

**The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)**



**The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)**

Syllabus for SY BA

(June 2020 Onwards)

Program: BA

Semester 3

Course: English

Course Title: Indian Literature in English (Part A)

Course Code	Paper Title	Credit
AENL 305	Paper II – Indian Literature in English	03



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

1. Syllabus as per **Choice Based Credit System**

i) Name of the Programme	:	S.Y.B.A. English
ii) Course Code	:	AENL 305
iii) Course Title	:	Semester III Indian Writing in English (Part A)(Essay, Novel and Short Stories)
iv) Semester wise Course Contents	:	Copy of the syllabus Enclosed
v) References and additional references	:	Enclosed in the Syllabus
vi) Credit structure	:	
No. of Credits per Semester	:	03
vii) No. of lectures per Unit	:	15
viii) No. of lectures per week	:	03
ix) No. of Tutorial per week	:	
		Semester End Exam:60 marks (4 Questions of 15 marks)
		Internal Assessment 40 marks: Test 15 marks, Project/ Assignment 15 marks
2 Scheme of Examination	:	Class Participation: 10 marks
3 Special notes, if any	:	No
4 Eligibility, if any	:	As laid down in the College Admission brochure / website
5 Fee Structure	:	As per College Fee Structure specifications
6 Special Ordinances / Resolutions, if any	:	No



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

Programme: SYBA

Semester: III

Course: PaperII – Indian Literature in English (Part A)

Course Code: AENL 305

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
3		-	3	15	15	10		-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Prerequisites

1. Basic interest in Indian literature and culture
2. Basic competence in English

Course Objectives

1. To familiarise learners with uniqueness and features of Indian Writing in English
2. To acquaint learners to the pluralistic dimensions of Indian Literature in English
3. To help them understand the different genres of Indian Literature in English
4. To introduce them to the socio-cultural milieu of Indian Literature through literary texts
5. To familiarise learners with different perspectives of approaching this literature

Course Content

Unit No.	Module No.	Content	Lectures
1	I II III	Essays (Indian Non-Fiction in English) 1. Meenakshi Mukherjee: "The Anxiety of Indianness" from <i>The Perishable Empire: Essays on Indian Writing in English</i> . 2. Urvashi Butalia: "Memory" from <i>The Other Side of Silence: Voices from the Partition of India</i> 3. K. Satchidanandan: "That Third Space: Interrogating the Diasporic Paradigm" from <i>Indian Literature</i> , Vol 45, No.3 (203) (May-June 2001)	15
2	I	Novel: Anita Desai: <i>Fasting, Feasting</i> . Penguin Random House. OR	15



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

		Saradindu Bandyopadhyay: <i>The Quills of the Porcupine</i> - a novella from <i>The Menagerie and Other Byomkesh Bakshi Mysteries</i> . Translated from the Bengali by Sreejata Guha. Penguin.	
3	I	<p style="text-align: center;">Short Stories</p> <p>1. Bhisham Sahani: "Pali" (from <i>Translating Partition</i>. Katha, New Delhi, 2001)</p> <p>2. Vilas Sarang: "A Revolt of the Gods" (from <i>Fair Tree of the Void</i>. Penguin Books (India) Ltd., New Delhi, 1990.</p> <p>3. Gita Hariharan: "The Remains of the Feast" (from https://newint.org)</p> <p>4. Shashi Deshpande: "The Awakening" (from <i>Collected Stories, Vol. 1</i>, Penguin Books India Pvt Ltd. New Delhi, 2003)</p>	15
		Total No. of Lectures	45

Beyond the Syllabus

Paper presentations, group discussions, ELA activities, screening of movies based on literary texts

List of Experiments

Sr. No.	Description
1	Module 1 Discussions and presentations
2	Module 2 Reading, writing sessions and presentations
3	Module 3 Reading, writing sessions and assignments
4	Module 4 Presentations and Assignments
5	Module 5 Presentations and Assignments

Semester III: Indian Literature in English – Paper II, Part A (Paper Pattern)

Duration: 2 hours

Marks: 60

Q.1. Essay (Unit 1) 1/3	15 marks
Q.2 Essay (Unit 2) 1/3	15 marks
Q.3 Essay (Unit 3) 1/3	15 Marks
Q.4. Short Notes (Units 2 and 3) 2/6	15 marks



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

Course Outcome	
After the completion of the course, students will able to	
CO1	develop an understanding of and interest in Indian Writing in English
CO2	analyse the social and cultural aspects of Indian literary texts
CO3	imbibe the cultural context and develop a literary sensibility for Indian Literature in English
CO4	write critical appreciations of Indian English literary work
CO5	understand and appreciate Indian multicultural sensibility

Recommended Resources	
Text Books	Anita Desai: <i>Fasting, Feasting</i> . Penguin Random House. Saradindu Bandyopadhyay: <i>The Quills of the Porcupine</i> - a novella from <i>The Menagerie and Other Byomkesh Bakshi Mysteries</i> . Translated from the Bengali by Sreejata Guha. Penguin.
Reference Books	Agrawal, Anju Bala. <i>Post-Independence Indian Writing in English (Vols. I and II)</i> . Authorspress, 2010. Agarwal, Beena. <i>Contemporary Indian English Drama: Canons and Commitments</i> . Aadi Publications, 2012. Agarwal, Smita, ed. <i>Marginalized: Indian Poetry in English</i> . Rodopi, 2014 Ahmad, Aijaz. <i>In Theory: Classes, Nations, Literatures</i> . Oxford University Press, 1996. Basu, Tapan, ed. <i>Translating Caste</i> . Katha, 2002, Bose, Brinda, ed. <i>Translating Desire: The Politics of Gender and Culture in India</i> . Katha, 2002. Dharwadker, Vinay and A.K. Ramanujan, eds. <i>The Oxford Anthology of Modern Indian Poetry</i> . Oxford University Press, 1994. Gandhi, Leela. <i>Postcolonial Theory: A Critical Introduction</i> . Oxford University Press, 1998. Gopal, Priyamvada. <i>The Indian English Novel: Nation, History, and Narration</i> . Oxford University Press, 2009. Iyengar, Srinivasa. <i>Indian Writing in English</i> , 5 th ed. Sterling Publishers. Jain, Jasbir. <i>Gender and Narrative</i> . Rawat Publications, 2002. Jain, Jasbir. 2004. <i>Dislocations and Multiculturalism</i> . Rawat Publications, 2004 Jain, Jasbir and Singh, Veena. <i>Contesting Postcolonialisms</i> . 2 nd edition. Rawat Publications, 2004 Jain, Jasbir. <i>Reading Partition/Living Partition</i> . Rawat Publications, 2007. Joshi, Priya. <i>In Another Country: Colonialism, Culture and the English Novel in India</i> . Oxford University Press, 2003. Kambar, Chandrasekhar. <i>Modern Indian Plays. Vols. 1 & 2</i> . National School of Drama, 2000.



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

- Karnad, Girish. "Author's Introduction" in *Three Plays*. OUP, 1995.
- King, Bruce. *Modern Indian Poetry in English*. Revised Edition. Oxford University Press, 2001.
- Kushwaha, M.S. *Dimensions of Indian English Literature*. Sterling Publishers Pvt. Ltd., 1984.
- Mc Cutchion, David. 1973. *Indian Writing in English*. Writers Workshop, 1973.
- Mehrotra, Arvind, ed. *A Concise History of Indian Literature in English*. Permanent Black, 2010
- Mittal, R.K. *Problems of Indian Creative Writing in English*. Kumud Publishers, 2013.
- Mittapalli, Rajeshwar and Piciucco, Pier Paolo. *Studies in Indian Writing in English, Vol. 1*. Atlantic Publishers and Distributors, 2000.
- Mishra, Vijay. *Literature of the Indian Diaspora*. Routledge, 2008.
- Mouli, T. Sai Chandra. *Multicultural Theatre and Drama*. Authorspress, 2011.
- Mukherjee, Meenakshi. *The Perishable Empire: Essays on Indian Writing in English*. Oxford University Press, 2002.
- Mukherjee, Meenakshi. *Realism and reality: The Novel and Society in India*. Oxford University Press, 1994.
- Mukherjee, Meenakshi. *The Twice-Born Fiction: Themes and Techniques of the Indian Novel in English*. University of Michigan: Heineman Educational Books, 1971.
- Naik, M.K. *Critical Essays on Indian Writing in English*. Macmillan, 1977.
- Naik, M.K. *Aspects of Indian Writing in English*. Macmillan. 1979
- Naik, M.K. *History of Indian English Literature*. Sahitya Akademi, 1982.
- Naik, M.K. *Studies in Indian English Literature*. Sterling Publishers Pvt. Ltd., 1987.
- Nayar, Pramod. *Postcolonial Literature: An Introduction*. Pearson Education, 2008.
- Paranjape, Makarand. *Indian Poetry in English*. Macmillan India Ltd., 1993.
- Paranjape, Makarand. "Indian (English) Criticism: Some Notes." *Indian Literature*, Vol. 37, No. 2 (160) (March-April, 1994), pp. 70-78.
- Rau, M. Chalapathi. *Indian Drama: Traditional Societies in Transition*. Allied Publishers Private Ltd, 1982.
- Shaikh, F.A. *New Perspectives on Indian Writing in English*. Sarup and Sons, 2009
- Stewart, Frank and Sukrita Paul Kumar, ed. *Crossing Over: Partition Literature from India, Pakistan and Bangladesh*. New Delhi: Doaba Publications, 2008.
- Viswanathan, Gauri. *Masks of Conquest: Literary Study and British Rule in India*. Oxford University Press. 1989.
- Walsh, William. *Indian Literature in English*. Longman. 1990.

E-Resources

<https://minds.wisconsin.edu/bitstream/handle/1793/11911/27BhallaStories.pdf>

Roshan G. Shahani, and Shoba V. Ghosh. "Indian Feminist Criticism: In Search of New Paradigms." *Economic and Political Weekly*, vol. 35, no. 43/44, 2000, pp. 3813–3816. *JSTOR*, www.jstor.org/stable/4409886.



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

Syllabus Prepared by:

- | | |
|--|------------------------------|
| 1. Dr. Nilakshi Roy: | Convenor, Syllabus Committee |
| Associate Professor,
Dept. of English,
V G Vaze College,
Mulund East,
Mumbai | |
| 2. Dr. Dinesh Kumar: | Member, Syllabus Committee |
| Associate Professor,
Dept. of English,
V G Vaze College,
Mulund East,
Mumbai | |



**The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)**



**The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)**

Syllabus for SY BA

(June 2020 Onwards)

Program: BA

Semester 3

Course: English

Course Title: American Literature (Part A)

Course Code	Paper Title	Credit
AENL 306	Paper III – American Literature	03



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

1. Syllabus as per **Choice Based Credit System**

i) Name of the Programme	:	S.Y.B.A. English
ii) Course Code	:	AENL 306
iii) Course Title	:	Semester III: American Literature (Part A) (Short Story and Novel)
iv) Semester wise Course Contents	:	Copy of the syllabus Enclosed
v) References and additional references	:	Enclosed in the Syllabus
vi) Credit structure	:	
No. of Credits per Semester	:	03
vii) No. of lectures per Unit	:	15
viii) No. of lectures per week	:	03
ix) No. of Tutorial per week	:	
		Semester End Exam: 60 marks (4 Questions of 15 marks)
		Internal Assessment 40 marks: Test 15 marks, Project/ Assignment 15 marks
2 Scheme of Examination	:	Class Participation: 10 marks
3 Special notes, if any	:	No
4 Eligibility, if any	:	As laid down in the College Admission brochure / website
5 Fee Structure	:	As per College Fee Structure specifications
6 Special Ordinances / Resolutions, if any	:	No



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

Programme: SYBA

Semester: III

Course: Paper III – American Literature (Part A)

Course Code: AENL306

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
3		-	3	15	15	10		-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Prerequisites

1. Basic interest in American literature and culture
2. Basic competence in English

Course Objectives

1. To familiarise learners with various genres of American Literature
2. To sensitize them to the themes and styles of American Literature
3. To orient the learners towards various literary movement in 20th century America
4. To introduce them to the socio-cultural milieu of twentieth century America through literary texts
5. To enhance their understanding of American, African American and Multicultural sensibilities by introducing them to the literary works representing them

Course Content

Unit No.	Module No.	Content	Lectures
1	I	Terms: Naturalism in 20 th Century American Fiction, Lost Generation Writers, African American Fiction, Jewish American Fiction, Literature of Chinese-American Diaspora, Literature of Indian Diaspora in America	15
2	I	Novel: Gloria Naylor: <i>Mama Day</i> Or Ernest Hemingway: <i>Old Man and the Sea</i>	15



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

3	I	Short Stories <ul style="list-style-type: none"> • John Steinbeck – “The Chrysanthemums” • Alice Walker – “Everyday Use” • Amy Tan – “Two Kinds” • Bernard Malamud – “The German Refugee” • Jhumpa Lahiri – “Hell-Heaven” 	15
		Total No. of Lectures	45

Beyond the Syllabus

Paper presentations, group discussions, ELA activities, screening of movies based on literary texts

List of Experiments

Sr. No.	Description
1	Module 1 Discussions and presentations
2	Module 2 Reading, writing sessions and presentations
3	Module 3 Reading, writing sessions and

Semester III: American Literature – Paper III (Paper Pattern)

Duration: 2 hours

Marks: 60

Q.1. Short Notes (Unit 1) 2/4	15 marks
Q.2 Essay (Unit 2) 1/3	15 marks
Q.3 Essay (Unit 3) 1/3	15 Marks
Q.4.) Short Notes (Units 2 and 3) 2/6	15 marks

Course Outcome

After the completion of the course, students will able to

CO1	develop an understanding of American Literature
CO2	Analyse the social and cultural aspects of American literary texts
CO3	Understand the features of American modernism
CO4	Write critical appreciations of American literary work



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

CO5 Understand and appreciate American multicultural sensibility

Recommended Resources

Text Books Gloria Naylor: *Mama Day*
Ernest Hemingway: *Old Man and the Sea*

Reference

- Books**
- Abrams, M. H. *A Glossary of Literary Terms*. (8th Edition) Akash Press, 2007.
- Baldick, Chris. *The Oxford Dictionary of Literary Terms*. Oxford University Press, 2001.
- Bloom, Harold, ed. *Short Story Writers and Short Stories*. Chelsea House, 2005.
- Boyars, Robert, ed. *Contemporary Poetry in America*. Schocken, 1974.
- Cook, Bruce. *The Beat Generation*. Scribners, 1971.
- Gould, Jean. *Modern American Playwrights*. Dodd, Mead, 1966.
- Drabble, Margaret and Stringer, Jenny. *The Concise Oxford Companion to English Literature*. Oxford University Press, 2007.
- Hassan, Ihab. *Contemporary American Literature, 1945-1972: An Introduction*. Ungar, 1973.
- Hassan, Ihab. *Radical Innocence: Studies in the Contemporary American Novel*. Princeton University Press, 1961.
- Henderson, Stephen, ed. *Understanding the New Black Poetry*.: William Morrow, 1973.
- Hoffman, Daniel, ed. *Harvard Guide to Contemporary Writing*. Harvard University Press, 1979.
- Hudson, William Henry. *An Introduction to the Study of Literature*. Atlantic, 2007.
- Kernan, Alvin B., ed, *The Modern American Theater*. Englewood Cliffs, N. J.: Princeton Hall, 1967.
- Kiernan, Robert F. *American Writing since 1945: A Critical Survey*. Frederick Ungar, 1983.
- Lawrence, Shaffer. *History of American Literature and Drama*. Sarup, 2000.



**The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)**

Lewis, Allan. *American Plays and Playwrights of the Contemporary Theatre*. Rev. Ed. Crown, 1970.

Rosenblatt, Roger. *Black Fiction*. Harvard University Press, 1974.

Stepan chev, Stephen. *American Poetry since 1945: A Critical Survey*. Harper and Row, 1965.

Vendler, Helen. *Part of Nature, Part of Us: Modern American Poets*. Harvard University Press, 1980.

Voss, Arthur. *The American Short Story: A Critical Survey*. Univ. of Oklahoma Press, 1980.

E-Resources https://www.slideserve.com/dutch/the-short-story/?utm_source=slideserve&utm_medium=website&utm_campaign=auto+related+load

Syllabus Prepared by:

1. Dr. Dinesh Kumar: Convenor, Syllabus Committee
Associate Professor,
Dept. of English,
V G Vaze College,
Mulund East,
Mumbai
2. Dr. Nilakshi Roy: Member, Syllabus Committee
Associate Professor,
Dept. of English,
V G Vaze College,
Mulund East,
Mumbai



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

Syllabus for SY BA

(June 2020 Onwards)

Program: BA

Semester 3

Course: Applied Component

Course Title: Introduction to Journalism (Part A)

Course Code	Paper Title	Credit
AJRL 319	Introduction to Journalism	02

1. Syllabus as per **Choice Based Credit System**



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

i) Name of the Programme	:	S.Y.B.A. English
ii) Course Code	:	AJRL 319
iii) Course Title	:	Semester III Introduction to Journalism (Part A)
iv) Semester wise Course Contents	:	Copy of the syllabus Enclosed
v) References and additional references	:	Enclosed in the Syllabus
vi) Credit structure	:	
No. of Credits per Semester	:	02
vii) No. of lectures per Unit	:	11/12
viii) No. of lectures per week	:	04
ix) No. of Tutorial per week	:	
		Semester End Exam: 60 marks (4 Questions of 15 marks)
		Internal Assessment 40 marks: Test 15 marks, Project/ Assignment 15 marks
2 Scheme of Examination	:	Class Participation: 10 marks
3 Special notes, if any	:	No
4 Eligibility, if any	:	As laid down in the College Admission brochure / website
5 Fee Structure	:	As per College Fee Structure specifications
6 Special Ordinances / Resolutions, if any	:	No



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

Programme: SYBA

Semester: III

Course: Introduction to Journalism

Course Code: AJRL 319

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA): 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4		-	2	15	15	10		-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Prerequisites

1. Basic interest in Journalism and media
2. Basic competence in English and Indian Languages

Course Objectives

1. To familiarise learners with various aspects of journalism
2. To acquaint them with the content of a newspaper and departments of the newspaper publishing house
3. To orient the learners towards various journalistic writing tasks
4. To sensitize them to the styles of journalistic prose
5. To inculcate in them the skills of reporting, editing and feature writing in print medium
6. To enable the students to explore a career perspective in journalism

Course Content (Semester III: Fundamentals of Journalism and Reporting)

Unit No.	Module No.	Content	Lectures
1	I	Introduction: News Papers in Post-Independence era: Emergency, Syndicated Journalism, Free Press, News Agencies, Television Journalism, Ethics in Journalism	11
2	I	Organization and structure of a newspaper house: Circulation, Advertising, Editorial and Mechanical Departments	11
3	I	Basics of Reporting The News Value, News Gathering, Readers' interest, Qualities and Aptitude Necessary for a reporter, Types of reports	11
4	I	Writing of Reports Basic principles: objectivity, accuracy, speed, clarity and integrity, Parts of a news report, 5Ws, Headline writing, Types of Leads, and Report writing	12
Total No. of Lectures			45



**The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)**

Beyond the Syllabus

Paper presentations, group discussions, visits to newspaper offices, college magazine, news letter

List of Experiments

Sr. No.	Description
1	Module 1 Discussions and presentations
2	Module 2 Presentations
3	Module 3 Presentations
4	Module 4 Presentations and reporting assignments

Semester III: Introduction to Journalism (Part A) (Paper Pattern)

Duration: 2 hours

Marks: 60

Q.1. One Essay or Two Short essays on Unit 1	15 marks
Q.2. One Essay or Two Short essays on Unit 2	15 marks
Q.3. One Essay or Two Short essays on Unit 3	15 Marks
Q.4. Basic Principles and Report Writing Unit 4	15 marks

Course Outcome

After the completion of the course, students will able to

CO1	Understand the working of various departments of a newspaper house
CO2	write in various journalistic formats effectively
CO3	develop a career perspective in journalism
CO4	become citizen reporters
CO5	work independently on projects such as editing, feature writing and reporting tasks

Recommended Resources

Text Books

Reference Books Kamath. M V. *Professional Journalism*. Vikas Publishing House, 1980.



**The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)**

Mencher, Melvin. *Basic News Writing*. Universal Book Stall, 1992.

Menon, P. K. *Practical Journalism*. Avishkar Publishers, 2005.

Natrajan. J. *History of Indian Journalism*. Ministry of Information and Broadcasting, 1995.

Parthasarathy, Rangaswami. *Basic Journalism*. MacMillan India Ltd., 1989.

Parthasarathy, Rangaswami. *Here is the News! Reporting for the Media*. Sterling, 1994.

Prasad, Sharada. RukunAdvani (et al) *Editors on Editing*. National Book Trust, 2004.

Selvaraj, Madhur. *News Editing and Reporting*. Dominant Publishers, 2005.

E-Resources

Syllabus Prepared by:

- | | |
|--|------------------------------|
| 1. Dr. Dinesh Kumar:
Associate Professor,
Dept. of English,
V G Vaze College,
Mulund East,
Mumbai | Convenor, Syllabus Committee |
| 2. Dr. Nilakshi Roy:
Associate Professor,
Dept. of English,
V G Vaze College,
Mulund East,
Mumbai | Member, Syllabus Committee |



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

Syllabus for SY BA

(June 2020 Onwards)

Program: BA

Semester 3

Course: Applied Component

Course Title: Introduction to Advertising (Part A)

Course Code	Paper Title	Credit
AADV 320	Introduction to Advertising	02

1. Syllabus as per **Choice Based Credit System**



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

i) Name of the Programme	:	S.Y.B.A. English
ii) Course Code	:	AADV 320
iii) Course Title	:	Semester III Introduction to Advertising (Part A)
iv) Semester wise Course Contents	:	Copy of the syllabus Enclosed
v) References and additional references	:	Enclosed in the Syllabus
vi) Credit structure	:	
No. of Credits per Semester	:	02
vii) No. of lectures per Unit	:	11/12
viii) No. of lectures per week	:	04
ix) No. of Tutorial per week	:	
		Semester End Exam: 60 marks (4 Questions of 15 marks)
		Internal Assessment 40 marks: Test 15 marks, Project/ Assignment 15 marks
2 Scheme of Examination	:	Class Participation: 10 marks
3 Special notes, if any	:	No
4 Eligibility, if any	:	As laid down in the College Admission brochure / website
5 Fee Structure	:	As per College Fee Structure specifications
6 Special Ordinances / Resolutions, if any	:	No



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

Programme: SYBA

Semester: III

Course: Introduction to Advertising (Part A)

Course Code: **AADV 320**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA): 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4		-	2	15	15	10		-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Prerequisites

1. Basic interest in advertising and media
2. Basic competence in English and Indian Languages

Course Objectives

1. To familiarise learners with various aspects of advertising
2. To acquaint them with the departments of an ad agency
3. To orient the learners towards various advertising-related writing tasks
4. To sensitize them to the language of advertising
5. To inculcate in them the skills of copy writing
6. To enable the students to explore a career perspective in advertising

Course Content (Semester III)

Unit No.	Module No.	Content	Lectures
1	I	Introduction to Advertising and Advertising Agency	11
	II	<ul style="list-style-type: none"> • Integrated Marketing Communications (IMC) – Concept, Features, Elements, Role of advertising in IMC 	
	III	<ul style="list-style-type: none"> • Advertising: Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers. • Classification of advertising: Geographic, Media, Target audience and Functions. 	
2	I	Advertising Agency	11
	II	<ul style="list-style-type: none"> • Ad Agency: Features, Structure and services offered, Types of advertising agencies, Agency selection criteria • Agency and Client: Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, 	



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

	III	Agency compensation <ul style="list-style-type: none"> • Careers in Advertising: Skills required for a career in advertising, Various Career Options, Freelancing Career Options – Graphics, Animation, Modelling, Dubbing. 	
3	I II III	Economic & Social Aspects of Advertising <ul style="list-style-type: none"> • Economic Aspects: Effect of advertising on consumer demand, monopoly and competition, Price. • Social aspects: Ethical and social issues in advertising, positive and negative influence of advertising on Indian values and culture. • Pro Bono/Social advertising: Pro Bono Advertising, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP), Self-Regulatory body – Role of ASCI (Advertising Standard Council of India) 	11
4	I II III	and Building and Special Purpose Advertising <ul style="list-style-type: none"> • Brand Building: The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises. • Special purpose advertising: Rural advertising, Political advertising, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above special purpose advertising. • Trends in Advertising: Media, Ad spends, Ad Agencies, Execution of advertisements 	12
Total No. of Lectures			45

Beyond the Syllabus

Paper presentations, group discussions, visits to ad agencies, ad analysis, corporate communication workshop

List of Experiments

Sr. No.	Description
1	Module 1, 2 and 3 Discussions and presentations
2	Module 3, 5 and 6 Profiling of Ad agencies
3	Module 7, 8 and 9 Presentations and discussions
4	Module 10, 11 and 12



**The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)**

	Presentations and case studies
5	
6	

Semester III: Introduction to Advertising (Part A) (Paper Pattern)

Duration: 2 hours **Marks: 60**

Q.1. Two Short essays on Unit 1 (2/4)	15 marks
Q.2. Two Short essays on Unit 2 (2/4)	15 marks
Q.3. Two Short essays on Unit 3 (2/4)	15 Marks
Q.4. Two Short essays on Unit 4 (2/4)	15 marks

Course Outcome

After the completion of the course, students will able to

CO1	Understand the working of various departments of an ad agency
CO2	write an ad copy effectively
CO3	develop a career perspective in advertising
CO4	be aware of the ethical and legal issues in advertising
CO5	work independently on projects such as review of ads, market survey etc

Recommended Resources

Text Books

Reference Books

- Aker, David A. and Alexander L. Biel. *Brand Equity & Advertising- Advertising's role in building strong brands*, Psychology Press, 2013.
- Arens, William, Michael Weigold and Christian Arens. *Contemporary Advertising*. 15th Edition,
- Batra, Myers and Aaker. *Advertising Management*, 5th Edition, Pearson, 2002.
- Belch, George and Michael Belch. *Advertising and Promotion : An Integrated Marketing Communications Perspective*. 10th Edition, McGraw Hill Education, 2015.
- Bullmore, J. J. D., M. J. Waterson. *The Advertising Association Handbook*. Holt Rinehart, 1983.
- Clow, Kenneth E. and Donald E. Baack. *Integrated Advertising, Promotion, and Marketing*



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

Communications. 5th Edition, Pearson, 2012.

Gupta, Ruchi. *Advertising Principles and Practice*. S.Chand, 2012.

Hill Higher Education, 2017.

Keller, Kevin Lane. *Strategic Brand Management*. 4th Edition, Pearson Education Limited, 2013.

Kotler, Philip and Eduardo Roberto. *Social Marketing, Strategies for Changing Public Behaviour*, Free Press, 1989.

Lane, Ron and Karen King. *Kleppner's Advertising Procedure*. 18th edition, Pearson, 2011.

Moriarty, Sandra and Nancy D Mitchell, William D. Wells. *Advertising*. 10th Edition, Pearson, 2010.

Sengupta, Subroto. *Brand Positioning – Strategies for Competitive Advantage*. Tata McGraw Hill, 2005.

Singh, Raghuvir and Sangeeta Sharma. *Advertising: Planning and Implementation*, Prentice Hall, 2006.

E-Resources

Use of Social media:

<https://www.tandfonline.com/doi/full/10.1080/00913367.2017.1405754>

List of Internet based Advertising agencies in India:

<https://www.sortlist.com/online-ad/india-in>

Slideshare of Classification of advertising:

https://www.slideshare.net/venkypalu/advertising-ppt-24041497?next_slideshow=1

Syllabus Prepared by:

- | | |
|--|------------------------------|
| 1. Dr. Nilakshi Roy:
Associate Professor,
Dept. of English,
V G Vaze College,
Mulund East,
Mumbai | Convenor, Syllabus Committee |
| 2. Dr. Dinesh Kumar:
Associate Professor,
Dept. of English,
V G Vaze College,
Mulund East,
Mumbai | Member, Syllabus Committee |



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

Syllabus for SY BA

(June 2020 Onwards)

Program: BA

Semester 4

Course: English

Course Title: Indian Literature in English (Part B)

Course Code	Paper Title	Credit
AENL 405	Paper II – Indian Literature in English	03

1. Syllabus as per **Choice Based Credit System**



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

i) Name of the Programme	:	S.Y.B.A. English
ii) Course Code	:	AENL 405
iii) Course Title	:	Semester IV Indian Writing in English (Part B) (Essay, Poetry and Drama)
iv) Semester wise Course Contents	:	Copy of the syllabus Enclosed
v) References and additional references	:	Enclosed in the Syllabus
vi) Credit structure	:	
No. of Credits per Semester	:	03
vii) No. of lectures per Unit	:	15
viii) No. of lectures per week	:	03
ix) No. of Tutorial per week	:	
		Semester End Exam: 60 marks (4 Questions of 15 marks)
		Internal Assessment 40 marks: Test 15 marks,
		Project/ Assignment 15 marks
2 Scheme of Examination	:	Class Participation: 10 marks
3 Special notes, if any	:	No
4 Eligibility, if any	:	As laid down in the College Admission brochure / website
5 Fee Structure	:	As per College Fee Structure specifications
6 Special Ordinances / Resolutions, if any	:	No



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

Programme: SYBA

Semester: IV

Course: Paper II – Indian Literature in English (Part B)

Course Code: AENL 405

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
3		-	3	15	15	10		-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Prerequisites

1. Basic interest in Indian literature and culture
2. Basic competence in English

Course Objectives

1. To familiarise learners with uniqueness and features of Indian Writing in English
2. To acquaint learners to the pluralistic dimensions of Indian Literature in English
3. To help them understand the different genres of Indian Literature in English
4. To introduce them to the socio-cultural milieu of Indian Literature through literary texts
5. To familiarise learners with different perspectives of approaching this literature

Course Content

Unit No.	Module No.	Content	Lectures
1	I	Essays (Indian Non-Fiction in English) 1. Makarand Paranjape: Introductory essay to <i>Indian Poetry in English</i> . 1993. Madras: Macmillan India Press. 2. Arjun Dangle: "Dalit Literature: Past, Present and Future" from <i>Poisoned Bread</i> . 1992. Hyderabad: Orient Longman Ltd. 3. Vijay Tendulkar: "Characterization and Structure: Two Essentials for a Playwright" from <i>Collected Plays in Translation</i> . 2003. New Delhi: OUP.	15
	II		
	III		
2	I	Poetry: 1. Jayanta Mahapatra : "Hunger" and "Freedom" 2. Keki Daruwalla : "Map-Maker and "A Take-Off on a Passing Remark" 3. Meena Kandasamy : "Ekalavyan" and "The Flight of Birds" 4. Dilip Chitre : "Father Returning Home" and "Ode to Bombay"	15



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

3	I	<p style="text-align: center;">Drama</p> <p>Manjula Padmanabhan: <i>Harvest</i>. (Aurora Metro Press: 2003)</p> <p style="text-align: center;">OR</p> <p>Mohan Rakesh: <i>Halfway House (Adhe-Adhure)</i> translated by Bindu Batra, Ed. Basu, Dilip K. (Worldview Publications, New Delhi: 1999)</p>	15
Total No. of Lectures			45

Beyond the Syllabus

Paper presentations, group discussions, ELA activities, screening of movies based on literary texts

List of Experiments

Sr. No.	Description
1	Module 1 Discussions and presentations
2	Module 2 Reading, writing sessions and presentations
3	Module 3 Reading, writing sessions and assignments
4	Module 4 Presentation and assignments
5	Module 5 Presentation and assignments

Semester IV: Indian Literature in English – Paper II, Part B (Paper Pattern)

Duration: 2 hours

Marks: 60

Q.1. Essay (Unit 1) 1/3	15 marks
Q.2 Essay (Unit 2) 1/3	15 marks
Q.3 Essay (Unit 3) 1/3	15 Marks
Q.4. Short Notes (Units 2 and 3) 2/6	15 marks

Course Outcome

After the completion of the course, students will able to

CO1	develop an understanding of and interest in Indian Writing in English
CO2	analyse the social and cultural aspects of Indian literary texts
CO3	imbibe the cultural context and develop a literary sensibility for Indian Literature in English
CO4	write critical appreciations of Indian English literary work



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

CO5 understand and appreciate Indian multicultural sensibility

Recommended Resources

Text Books

Manjula Padmanabhan: *Harvest*. (Aurora Metro Press, 2003)

OR

Mohan Rakesh: *Halfway House (Adhe-Adhure)* translated by Bindu Batra, Ed. Basu, Dilip K. (Worldview Publications, 1999)

Reference Books

Agrawal, Anju Bala. *Post-Independence Indian Writing in English (Vols. I and II)*. Authorspress, 2010.

Agarwal, Beena. *Contemporary Indian English Drama: Canons and Commitments*. Aadi Publications, 2012.

Agarwal, Smita, ed. *Marginalized: Indian Poetry in English*. Rodopi, 2014

Ahmad, Aijaz. *In Theory: Classes, Nations, Literatures*. Oxford University Press, 1996.

Basu, Tapan, ed. *Translating Caste*. Katha, 2002,

Bose, Brinda, ed. *Translating Desire: The Politics of Gender and Culture in India*. Katha, 2002.

Dharwadker, Vinay and A.K. Ramanujan, eds. *The Oxford Anthology of Modern Indian Poetry*. Oxford University Press, 1994.

Gandhi, Leela. *Postcolonial Theory: A Critical Introduction*. Oxford University Press, 1998.

Gopal, Priyamvada. *The Indian English Novel: Nation, History, and Narration*. Oxford University Press, 2009.

Iyengar, Srinivasa. *Indian Writing in English*, 5th ed. Sterling Publishers.

Jain, Jasbir. *Gender and Narrative*. Rawat Publications, 2002.

Jain, Jasbir. 2004. *Dislocations and Multiculturalism*. Rawat Publications, 2004

Jain, Jasbir and Singh, Veena. *Contesting Postcolonialisms*. 2nd edition. Rawat Publications, 2004

Jain, Jasbir. *Reading Partition/Living Partition*. Rawat Publications, 2007.

Joshi, Priya. *In Another Country: Colonialism, Culture and the English Novel in India*. Oxford University Press, 2003.

Kambar, Chandrasekhar. *Modern Indian Plays. Vols. 1 & 2*. National School of Drama, 2000.

Karnad, Girish. "Author's Introduction" in *Three Plays*. OUP, 1995.

King, Bruce. *Modern Indian Poetry in English*. Revised Edition. Oxford University Press, 2001.

Kushwaha, M.S. *Dimensions of Indian English Literature*. Sterling Publishers Pvt. Ltd., 1984.

Mc Cutchion, David. 1973. *Indian Writing in English*. Writers Workshop, 1973.

Mehrotra, Arvind, ed. *A Concise History of Indian Literature in English*. Permanent Black, 2010



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

- Mittal, R.K. *Problems of Indian Creative Writing in English*. Kumud Publishers, 2013.
- Mittapalli, Rajeshwar and Piciucco, Pier Paolo. *Studies in Indian Writing in English, Vol. 1*. Atlantic Publishers and Distributors, 2000.
- Mishra, Vijay. *Literature of the Indian Diaspora*. Routledge, 2008.
- Mouli, T. Sai Chandra. *Multicultural Theatre and Drama*. Authorspress, 2011.
- Mukherjee, Meenakshi. *The Perishable Empire: Essays on Indian Writing in English*. Oxford University Press, 2002.
- Mukherjee, Meenakshi. *Realism and reality: The Novel and Society in India*. Oxford University Press, 1994.
- Mukherjee, Meenakshi. *The Twice-Born Fiction: Themes and Techniques of the Indian Novel in English*. University of Michigan: Heineman Educational Books, 1971.
- Naik, M.K. *Critical Essays on Indian Writing in English*. Macmillan, 1977.
- Naik, M.K. *Aspects of Indian Writing in English*. Macmillan. 1979
- Naik, M.K. *History of Indian English Literature*. Sahitya Akademi, 1982.
- Naik, M.K. *Studies in Indian English Literature*. Sterling Publishers Pvt. Ltd., 1987.
- Nayar, Pramod. *Postcolonial Literature: An Introduction*. Pearson Education, 2008.
- Paranjape, Makarand. *Indian Poetry in English*. Macmillan India Ltd., 1993.
- Paranjape, Makarand. "Indian (English) Criticism: Some Notes." *Indian Literature*, Vol. 37, No. 2 (160) (March-April, 1994), pp. 70-78.
- Rau, M. Chalapathi. *Indian Drama: Traditional Societies in Transition*. Allied Publishers Private Ltd, 1982.
- Shaikh, F.A. *New Perspectives on Indian Writing in English*. Sarup and Sons, 2009
- Stewart, Frank and Sukrita Paul Kumar, ed. *Crossing Over: Partition Literature from India, Pakistan and Bangladesh*. New Delhi: Doaba Publications, 2008.
- Viswanathan, Gauri. *Masks of Conquest: Literary Study and British Rule in India*. Oxford University Press. 1989.
- Walsh, William. *Indian Literature in English*. Longman. 1990.

E-Resources

https://www.academia.edu/35517128/Indian_Drama_in_English_During_the_Post-Independence_Period

John Oliver Perry. "Neither Alien nor Postmodern: Jayanta Mahapatra's Poetry from India." *The Kenyon Review*, vol. 8, no. 4, 1986, pp. 55–66. *JSTOR*, www.jstor.org/stable/4335754. Accessed 2 Apr. 2020.



**The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)**

Syllabus Prepared by:

- | | |
|--|------------------------------|
| 1. Dr. Nilakshi Roy: | Convenor, Syllabus Committee |
| Associate Professor,
Dept. of English,
V G Vaze College,
Mulund East,
Mumbai | |
| 4. Dr. Dinesh Kumar: | Member, Syllabus Committee |
| Associate Professor,
Dept. of English,
V G Vaze College,
Mulund East,
Mumbai | |



**The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)**



**The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)**

Syllabus for SY BA

(June 2020 Onwards)

Program: BA

Semester 4

Course: English

Course Title: American Literature (Part B)

Course Code	Paper Title	Credit
AENL 406	Paper III – American Literature	03



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

1. Syllabus as per **Choice Based Credit System**

i) Name of the Programme	:	S.Y.B.A. English
ii) Course Code	:	AENL 406
iii) Course Title	:	Semester IV American Literature (Poetry and Drama)
iv) Semester wise Course Contents	:	Copy of the syllabus Enclosed
v) References and additional references	:	Enclosed in the Syllabus
vi) Credit structure	:	
No. of Credits per Semester	:	03
vii) No. of lectures per Unit	:	15
viii) No. of lectures per week	:	03
ix) No. of Tutorial per week	:	
		Semester End Exam: 60 marks (4 Questions of 15 marks)
		Internal Assessment 40 marks: Test 15 marks, Project/ Assignment 15 marks
2 Scheme of Examination	:	Class Participation: 10 marks
3 Special notes, if any	:	No
4 Eligibility, if any	:	As laid down in the College Admission brochure / website
5 Fee Structure	:	As per College Fee Structure specifications
6 Special Ordinances / Resolutions, if any	:	No



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

Programme: SYBA

Semester: IV

Course: Paper III – American Literature

Course Code: AENL406

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
3		-	3	15	15	10		-	60	
Max. Time, End Semester Exam (Theory) -2Hrs.									100	

Prerequisites 1. Basic interest in American literature and culture
 2. Basic competence in English

Course Objectives

1. To familiarise learners with various genres of American Literature
2. To sensitize them to the themes and styles of American Literature
3. To orient the learners towards various literary movement in 20th century America
4. To introduce them to the socio-cultural milieu of twentieth century America through literary texts
5. To enhance their understanding of American, African American and Multicultural sensibilities by introducing them to the literary works representing them

Course Content

Unit No.	Module No.	Content	Lectures
1	I	Terms: American Dream, Confessional Poetry, Expressionism in American Drama, African American Poetry of the 20 th century, African American Drama of the 20 th Century, Broadway and Off-Broadway Theatre	15
2	I	Drama: Arthur Miller: <i>Death of a Salesman</i> Or August Wilson: <i>Fences</i>	15
3	I	Poetry Langston Hughes: "Mother to Son"	



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

		"The Weary Blues" "I too Sing America" Sylvia Plath: "Mirror" "Daddy" "Tulips"	15
		Total No. of Lectures	45

Beyond the Syllabus

Paper presentations, group discussions, ELA activities, screening of movies based on literary texts

List of Experiments

Sr. No.	Description
1	Module 1 Discussions and presentations
2	Module 2 Reading, writing sessions and presentations
3	Module 3 Reading, writing sessions and assignments

Semester IV: American Literature – Paper III (Paper Pattern)

Duration: 2 hours

Marks: 60

Q.1. Short Notes (Unit 1) 2/4

15 marks

Q.2 Essay (Unit 2)

15 marks

Q.3 Essay (Unit 3) 15 Marks

Q.4.) Short Notes (Units 2 and 3) 2/6

15 marks

Course Outcome

After the completion of the course, students will able to

CO1 develop an understanding of American Literature

CO2 Analyse the social and cultural aspects of American literary texts

CO3 Understand the features of American modernism



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

CO4	Write critical appreciations of American literary work
CO5	Understand and appreciate American multicultural sensibility through poetry and drama

Recommended Resources

Text Books Arthur Miller: *Death of a Salesman*
August Wilson: *Fences*

Reference Books

Abrams, M. H. *A Glossary of Literary Terms*. (8th Edition) Akash Press, 2007.

Baldick, Chris. *The Oxford Dictionary of Literary Terms*. Oxford University Press, 2001.

Bloom, Harold, ed. *Short Story Writers and Short Stories*. Chelsea House, 2005.

Boyars, Robert, ed. *Contemporary Poetry in America*. Schocken, 1974.

Cook, Bruce. *The Beat Generation*. Scribners, 1971.

Gould, Jean. *Modern American Playwrights*. Dodd, Mead, 1966.

Drabble, Margaret and Stringer, Jenny. *The Concise Oxford Companion to English Literature*. Oxford University Press, 2007.

Hassan, Ihab. *Contemporary American Literature, 1945-1972: An Introduction*. Ungar, 1973.

Hassan, Ihab. *Radical Innocence: Studies in the Contemporary American Novel*. Princeton University Press, 1961.

Henderson, Stephen, ed. *Understanding the New Black Poetry*.: William Morrow, 1973.

Hoffman, Daniel, ed. *Harvard Guide to Contemporary Writing*. Harvard University Press, 1979.

Hudson, William Henry. *An Introduction to the Study of Literature*. Atlantic, 2007.

Kernan, Alvin B., ed, *The Modern American Theater*. Englewood Cliffs, N. J.: Princeton Hall, 1967.



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

Kiernan, Robert F. *American Writing since 1945: A Critical Survey*. Frederick Ungar, 1983.

Lawrence, Shaffer. *History of American Literature and Drama*. Sarup, 2000.

Lewis, Allan. *American Plays and Playwrights of the Contemporary Theatre*. Rev. Ed. Crown, 1970.

Rosenblatt, Roger. *Black Fiction*. Harvard University Press, 1974.

Stepanchev, Stephen. *American Poetry since 1945: A Critical Survey*. Harper and Row, 1965.

Vendler, Helen. *Part of Nature, Part of Us: Modern American Poets*. Harvard University Press, 1980.

Voss, Arthur. *The American Short Story: A Critical Survey*. Univ. of Oklahoma Press, 1980.

E-Resources

- 1) The American Dream:
<https://www.investopedia.com/terms/a/american-dream.asp>
- 2) Sylvia Plath:
https://archive.org/details/TheBellJar_201810/page/n13/mode/2up

Syllabus Prepared by:

- | | |
|--|------------------------------|
| 1. Dr. Dinesh Kumar:
Associate Professor,
Dept. of English,
V G Vaze College,
Mulund East,
Mumbai | Convenor, Syllabus Committee |
| 2. Dr. Nilakshi Roy:
Associate Professor,
Dept. of English,
V G Vaze College,
Mulund East,
Mumbai | Member, Syllabus Committee |



**The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)**



**The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)**

Syllabus for SY BA

(June 2020 Onwards)

Program: BA

Semester 4

Course: Applied Component

Course Title: Introduction to Journalism (Part B)

Course Code	Paper Title	Credit
AJRL 419	Introduction to Journalism	02



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

1. Syllabus as per **Choice Based Credit System**

i) Name of the Programme	:	S.Y.B.A. English
ii) Course Code	:	AJRL 419
iii) Course Title	:	Semester IV Introduction to Journalism (Part B)
iv) Semester wise Course Contents	:	Copy of the syllabus Enclosed
v) References and additional references	:	Enclosed in the Syllabus
vi) Credit structure	:	
No. of Credits per Semester	:	02
vii) No. of lectures per Unit	:	11/12
viii) No. of lectures per week	:	04
ix) No. of Tutorial per week	:	
		Semester End Exam: 60 marks (4 Questions of 15 marks)
		Internal Assessment 40 marks: Test 15 marks, Project/ Assignment 15 marks
2 Scheme of Examination	:	Class Participation: 10 marks
3 Special notes, if any	:	No
4 Eligibility, if any	:	As laid down in the College Admission brochure / website
5 Fee Structure	:	As per College Fee Structure specifications
6 Special Ordinances / Resolutions, if any	:	No



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

Programme: SYBA

Semester: IV

Course: Introduction to Journalism (Part B)

Course Code: AJRL 419

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4		-	2	15	15	10		-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Prerequisites 1. Basic interest in Journalism and media
 2. Basic competence in English and Indian Languages

Course Objectives

1. To familiarise learners with various aspects of journalism
2. To acquaint them with the content of a newspaper and departments of the newspaper publishing house
3. To orient the learners towards various journalistic writing tasks
4. To sensitize them to the styles of journalistic prose
5. To inculcate in them the skills of reporting, editing and feature writing in print medium
6. To enable the students to explore a career perspective in journalism

Course Content (Semester IV: Editing, Feature Writing and Layout)

Unit No.	Module No.	Content	Lectures
1	I	Basics of Editing: Principles of editing, editorial policy, role of the Editor, role of the News Editor, role of Chief Sub-editor, role of Sub-editors	11
2	I	Process of Editing: Editing: Compiling of data, Editing for Language and style, editing for space, editing for correctness, editing for clarity	11
3	I	Basics of Feature Writing Types of features: Obits, Reviews, Columns, Trend stories. Students are expected to learn how to write a feature on a contemporary topic	11
4	I	sign and Make up	12



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

		Make up and its functions, Types of Layout: Horizontal, Vertical Make up, Circus Make up, Modular layout, Broadsheet layout, Tabloid layout, Fonts and Typography	
Total No. of Lectures			45

Beyond the Syllabus

Paper presentations, projects on features and layout, visits to newspaper offices, college magazine, sessions on corporate communication

List of Experiments

Sr. No.	Description
1	Module 1 Discussions and presentations
2	Module 2 Presentations
3	Module 3 Presentations and feature writing
4	Module 4 Presentations and layout assignments

Semester IV: Introduction to Journalism (Part B) (Paper Pattern)

Duration: 2 hours

Marks: 60

Q.1. One Essay or Two Short essays on Unit 1	15 marks
Q.2. One Essay or Two Short essays on Unit 2	15 marks
Q.3. One Essay or Two Short essays on Unit 3	15 Marks
Q.4. One Essay or Two shorts on Unit 4	15 marks

Course Outcome

After the completion of the course, students will able to

CO1	Understand the working of various departments of a newspaper house
CO2	write in various journalistic formats effectively
CO3	develop a career perspective in journalism
CO4	become citizen reporters
CO5	work independently on projects such as editing, feature writing and reporting tasks

Recommended Resources



**The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)**

Text Books

Reference Books

- Kamath. M V. *Professional Journalism*. Vikas Publishing House, 1980.
- Mencher, Melvin. *Basic News Writing*. Universal Book Stall, 1992.
- Menon, P. K. *Practical Journalism*. Avishkar Publishers, 2005.
- Natrajan. J. *History of Indian Journalism*. Ministry of Information and Broadcasting, 1995.
- Parthasarathy, Rangaswami. *Basic Journalism*. MacMillan India Ltd., 1989.
- Parthasarathy, Rangaswami. *Here is the News! Reporting for the Media*. Sterling, 1994.
- Prasad, Sharada. RukunAdvani (et al) *Editors on Editing*. National Book Trust, 2004.
- Selvaraj, Madhur. *News Editing and Reporting*. Dominant Publishers, 2005.

E-Resources

Syllabus Prepared by:

- | | |
|--|------------------------------|
| 1. Dr. Nilakshi Roy:
Associate Professor,
Dept. of English,
V G Vaze College,
Mulund East,
Mumbai | Convenor, Syllabus Committee |
| 4. Dr. Dinesh Kumar:
Associate Professor,
Dept. of English,
V G Vaze College,
Mulund East,
Mumbai | Member, Syllabus Committee |



**The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)**



**The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)**

Syllabus for SY BA

(June 2020 Onwards)

Program: BA

Semester 4

Course: Applied Component

Course Title: Introduction to Advertising (Part B)

Course Code	Paper Title	Credit
AADV 420	Introduction to Advertising	02



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

1. Syllabus as per **Choice Based Credit System**

i) Name of the Programme	:	S.Y.B.A. English
ii) Course Code	:	AADV420
iii) Course Title	:	Semester IV: Introduction to Advertising (Part B)
iv) Semester wise Course Contents	:	Copy of the syllabus Enclosed
v) References and additional references	:	Enclosed in the Syllabus
vi) Credit structure	:	
No. of Credits per Semester	:	02
vii) No. of lectures per Unit	:	11/12
viii) No. of lectures per week	:	04
ix) No. of Tutorial per week	:	
		Semester End Exam: 60 marks (4 Questions of 15 marks)
		Internal Assessment 40 marks: Test 15 marks, Project/ Assignment 15 marks
2 Scheme of Examination	:	Class Participation: 10 marks
3 Special notes, if any	:	No
4 Eligibility, if any	:	As laid down in the College Admission brochure / website
5 Fee Structure	:	As per College Fee Structure specifications
6 Special Ordinances / Resolutions, if any	:	No



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

Programme: SYBA

Semester: IV

Course: Introduction to Advertising (Part B)

Course Code: AADV 420

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA): 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4		-	2	15	15	10		-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Prerequisites

1. Basic interest in advertising and media
2. Basic competence in English and Indian Languages

Course Objectives

1. To familiarise learners with various aspects of advertising
2. To acquaint them with the departments of an ad agency
3. To orient the learners towards various advertising-related writing tasks
4. To sensitize them to the language of advertising
5. To inculcate in them the basic skills of copy writing
6. To enable the students to explore a career perspective in advertising

Course Content (Semester IV)

Unit No.	Module No.	Content	Lectures
1	I	Media in Advertising <ul style="list-style-type: none"> • Traditional Media: Print, Broadcasting, Out-Of-Home advertising and films –advantages and limitations of all the above traditional media • New Age Media: Digital Media / Internet Advertising – Forms, Significance and Limitations • Media Research: Concept, Importance, Tool for regulation – ABC and Doordarshan Code 	11
	II		
	III		
2	I	Planning Advertising Campaigns Advertising Campaign: Concept, Advertising Campaign Planning –Steps, Determining advertising objectives – DAGMAR model	11



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

	I II III	Advertising Budgets: Factors determining advertising budgets, methods of setting advertising budgets, Media Objectives - Reach, Frequency and GRPs Media Planning: Concept, Process, Factors considered while selecting media, Media Scheduling Strategies	
3	I II III	Execution and Evaluation of Advertising Creativity: Concept and Importance, Creative Process, Concept of Creative Brief, Techniques of Visualization Creative aspects: Buying Motives – Types, Selling Points – Features, Appeals – Types, Concept of Unique Selling Proposition (USP) Creativity through Endorsements: Endorsers – Types, Celebrity Endorsements – Advantages and Limitations, High Involvement and Low Involvement Products	11
4	I II III	Fundamentals of Creativity in Advertising Preparing print ads: Essentials of Copywriting, Copy – Elements, Types, Layout – Principles, Illustration – Importance. Creating broadcast ads: Execution Styles, Jingles and Music – Importance, Concept of Storyboard Evaluation: Advertising copy, Pre-testing and Post-testing of Advertisements – Methods and Objectives	12
Total No. of Lectures			45

Beyond the Syllabus

Copy writing Workshops, group discussions, visits to ad agencies, ad analysis, sessions on corporate communication

List of Experiments

Sr. No.	Description
1	Module 1, 2 and 3 Discussions and presentations
2	Module 3, 5 and 6 Discussions and presentations
3	Module 7, 8 and 9 Presentations and ad analysis



The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)

4	Module 10, 11 and 12 Writing and ad making sessions and workshops

Semester IV: Introduction to Advertising (Part B) (Paper Pattern)

Duration: 2 hours **Marks: 60**

Q.1. Two Short essays on Unit 1 15 marks

Q.2. Two Short essays on Unit 2 15 marks

Q.3. Two Short essays on Unit 3 15 Marks

Q.4. Two Short essays on Unit 4 15 marks

Course Outcome

After the completion of the course, students will able to

CO1 Understand the working of various departments of an ad agency

CO2 write an ad copy effectively

CO3 develop a career perspective in advertising

CO4 be aware of the ethical and legal issues in advertising

CO5 work independently on projects such as review of ads, market survey etc

Recommended Resources

Text Books

- Reference Books**
- Aker, David A. and Alexander L. Biel. *Brand Equity & Advertising- Advertising's role in building strong brands*, Psychology Press, 2013.
 - Arens, William, Michael Weigold and Christian Arens. *Contemporary Advertising*. 15th Edition,
 - Batra, Myers and Aaker. *Advertising Management*, 5th Edition, Pearson, 2002.
 - Belch, George and Michael Belch. *Advertising and Promotion: An Integrated Marketing Communications Perspective*. 10th Edition, McGraw Hill Education, 2015.
 - Bullmore, J. J. D., M. J. Waterson. *The Advertising Association Handbook*. Holt Rinehart, 1983.
 - Clow, Kenneth E. and Donald E. Baack. *Integrated Advertising, Promotion, and Marketing*



**The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)**

Communications. 5th Edition, Pearson, 2012.

Gupta, Ruchi. *Advertising Principles and Practice*. S.Chand, 2012.
Hill Higher Education, 2017.

Keller, Kevin Lane. *Strategic Brand Management*. 4th Edition, Pearson
Education Limited, 2013.

Kotler, Philip and Eduardo Roberto. *Social Marketing, Strategies for Changing
Public Behaviour*, Free Press, 1989.

Lane, Ron and Karen King. *Kleppner's Advertising Procedure*. 18th edition,
Pearson, 2011.

Moriarty, Sandra and Nancy D Mitchell, William D. Wells. *Advertising*. 10th
Edition, Pearson, 2010.

Sengupta, Subroto. *Brand Positioning – Strategies for Competitive
Advantage*. Tata McGraw Hill, 2005.

Singh, Raghuvir and Sangeeta Sharma. *Advertising: Planning and
Implementation*, Prentice Hall, 2006.

E-Resources

DAGMAR:

<https://www.slideshare.net/szthil/dagmar-8978248>

Creative brief in advertising:

[https://www.slideshare.net/edwardboches/the-creative-brief-26313648/11-Role of communications it awareness](https://www.slideshare.net/edwardboches/the-creative-brief-26313648/11-Role-of-communications-it-awareness)

Economic and Social issues:

<https://www.slideshare.net/shalu4shalini/economic-social-ethical-issues-in-advertising-1>

Syllabus Prepared by:

- | | |
|--|------------------------------|
| 1. Dr. Nilakshi Roy:
Associate Professor,
Dept. of English,
V G Vaze College,
Mulund East,
Mumbai | Convenor, Syllabus Committee |
| 2. Dr. Dinesh Kumar:
Associate Professor,
Dept. of English, | Member, Syllabus Committee |



**The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)**

V G Vaze College,
Mulund East,
Mumbai

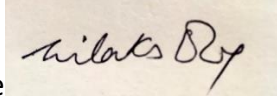
MEMBERS IN ATTENDANCE

Board of Studies

Department: English

1. **Dr. Nilakshi Roy**, Associate Professor, Department of English: Chairperson, Head of the

Department of English, V G Vaze College



Members:

2. **Dr. Dinesh Kumar**, Associate Professor, V G Vaze College

3. **Dr. Susmita Dey**, HOD (Retd.) and Associate Professor, V G Vaze College

4. **Ms Sundari Johnson**, Assistant Professor and Alumna, V G Vaze College

5. **Ms Tanvi Joshi**, Assistant Professor and Ph D Scholar, V G Vaze College

6. **Dr. Pramod T. Kharate**, Head, Department of English, VPM's Joshi-Bedekar College, Thane West: Vice-Chancellor's Nominee , Thane West: Vice-Chancellor's Nominee



7. **Dr Prantik Banerjee**, Associate Professor, Dept. of English, Hislop College, Nagpur.

8. **Dr Pratima Das**, Associate Professor and HOD, Smt. CHM College, Ulhasnagar.

9. **Dr Suddhaseel Sen**, Assistant Professor, Dept. of Humanities and Social Sciences, IIT Bombay, Powai, Mumbai.

10. **Dr. Mandar Talvekar**, Head, Content Development, Tata Power Skill Development Institute, Parel Tank Road, Mumbai.

11. **Dr. Manoshi Bagchi**, Ph D Scholar, Assistant Professor in English, NK Thanawala College, Tembhi Naka, Thane West.

