



Deccan Education Society's
Fergusson College (Autonomous)
Pune

Learning Outcomes-Based Curriculum
for 3/4 years B.A /B.A (Honours) Programme
as per guidelines of
NEP-2020

for
F. Y. B. A. (English)
With effect from Academic Year
2023-2024

**Programme Structure
Department of English
B.A. English**

Semester	Paper Code	Paper Title	Credits
I	ENG-100 (Major)	Popular Literature	2
	ENG-101 (Major)	Introductory Course in English Literature	4
	ENG -120 (GE/OE)	Academic Writing and Composition	2
	ENG-130 (VSC)	English for Professional Purposes	2
	IKS-101 (IKS)	Indian Knowledge Systems	2
	AEC-101 C ENGLISH- I	Basic English Communication Skills	2
II	ENG-150 (Major)	Popular Fiction and Film Adaptations	2
	ENG-151 (Major)	A Study of Fiction	4
	ENG-160 (Minor)	Media and Communication Skills	2
	ENG-170 (GE/OE)	Media and Communication Skills	2
	ENG-180 (VSC)	Writing for Different Media	2
	AEC-102 C ENGLISH- I	Advanced English Communication Skills	2

Teaching and Evaluation (Only for FORMAL education courses)

Course Credits	No. of Hours per Semester Theory/Practical	No. of Hours per Week Theory / Practical	Maximum Marks	CE 40 %	ESE 60%
1	15 / 30	1 / 2	25	10	15
2	30 / 60	2 / 4	50	20	30
3	45 / 90	3 / 6	75	30	45
4	60 / 120	4 / 8	100	40	60

Eligibility: As per the rules and regulations of Savitribai Phule Pune University (SPPU)

F.Y. B.A. Semester I		
Title of the Course and Course Code	AEC– 101 C ENGLISH-I : Basic English Communication Skills	Number of Credits : 02
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Identify deviant use of English both in written and spoken forms	
CO2	Use language for speaking with confidence in an intelligible and acceptable manner	
CO3	Understand the importance of listening life and develop a keen ear	
CO4	Read unfamiliar texts independently with comprehension	
CO5	Understand the importance of writing in academic life	
CO6	Write coherent paragraphs without committing errors of spelling and grammar	

Unit. No.	Title of Unit and Contents	No. of Lectures
I	Significance of Communication: 1. Definition of Communication 2. Process of Communication 3. Role of Creative and Critical Thinking in Communication	4
II	Basic Syntax: 1. Subject verb Concord 2. Tenses 3. Active and Passive Voice 4. Direct and Indirect Speech	10
III	Developing Listening and Speaking: 1. What is good listening? 2. Testing listening competence 3. Public Speaking: Delivering different types of speeches 4. Interview Techniques and professional etiquettes 5. Dynamics of professional presentations	8
IV	Developing Written Communication: 1. Paragraph Writing (narrative, descriptive, expository, argumentative) 2. Letter Writing (letter of job application, letter of complaint, business letters) 3. E-mail communication 4. Writing Resume	8

Prescribed Text: Kumar Sanjay and Pushpa Lata. Communication Skills. New Delhi: Oxford University Press, 18

Learning Resources:

1. Acevedo and Gower M (1999) Reading and Writing Skills. London, Longman
2. Deuter, M et.al. (2015). Oxford Advanced Learner's Dictionary of English (Ninth Edition). New Delhi, OUP
3. Eastwood, John (2008). Oxford Practice Grammar. Oxford, OUP
4. Hadeffield, Chris and J Hadeffield (2008). Reading Games. London, Longman
5. Hedge, T (2005). Writing. Oxford, OUP
6. Jolly, David (1984). Writing Tasks: Students' Book. Cambridge, CUP
7. Klippel and Swan (1984). Keep Talking. Oxford, OUP
8. Saraswati, V (2005). Organized Writing 1. Hyderabad, Orient Blackswan
9. Swan, Michael. (1980). Practical English Usage. Oxford, OUP
10. Walter and Swan (1997). How English Works. Oxford, OUP
11. Raviya, Hitesh, D. (2013). Mosaic: A Textbook for College Students. Macmillan Publishers India Ltd. Surat.

F.Y. B.A. Semester II		
Title of the Course and Course Code	AEC-102 C ENGLISH-II: Advanced English Communication Skills	Number of Credits : 02
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Read and understand longer pieces of discourse independently	
CO2	Read and compare two texts for evaluating them	
CO3	Understand the meanings of English words and use them in appropriate contexts	
CO4	Write various types of texts	
CO5	Understand the purpose and process of communication. Identify and overcome barrier to communication	
CO6	Understand and appreciate the principle of politeness in relation to the speaker/listener in the light of the social norms of communication	

Unit. No.	Title of Unit and Contents	No. of Lectures
I	Reading Skills: 1. Employing Different Reading Skills 2. Identifying the Central Idea 3. Inferring lexical and contextual meaning	6
II	Building Advanced Vocabulary: 1. Word Formation 2. Synonyms and Antonyms 3. Homonyms and Homophones 4. Idiomatic Expressions	8
III	Advanced Writing 1. Essay Writing 2. Movie and Book Review 3. Report Writing 4. Expansion of ideas into a story	10
IV	Inter- Cultural Communication 1. Role of Inter-cultural Communication 2. Studying inter-cultural communication through representative texts “Changing India”- Sudha Murthy “The Man Who Knew Dickens”- Evelyn Waugh “Telephone Conversation”- Wole Soyinka “Indian Movie, New Jersey”- Chitra Bannerjee Divakaruni	8

Prescribed Text: Kumar Sanjay and Pushpa Lata. *Communication Skills*. New Delhi: Oxford University Press, 2018

Learning Resources:

1. Acevedo and Gower M (1999) Reading and Writing Skills. London, Longman Deuter, M et.al. (2015).
2. Oxford Advanced Learner's Dictionary of English (Ninth Edition). New Delhi, OUP
3. Eastwood, John (2008). Oxford Practice Grammar. Oxford, OUP
4. Hadeffield, Chris and J Hadeffield (2008). Reading Games. London, Longman
5. Hedge, T (2005). Writing. Oxford, OUP
6. Jolly, David (1984). Writing Tasks: Students' Book. Cambridge, CUP
7. Klippel and Swan (1984). Keep Talking. Oxford, OUP
8. Saraswati, V (2005). Organized Writing 1. Hyderabad, Orient Blackswan
9. Swan, Michael. (1980). Practical English Usage. Oxford, OUP
10. Walter and Swan (1997). How English Works. Oxford, OUP
11. Raviya, Hitesh, D. (2013). Mosaic: A Textbook for College Students. Macmillan Publishers

F.Y. B.A. Semester I		
Title of the Course and Course Code	ENG-101 (Major) Introductory Course in English Literature	Number of Credits: 04
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Understand the concept of literature and literary genres	
CO2	Distinguish between different literary forms	
CO3	Apply the theory of the minor forms of literature	
CO4	Analyze various literary texts in the light of the theory of the given literary genre	
CO5	Critically examine the literary texts	
CO6	Integrate the basic human values and sensibilities learnt through prescribed literary texts in personal and professional lives	

Unit. No.	Title of Unit and Contents	No. of Lectures
I	Understanding Literature and Literary Genres 1. What is literature? 2. Why do we study literature? 3. Understanding Literary genres	15
II	Poetry: Literary Devices, Tropes and Forms That Time of the Year: William Shakespeare Ode to a Nightingale: John Keats An Old Woman: Arun Kolatkar Still, I Rise- Maya Angelou	15
III	One Act Play: Concepts and Characteristics 1. A Marriage Proposal: Anton Chekhov 2. Refund: Fritz Karinthy	15
IV	Essays: Types and Development Of Travel: Bacon: Of Studies Machines and the Emotions: Bertrand Russell Selected Snobberies: Aldous Huxley:	15

Learning Resources:

1. Rees, R. J. English Literature: An Introduction for Foreign Readers, Macmillan Publishers.
2. Russell Bertrand. Skeptical Essays, Routledge, London and New York.
3. Mayhead, Robin – Understanding Literature (Blackie and Sons)
4. Barnett, Susan – Students' Guide to Writing about Literature (Pearson Education)
5. Wainwright, Jeffrey (2004), Poetry: The Basics (Routledge)

Web resources:

1. <http://www.poetryfoundation.org/>
2. www.poemhunter.com

F.Y. B.A. Semester II		
Title of the Course and Course Code	ENG-151 (Major): A STUDY OF FICTION	Number of Credits: 04
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Define and state the difference between short fiction, novel and novella	
CO2	Comprehend and identify the elements of different forms of fiction	
CO3	Analyze the fictional works in the light of the theory of fiction	
CO4	Examine issues like gender, race and class in the prescribed texts	
CO5	Compare and contrast the prescribed texts with other fictional works	
CO6	Relate and integrate the values in their everyday life based on the acquired knowledge of the prescribed literary texts.	

Unit. No.	Title of Unit and Contents	No. of Lectures
I	Theory of Fiction: What is Fiction? What is a novella? Difference between Novel and novella Difference between Novel and other forms of literature Elements of Fiction: Story, plot, characters, Setting, Narrative Technique, point of view.	15
II	Forms of Fiction: Autobiographical Novel, Regional Novel, Detective Novel, Popular Fiction, Gothic Fiction, Fantasy, Science Fiction, Picaresque Novel, Realistic Novel, Historical Novel,	15
III	Short Story: The Homecoming: Rabindranath Tagore My Lost Dollar: Stephen Leacock Doors: Chitra Banerjee Divakaruni	15
IV	Fiction: Things Fall Apart: Chinua Achebe	15

Learning Resources:

- Abrams M. H. A Glossary of Literary Terms (Latest Edition), (Macmillan)
- Bonall. P (2013), Twenty first century Fiction: A Critical Introduction. Cambridge University Press, New York
- E.M Forster, Aspects of Novel
- Hawthorn, J. (2010) Studying Novel. 6th Ed. Atlantic Publication & Distributors P. Ltd. Bloomsbury Academics.
- Hudson W. H, Introduction to the Study of English Literature
- Jagannath, S. C. (2010) Studies in English fiction: English Companion. Swastic Publications, Delhi.
- Marjorie Boulton. Anatomy of Fiction
- Frye Northrop. Anatomy of Criticism
- Literary Pinnacles; An Anthology of Prose and Poetry, Orient Blackswan
- Literary Landscapes: An Anthology of Prose and Poetry

F. Y. B.A. Semester I		
Title of the Course and Course Code	ENG100 Popular Literature	Number of Credits: 2
Course Outcomes (COs)		
On completion of the course, the students will be able to:		
CO1	Understand the basics of different genres of popular literature (both classical and modern) from around the world	
CO2	Critically examine representative samples/texts related to popular literature for cross-cultural influences and universal human values cutting across the barriers of time and geographical boundaries	
CO3	Analyse the prescribed texts from linguistic and literary perspective	
CO4	Develop newer and deeper insights into the sample texts using different critical approaches such as psychological, sociological, feminist, deconstructive, etc.	
CO5	Extrapolate the knowledge gained through an understanding of the prescribed texts to examine other texts of popular literature	
CO6	Articulate understanding of the representative texts or similar texts through a critical appreciation activity or through a creative application exercise	

Unit No.	Title of Unit and Contents	No. of Lectures
I	Fables Selections from Aesop's fables: The Mice in Council, The Spendthrift and the Swallow The North Wind and the Sun Selection from Panchatantra: How the Rabbit Fooled the Elephant Selection from Jataka tales: The Tortoise That Loved His Home Too Much Selection from La Fontaine: The Man and his Image How the Tortoise got his Crooked Shell- A Nigerian Story (Yoruba folklore) (Wherever the original tale is in languages other than English, standard English translations have been prescribed)	10

II	Fairy Tales a) From <i>Grimm's Fairy Tales</i> : 'Cinderella', 'Snow White and the Seven Dwarfs' and 'Little Red Riding Hood' b) Cinderella Retold: i) From Roald Dahl's <i>Revolting Rhymes</i> j) Francisca Lia's 'Glass' c) Snow White Retold: i) From Merseyside Fairy Tale Collective j) From Anne Sexton's <i>Transformations</i> d) Little Red Riding Hood Retold: i) From Merseyside Fairy Tale Collective ii) Gianni Rodari's 'Little Green Riding Hood'	10
III	Comics and Graphic Novels a) Lewis Carroll and Lewis Helfland: <i>Alice in Wonderland</i> (Graphic Novel) b) Spiderman an Origin Story (Marvel) by Walt Disney Company c) Japanese Manga (in English translation): A Silent Voice (Volume 1) by Yoshitoki Oima (Koe no Katachi Manga)	10

References:

Books:

Murty, Sudha. *The Serpent's Revenge: Unusual Tales from the Mahabharata*. Penguin Random-House, India, 2016. (Print and Kindle)

Sexton, Anne. *Transformations*. Boston: Houghton Mifflin, 2001. Print.

Zipes, Jack. Don't Bet on the Prince: Contemporary Feminist fairy tales in North America and England. New York, Routledge, 1986. Print.

Zipes, Jack. *The Trials and Tribulations of Little Red Riding Hood*. New York: Routledge, 1993. Print.

Leslie Fiedler, 'Towards a Definition of Popular Literature', in *Super Culture: American Popular Culture and Europe*, ed. C.W.E. Bigsby

Weblinks:

<https://www.gutenberg.org/ebooks/11339> (For Aesop's Fables)

<https://www.gutenberg.org/files/7241/7241-h/7241-h.htm> (For the Fables of La Fontaine)

http://www.columbia.edu/itc/mealc/pritchett/00litlinks/hitopadesha_arnold/index.html

http://www.columbia.edu/itc/mealc/pritchett/00litlinks/panchatantra_ryder/index.html

<https://www.pitt.edu/~dash/jataka.html>

<https://worldstories.org.uk/reader/how-the-tortoise-got-his-crooked-shell/english/246#>

https://www.reddit.com/r/KoeNoKatachi/comments/jzpm8f/read_full_manga_online_best_site/

F. Y. B.A. Semester II		
Title of the Course and Course Code	ENG150 Popular Fiction and Film Adaptations	Number of Credits: 2
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Understand the basics of Popular fiction and its adaptations in varied forms	
CO2	Critically examine representative samples/texts related to popular fiction and its adaptations for cross-cultural influences and universal human values cutting across the barriers of time and geographical boundaries	
CO3	Analyse the prescribed texts from linguistic and literary perspective	
CO4	Develop newer and deeper insights into the sample texts using different critical approaches such as psychological, sociological, feminist, deconstructive, etc.	
CO5	Extrapolate the knowledge gained through an understanding of the prescribed texts to examine other texts of popular fiction and its adaptations	
CO6	Articulate understanding of the representative texts or similar texts through a critical appreciation activity or through a creative application exercise	

Unit No.	Title of Unit and Contents	No. of Lectures
I	Fiction a) Detective Fiction: Agatha Christie- The Murder of Roger Ackroyd b) Fantasy: J. R. R. Tolkien- The Lord of the Rings: The Return of the King c) Indian Mythology: Amish Tripathi- The Secret of the Nagas	15
II	Film Adaptations a) Science Fiction: Ray Bradbury- Fahrenheit 451 b) Romance: Gone with the Wind c) MCU: Wanda Vision	15

References:

Felicity Hughes, 'Children's Literature: Theory and Practice', English Literary History, vol. 45, 1978.

Christopher Pawling, 'Popular Fiction: Ideology or Utopia?' in Popular Fiction and Social Change, ed. Christopher Pawling

Tzvetan Todorov, 'The Typology of Detective Fiction', in The Poetics of Prose

Darco Suvin, 'On Teaching SF Critically', in Positions and Presuppositions in Science Fiction

Janice Radway, 'The Institutional Matrix, Publishing Romantic Fiction', in Reading the Romance: Women, Patriarchy, and Popular Literature

Edmund Wilson, 'Who Cares Who Killed Roger Ackroyd?', The New Yorker, 20 June 1945.

F.Y. B.A. Semester I		
Title of the Course and Course Code	ENG-120: ACADEMIC WRITING AND COMPOSITION	Number of Credits: 02
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Understand the basic requirements of good written communication in English in formal situations	
CO2	Recognize and draft different types of writing – e.g. classroom notes, summaries, reports, exploratory and descriptive paragraphs, substantiating, and other academic requirements	
CO3	Describe a diagram or elaborate information contained in a graph, chart, table and other forms of visual representation	
CO4	Apply the concepts learnt in the classroom to convey their ideas in simple, acceptable English for academic purposes	

Unit. No.	Title of Unit and Contents	No. of Lectures
I	Introduction to Written Communication 1. Introduction to the Writing Process, Characteristic Features of Effective Writing 2. Introduction to the Conventions of Academic Writing, Academic Writing Ethics 3. Developing the art of structuring an argument: Syntheses, Analyses and Evaluation	10
II	Academic Writing: 1. Paragraph writing 2. Essay Writing: Descriptive, Expository and Argumentative essays 3. Note-making and Note-taking 4. Statement of Purpose	12
III	Report Writing: 1. Scientific Reports 2. Other Academic reports 3. Interpreting and describing different types of visual information	8

Recommended Reading list:

Bailey, S. *Academic Writing- A Handbook for International Students*. London: Routledge, 2001.
 Craswell, G. *Writing for Academic Success*. New Delhi: Sage, 2004.
 Day, Robert. *How to Write and Publish a Scientific Paper*. New Delhi, Vikas, 1983.
 Eastwood, John. *Oxford Practice Grammar*. Oxford, OUP, 2005.
 Gerald Graff and Cathy Birkenstein. *They Say/I Say: The Moves That Matter in Academic Writing*. New York: Norton, 2009.
 Ilona Leki, *Academic Writing: Exploring Processes and Strategies*. New York: CUP, 2nd ed., 1998.
 Jordan, R. R. *Academic Writing Course: Study Skills in English*. Essex: Pearson, 1999.
 Liz Hamp-Lyons and Ben Heasley. *Study writing: A Course in Writing Skills for Academic Purposes* Cambridge: CUP, 2006.
 Gupta, Renu. *A Course in Academic Writing* New Delhi: Orient Black Swan, 2010.
 Wallace, Michael. *Study Skills*. Cambridge, CUP, 2004.

F.Y. B.A. Semester II		
Title of the Course and Course Code	ENG-170: MEDIA AND COMMUNICATION SKILLS	Number of Credits: 02
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Develop the professional ability to communicate information clearly and effectively in all kinds of environment and contexts	
CO2	Practise different skills related to various types of media writing	
CO3	Demonstrate their familiarity with the new media, its techniques, practices of social media and multimedia	
CO4	Critically analyze the ways in which the media reflects, represents and influences the contemporary world	
CO5	Apply the skills learnt in the classroom in real-life situations	
CO6	Create digital content of different types	

Unit. No.	Title of Unit and Contents	No. of Hours
I	Introduction to Mass Communication 1. Mass Communication and Globalization 2. Forms of Mass Communication	4
II	Media Writing 1. Distinction between Print and Broadcast Journalism 2. Writing News Reports 3. Editing for Print and Online Media 4. Blog Writing 5. Media Ethics	10
III	Digital Content Creation 1. Power-point 2. Photo essay 3. Short videos/films 4. Podcast	10
IV	Advertisements 1. Advertising ethics 2. How to create non-commercial advertisements/posters 3. Microcopy	6

Recommended reading list:

- Bel, B. et al. *Media and Mediation*. New Delhi: Sage, 2005.
- Bernet, John R, *Mass Communication, An Introduction*. New Jersey: Prentice Hall, 1989.
- Bly, Robert W. *The Copywriter's Handbook*. New York: Henry Holt, 2005.
- Dodson, Ian. *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*. Wiley, 2016.
- Fiske, John. *Introduction to Communication Studies*. London: Routledge, 1982.
- Miller, Katherine. *Communication Theories: Perspectives, Processes and Contexts*. New York: McGraw Hill, 2004.
- Williams, Kevin. *Understanding Media Theory*. London & New York: Bloomsbury, 2015.
- Mason, Renea, Noah Michael Levine, and Erin deWard. *The Audiobook Book: An Audiobook Production Guide for Indie Authors & Narrators*. Mad Mason: 2017.
- Ruffner, Michael and Michael Burgoon, *Interpersonal Communication*. New York & London: Holt, Rinehart and Winston, 1981.
- Stanley J. Baran and Davis, *Mass Communication Theory: Foundations, Ferment and Future*. Boston: Wadsworth Cengage Learning, 2012.
- Strunk, William and E.B. White. *The Elements of Style*. Pearson, 1999.

F.Y. B.A. Semester I		
Title of the Course and Course Code	ENG130: English for Professional Purposes	Number of Credits : 02
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Explain the need for communication in professional domains.	
CO2	Understand the importance of effective writing for communication.	
CO3	Demonstrate the skills of effective writing, speaking, reading and listening.	
CO4	Analyze professional/business communication and e-correspondence.	
CO5	Establish self-employment strategies and avail employment opportunities for better future prospects.	
CO6	Develop an overall communicative competence required in the job market.	

Unit. No.	Title of Unit and Contents	No. of Lectures
I	Introduction to Professional/Business Communication 1. Meaning, Definition, Process, Need, Emergence of Communication 2. Role of Communication in the Professional World	4
II	Writing Skills for Professional/Business Purpose 1. Job Application: Cover Letter, Resume/CV writing 2. Writing Memos, Minutes, Agenda 3. Email Correspondence 4. Report Writing	8
III	Speaking Skills: 1. Presentation Skills: Oral Presentation, PPT Presentation 2. Group Discussion 3. Job Interviews	9
IV	Listening Skills: 1. Listening to podcast, anecdotes, stories, Event narration 2. Documentaries and interviews of influential people 3. Ted Talks	9

Learning Resources:

- Bhatia, R.C., *Business Communication*, New Delhi: Ane Books Pvt Ltd
- Scot, O., *Contemporary Business Communication*, New Delhi: Biztnatra
- Parikh, J.P. et al, *Business Communication: Basic Concepts and Skills*, Hyderabad: Orient Blackswan
- Ashley, A(1992) *A Handbook Of Commercial Correspondence*, Oxford University Press.
- Balan,K.R. and Rayudu C.S. (1996) *Effective Communication*, Beacon, New Delhi.

F.Y.B.A. Psychology SEMESTER I (IKS)		
Title of the course and course code	ECO-141: Indian Knowledge Systems	Number of credits: 2
Course Outcomes		
CO1	Recall the basic concepts of Indian Knowledge System (IKS)	
CO2	Articulate the foundation of IKS and explain historical and cultural context of Indian knowledge systems	
CO3	Use the knowledge of IKS to understand discipline specific case studies.	
CO4	Develop critical thinking and problem-solving skills in the context of Indian knowledge systems.	

Unit No.	Title of Units and Contents	No of Hours
I	Overview of IKS - Survey of IKS Domains: A broad overview of disciplines included in the IKS, and historical developments. - Sources of IKS knowledge, classification of IKS texts, a survey of available primary texts, translated primary texts, and secondary resource materials. Differences between a sutra, bhashya, karika, and vartika texts. Fourteen/eighteen vidyasthanas, tantrayukti - Vocabulary of IKS: Introduction to Panchamahabhutas, concept of a sutra, introduction to the concepts of non-translatables (Ex. dharma, punya, aatma, karma, yagna, shakti, varna, jaati, moksha, loka, daana, itihaasa, puraana etc.) and importance of using the proper terminology. Terms such as praja, janata, loktantra, prajatantra, ganatantra, swariva, surajya, rashtra, desh. - Philosophical foundations of IKS: Introduction to Samkhya, vaisheshika and Nyaya - Methods in IKS: Introduction to the concept of building and testing hypothesis using the methods of tantrayukti. Introduction to pramanas and their validity, upapatti; Standards of argumentation in the vada traditions (introduction to concepts of vaada, samvaada, vivaada, jalpa, vitanda). Concept of poorvapaksha, uttarapaksha.	15
II	Case Studies (Few of these may be selected as appropriate) - Mathematics of Madhava, Nilakantha Somayaji - Astronomical models of Aryabhata - Wootz steel, Aranumula Mirrors, and lost wax process for bronze castings - Foundational aspects of Ayurveda - Foundational aspects of Ashtanga yoga - Foundational aspects of Sangeeta and Natva Shastra	10

	• Discipline Specific Case Study	
III	India and the World: Influence of IKS on the world, knowledge exchanges with other classical civilizations. and inter-civilizational exchanges	5

References:

1. An Introduction to Indian Knowledge Systems: Concepts and Applications, B Mahadevan, V R Bhat, and Nagendra Pavana R N; 2022 (Prentice Hall of India).
2. Indian Knowledge Systems: Vol I and I, Kapil Kapoor and A K Singh; 2005 (D.K. Print World Ltd).
3. The Beautiful Tree: Indigenous India Education in the Eighteenth Century. Dharampal, Biblia Impex, New Delhi, 1983. Reprinted by Keerthi Publishing House Pvt Ltd. Combatore, 1995.
4. Indian Science and Technology ni the Eighteenth Century, Dharampal. Delhi: Impex India, 1971. The British Journal for the History of Science.
5. The Wonder That Was India, Arthur Llewellyn Basham, 1954, Sidgwick& Jackson.
6. The India they saw series (foreigner visitors on India ni history from 5CE to 17th century), Ed. Meenakshi Jain and Sandhya Jain, Prabhat Prakashan

F.Y. B.A. Semester II		
Title of the Course and Course Code	ENG180: Writing for Different Media	Number of Credits : 02
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Gain the knowledge about the fundamentals of Mass/New media and its role and importance in the fast changing world.	
CO2	Comprehend the different genres of media and writing for the respective genre.	
CO3	Develop basic critical and analytical media writing skills.	
CO4	Acquire competence to effectively structure messages for relevant communication media.	
CO5	Recognize, critique and produce writing that delivers accurate, clear and concise information applicable to different types of media.	
CO6	Exhibit competence in writing accurately and creatively for different media.	

Unit. No.	Title of Unit and Contents	No. of Lectures
I	Importance and Role of Mass media 1. Different types of media 2. Writing process for different media	4
II	Introduction to Media Writing: 1. Fundamentals of Media Writing: Descriptive, Narrative, Objective, and Reflective 2. Writing for Print, Broadcast and Digital Media	8
III	Writing for Journalism and Digital Media: 1. Print Media 2. Broadcast Media	9
IV	Writing for Digital Media: 1. Writing for Web 2. Blogs: Creation and writing 3. Social Media: Writing for Instagram, LinkedIn etc.	9

Learning Resources:

- Stovall, J. G. (2009). *Writing for the Mass Media*. 7th Edition. Boston: Pearson.
- Choudhary, R. (2010). *Media Writing*. New Delhi: Centrum Press.
- Howard, P. (1986). *Perfect your Punctuation*. Melbourne: Longman Cheshire.
- Sinha, P. K. (2006). *Media Writing*. Delhi: Indian Distributors.
- Vander Mey, R. (2004). *The College Writer: A guide to Thinking, Writing and Researching*. Boston: Houghton Mifflin.
- Whitaker, W. R., Ramsey, J. E., & Smith, R. D. (2012). *Media writing: Print, Broadcast, and Public Relations*. New York: Routledge