30. What are the contributions of I. A. Richards to the study of English?
31. How does the Indian family operate as a cultural apparatus?

(6x4=24)

PART D

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

32. Discuss the philosophy of science.
33. Trace the changing roles of the "Father" in the Indian society.
34. Describe how language is class, caste, race and gender- specific.
35. How does literature explain the life of the people?

(2x15=30)

**B.A. PROGRAMME IN ENGLISH LITERATURE AND COMMUNICATION STUDIES (TWO MAIN)
SEMESTER –II**

CE2BC: BUSINESS COMMUNICATION

90 Hours

The objective of modules 1& 2 is to introduce students of Communicative stream to Business Communication and related aspects

Module I

What is Business Communication? Definitions --- The process of communication --- Objectives of Communication --- Types of communication --- Media of communication --- Principles of communication.

(22 Hours)

Module II

What is Corporate Communication? Definitions --- Corporate citizenship and social responsibility --- Corporate communication strategy --- Cross cultural Communication.

(24 Hours)

The objective of Module-3 is to enable students to write effective business letters

Module III

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.

(22 Hours)

The objective of Module-4 is to introduce students of Communicative stream to the role of Technology in communication.

Module IV

Role of Technology in communication --- Technology based Communication Tools--- Word Processor ---

Telex --- Facsimile --- E-mail --- Voice mail --- Internet ---Multimedia --- Teleconferencing.

(22 Hours)

BLUEPRINT

Module	Hours	1 marks 10/10	2 marks 8/12	4 marks 6/9	15 marks 2/4	Total 80
Module I	22	3	3	2	1	32
Module II	24	2	3	3	1	35
Module III	22	3	3	2	1	32
Module IV	24	2	3	2	1	31

MODEL QP

Reg. No :

Name :

B. A DEGREE (C.B.C.S.S) EXAMINATION
B.A ENGLISH LITERATURE AND COMMUNICATION STUDIES
SECOND SEMESTER-CORE COURSE
CE2BC – BUSINESS 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. List two points to be followed while composing an e-mail.
2. Define CSR.
3. What is group communication?
4. What is brand image?
5. Define communication strategy.
6. What is intrapersonal communication?
7. What are memos?
8. What is the purpose of a notice?
9. What is a collection letter?
10. Define telex. (10X1 = 10)

Part B

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

Each question carries 2 marks

11. What is the significance of feedback in communication?

12. What is non verbal communication?
13. What are the different types of group communication?
14. Differentiate between interpersonal and intrapersonal communication.
15. How does CSR contribute to the welfare of the commModuley?

16. What is corporate communication?
17. Define cross cultural communication.
18. What is insurance correspondence?
19. How are cancellations different from other kinds of business correspondence?
20. What are circulars?
21. Explain word processors.
22. What does 'cc' and 'bcc' mean in emails? (8X2=16)

Part C

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

*Each question carries **4** marks*

23. State the essential features of a business letter.
24. Prepare a notice for your residents' association about the proper management of waste within the neighbourhood.
25. Explain corporate citizenship with an example.
26. As the HR manager of a corporate company, draft a memo to all employees intimating them that their annual medical check up has been postponed.
27. What are the points to be noted while drafting an import- export letter?
28. Draft a letter to the bank manager enquiring about the status of an educational loan application you had filed two weeks ago.
29. What are the objectives of business communication?
30. Write a letter of application to the Regional HR of Google regarding an advertisement for the position of junior copywriter at their firm.
31. What are the different means of internal business communication?

(6X4= 24)

Part D

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

Each question carries 15 marks.

32. You are the chief executive of the customer relations department at an online shopping store and have received a complaint from one of your privileged customers about a product that did not suit his/ her requirements. Write an email in response.

33. List the advantages and disadvantages of the Internet and new media in communication.
34. Draft a letter of complaint to the Panchayath President regarding the dilapidated condition of the local playground and park. Offer suggestions as to how the local community can take up more responsibility in the park's upkeep.
35. Explain the importance of corporate communication strategy.

(15 X 2=30)

**BA PROGRAMME IN ENGLISH LITERATURE AND COMMUNICATION STUDIES (TWO MAIN)
SEMESTER II**

CE2IC: INTRODUCTION TO COMMUNICATION` 90 Hours

MODULE I

Meaning and need for communication-Different definitions of Communication- Types of Communication-Intrapersonal, interpersonal, group communication, mass communication-the process of communication-the main elements in the process barriers to communication-new information technologies (22 Hours)

MODULE II

Verbal and non-verbal communication-body language-personal appearance- posture-gestures-facial expression-eye contact-space distancing-pictorial communication-symbolic communication-communication through the five senses (24 Hours)

MODULE III

Communication Theories-Western communication theories-Laswell-Wilbur Schramm-Berlo-Indian communication theories-bhava, sadharanikaran-sahridaya. (22 Hours)

MODULE IV

Communication in Organisations-influence of technology on communication seminars and conferences- telephonic communication-interviews-group dynamics, audio-visual aids-communication and culture-importance of communication (22 Hours)

BLUEPRINT

Module	Hours	1 marks 10/10	2 marks 8/12	4 marks 6/9	15 marks 2/4	Total 80
Module I	22	3	3	2	1	32

Module II	24	2	3	3	1	35
Module III	22	3	3	2	1	32
Module IV	22	2	3	2	1	31

MODEL QP

Reg. No :

Name :

B. A DEGREE (C.B.C.S.S) EXAMINATION
B.A ENGLISH LITERATURE AND COMMUNICATION STUDIES
SECOND SEMESTER-CORE COURSE
CE2IC- 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?
7. What is transpersonal communication?
8. What are memos?
9. What is haptic communication?
10. Define pictographs

(1x10=10)

Part B

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

11. What is the significance of feedback in communication?
12. What is non verbal communication?
13. What are the different types of group communication?

14. Differentiate between interpersonal and intrapersonal communication.
15. What are the different types of interview questions?
16. What is corporate communication?
17. Define cross cultural communication.
18. What is insurance correspondence?
19. What is the role of eye contact in communication?
20. What are circulars?
21. Aristotle's rhetorics.
22. What does 'cc' and 'bcc' mean in emails?

(2x8=16)

Part C

*Answer any **six** of the following in a short paragraph.
Each question carries **4** marks*

23. State the essential features of a business letter.
24. What are the objectives of business communication?
25. What are the different means of internal business communication?
26. Explain Sahrdaya theory.
27. What is the difference between group communication and mass communication?
28. Osgood and Schramm model.
29. What are the barriers to communication?
30. What is communication through five senses?
31. Explain the 7 C's of Communication.

(4x6=24)

Part D

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

32. 'Need for communication is as basic as need for food.' Explain.
33. List the advantages and disadvantages of the Internet and new media in communication.
34. What is noise? What are the different types of barriers of communication?
35. Explain the importance of corporate communication strategy.

(2x15=30)

**BA PROGRAMME IN ENGLISH LITERATURE AND COMMUNICATION STUDIES (TWO MAIN)
SEMESTER III**

CE3PMJ: PRINT MEDIA AND JOURNALISM I

90 Hours

Module I -World Journalism

Concept, Evolution and Development of Journalism. Evolution and Development of Printing Press (Brief History – From Medieval Period Time). Role of Press in Social, Economic and Political Transformation. Comparative study of Journalism of Developed and Developing Countries (historical perspective). Brief Introduction of Important World Newspapers specially European & American. Brief Introduction of Important News Channels and Websites. (22 Hours)

Module II -Development of Journalism in India

Early Newspaper Publications in India. Press, Literature and Renaissance. Indian Language Press and English Press. Press and the Independence Struggle. Press and British Rule. Indian Press and Social Reform Movements (Untouchability, Women Issues, Communal Harmony, Swadeshi Movement etc). Indian Language Press and English Press in the Last Phase of Freedom Movement (1940-1947). History of Journalism in Kerala (24 Hours)

Module III -Post Independence Journalism

Press and Post Independence Challenges (Division, Communal Riots, First Election, Formation of First Government, Plan Period, Land Reforms, Abolition of Jamindari, Reorganization of States). Post Independence Governments and Press Regulations (Press Commission, Press Council of India). Press and Political System (Parliament, Constitution, Political Parties etc). Changing Nature of India Press after Independence

(Publication of New National and Regional Newspapers and Magazines). Parallel Journalism (Dalit Journalism, Small Magazines), Missionary Journalism. (22 Hours)

Module IV -Changing Face of Journalism and news Challenges

Modernization of Press and Press Management. National Press, Regional Press, District Level Press. Electronic Medium and Internet Journalism. Representative Newspapers and Magazines (Times of India, The Hindu, Indian Express, Hindustan Times, Malayala Manorama, Mathrubhumi, Outlook, India Today – Brief Introduction). Press and Contemporary Issues (Multilevel Governments, Human Right, Terrorism, Nationalism, Regionalism, Constitution Review, Social Justice etc.) Press and Secularism.

(22 Hours)

ReferenceBooks:

Journalism in India from the earliest times to the present day, Ranga Swami Parthasarathy, Sterling Publishers.

The Press Council, Dr. N.K. Trikha, Somaiya Publication.
Mass Communication in India, Keval J. Kumar, Jaico Publication – New Delhi.
India's Newspaper Revolution, Robbin Jeffery, Oxford University Press.

BLUEPRINT

Module	Hours	1 marks 10/10	2 marks 8/12	4 marks 6/9	15 marks 2/4	Total 80
Module I	22	3	3	2	1	32
Module II	24	2	3	3	1	35
Module III	22	3	3	2	1	32
Module IV	22	2	3	2	1	31

Model QP Code

Reg. No :

Name :

**B.A. DEGREE (C.B.C.S.S) EXAMINATION
B.A. ENGLISH LITERATURE AND COMMUNICATION STUDIES
THIRD SEMESTER
CORE COURSE
CE3PMJ– PRINT MEDIA AND JOURNALISM-I**

Time: 3 Hours

Maximum: 80 Marks

PART A

Answer **all** questions. (Each question carries **1 mark**.)

(10x1=10)

1. 'Kesari' was run by_____
2. Who owns the magazine *Outlook*?
3. _____ was the first newspaper owned by an Indian.
4. _____ is the only English-language daily newspaper published in Montreal, Quebec, Canada.
5. The founder of *Brahmo Samaj* is_____
6. What is Dalit Journalism?
7. Who is the current Editor-in-Chief of The Hindustan Times?
8. INS stands for_____
9. The first Press Commission was chaired by_____
10. Who is the first woman journalist?

PART B

Answer any **eight** questions in a paragraph.

(Each question carries **2 marks**.)

(8x2=16)

11. *Acta Diurna*.

12. Rammohan Roy as a journalist.
13. The Gutenberg Bible
14. Press Council of India.
15. Renaissance literature in India.

16. India Today
17. Prasar Bharathi.
18. Why was name *The Oxford Gazette* changed to *The London Gazette*?
19. Parallel Journalism.
20. What is Vernacular Press?
21. Media freedom in India.
22. What are the contributions made by William Caxton?

PART C

*Answer any **six** of the following in about 100 words each.*

(Each question carries 4 marks.)

(6x4=24)

23. Press and Human Rights.
24. Examine the role of missionaries in beginning the newspapers.
25. Write short note on British Broadcasting Corporation.
26. Times of India Group
27. Explain the status of media during Emergency.
28. American Journalism.
29. Discuss the Post Independence Press Regulations.
30. What is press management?
31. Discuss Gandhiji's contribution to journalism.

PART D

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

(Each question carries 15 marks.)

(2x15=30)

32. What is the role of the press in the social, economic and political transformation?

33. Briefly discuss the social reform movements in India.
34. What is the future of journalism? Elucidate with special reference to electronic medium and internet journalism.
35. What were the challenges that the Indian Press faced Post Independence?

B.A. ENGLISH LITERATURE AND COMMUNICATION STUDIES (TWO MAIN)

SEMESTER- III

CE3ACW: ADVERTISING AND COPY WRITING

90 Hours

Module I

Definitions of Advertising - History of Advertising - Advertising in the US - Growth of Advertising in India - Current scenario. Purpose of Advertising - Need for Advertising - Impact of Advertising: Social impact of Advertising, Economic effects of Advertising. Types/forms of Advertising - Advertising as a tool of Marketing - Marketing Mix – Sales Promotion and Advertising

(22 Hours)

Module II

Media of Advertising - Print, TV, Radio, Magazine, Vehicular, Online or web advertising, Elements of an Ad - headline, body copy, graphics and illustrations. AIDA and DAGMAR., Advertising Creative Development Process: Strategy, Creative Development, developing the ad, testing effectiveness, Thumbnails, creating story boards and shooting scripts for AV ads and audio scripts for Radio ads.

(24 Hours)

Module III

Media Strategy and Media Planning – Branding: Techniques of branding - Market Research for Advertisement - Methods of Research and Evaluation - Audience and Market Studies

(22 Hours)

Module IV

Advertising Agencies: Structure and Management – Careers in Advertising Industry - Ethics in Advertising - Advertisement and Law

(22 Hours)

Practical

Project: Create an ad campaign for a product/service. The student would have to create 3 advertisements to be broadcasted /telecasted through 3 different media.

Reference Text

- 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

BLUEPRINT

Module	Hours	1 marks 10/10	2 marks 8/12	4 marks 6/9	15 marks 2/4	Total 80
Module I	22	3	3	2	1	32
Module II	24	2	3	3	1	35
Module III	22	3	3	2	1	32
Module IV	22	2	3	2	1	31

Model QP

Reg. No.....

Name.....

**B. A. DEGREE (C.B.C.S.S.) EXAMINATION
B.A ENGLISH LITERATURE AND COMMUNICATION STUDIES
THIRD SEMESTER- CORE COURSE
CE3ACW – ADVERTISING AND COPY WRITING: THEORY**

Time: Three Hours

Maximum Marks: 80

PART A

*Answer all questions. (Each question carries **1 mark**.)*

(10x1=10)

1. Define advertising.
2. Mention two Indian advertisements with the tagline used.
3. What is direct advertising?
4. What is floating advertisement?
5. Expand the acronym AIDA.
6. What is a media plan?
7. Define branding.
8. Sate two branding techniques.

9. What is a creative brief?

10. State two popular advertising agencies in India.

PART B

*Answer any **eight** questions in a paragraph.*

*(Each question carries **2 marks**.)*

(8x2=16)

11. What is positive emotional appeal? Give two examples.

12. What is a trading stamp?

13. How is personal selling different from advertising?

14. What do you mean by comparative advertising?

15. What is the difference between seals and logo types?

16. Define two different types of body copy.

17. What is a jingle?

18. Which is the most suitable media for FMC goods? Give examples.

19. Why is market research important in advertising?

20. What is brand preference?

21. What is the role of a client service executive in an advertising agency?

22. What are the career opportunities in the field of advertising?

PART C

*Answer any **six** of the following in about **100 words** each.*

*(Each question carries **4 marks**.)*

(6x4=24)

23. What are the objectives of advertising?

24. What is marketing mix? What are the factors influencing the marketing mix?

25. DAGMAR approach.
26. What are the advantages of web advertising?
27. Distinguish between advertising and marketing.
28. What is market survey? Explain two techniques employed in market survey.
29. What are the functions of an Art Director in an advertising agency?
30. What are the essentials of a good advertising campaign?
31. Explain advertising law.

PART D

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

*(Each question carries **15 marks**.)*

(2x15=30)

32. Explain the economic effects of advertising.
33. Describe the principles of layout in an advertisement.
34. Elaborate the process involved in media planning?
35. Explain the organisational structure of an advertising agency.

BA PROGRAMME IN ENGLISH LITERATURE AND COMMUNICATION STUDIES (TWO MAIN)

SEMESTER III

ENG3LI -LITERATURE AND INFORMATICS

90 Hours

AIM OF THE COURSE

- To introduce students to the various relevant aspects of Information Technology and Computers which will facilitate the study of literature.
- To equip the students to make use of the possibilities existing in the IT sector.

OBJECTIVES OF THE COURSE

Upon completion of the course:

- The students will have a thorough general awareness of computer hardware and software.
- The students will have good practical skill in performing common basic tasks with the computers.
- The students are expected to create PowerPoint presentations on any topic in literature incorporating extensively researched web sources.

3. COURSE OUTLINE

MODULE I: ICT SKILLS FOR HIGHER EDUCATION

(36 HOURS)

Data, information and knowledge – Various file formats – Networking - Internet access methods: Broadband connections, Dial-up connection – Academic search techniques: Favorites and bookmarks, search engines, subject directories, Wikis - Evaluating Web Sites - Creating a cyber presence: Instant messaging, Podcasts, Blogs and Vlogs, Webcasts, E-mail, Group Communication – Social networking – Academic web sites – Copyrights and patents - Plagiarism and how to detect it - IT in education - Educational software - Reference software – Academic services: INFLIBNET, NICNET, BRNET – Online libraries – E-journals – E-content development - IT in publishing – IT in film and media – Artificial intelligence – Virtual reality – Virtual classrooms – EDUSAT - Presentation software – Speech-recognition software – Machine translation - Documentation software - Language computing tools in Indic languages

MODULE II: SOCIAL INFORMATICS

(36 HOURS)

Digital society and its challenges – IT and development – Free software movement: Open Source Software, Linux – New opportunities in the IT industry – IT industry threats: Theft, Spam, Cookies, Adware, Spyware, Malware, Phishing and internet hoaxes, Hackers, Trojan horses – Computer safeguards – Cyber ethics – Cyber security: Firewalls, other security measures – Privacy issues – Cyber laws – Cyber addiction – Information overload – Proper usage of computers – Internet and mobile phone – e-waste and green computing – Impact of IT on language and culture

MODULE III: WRITINGS ON INFORMATICS

(18 HOURS)

Various essays dealing with informatics and its role in the society

CORE TEXT

Alan Evans et al. *Literature and Informatics: Technology in Action*. Pearson Education.

BLUEPRINT

Module	Hours	Part A 10/10	Part B 8/12	Part C 6/9	Part D 2/4	Total
I	36	4	4	3	2	54
II	36	3	4	4	1	42

III	18	3	4	2	1	34
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MODEL QP

Reg. No.....

Name.....

**B. A. DEGREE (C.B.C.S.S.) EXAMINATION
B.A ENGLISH LITERATURE AND COMMUNICATION STUDIES
THIRD SEMESTER - CORE COURSE
ENG3LI-LITERATURE AND INFORMATICS**

Time: Three Hours

Maximum Marks: 80

PART A

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

1. Name the three parts of a search engine.
2. Define plagiarism.
3. What are the four major functions of a computer?
4. What is webcast?
5. What is open source software?
6. What are cookies?
7. What is spam?
8. What are cyber laws?
9. What is technology?
10. Define homeostasis.

(10x1=10)

PART B

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

11. What are WIKIS?
12. Open Access Publishing models?
13. What is DSL Modem?
14. What is an email?
15. Explain ubiquity in computing.
16. Distinguish between Logic Bombs and Time Bombs.
17. What is information overload?

18. What is packet sniffer?
19. What is Land Warrior Project?
20. Why does Norman Myers say that trend towards privatized knowledge is regrettable?
21. What is synchronous and asynchronous learning?
22. What is population carrying capacity?

(8x2=16)

PART C

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

23. Differentiate between search engine and subject dictionary.
24. What is virtual classroom? Can virtual classroom replace real classroom?
25. Write a short note on dial-up connection.
26. Write a brief note on hackers.
27. Describe the benefits of telemedicine.
28. Describe an Indian IT industry in detail.
29. Differentiate between Computer viruses and Worms
30. List out the telecommunication technologies that can be used in distance education and discuss the limitations and benefits of each.
31. How can technology be used to benefit the soldier in war?

(6x4=24)

PART D

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

32. Explain the various health- related issues associated with computer usage and their remedies and guidelines.
33. Summarise Alcorn's view's about technology
34. How does computer technology help in the field of medicine?
35. Write an essay on the major academic services.

(2x15=30)

BA PROGRAMME IN ENGLISH LITERATURE AND COMMUNICATION STUDIES (TWO MAIN)

SEMESTER IV

ENG4RPO - READING POETRY

90 Hours

AIM OF THE COURSE:

To enhance the level of critical thinking and appreciation of poems from different contexts and genres

OBJECTIVES:

To introduce the students to the basic elements of poetry- to enrich the students through various perspectives readings in poetry

COURSE OUTLINE

Module I

(18 Hours)

The Poet - The Nature and the Language of Poetry - On studying poetry - Rhythm and metre - Scansion - Free verse - Forms - Sonnets - Ode - Epic - Mock epic - Elegy - Pastoral poetry - Ballad - Lyric Genres: Narrative poetry - Dramatic poetry - Satirical poetry - Prose poetry - Pattern poetry

The students are also to be made familiar with the following terms and figures of speech: Rhyme – Alliteration – Assonance – Simile – Metaphor – Extended metaphor – Pun

Module II -Reading British Poets

(36 Hours)

1. Shakespeare : “Poor Soul, the Centre of My Sinful Earth”
(Sonnet No.146)
2. Milton : “The Invocation (*Paradise Lost*, Book 1)
3. John Donne : “The Sunne Rising’
4. Thomas Gray : “Ode on the Death of a Favourite Cat”
5. P B Shelley : “To a Skylark”

6. George Gordon Byron : “Venice”
7. Robert Browning : “My Last Duchess”
8. T. S. Eliot : “Journey Of the Magi”
9. Dylan Thomas : “In My Craft or Sullen Art”
10. Stephen Spender : “What I Expected Was”

Note: “Immortality Ode” by William Wordsworth and “The Scholar Gipsy” by Matthew Arnold are excluded.

Module III: Other Perspectives in Poetry

(36 Hours)

1. W B Yeats : “Sailing to Byzantium”
2. Derek Walcott : “A Sea-Chantey’
3. Pablo Neruda : “Tonight I can Write”
4. Walt Whitman : “**Gods**”
5. Wole Soyinka : “To My First White Hairs”
6. Robert Kroetsch : “I’m Getting Old Now”
7. Sylvia Plath : “Tulips”
8. Jayanta Mahapatra : “Hunger”
9. Dilip Chitre : “Father Returning Home
10. Ayappa Paniker : “Where are the woods, Children”
11. Gabriel Okara : “The Mystic Drum”.
12. Vincent Buckley : “Late Tutorial”

CORE TEXT

C A Varghese Ed. *Spring Rhythms: Poetic Selections*. DC Books.

BLUEPRINT

Module	Hours	Part A - 10/10	Part B – 8/12	Part C – 6/9	Part D – 2/4	Total

I	18	3	4	2	1	34
II	36	3	4	4	1	42
III	36	4	4	3	2	54

MODEL QP

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

**B. A. DEGREE (C.B.C.S.S.) EXAMINATION
B.A ENGLISH LITERATURE AND COMMUNICATION STUDIES
FOURTH SEMESTER - CORE COURSE
ENG4RP0-READING POETRY**

Time: Three Hours

Maximum Marks: 80

PART A

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

1. What is the significance of the images used in "Where are the Woods Children"?
2. Why is the fisherman's house compared to wound "Hunger"?
3. What does growing like a bad weed mean in "I'm Getting Old Now"?
4. How does the poet describe old age in "Sailing to Byzantium"?
5. Which is the strange disease of modern life mentioned by Arnold in "The Scholar Gypsy"?
6. What kind of a person was the Duke of "My Last-Duchess"?
7. Which are plays of Shakespeare mentioned in the poem "Venice"?
8. How does Derek Walcott sing of toil and trouble the underlie the apparent beauty and calmness of West Indies
9. Why is a drum regarded as mystic?
10. "There were times we regretted." What did they regret in "Journey of the Magi"?

(10x1=10)

PART B

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

11. What message does Buckley convey through his poem?
12. Comment on the title of the poem "Where are the Woods, Children".
13. What do weak tea and stale chapatti signify in "Father Returning Home"?
14. What are the two types of hunger portrayed in "Hunger"?
15. Mention the significance of Neptune taming the sea-horse in the context of "My Last Duchess".
16. Why is the lover reluctant to close his eyes in "The Sunne Rising"?
17. Why was the birth "hard and bitter agony for us"?
18. Describe the sights and sounds of the coastal regions in Derek Walcott's poem.
19. What is the theme of Whitman's poem?
20. Why does the father, in Chitre's poem, travel by the late evening train?
21. Why did Milton write "Paradise Lost"?
22. What is a "Mock-Heroic" Poem?

(8x2=16)

PART C

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

23. Comment on the term "rebel powers" in "Poor Soul, the Centre of my Sinful Earth".
24. How is happiness of the Skylark different from that of man?
25. What are the Duke's grievances against his wife?
26. Explain the line "I labour by singing light" in the poem by Dylan Thomas.
27. Comment on the racial significances of "To My First White Hairs".
28. How do the tulips disturb the speaker of Sylvia Plath's poem?
29. Write a short essay on the different forms of poetry.
30. Explain the stylistic excellence of the poem "Venice".
31. Comment on the title "A Sea-Chantey".

(6x4=24)

PART D

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

32. Write an essay on the nature and language of poetry.
33. Discuss "My Last Duchess" as a dramatic monologue.
34. Consider "The Mystic Drum" as essentially a love poem.
35. Examine the feelings described by Pablo Neruda in his poem.

(2x15=30)

BA PROGRAMME IN ENGLISH LITERATURE AND COMMUNICATION STUDIES (TWO MAIN)

SEMESTER- IV

ENG4RFI: READING FICTION

72 Hours

Aim of the course:

To introduce the students to different kinds of fiction and to help them appreciate fiction.

Objectives:

To develop critical thinking and imagination through long and short fiction and to familiarize students with cultural diversity through different representative samples of fiction.

COURSE OUTLINE

Module I : Novel (36 Hours)

The Great Gatsby- F Scott Fitzgerald

Module II : Short Fiction (36 Hours)

1. James Thurber : "The Night the Ghost Got in"
2. John Galsworthy : "Quality"
3. Anton Chekhov : "The Bet"
4. Somerset Maugham : "The Verger"

5. Guy de Maupassant : "The Terror"
6. Mulk Raj Anand : "The Gold Watch"
7. D H Lawrence : "The Rocking Horse Winner"
8. Karel Capek : "The Last Judgment"
9. George Louis Borges : "The Shape of the Sword"
10. Chinua Achebe : "The Sacrificial Egg"
11. Nadine Godimer : "A Watcher of the Dead"
12. V S Naipaul : "Love, Love, Love Alone"

CORE TEXT

Dr Leesa Sadasivan Ed. *Tales to Remember*. OUP

BLUEPRINT

Module	Hours	Part A 10/10	Part B 8/12	Part C 6/9	Part D 2/4	Total
I	36	6	6	4	2	64
II	36	4	6	5	2	66

MODEL QP

Reg. No.....

Name.....

**B. A. DEGREE (C.B.C.S.S.) EXAMINATION
B.A ENGLISH LITERATURE AND COMMUNICATION STUDIES
FOURTH SEMESTER - CORE COURSE
ENG4RFI – READING FICTION**

Time: Three Hours

Maximum Marks: 80

PART A

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

1. What happened to Mr. Gessler's shop finally?
2. Why can't God judge Kugler?
3. Mr. Acton's unusual visit betokened disaster. Why?
4. Why did Angela decide to leave Toni?
5. Who is Klipspringer?
6. Who is Henry C Gatz?
7. What did Ms Baker tell Nick about Tom?
8. Why did Nick Carraway go to the party?
9. Name the tribe the owned the great market.
10. Who is Myrtel?

(10x1=10)

PART B

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

11. Write a note on the tone and mood of the story "The Terror".
12. Describe Paul's attachment to his mother
13. Consider "The Night The Ghost Got In" as a comedy of errors.
14. Why was Sharma crestfallen after meeting with Acton?
15. Describe the market on the Nkwo day.
16. Would it be apt to say that the story "the Verger" illustrate future.
17. Attempt a character sketch of Daisy
18. Describe Nick's relationship with Jordan
19. Describe the narrator's house in " The Great Gatsby"
20. What does Gatsby tell Nick about Himself?
21. Describe the meeting between Gatsby and Daisy
22. What are the political issues underlined in the novel the Great Gatsby?

(8x2=16)

PART C

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

23. Describe the girl whom the narrator is going to marry in the story "The Terror".
24. "Man isn't worthy of divine judgment". Comment.
25. Do you agree that in the story "The Shape of the Sword" the man's identity is ambiguous? If yes, give reason
26. Sketch the character of the mother in "A Watch of the Dead".
27. What happens between Nick and Jordan Baker?
28. What is the theme of "The Great Gatsby"?
29. Describe the Buchanan's house
30. Attempt to sketch the character of Nick.
31. Describe the tone and mood of the story "The Terror".

(6x4=24)

PART D

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

32. Attempt a character sketch of Gatsby.
33. Write an essay on the narrative pattern in 'The Great Gatsby'.
34. "To live any how is better than not living at all". Discuss.
35. "The East Is East, The West is West; never the twain shall meet.", observed Rudyard Kipling. Does the comment make sense in this East – West encounter? Discuss in the light of the story "The Gold Watch".

(2x15=30)

BA PROGRAMME IN ENGLISH LITERATURE AND COMMUNICATION STUDIES (TWO MAIN)

SEMESTER- IV

CE4PMJ2: PRINT MEDIA AND JOURNALISM II

90 Hours

Module I- Reporting and Photojournalism.

Reporter's Role- Duties and qualities- Basic components of a news story- Human Interest story- structure of a news report- news leads- curtain raiser- live reporting- investigative reporting- news sources- reporting public affairs, meetings, conferences and social events- crime, legislature, courts and sports reporting- specialized reporting-environment, health, science etc. Expression through photographic image- picture editing- persuasive photographs- photo essays and photo magazines. (22 Hours)

Module II- Editing

The Indian Editor: yesterday, today and tomorrow- editing news- tools of the editorfunctions of editors- editorial writing- how to write headlines- glossary of terms for editors- making up the paper- elements and principles of good writing- freelancing. (24 Hours)

Module III- Magazine Journalism

Difference between feature writing and news writing- types of features –building up the feature— publication-illustration-book, art, theatre reviews-prospects and problems of feature writing. Origin of magazine journalism- categories of magazine- writing for women and children, industry, science, sports, films- columns and columnists- magazine covers- magazine editing- layout and design- future of magazines in India (22 Hours)

Module IV-Printing and Production

Brief history of printing- typography- digitalization of the process- digital photography production of online newspapers and magazines. (22 Hours)

Practical

Visit and tour of a newspaper organization

Production of a newspaper

Reference Books:

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.

BLUEPRINT

Module	Hours	1 marks 10/10	2 marks 8/12	4 marks 6/9	15 marks 2/4	Total 80
Module I	22	3	3	2	1	32
Module II	24	2	3	3	1	35
Module III	22	3	3	2	1	32
Module IV	22	2	3	2	1	31

MODEL QP

Reg. No :

Name :

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

B.A. ENGLISH LITERATURE AND COMMUNICATION STUDIES

FOURTH SEMESTER - CORE COURSE

CE4PMJ- PRINT MEDIA AND JOURNALISM-II

Time: 3 Hours

Maximum: 80 Marks

PART A

Answer **all** questions. (Each question carries **1 mark.**)

(10x1=10)

1. State any two types of leads used in writing a newspaper report.
2. Define byline.
3. A person who writes a regular column giving a personal opinion is called _____.
4. A person who checks spelling and punctuation in an edited copy is called _____.
5. What is a masthead?
6. What is bleeding?
7. State two file extensions that are commonly used for image files.
8. What is scrum?
9. Give two International women's magazines.
10. Who is the current editor of Vanitha?

PART B

Answer any **eight** questions in a paragraph.

(Each question carries **2 marks.**)

(8x2=16)

11. What are 'news values' one should keep in mind while selecting News?
12. What is typography?
13. Offset Lithography.
14. State the different type of features with examples.
15. What is SIN?

16. What is the main point that the editor should keep in mind when he is editing for a magazine?
17. What is copy editing?
18. What is the function of the 'Letters to the Editor'?
19. What is OP-ED?
20. What is a 'Drab Lead'? Give an example.
21. Define curtain raiser.
22. How is hard news different from soft news?

PART C

Answer any six of the following in about 100 words each.

(Each question carries 4 marks.)

(6x4=24)

23. What is beat reporting?
24. What are the four major printing processes?
25. Write a short note on Photo Feature.
26. What are the basic rules of editing a news story?
27. Write an editorial on the increasing menace of stray dogs in your city.
28. What is planography?
29. What is the purpose of Editorial?
30. Write a feature on the latest gadgets in the market for a technology magazine.
31. What is the difference between a feature and a news report?

PART D

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

(Each question carries 15 marks.)

(2x15=30)

32. Write a report for your college newspaper about the President's visit to your college.
33. What is the significance of headlines in a newspaper? What are the various types of headlines?
34. Choose any one issue of a popular general interest magazine and explain elements that have kept it popular.
35. Explain the production of an online magazine.

SYLLABI FOR OPEN COURSE

THEORY, LANGUAGE AND APPRECIATION OF FILMS

72 Hours

SEMESTER: V

COURSE CODE: ENG5TLAF

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'

Recommended Reading:

- i. Villarejo, Amy. *Film Studies*. London: Routledge, 2007.
ii. Corrigan ,Timothy J. *A Short Guide to Writing about Film*. Pearson education.
VI Edition.
iii. Ray, Satyajit. *Our Films, Their Films*. Hyderabad: Orient Blackswan,
2009
iv. Heyward, Susan. *Key Concepts in Cinema Studies*. London: Routledge.
v. Andrew, Dudley. *The Major Film Theories*. OUP.
vi. Andrew, Dudley. *Concepts in Film Theory*. OUP.
vii. J Viridi, yothika. *The Cinematic Imagination* .Permanent Black. Orient Longman.
viii. Gopinathan, K. Ed. *Film and Philosophy*. University of Calicut: Publication
Division.
ix. Kupsc, Jarek. *The History of Cinema for Beginners*. Orient Longman.
x. Figgis, Mike. *Digital Filmmaking*.
xii. Wills, Paul. *Understanding Animation*.
xiii. Marshall, Jill and Wenndly, Angela. *The Language of Television*.

BLUEPRINT

Module	Hours	1 marks 10/10	2 marks 8/12	4 marks 6/9	15 marks 2/4	Total 80
Module I	18	3	3	2	1	32
Module II	18	2	3	3	1	35
Module III	18	3	3	2	1	32
Module IV	18	2	3	2	1	31

MODEL QP

Reg. No.....

Name.....

B. A. DEGREE (C.B.C.S.S.) EXAMINATION
B.A ENGLISH LITERATURE AND COMMUNICATION STUDIES
FIFTH SEMESTER - CORE COURSE
ENG5TLAF – THEORY, LANGUAGE AND APPRECIATION OF FILMS

Time: Three Hours

Maximum Marks: 80

PART A

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

1. The first talkie in Indian cinema is _____.
2. Cinema is based on the physical principle of _____.
3. Cinematographe
4. Satyajith Ray wrote the script of 'Nayak' with which actor in mind?
5. Who is the protagonist in 'Mathikual'?
6. 'Pride and Prejudice' was an adaptation of a novel by _____.
7. Who directed the film *Chemmeen*?
8. What are telefilms?
9. What is a 'sequence'?
10. What are the three stages of film production?

(10x1=10)

PART B

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

11. Sergei Eisenstein
12. What is nouvelle vague?
13. What is Apparatus Theory?
14. What are the two kinds of directors that Andre Bazin identifies in his essay 'the Evolution of the Language of Cinema'?
15. How did Satyajit Ray handle his actors?
16. What is the main drawback of popular cinema according to Adoor Gopalakrishnan?

17. Explain the term 'genre' with examples.
18. What is the difference between a scene and a sequence?
19. How did Maxim Gorky use his film to propagate social ideologies?
20. Give your opinion on film adaptations citing an example.
21. Comment on the use of music in the film *Chemmeen*.
22. What do you understand by the term 'temporal ellipsis'?

(8x2=16)

PART C

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

23. Auteur theory
24. Neo-realism
25. Why does Buddhadeb Das Gupta says that there is a close link between Indian Cinema and literature?
26. What are Satyajit Ray's views on cinematography?
27. What is three-point lighting?
28. How far could Ram Karaiattu explain the myth related to the Sea Goddess in '*Chemmeen*'?
29. Explain the 180 degree rule.
30. Comment on montage as an editing technique.
31. Illustrate the major deviations from effected by Satyajit Ray in '*Ganasathru*' from the original play.

(6x4=24)

PART D

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

32. Briefly trace the history and growth of Indian Cinema.
33. The character of Narayani in '*Mathilukal*' is a challenge to any film maker. How far Adoor Gopalkrishnan was successful in overcoming this challenge?
34. What are the various steps involved in production of a film?
35. Comment on the film '*My Fair Lady*' as an adaptation of GB Shaw's '*Pygmalion*'

(15x2=30)

B.A. PROGRAMME IN ENGLISH LITERATURE AND COMMUNICATION STUDIES (TWO MAIN)

SEMESTER- V

CE5CWTS: CREATIVE WRITING AND TRANSLATION STUDIES 108 Hours

PART A – CREATIVE WRITING (54 Hours)

The objective of modules 1 & 2 is to prepare students of the Communicative stream to achieve effective communication in all situations.

Module I

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 II

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

No core text book is needed for Module 1 & 2

The objective of modules 3&4 is to prepare students for different kinds of writing.

Module III

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

Module IV

Letter writing-different kinds of letters-format-organizing information-style and tone paraphrasing and expansion-critical appreciation of poetry-paraphrasing poems-general essays- descriptive writing-report writing.

Core Reference-

- 1) Tricia Hedge Writing, OUP, 1986
- 2) Kith Johnson Communicate in Writing, Longman 1981

PART B – TRANSLATION STUDIES

(54 Hours)

Module I

What is translation? – Definitions – Is it science or art or craft? Is it interpretation or is it creation?
Significance of translation – Aids and tools of translation – Text analysis, transfer and restructuring –
Word for word translation and sense for sense translation.

Module II

Equivalence in translation – Areas where the concept of equivalence is applicable – Paradigmatic
equivalence – Stylistic equivalence – textual equivalence – dynamic equivalence and formal
equivalence – Levels of language – Rank bound translation and unbounded translation – Decoding and
recoding.

No text book is need for Modules 1&2

Module III

Translation and interpretation - exegesis and hermeneutics – untranslatability – translating idioms and
jokes – culture bound expressions – transparency in translation – back translation – transliteration – the
different stages of the process of translation - John Dryden's classification of translation – Roman
Jakobson's classification of inter lingual translation, intra-lingual translation and inter-semiotic translation
– translation from non-related language – loss and gain in translation – the function of footnotes in
translation.

Module IV

History of translation – Bible translators and their contributions – Translation and objectivity –
Fidelity of the translator – Types of translation – Semantic translation and communicative
translation – Machine translation – Domestication of translation and foreignisation of translation
– Creativity in translation – Translating scientific and technical texts – Significance of culture in

translation – Limitations of the translator – Types of equivalences in translation – Translation and linguistic bridge building.

Core Reference:

Translation Studies by Susan Bassnett; Routledge, 1980

Toward a Science of Translation by Eugene Nida, 1964

The Translators invisibility by Lawrence Venuti, 199

BLUEPRINT

Module	Hours	1 marks 10/10	2 marks 8/12	4 marks 6/9	15 marks 2/4	Total 80
Part A	54	5	6	5	2	67
Part B	54	5	6	4	2	57

MODEL QP

Reg. No.....

Name.....

B. A. DEGREE (C.B.C.S.S.) EXAMINATION
B.A ENGLISH LITERATURE AND COMMUNICATION STUDIES
FIFTH SEMESTER - CORE COURSE
CE5CWTS – CREATIVE WRITING AND TRANSLATION STUDIES

Time: Three Hours

Maximum Marks: 80

PART A

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

1. Who and why defined translation as an 'art'?
2. What is sense for sense translation?
3. What are the two types of equivalence?
4. Back translation
5. When was William Tyndale's New Testament printed?
6. What is a figurative expression?
7. What is the meaning of the idiom 'to face the music'?
8. Fill the blank with a suitable clause:
To beat about the bush-----.
9. What is topic sentence?
10. State one disadvantage of excessive jargon usage.

(10x1=10)

PART B

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

11. What is stylistic equivalence?
12. Explain the areas where the concept of equivalence is applicable in translation.
13. Unbound translation.
14. Define 'Machine Translation'.
15. Explain the terms 'loss' and 'gain' in translation.
16. Define textual equivalence.

17. What is an oxymoron? Give an example.

18. What is rank shift?
19. What are the different kinds of letters that are written?
20. Explain formal and informal style of writing.
21. What is Ellipsis?
22. What is deferred preposition? Give examples.

(8x2=16)

PART C

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

23. What are the different types of equivalence in translation?
24. What is Translationese?
25. Briefly explain Dryden's classification of translation.
26. Explain exegesis and hermeneutics.
27. Briefly explain some of the steps to be followed in paraphrasing a poem.
28. What are the commonly used rhetorical devices?
29. Explain culture-bound idioms with examples.
30. Explain theme and rhyme and thematization.
31. Write a newspaper report on a blood donation campaign conducted in a college in your locality.

(6x4=24)

PART D

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

32. "Is translation interpretation or creation." Discuss.
33. Elucidate the role of culture in translation.
34. Explain the various figures of speech commonly used in English language with examples.
35. Pick one woman in history or fiction to converse with for an hour and explain your choice. What would you talk about?

(2x15=30)

B.A. ENGLISH LITERATURE AND COMMUNICATION STUDIES (TWO MAIN)

SEMESTER- V

CE5MCBJ: MASS COMMUNICATION AND BROADCASTING MEDIA 90 Hours

Module I (22 Hours)

RADIO

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 (24 Hours)

TELEVISION

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

Module III (22 Hours)

WEB JOURNALISM

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 (22 Hours)

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

NFDC – Film Censorship

The Process of film making: Script writing – Shooting – Editing - Sound Recording - Use of Special Effects

Film Appreciation

BLUEPRINT

Module	Hours	1 marks 10/10	2 marks 8/12	4 marks 6/9	15 marks 2/4	Total 80
Module I	22	3	3	2	1	32
Module II	24	2	3	3	1	35
Module III	22	3	3	2	1	32
Module IV	22	2	3	2	1	31

MODEL QP

Reg. No.....

Name.....

B. A. DEGREE (C.B.C.S.S.) EXAMINATION
B.A ENGLISH LITERATURE AND COMMUNICATION STUDIES
FIFTH SEMESTER - CORE COURSE
CE5MCBJ – MASS COMMUNICATION AND BROADCASTING MEDIA -RADIO

Time: Three Hours

Maximum Marks: 80

PART A

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

1. Vividh Bharathi
2. Lionel Fieldon
3. Radio Jockey
4. Voice over
5. SFX
6. Pop up
7. State the elements of a web page.
8. Define online journalism
9. Who is the protagonist in the movie 'Mathilukal'?
10. The first talkie in the Indian cinema is _____.

(10x1=10)

PART B

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

11. Write a note on FM Gold
12. What is CommModuley Radio?
13. Briefly explain VOA
14. What are the Characteristics of visual communication?
15. Explain Kheda communication project.

16. Explain Broadcasting style.
17. Social networking sites
18. Name four media Module of government.
19. What are the different types of web writing?
20. What is Parallel cinema?
21. Cinematographe
22. News film

(8x2=16)

PART C

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

23. Explain SITE
24. What are the various types of radio formats?
25. Discuss the re-birth of radio through local FMs and internet
26. TV as a medium of communication
27. Explain Prasar Bharathi Act
28. Comment on the principles of web text.
29. What is the role of Online Journalism?
30. Briefly explain the process of censorship in India.
31. Difference between feature films and documentaries.

(6x4=24)

PART D

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

32. Trace the history of cinema in India.
33. Trace the origin and development of radio in India
34. Write a script for a documentary on waste management in your city.
35. Elucidate the future of web journalism.

(2x15=30)

BA PROGRAMME IN ENGLISH LITERATURE AND COMMUNICATION STUDIES (TWO MAIN)

SEMESTER-V

CE5PR1: PUBLIC RELATIONS I

90 Hours

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

(36 Hours)

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.

(36 Hours)

Module III

Tools of PR- Media Relations, Advertising, Publicity, House Journals, Exhibitions and Trade fairs etc. PR Campaigns- objective, planning, execution and evaluation- PR department in an organization-The PR professional- qualities and qualifications

(18 Hours)

Reference Material

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

BLUEPRINT

Module	Hours	1 marks 10/10	2 marks 8/12	4 marks 6/9	15 marks 2/4	Total 80
Module I	36	4	4	3	2	54
Module II	36	3	4	4	1	42
Module III	18	3	4	2	1	34

MODEL QP

Reg. No.....

Name.....

B. A. DEGREE (C.B.C.S.S.) EXAMINATION
B.A ENGLISH LITERATURE AND COMMUNICATION STUDIES
FIFTH SEMESTER - CORE COURSE
CE5PR1– PUBLIC RELATIONS I

Time: Three Hours

Maximum Marks: 80

PART A

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

1. Define Public Relations as stated by the British Institute of Public Relations.
2. Which is the first organized PR/ Information set up of the Government of India?
3. Name two public relations agencies.
4. Public Relations is acontrolled phenomenon.
5. Who is the father of modern PR?
6. What is embargo?
7. Advertorial
8. World Trade Organisation
9. Press conference
10. Expand the acronym RACE

(10x1=10)

PART B

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

11. Principles of Persuasion
12. PRSI
13. Human Relations as a key element of PR
14. Public Opinion
15. Personal Contact for PR

16. Trade Fairs

17. Weblog
18. In House PR
19. List four essential qualities required for a PR.
20. PR Department
21. Spin
22. Press Release

(8x2=16)

PART C

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

23. Purpose of PR
24. How is public opinion formed?
25. Explain two main elements of PR
26. Explain the evolution of PR in India
27. State two notable instances of Public Relations in the economic development of India.
28. PR Campaign
29. Objectives of PR
30. What are the qualifications required for a PR Officer.
31. Functions of a PRO

(6x4=24)

PART D

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

32. Prepare a PR campaign for a social cause.
33. Functions of a PR Department
34. Explain the difference between advertising and publicity.
35. Media Relations a tool of PR.

(2x15=30)

BA PROGRAMME IN ENGLISH LITERATURE AND COMMUNICATION STUDIES (TWO MAIN)

SEMESTER-V

LANGUAGE AND LINGUISTICS

90 Hours

AIM OF THE COURSE

The course studies language and what it consists of. This is done through an examination of the internal organization of sound systems, words and sentences. 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)

OBJECTIVES OF THE COURSE

- To lead to a greater understanding of the human communicative action through an objective study of language.
- To familiarize students with the key concepts of linguistics and develop awareness of the latest trends in language study.
- To help students move towards better and intelligible pronunciation and to improve the general standard of pronunciation in everyday conversation.

MODULE I

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 (22 Hours)

MODULE II

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

MODULE III

a) Air stream Mechanism - Organs of speech - Function of vocal cords – Soft palate action – Active and passive articulators -R P and G I E – Uniformity and Intelligibility – Mother tongue influence (22 Hours)

MODULE IV

Cardinal vowels – Vowels in R P - Diphthongs – Triphthongs - Consonants – Phonemes – Allophones- Suprasegmentals - Syllable - Stress and Rhythm – Weak forms and Strong forms – Sentence stress - Tone groups - Basic intonation - Juncture - Elision – Assimilation

(22 Hours)

READING LIST

FOR MODULE I

Krishnaswamy and Sivaraman: An Introduction to Linguistics

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

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

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

FOR 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.

BLUEPRINT

Module	Hours	1 marks 10/10	2 marks 8/12	4 marks 6/9	15 marks 2/4	Total 80
Module I	22	3	3	2	1	32
Module II	24	2	3	3	1	35
Module III	22	3	3	2	1	32
Module IV	22	2	3	2	1	31

MODEL QP

Reg. No.

Name.....

**B.A. DEGREE (C.B.C.S.S) EXAMINATION
ENGLISH LITERATURE AND COMMUNICATION STUDIES
FIFTH SEMESTER - CORE COURSE
ENG5LL - LANGUAGE AND LINGUISTICS**

Time: Three Hours

Maximum: 80 Marks

PART A

*Answer **all** the questions. Each question carries 1 mark.
Answer all the following in a sentence or two*

1. What is a minimal pair?
2. What is a consonant cluster?
3. Contrastive distribution.
4. What is phonology?
5. What is IPA?
6. What is the airstream mechanism for the sounds in English?
4. Langue
7. Synchronic linguistics
8. Competence and performance
9. Allomorphs
10. Lexical/Content words

(10x1=10)

PART B

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

11. Open and closed syllables.
12. What is GIE?
13. Allophones.

14. Distinguish between vowels and consonants
15. What are the three criteria for describing vowels?
16. What do you mean by voiced and voiceless sounds?
17. Define Pragmatics
18. What is Syntax?
19. Free and Bound morphemes.

20. What is PS grammar?
21. Hyponymy
22. Signifier and signified.

(8x2=16)

PART C

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

23. Some major differences between RP and GIE?
24. Complementary distribution.
25. Syllabic consonants.
26. Distinguish between nasal, oral and nasalized sounds.
27. What are plosives?
28. What are semivowels?
29. Comparative Linguistics
30. Competence & Performance
31. What is the significance of IC Analysis.

(6x4=24)

PART D

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

32. What is language? What are its chief characteristics?
33. The classification and description of consonant sounds.
34. Word Formation in English
35. What is the difference between PS grammar and TG grammar?

(15x2=30)

**B.A. PROGRAMME IN ENGLISH LITERATURE AND COMMUNICATION STUDIES (TWO MAIN)
SEMESTER – VI**

CE6TT : CHOICE-BASED ELECTIVE – TRAVEL AND TOURISM 72 Hours

The objective of modules 1 & 2 is to introduce students of the Communicative stream to Concepts related to tourism.

Module I

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

Module II

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

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.

Module III

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 IV

Future of tourism industry – Governance problems – HRD problems – Dearth of publicity – Dearth of promotional literature – Problems connected with marketing tourism products.

(16 Hours)

Core Reference-

- 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, Vikas Publishing House, Delhi.
- 4) David Newsome, Susan A Moore and Ross K. Dowling, Natural Area Tourism, Viva Books Private Ltd Delhi.

BLUEPRINT

Module	Hours	1 marks 10/10	2 marks 8/12	4 marks 6/9	15 marks 2/4	Total 80
Module I	16	3	3	2	1	32
Module II	18	2	3	3	1	35
Module III	22	3	3	2	1	32
Module IV	16	2	3	2	1	31

MODEL QP

Reg. No.....

Name.....

B. A. DEGREE (C.B.C.S.S.) EXAMINATION
B.A ENGLISH LITERATURE AND COMMUNICATION STUDIES
SIXTH SEMESTER - CORE COURSE
CE6TT-TARVEL AND TOURISM

Time: Three Hours

Maximum Marks: 80

PART A

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

1. Define visa.
2. What is culture
3. Define tourism product
4. What is hospitality management?
5. What is MICE tourism
6. Define Sustainable tourism.
7. Where is Bodh Gaya located?
8. Expand ITDC
9. Where is Meenakshi temple located?
10. _____ is the largest fresh water lake in Kerala.

(10x1=10)

PART B

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

11. Briefly explain the organizational structure of a travel agency.
12. What are the major problems of HRD?
13. Write a short note on performing arts of Kerala?
14. Differentiate between wildlife sanctuaries and national parks?
15. What are the components of tourism?
16. Who is a tourist
17. What is heritage tourism
18. Explain eco- tourism.
19. What is travel motivation?

20. What are the major religious shrines in India.

21. Write a short note on beach tourism

22. Define Hotel. List the different types of hotels.

(8x2=16)

PART C

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

23. What is FOREX

24. What is meant by domestic tourism

25. Explain how a travel agency differs from a tour operator?

26. Write a short note on hill stations in India.

27. What are the travel formalities needed for a tourist visit to India?

28. Explain the features of any two major festivals in Kerala

29. Write a short note on travel literature

30. What is ethnic tourism? Explain with examples.

31. Write a short note on passport.

(6x4=24)

PART D

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

32. Discuss the role of cultural and historical monuments in tourism with suitable examples.

33. Write an essay on tourism potentialities of Kerala.

34. Explain the functions of ITDC

35. Discuss the major challenges and scope of tourism in the 21st century.

(2x15=30)

BA PROGRAMME IN ENGLISH LITERATURE AND COMMUNICATION STUDIES (TWO MAIN)

SEMESTER- VI

CE6PR2: PUBLIC RELATIONS II

90 Hours

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. (36 Hours)

Module II

PR in Industry, PR in Public Sector, PR in Private sector, Government and PR, PR in manufacturing industries etc (36 Hours)

Module III

Practical

On the Job Training in a PR agency - PR Campaign (18 Hours)

Reference Text

Applied Public Relations and Communication by K.R. Balan

BLUEPRINT

Module	Hours	1 marks 10/10	2 marks 8/12	4 marks 6/9	15 marks 2/4	Total 80
Module I	22	3	3	2	1	32
Module II	24	2	3	3	1	35
Module III	22	3	3	2	1	32
Module IV	22	2	3	2	1	31

MODEL QP

Reg. No.....

Name.....

B. A. DEGREE (C.B.C.S.S.) EXAMINATION
B.A ENGLISH LITERATURE AND COMMUNICATION STUDIES
SIXTH SEMESTER - CORE COURSE
CE6PR2- PUBLIC RELATIONS II

Time: Three Hours

Maximum Marks: 80

PART A

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

1. In which year was the code of Athens adopted?
2. List at least four specialized fields of corporate PR.
3. What is CSR?
4. Crisis management as a function of PR.
5. When was the code of Brussels adopted?
6. Public relation is a _____-controlled phenomenon.
7. Write down the objectives of PR
8. Explain Employees' survey.
9. Write a short note on Press Information Bureau
10. Professionalism in PR.

(10x1=10)

PART B

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

11. Right to Information Act
12. Duties of a Public Relations officer
13. Advantages and disadvantages of in-house PR
14. PR Campaign
15. PR and electronic media. Explain.
16. What is negative PR
17. Explain Spin.
18. What are the elements of PR
19. Press conference

20. Explain front groups.

21. Public relations versus Propaganda.

22. What is a blog?

(8x2=16)

PART C

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

23. What is corporate PR? What are its specialized fields?

24. Role of PR in industry.

25. Women in PR. Write a short note.

26. Define publics in P R. What will be the various kinds of publics for a public sector manufacturing Module?

27. Scope of feedback in PR.

28. How does news serve as a tool for Public Relations?

29. Public Relations is a social philosophy of management. Do you agree?

30. Difference between PR and Publicity.

31. Social Audit. Explain.

(6x4=24)

PART D

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

32. Public Relation is management function. Discuss.

33. Why is Public Relation important in the government sector?

34. What are the different types of PR?

35. How would you plan a PR campaign on "Solid Waste Management".

(2x15=30)

BA PROGRAMME IN ENGLISH LITERATURE AND COMMUNICATION STUDIES (TWO MAIN)

SEMESTER- VI

CE6ED: ENTREPRENEURSHIP DEVELOPMENT

90 Hours

MODULE I

Definition of Entrepreneurship – Difference between an Entrepreneur and self-employed person – Role of an Entrepreneur in Economic development (22 Hours)

MODULE II

Characteristics of an Entrepreneur – Entrepreneurial support systems: DIC KVIC, State financial corporations, small scale and export industries (24 Hours)

MODULE III

SIDBI, NSIC, SISI – Activities and functions of District Industries Centres – Consideration in Product/Project selection – Market survey (22 Hours)

MODULE IV

Project Classification – writing a Business Plan – Appraisal Criteria and formalities to be completed for financial assistance. (22 Hours)

Suggested Readings:

Bhanusali	Entrepreneurship Development
Gupta C.B. and Sivaraman N.P	Entrepreneurial Development
Sivaraman S.	Entrepreneurship and Enterprise Growth
Chandra, Prasanna	Project Preparation, Appraisal, Budgeting and Implementation
Desai, Vasanth	Dynamic Entrepreneurial Development and Management
Meredith C.G.& Nelson et al	Practice of Entrepreneurship, ILO
Rao, T.V. & Pareek U.	Developing Entrepreneurship: A Handbook Learning System

BLUEPRINT

Module	Hours	1 marks 10/10	2 marks 8/12	4 marks 6/9	15 marks 2/4	Total 80
Module I	22	3	3	2	1	32
Module II	24	2	3	3	1	35
Module III	22	3	3	2	1	32
Module IV	22	2	3	2	1	31

MODEL QP

Reg. No.....

Name.....

B. A. DEGREE (C.B.C.S.S.) EXAMINATION
B.A ENGLISH LITERATURE AND COMMUNICATION STUDIES
SIXTH SEMESTER - CORE COURSE
CE6ED- ENTREPRENEURSHIP DEVELOPMENT

Time: Three Hours

Maximum Marks: 80

PART A

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

1. Explain the meaning of induced entrepreneurs
2. Who is an “intrepreneur”?
3. What is a small-scale industrial Module?
4. Write a short note on “household industries”?
5. What is green channel scheme?
6. What is margin money loan?
7. What is tax holiday?
8. Define the term globalization.
9. Expand KINFRA
10. What do you mean by incubation?

(10x1=10)

PART B

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

11. Define a project report
12. What is single window system
13. Write a short note on rural entrepreneurs
14. State the functions of DIC
15. Write a short note on project appraisal

16. Define social audit
17. What do you mean by market analysis?
18. State the role of commercial banks in financing entrepreneurs.

19. Explain the government initiatives for entrepreneurship
20. State the characteristics of an entrepreneur
21. Explain entrepreneurial motivation
22. Explain the characteristics of a self employed person.

(8x2=16)

PART C

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

23. Explain various sources of business ideas
24. Explain various functional areas of small enterprise
25. Write a short note on non-performing assets
26. Discuss internal actors that promote entrepreneurship
27. Explain in detail about the different types of entrepreneurs.
28. Define project management. What are the contents of project report?
29. Write a note on entrepreneurship development clubs
30. Briefly explain the functions of KVIC
31. What are the steps to be followed in selecting location of business?

(6x4=24)

PART D

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

32. Discuss the procedure for starting a small-scale industry.
33. What is business plan? Explain in detail the structure of a business organization.
34. Explain the importance of incentives.
35. Explain the factors affecting entrepreneurial growth.

(2x15=30)

BA PROGRAMME IN ENGLISH LITERATURE AND COMMUNICATION STUDIES (TWO MAIN)

SEMESTER- VI

CE6OAHR: OFFICE ADMINISTRATION AND HUMAN RESOURCE MANAGEMENT

90 Hours

Course Outline

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 Manager functions- duties-necessary qualities
Common faults of office manager (22 Hours)

Module II

Layout and environment-principles of office layout-accommodation- open and closed office- advantages and disadvantages of open and closed office. (24 Hours)

Module III

Human resource management. Nature of Human Factor and models of Human Behaviour. Definition of Personnel/HR management, scope and function, challenges of personnel management. Manpower Planning. (22 Hours)

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. (22 Hours)

Reference Text

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

BLUEPRINT

Module	Hours	1 marks 10/10	2 marks 8/12	4 marks 6/9	15 marks 2/4	Total 80
Module I	22	3	3	2	1	32
Module II	24	2	3	3	1	35
Module III	22	3	3	2	1	32
Module IV	22	2	3	2	1	31

MODEL QP

Reg. No.....

Name.....

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

B.A ENGLISH LITERATURE AND COMMUNICATION STUDIES

SIXTH SEMESTER - CORE COURSE

CE60AHR-OFFICE ADMINISTRATION AND HUMAN RESOURCE MANAGEMENT

Time: Three Hours

Maximum Marks: 80

PART A

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

1. Closed office
2. Alienation
3. Office Automation
4. Induction
5. Qualities of an office manager
6. Communication
7. Career planning
8. Virtual office
9. morale
10. flow chart

(10x1=10)

PART B

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

11. Purpose of an office
12. Grievance procedure
13. Explain various objectives of performance appraisal
14. Scope of HR
15. Maslow's need hierarchy theory
16. Explain various objectives of office records

17. Explain briefly the principles of designing an office layout
18. Advantages of decentralized office
19. Challenges of personal management

20. List down the communication barriers
21. What is office an office manual
22. What are the sources of recruitment

(8x2=16)

PART C

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

23. Common faults of an office manual
24. Sources of stress
25. Explain the purpose and importance of recruitment
26. Types of recruitment
27. Steps in selection process
28. Functions of Human Resource Management
29. What do you mean by vertical filing?
30. Explain on Centralized versus decentralized office.
31. What is Job analysis?

(6x4=24)

PART D

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

32. Define manpower planning. Explain the various steps involved.
33. Explain functions, duties and necessary qualities of an office manager.
34. Discuss various types of layouts with its advantages and disadvantages
35. Discuss the various methods of training employees

(2x15=30)

BA PROGRAMME IN ENGLISH LITERATURE AND COMMUNICATION STUDIES (TWO MAIN)

SEMESTER- VI

CE6VM: VISUAL MEDIA: TV AND CINEMA

90 Hours

Course Outline

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 (22 Hours)

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)

(24 Hours)

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. (22 Hours)

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 filmmaking. (22 Hours)

PRACTICAL

Visit to a shooting site

Writing a film screenplay

REFERENCE TEXTS

Techniques of TV production by Milerson

Tape Recording from A to Z by Dong Crawford

Mass Communication by Keval J. Kumar

BLUEPRINT

Module	Hours	1 marks 10/10	2 marks 8/12	4 marks 6/9	15 marks 2/4	Total 80
Module I	22	3	3	2	1	32
Module II	24	2	3	3	1	35
Module III	22	3	3	2	1	32
Module IV	22	2	3	2	1	31

MODEL QP

Reg. No.....

Name.....

B. A. DEGREE (C.B.C.S.S.) EXAMINATION
B.A ENGLISH LITERATURE AND COMMUNICATION STUDIES
SIXTH SEMESTER - CORE COURSE
CE6VM- VISUAL MEDIA: TV AND CINEMA

Time: Three Hours

Maximum Marks: 80

PART A

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

1. What is dissolve?
2. Package
3. Imaginary lines
4. IFFK
5. SFX
6. SITE
7. Lavelliere Microphone
8. Cut in/Cut away
9. Clap bard
10. Voice over

(10x1=10)

PART B

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

11. Soap opera
12. Write a short note on Dada Saheb Phalke.
13. Explain NFDC
14. What is BGM
15. Explain piece of camera
16. Continuity editing
17. What is Ad-lib

18. Write short note on FTII

19. Write a short note on Film Society of India
20. "Bhuvan Shome"
21. Explain fade in and fade out with examples.
22. What is a storyboard

(8x2=16)

PART C

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

23. What are the characteristics and functions of television as a medium of communication?
24. Briefly describe the salient features of Prasar Bharti Act
25. What are the steps involved in script writing?
26. Explain the process involved in news package production
27. Differentiate between parallel cinema and cross-over cinema.
28. Do you think awards are a boon for non-commercial and socially responsible filmmaking? Why?
29. Explain different types of shots in filmmaking.
30. Describe the steps involved in the pre production stage of a film.
31. Critically analyze any of the TV interview programs that you have recently seen.

(6x4=24)

PART D

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

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

(2x15=30)

**B.A. PROGRAMME IN ENGLISH LITERATURE AND COMMUNICATION STUDIES (TWO MAIN)
SEMESTER – VI**

GUIDELINES FOR PROJECT

1. There should be one teacher in charge of the entire class. One teaching hour is to be allotted to that teacher to familiarize the students with Research Methodology and Project writing.
2. One teacher in the department should supervise a group of five or six students in the project work. Students should identify their topics in consultation with the supervising teacher.
3. Each department has the freedom to select the area of the project. Credit will be given to original contributions. So students should take care not to copy from other projects.
4. Two internal examinations are to 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.
5. The project report must be limited to 25 pages. There must be a bibliography at the end and the methodology of research must be followed while writing the project.
6. The project need be spiral-bound only.
7. The last date for submitting the project is February 28.
8. External evaluation of the project should be over by March 31.

Project Evaluation

1. The candidates should submit two copies of their Project or On-the-Job-Training Report to their respective departments.
2. Evaluation of projects will be done in the colleges by external examiners deputed by the university.
3. Plagiarism of any kind will be sternly dealt with.
4. The weights for project evaluation are distributed in the following manner:

Total Weights: 10

Attendance: 1

Test Paper: 2

Viva (Internal): 2

SYLLABI FOR COMPLEMENTARY COURSES

SEMESTER –III

ENG3ELS: EVOLUTION OF LITERARY MOVEMENTS: THE SHAPERS OF DESTINY

108 Hours

AIM OF THE COURSE

To make the learner aware of the way in which history shapes the life and literature of a people

OBJECTIVES OF THE COURSE

- To give the learner a comprehensive overview of the history of Britain and its impact upon the rest of the world
- To enable him to understand English literature in the light of historical events
- To analyse the manner in which a person is moulded by the historical events of his personal and communal life

COURSE OUTLINE

Module I : Moulding and Being Moulded

Early settlers and invaders- the Iberians, the Celts and Romans, the Angles, Saxons, Jutes. The Anglo Saxon heptarchy- The coming of Christianity- Theodore of Tarsus and the organization of the church- Alfred the Great – St. Dunstan and Edgar – Canute the Danish king- Edward the Confessor, Harold Godwin- Society and literature of the time-the Witangemot -the Anglo Saxon Chronicle, Beowulf, Caedmon, Cynewulf, Venerable Bede and others (18 Hours)

Module II : The True Briton

Normans: the last invaders –William the Conqueror –the reforms of Henry I- Feudalism- the Angevin kings - the struggle between the church and the state, St. Thomas Becket – the universities of Oxford and Cambridge–the Guilds - Richard the Lionheart and the Crusades- the Magna Carta- Henry III – Simon de Montfort, and the Parliament- Edward I, annexation of Wales, Scotland and Ireland – Edward II and Edward III – The Black Death, The Hundred Years War, The Peasants Revolt – the effects of these on society and literature- The Wars of the Roses – Chaucer and the growth of the East Midland dialect into

standard English – Growth of drama and stage performances- Chaucer's contemporaries- John Wycliffe and the Lollards. (36 Hours)

Module III : Britannia Rules the Waves

The Tudor Dynasty- benevolent despots – Renaissance – maritime discoveries – the scientific temper and scientific inventions- flamboyant Henry VIII, Reformation- religious persecution- Thomas More, Erasmus, Thomas Cromwell-The Book of Common Prayer- Elizabeth I- Shakespeare – nest of singing birds- Francis Drake- peace and prosperity- The Stuarts and the Divine Right Theory- The Authorised Version- The Civil War- Oliver Cromwell and the Protectorate – John Milton- the Jacobean playwrights – Restoration- Caroline writers- The Whigs and Tories- Queen Anne and the expansion of colonialism – The Glorious Revolution (36 Hours)

Module IV: A Precious Stone Set in the Silver Sea

The Modern Kingdom today- Physical features of the British Isles, geography, demography – Customs and practices – myths and legends – the growth and development of the English language –the position held by the UK in today's world (18 Hours)

Reading List

1. Trevelyan, G. M. Illustrated English Social History (Vol 1-6). England: Penguin, 1968.
2. Churchill, Winston. A History of the English Speaking Peoples (Vol 1-12). London: Cassel and Co., 1966.
3. Nehru, Jawaharlal. Glimpses of World History. New Delhi: Penguin, 2004.
4. Alexander, Michael (ed.) A History of English Literature. New York: Palgrave-Macmillan, 2007.
5. Sampson, George (ed.) A History of English Literature. Delhi: Foundation, 2004.
6. Thorndike, Lynn. Encyclopedia of World Civilization (Vol 2). Delhi: Shubi Publications, 1990.
7. Yeats, W. B. Writings on Irish Folklore Legend and Myth. London: Penguin, 1999.
8. Warner, Marina. From the Beast to the Blond. London: Vintage, 1995.

CORE TEXT

BLUEPRINT

Module	Hours	1 marks 10/10	2 marks 8/12	4 marks 6/9	15 marks 2/4	Total 80
Module I	18	3	3	2	1	32
Module II	36	2	3	3	1	35
Module III	36	3	3	2	1	32
Module IV	18	2	3	2	1	31

MODEL QP

Reg. No.....

Name.....

**B. A. DEGREE (C.B.C.S.S.) EXAMINATION
B.A ENGLISH LITERATURE AND COMMUNICATION STUDIES
THIRD SEMESTER - CORE COURSE
ENG3ELS-EVOLUTION OF LITERARY MOVEMENTS: THE SHAPERS OF DESTINY**

Time: Three Hours

Maximum Marks: 80

PART A

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

1. Who are the Celts?
2. What is Witangemot?
3. When did Magna Carta come into force?
4. What is Black Death?
5. What is reformation?
6. Who wrote Utopia?
7. What is commonwealth Interregnum?
8. Who are Metaphysical poets?
9. What is the peasants' revolt?
10. What is divine right theory?

(10x1=10)

PART B

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

11. The Glorious revolution.
12. The Jacobean playwrights.
13. Francis Drake
14. Elizabethan Age
15. The Book of common Prayer
16. The hundred year war.
17. St . Thomas Becket
18. Beowulf
19. Venerable Bede
20. Alfred the Great
21. Edward the confessor
22. Cynewulf

(8x2=16)

PART C

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

23. John Milton
24. Henry VIII
25. East Midland Dialect
26. Richard the Lionheart
27. St. Dunstan and the organization of the church.
28. Harold Godwin
29. Miracle plays
30. The old English period
31. The emergence of universities in England.

(6x4=24)

PART D

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

32. Write an essay on Puritan Movement.
33. Write an essay on Middle English Literature
34. Write an essay on the social practices of the Anglo Saxons.
35. Write an essay on the position held by the UK in today's world.

(2x15=30)

SYLLABI FOR COMPLEMENTARY COURSES

SEMESTER- IV

ENG4ECC: EVOLUTION OF LITERARY MOVEMENTS: THE CROSS-CURRENTS OF CHANGE **108 Hours**

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

OBJECTIVES OF THE COURSE

- To make students competent to understand literature against the backdrop of history
- To inspire students to contribute dynamically to historical and literary processes

COURSE OUTLINE

MODULE I: LITERATURE AND REVOLUTION

- a. The interaction between the French Revolution and the literature of the age
- b. Literature in the context of the Russian Revolution (36 Hours)

MODULE II: LITERATURE AND RENAISSANCE

- a. The social context of the burgeoning of literature in Latin America
- b. India at the dawn of the awakening (18 Hours)

MODULE III: LITERATURE AND LIBERATION

- a. Black writing as a form of struggle
- b. Literature and feminism
- c. Dalit writing (36 Hours)

MODULE IV: LITERATURE AND THE THIRD WORLD

a. Articulating the Postcolonial Experience

b. An overview of new literatures

(18 Hours)

CORE TEXT

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

BLUEPRINT

Module	Hours	1 marks 10/10	2 marks 8/12	4 marks 6/9	15 marks 2/4	Total 80
Module I	36	3	3	2	1	32
Module II	18	2	3	3	1	35
Module III	36	3	3	2	1	32
Module IV	18	2	3	2	1	31

MODEL QP

Reg. No.....

Name.....

**B. A. DEGREE (C.B.C.S.S.) EXAMINATION,
B.A ENGLISH LITERATURE AND COMMUNICATION STUDIES
FOURTH SEMESTER - CORE COURSE
ENG4ECC- EVOLUTION OF LITERARY MOVEMENTS: CROSS CURRENTS OF CHANGE**

Time: Three Hours

Maximum Marks: 80

PART A

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

1. Why does Wordsworth insist that a poet must be imaginative?
2. What contributed to the development of prose in England during the 18th century?
3. Differentiate between “feminine”, “feminist and female”
4. Why did Ambedkar embrace Buddhism?
5. Explain the “man of two worlds” theory
6. Define indigenous writing
7. What is meant by “magic realism”?
8. Who were the great trio of poets in Malayalam?
9. Who were the profane trio in the 18th century?
10. Why did Voltaire praise Hume?

(10x1=10)

PART B

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

11. What is the significance of the “Declaration of Sentiments”?
12. Who are the “Black Panthers”?
13. What is poly cultural writing?
14. Comment on the contribution of Diderot
15. What is Wordsworth’s idea of poetry?

16. Write a short note on Kate Millet
17. Comment on the work Orientalism
18. Write a short note on any Latin-American novelist
19. What is meant by Dalit literature
20. Explain briefly Vakkomm Abdul Khader Moulavi's contributions to Malayalam Journalism
21. Write a short note on the theme of *The Spirit Of Laws*
22. Write short notes on post-modernism

(8x2=16)

PART C

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

23. What is meant by the first wave in the Moduleed States?
24. Briefly explain the influence of surrealism in literature.
25. Briefly explain the reflection of Marxism in literature.
26. Briefly sketch Kumaran Ashan's contribution to Malayalam Literature.
27. Sketch the evolution of the Romantic Movement in English Literature.
28. How does Rousseau define social contract?
29. Briefly comment on Conrad's purpose in "Heart of Darkness".
30. What is meant by the third wave of women's liberation movement?
31. Critically analyze any of the TV interview programs that you have recently seen. Ullur S Parameswara Iyer's contribution to literature.

(6x4=24)

PART D

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

32. What was the impact of the French revolution on literature in Europe
33. Discuss the post-colonial traits of modern Indian literature in English.
34. Trace the development of feminist movement in literature
35. Write an essay on emerging third-world literature.

(2x15=30)

SYLLABUS FOR B.A. FUNCTIONAL FRENCH

COMPLEMENTARY PAPERS 1 AND II

SEMESTER I

CEIIPCE - INTRODUCTION TO PHONETICS AND CONVERSATIONAL ENGLISH 108 Hours

Objectives:

Modules 1 and 2.

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.

Module I

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 (36 Hours)

Module II

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) (18 Hours)

Module III

Communication- Types of Communication- Interpersonal communication- Dialogue- Elements: Context, Frame of reference- personal makeup of speaker and listener- Meanings: Denotative and Connotative (18 Hours)

Module IV

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. (36 Hours)

BLUEPRINT

Module	Hours	1 marks 10/10	2 marks 8/12	4 marks 6/9	15 marks 2/4	Total 80
Module I	36	6	5	3	1	43
Module II	18	1	2	1	1	24
Module III	18	1	2	2	1	28
Module IV	36	2	3	3	1	35

MODEL QP

Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S) EXAMINATION
B A ENGLISH LITERATURE AND COMMUNICATION STUDIES
FIRST SEMESTER- COMPLEMENTARY COURSE

(For B,A, Functional French)

CE1IPCE- INTRODUCTION TO PHONETICS AND CONVERSATIONAL ENGLISH-

Time: Three Hours

Maximum: 80 Marks

Part A

All questions are compulsory in this section. Answer each in a sentence. Each question carries 1 mark.

1. Define falling intonation
2. Define communication
3. Define a dialect
4. Describe airstream mechanism
5. Define back vowels
6. Define nasal sound
7. What is auditory phonetics?
8. Define phoneme
9. Define velum
10. What is juncture?

(10x1=10)

Part B

Answer any eight of the following each in two or three sentences.

Each carries 2 marks.

11. Define linking /r/

12. What is intrapersonal communication

13. Explain the respiratory system
14. What are active and passive articulators?
15. Describe unrounded vowels
16. Describe Indian English
17. Define palatal sound
18. Define incomplete plosives
19. Define phonology
20. Define sociolects
21. Define arbitrariness
22. List any two suggestions

(8x2=16)

Part C

Answer any six of the following in not more than 100 words.

Each carries 4 marks.

23. Describe Air- stream mechanism
24. Describe the phonatory system
25. Describe the roof of the mouth
26. What are the classifications of vowels?
27. Describe the vowels of English RP
28. What are the points of description of a consonant sound?
29. What are approximants?
30. Describe consonant clusters in English
31. Describe Rhythm

(6x4=24)

Part D

Answer any two in the form of essays, in about 200 words.

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

(2x15=30)

SEMESTER II

CE2PECS - THE PHONOLOGY OF ENGLISH AND COMMUNICATION SKILLS 108 Hours

Objectives: Modules 1 and 2

To introduce the student to the major concepts in English phonology and to teach them Phonetic transcription.

Module I

The Syllable in English – Consonant clusters in English – Suprasegmental Features of English: Word Stress, Sentence Stress, Rhythm, Weak forms and contractions, Juncture, Pitch and Intonation – Assimilation and Elision (36 Hours)

Module II

The International Phonetic Alphabet – Phonetic Transcription of isolated words and connected speech in RP (18 Hours)

Module III

Using the English language in different situations- dealing with everyday situations-Formality and Informality-Influence of Culture- speaking and listening- Vocabulary, Idioms - Communicating appropriately through emails, video conference, teleconference (18 Hours)

Module IV

Public Speaking-Elements- Audience- Voice and Body Language- Presentation Skills- Visual Aids: flip charts, overhead projectors, power point presentations, Mimio Board (36 Hours)

Background Reading (for Modules 1 and 2 of Semesters 1 and 2)

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

BLUEPRINT

Module	Hours	1 marks 10/10	2 marks 8/12	4 marks 6/9	15 marks 2/4	Total 80
Module I	36	6	5	3	1	43
Module II	18	1	2	1	1	24
Module III	18	1	2	2	1	28
Module IV	36	2	3	3	1	35

MODEL QP

Reg. No :

Name :

B. A DEGREE (C.B.C.S.S) EXAMINATION, MARCH/APRIL, 2015
B.A ENGLISH LITERATURE AND COMMUNICATION STUDIES
SECOND SEMESTER - COMPLEMENTARY COURSE
CE2PECS – THE PHONOLOGY OF ENGLISH AND COMMUNICATION SKILLS

Time: Three Hours

Maximum Marks: 80 Marks

Part A

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

Each question carries 1 mark

1. What is Phoneme?
2. What are voiceless sounds?
3. What are plosives?
4. What is a glottal sound?
5. Define Larynx.
6. What are labio-dental sounds?
7. Define post-alveolar sounds.
8. What are semi-vowels?
9. What are Central vowels?
10. What are falling diphthongs?

PART B

Answer any eight of the following in a paragraph.

Each question carries 2 marks.

11. Intonation
12. Sentence stress.
13. Word stress

14. Juncture
15. Tonality
16. IPA
17. Idioms
18. Flip charts
19. Mimio board
20. R. P
21. Cardinal vowels
22. Pitch

Part C

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

Each question carries 4 marks)

23. Mark the words to be stressed in the following sentences:
 - a) Do it quickly.
 - b) What have I done?
 - c) My uncle has bought a new car
 - d) Keep quiet!
 - e) Don't talk loudly.
 - f) Is she sad or mad?
 - g) Who's turned off the fan?
24. Mark the intonation in the following:
 - a) What's the hurry?
 - b) The girls have left
 - c) The box was empty
 - d) Report immediately.
 - e) When are we leaving?
 - f) Are you ready?
 - g) Be careful!
 - h) I'm sorry

25. Mark the primary stress in the following:

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

26. Write the syllables in the following:

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

27. Transcribe the following phonemically:

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

28. Write an email letter to the Editor of a newspaper stating the ruined condition of roads in your area.

29. Write a speech on population explosion to be presented before the village community of your area.
30. What is linking /r/ and what is intrusive /r/?
31. Transcribe phonologically the following passage:

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

Part D

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

Each question carries 15 marks)

32. Write an essay on the classification of vowel sounds in English.
33. Write an essay on speech mechanism.
34. Write an essay on the classification of consonant sounds in English.
35. Write an essay on supra segmental features of English.