



JAI HIND COLLEGE BASANTSING INSTITUTE OF SCIENCE

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J.T.LALVANICOLLEGE OF COMMERCE (AUTONOMOUS)

"A" Road, Churchgate, Mumbai - 400 020, India.

Affiliated to University of Mumbai

Program :B.A.

Proposed Course: English

Semester IV

Credit Based Semester and Grading System (CBGS) with effect from the academic year 2020-21

SYBA English (Indian Literature in English) Syllabus Academic year 2020-21

Semester IV			
Course Code	Course Title	Credits	Lectures /Week
AENG401	Indian Literature in English — II	3.5	03
AENG402	Twentieth Century American Literature – II	3.5	03
AENG4AC1	Advertising - II	03	04
AENG4AC2	Introduction to Journalism-II	03	04
AENG4AC3	Gender Studies – II	03	04



Course Code AENG401	Course Title <u>Indian Literature in English – II</u>	3.5 Credits
Learning Objectives	 To introduce learners to the uniqueness of Indian Literature in E To acquaint learners to the pluralistic dimensions of Indian Liter To help them understand the different genres of Indian Literatur To familiarise learners with different perspectives of approachin To make learners aware of prominent Indian Writers in English 	rature in English e in English
Course description	This course provides students with an understanding of Indian I English, with its plural dimensions and different genres.	iterature in
	THEORY Semester 4	(45 lectures)
Unit – I: Essa	ays (Indian Non-Fiction in English)	15 lectures
	vill be studied in relation to the background topics outlined. The tested only for CA – I and the essays will be tested only in the SEE.	
i. Arj <i>Poison</i> ii. Ra and Fe	be only tested for SEE) fun Dangle: "Dalit Literature: Past, Present and Future" from med Bread. 1992. Hyderabad: Orient Longman Ltd. ijeswari Sunder Rajan: "English Literary Studies, Women's Studies eminism in India". Source: Economic and Political Weekly, Vol 43. 3 (Oct. 25-31, 2008).	
B. Backgroun	nd Topics: (to be only tested for CA-1)	
I. II.	 Dalit Literature : Contextual overview - History - JyotibaPhule; B.R. Ambedkar; Dalit Panthers (Reference: Essay by Anupama Rao - "Representing Dalit Selfhood") Intersection of Caste and Gender (Reference: Essay by SharmilaRege - "Dalit Women Talk Differently") Selected Dalit Poetry Women's Studies in India (Reference: Introductory Essay to 	
	 Feminism in India by Maitrayee Chaudhuri): i. Contextual overview - Women's Studies v/s Feminism-Difficulties in defining Feminism in the Indian Context ii. Women's movement and Nationalism 	

	iii. Feminism in India and Globalizationiv. Selected poems by women writers in India	
Unit – II:	Poetry	15 lectures
iii.	Jayanta Mahapatra: 'Hunger' and 'Freedom' KekiDaruwalla: 'Map-Maker' MeenaKandasamy: 'Ekalaivan' and 'The Flight of Birds' DilipChitre: 'The View from Chinchpokli' Agha Shahid Ali: 'In Arabic'; 'Postcard from Kashmir'	
Unit – III: C	Orama J.W.J.L. & J.C.O.N.J	15 lectures
OR Bac	lal Sircar – <i>Stale News</i> (From: Three Plays By Badal Sircar. SamikBandyopadhyay. Seagull: 1983)	

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[A] Evaluation scheme for Theory courses

- I. Continuous Assessment (C.A.) 40 Marks
 - i. C.A.-I: Test 20 Marks from Background Topics Unit 1
 - ii. C.A.-II: Practical Aesthetics of a selected scene of a play by an Indian dramatist (20 Marks)
- II. Semester End Examination (SEE)- 60 Marks
 - Q1. Long Answer (1 out of 2) from Unit 1 (Essays) 20 marks
 - Q2. Long Answer (1 out of 2) from Unit 2 20 marks
 - Q3. Long Answer (1 out of 2) from Unit 3 20 marks

Course Code AENG402	Course Title <u>Twentieth Century American Literature –II</u>	3.5 Credits
Learning Objectives	 To acquaint the learners of literature with the various genres and literary terms of 20th Century American Literature To introduce them to the socio-cultural milieu of twentieth century America through literary texts To enable students to understand that literature is an expression of human values within a historical and social context 	
Course description	The Course introduces students to the multi – cultural aspect of 20 th C. American Literature.	1
	THEORY Semester 4	(45 lectures)
Unit I	Background (SS)	15 lectures
	The first two topics would be tested for CA1, while the other background topics would be tested for the SEE. i. American Dream (for the CA 1 only) ii. Confessional Poetry (for the CA 1 only) iii. Expressionism in American Drama iv. African American Poetry of the 20th century v. African American Drama of the 20th Century vi. Broadway and Off Broadway Theatre	
Unit – II:	Play* (JD) Arthur Miller: Death of a Salesman OR James Baldwin: Blues for Mister Charlie	15 lectures
	Unit – III: Poems* (JD)	15 lectures
	i. Robert Frost: Birches, Acquainted with the Night, Fire and Ice, The Road Not Taken, Mending Wall ii. Sylvia Plath: Tulips, Daddy, The Moon and The Yew Tree, Ariel, Lady Lazarus iii. Langston Hughes: Dream Deferred, Democracy, Mother to Son, I, Too, You and Your Whole Race	

	*For CA 2, students will be allowed to enact a scene from another play by the same playwright or write an analysis of an
	unprescribed poem written by one of the prescribed poets.
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\	11. Lewis, Allan. <i>American Plays and Playwrights of the Contemporary Theatre</i> . Rev. Ed. New York: Crown, 1970.
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1	13. Vendler, Helen. <i>Part of Nature, Part of Us: Modern American Poets</i> . Cambridge, Mass. Harvard University Press, 1980.
Evaluation	I. CA 1 from Unit 1
Scheme	II. CA 2 from Unit 2 or 3
	III. Semester End Examination (SEE)- 60 Marks
	Q. 1 from Unit 1
	Q. 2 from Unit 2
	Q. 3 from Unit 3

Course Code	Course Title	3 Credits
AENG4AC1	Advertising II	
Learning Objectives	 To highlight the role of advertising for the success of brands and its importance within the marketing function of a company. It aims to orient learners towards the practical aspects and techniques of advertising. It is expected that this course will prepare learners to lay down a foundation for a career in advertising 	
Course description	The course is meant to familiarize students with the process of adve advertising industry. It further delves into the impact of advertising	
	THEORY Semester 4	(60 lectures)
	Unit – I: Media in Advertising (RR)	15 lectures
	 i) Traditional Media: Print, Broadcasting, Out-Of-Home advertising and films - advantages and limitations of all the above traditional media ii) New Age Media: Digital Media / Internet Advertising – Forms, Significance and Limitations iii) Media Research: Concept, Importance, Tool for regulation - ABC and Doordarshan Code 	
	Unit – II: Planning Advertising Campaigns (CA 2) (RR)	15 lectures
	i) Advertising Campaign: Concept, Advertising Campaign Planning -Steps Determining advertising objectives - DAGMAR model	
	ii) Advertising Budgets: Factors determining advertising budgets, methods of setting advertising budgets, Media Objectives - Reach, Frequency and GRPs	
	iii) Media Planning: Concept, Process, Factors considered while selecting media, Media Scheduling Strategies	

	Unit – III: Fundamentals of Creativity in Advertising (CA1) (SS)	15 lectures
	i) Creativity: Concept and Importance, Creative Process, Concept of Creative Brief, Techniques of Visualization	
	ii) Creative aspects: Buying Motives - Types, Selling Points- Features, Appeals - Types, Concept of Unique Selling Preposition (USP)	
	iii) Creativity through Endorsements: Endorsers – Types, Celebrity Endorsements – Advantages and Limitations, High Involvement and Low Involvement Products	
7	Unit – IV: Execution and Evaluation of Advertising (SS)	15 lectures
	i) Preparing print ads: Essentials of Copywriting, Copy – Elements, Types, Layout- Principles, Illustration - Importance.	
	ii) Creating broadcast ads: Execution Styles, Jingles and Music – Importance, Concept of Storyboard	
\!	iii) Evaluation: Advertising copy, Pre-testing and Post-testing of Advertisements – Methods and Objectives	
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Assessment Pattern	15) Singh,Raghuvir and Sangeeta Sharma. (2006). Advertising: Planning and Implementation. New Delhi: PHI Learning Private Limited. Continuous Asessment (CA): 40 marks I. CA 1: MCQs on Unit 3 (20 marks) II. CA2: Group Assignment on Unit 2 (20 marks) SEE Semester End Examination (SEE)- 60 Marks Q.1 Essay Question from Unit I (1 out of 2) (15) Q2. Essay Question from Unit II (1 out of 2) (15)Q.3 Essay Question from Unit III (1 out of 2) (15)Q.4 Essay Question from Unit IV (1 out of 2)
	Marketing, Strategies for Changing Public Behaviour. New York . The Free Press. 11) Lane, Ron and Karen King. (2011). Kleppner's Advertising Procedure, (18th Edition). London: Pearson Education Limited 12) Moriarty, S., Mitchell N. D. and William D. Wells. (2012). Confessions of an Advertising Man, David Ogilvy. London: Southbank Publishing. 13) Parente, D. E. and Kirsten L. Strausbaugh-Hutchinson. (2014). Advertising Campaign Strategy: A Guide to Marketing Communication Plans, (5th Edition). Boston: Cengage Learning. 14) Sengupta, Subroto. (2005) Brand Positioning — Strategies for Competitive Advantage. New Delhi: Tata McGraw Hill Publication. 15) Singh, Raghuvir and Sangeeta Sharma. (2006). Advertising: Planning and Implementation. New
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Course	Course Title	3 Credits
Code AENG4AC2	Introduction to Journalism-II	
Learning Objectives	 To acquaint the learners with the basic concepts of journalism familiarize them with the different departments of a newspap To sensitize them to the styles of journalistic prose To introduce them to reporting, editing and feature writing To enable the students to apply their learning with a career popular journalism 	er
Course description	This Applied Component Course will provide students with an Intro- Fundamentals of Journalism, Reporting, Editing, Feature Writing and	
	THEORY	(60 lectures)
1	Semester 4	
Unit – I: Basi	cs of Editing (JD)	15 lectures
EditoriRole oRole oRole o	oles of editing ial policy f the Editor f the News Editor f Chief Sub-editor f Sub-editors	
Unit – II: Pro	ocess of Editing (CA1) (JD)	15 lectures
EditingEditingEditing	ling of data g for Language and style g for space g for correctness g for clarity.	
Students are e	expected to learn how to edit an article for newsworthiness, length expression.	
Unit – III: Ba	sics of Feature Writing (DR)	15 lectures
• Types	of features: Obituaries, Reviews, Columns, Trend stories.	

Students are exp	ected to learn how to write a feature on a contemporary topic	
Unit – IV: Design a	and Make up (CA 2) (DR)	15 lectures
 Types of Lay tabloid layou Types of M Column Mak Fonts and Ty Page Plannin 	Take up: Circus Make up, Streamlined Make up, Broken ke up /pography	
	1. Brett Atwood. (2015, February 21). The Basics of Feature Writing (Journalism Lecture). YouTube.com. URL: https://www.youtube.com/watch?v=g3v6raB0FYI&feature=you tu.be 2. Harmsworth, Jonathan. (2015, January 22). The Design and Layout of Newspapers and Magazines. Retrieved from URL: https://johnpaulwilson1.wordpress.com/2015/01/22/the-design-and-layout-of-newspapers-and-magazines/ 3. Katerina P. (2018, November 3). 13 Photos Demonstrate How Media Gives A False Idea of the Truth. Retrieved from URL: https://www.thinkinghumanity.com/2018/11/13-photos-demonstrate-how-media-gives-a-false-idea-of-the-truth.html 4. Menon, P. K. (2005) Practical Journalism. Jaipur: Avishkar Publishers.Print. 5. Prasad, Shrada. RukunAdvani et al. (2004). Editors on Editing. New Delhi: National Book Trust.Selvaraj, Madhur (2005). News Editing and Reporting. New Delhi: Dominant Publishers.Print. 6. Print Media. (2014, August 20). Page Makeup Design, Importance in Newspapers. Retrieved from URL: https://www.masscommunicationtalk.com/page-makeup-design-importance-in-newspapers.html 7. Print Media. (2013, July 5). Characteristics & Techniques of Writing Feature Story. Retrieved from URL: https://www.masscommunicationtalk.com/characteristics-techniques-of-writing-feature-story.html 8. Saxena, Sunil. (2013, November 2). How newspaper design facilitates communication. Retrieved from URL: https://www.easymedia.in/newspaper-design-facilitates-communication/ 9. The Learning Network. (2020). What's Going On in This Picture? Retrieved from URL: https://www.nytimes.com/section/learning 10. The Media Master. (2014, January 24). Layout – Page Design. Retrieved from URL: https://themediamaster.blogspot.com/2014/01/layout.html?m=1 11. Wahl-Jergensen, Karin and Thomas Hanitzsch (eds.). (2009). The Handbook of Journalism Studies. London and New York:	

	Routledge. Print. 12. White, Ted. (2005). Broadcast News Writing, Reporting and Producing (Fourth Edition). Amsterdam, Boston, Heidelberg, London, New York, Paris, San Diego, San Francisco, Sydney and Tokyo: Focal Press and Elsevier. Print.	
SEEAssess	Q.1 Question from Unit I (15)	
ment	Q.2 Question from Unit II (15)	
Pattern (60_	Q.3 Writing a Feature (Practical Question from Unit III) (1/3) (15)	
Marks):	Q.4 Short Notes on Unit IV (2/4) (15)	

SEE Format (60 marks): One question of 15 marks on each unit

CA 1: Objectives on Unit 2 – 20 Marks

CA 2: Analysis and evaluation of a given page's make-up, layout, font, typography and page-planning(covered in Unit 4) - 20 Marks



Course Code	Course Title	3 Credits
AENG4AC3	<u>Gender Studies – II</u>	
Learning Objectives	 To create an understanding of different approaches to gender. To develop analytical skills and critical thinking through learning about the historical, sociopolitical, digital and legal implications of gender. To engage with contemporary developments in the field of gender and sexuality studies. 	
Course description	The course aims to acquaint students with theoretical and pract developments in the field of gender studies. In addition, the courintroduce students to the various aspects of gender in an information of the students of the various aspects of gender in an information of the students of the various aspects of gender in an information of the students	rse aims to
	Unit – I: Gender and Media (RR)	15 lectures
	 Representation and treatment of gender in Mass Media: newspapers, advertisements, cinema and theatre, etc. (CA1) Gender and New Media: Cartoons, Manga, Anime, Social media (CA1) Male Gaze/ Scopophilia Issues of the 'Casting Couch' Empowerment through media Poem for analysis (for CA-II): KalkiKoechelin's 'Unblushed' Recommended Reading/Viewing for CA - II: 1. KattieMakkai: "Pretty" 2. Kamala Das: "The Looking Glass" 3. Rudyard Kipling: "If" 4. Christina Rossetti: "In an Artist's Studio" 	
	Unit – II: Gender Theory (DR)	15 lectures
	Definitions and Concepts for all the theories, as per a given list for CA1. • Intersectionality	

	Postcolonial Gender Theory	
	 Gender and Race 	
	An Introduction to Queer Theory	
	Poem for analysis (for CA-II):	
	"Homage to My Hips" – Lucille Clifton	
	Recommended Reading for CA-II:	
	1. Audre Lorde: "Recreation"	
	2. Tatiana de la Tierra: "Dreaming of Lesbos"	
	3. Maya Angelou: "Still I Rise" by	
	4. Marlene Nourbese Philip: "Discourse on the Logic of	
	Language"	
The same of	Unit – III: Socio-political Background to Gender Diversity in	15 lectures
	India (AP)	15 lectures
	• Liberal Reforms under Colonization; Women's role in the	
	Independence Movement (CA1)	
	• Impact of Gandhiism On Gender and Nationalism – his	
	views on 'restraint'; Counter views on Femininity and	1
	Masculinity (CA1)	/
	• Impact of B.R. Ambedkar and the Dalit Insurgency –	/
1.1	Intersection of Gender and Caste	
\ \	7 . 1	
١	• India's tryst with Gender Fluidity – socio-cultural and	
	legal coordinates of LGBTQIA+ rights	
	• Women's Movements in India and Maharashtra: Anti	
	Price-Rise Movement, Chipko Movement	
	 Self-help Groups (Purush and MahilaBachat Gat) 	
	. \\\\	
	Poem for analysis (for CA-II):	
	The Type (Sarah Kay) and I am a Man (Fort Worth Team)	
	Recommended Reading/ Viewing for CA-II:	
	1. Sarah Kay: "If I Should Have a Daughter"	
	 Chen Chen: "I Invite My Parents to a Dinner Party" 	
	3. MenkaShivdasani: "Bird Woman"	
	4. Keith Jarrett: "A Gay Poem"	
	T. Keim Janen. A Gay I oem	
	Unit – IV: Gender and Law (JD)	15 lectures
	Historical and Contemporary Overview (CA1)	
	Demographic, social, cultural, economic, and political	
	nature of laws (CA1)	
	 National and State politics 	
	- National and State pointies	

- Indian Constitution and Gender
- Unwritten social laws and gendering

*(Laws to be specified: marriage, rape, dowry, inheritance, divorced, IVF, maternity, domestic violence)

Poem for analysis (for CA-II):

Lily Myers: 'Shrinking Women'

Recommended Reading for CA-II:

- 1. Eunice D'Souza: "Marriages are Made"
- 2. Sylvia Plath: "Mirror"
- 3. W.H. Auden: "Stop all the Clocks"
- 4. Justice Ameer: "body without the "d" "

References:

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conservatism-law-race-gender-discrimination

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- 13. Gill, Rosalind. (2007). *Gender and the Media*. Cambridge: Polity Press. Print.
- 14. Humphries, Drew (Ed). (2009). Women, Violence, and the Media: Readings in Feminist Criminology. Boston: Northeastern University Press. Print.
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Assessment Pattern

I. Continuous Assessment (C.A.) - 40 Marks

- (i) C.A.-I: Test 20 Marks from all Units as indicated
- (ii) C.A.-II: Assignment on the literary component

II. Semester End Examination (SEE)- 60 Marks

- Q1. Essay type question on Unit 1 (1 out of 2) 15 marks
- Q2. Essay type question on Unit 2 (1 out of 2) 15 marks
- Q3. Essay type question on Unit 3 (1 out of 2) 15 marks
- Q4. Essay type question on Unit 4 (1 out of 2) 15 marks