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**UNIVERSITY OF MUMBAI**

No. UG/19] of 2017-18

**CIRCULAR:-**

A reference is invited to the syllabi relating to the Bachelor of Arts (B.A.) Programme **vide** this office Circular No.UG/48 of 2012-13, dated 27<sup>th</sup> June, 2012 and the Principals of the affiliated Colleges in Arts are hereby informed that the recommendations made by the Board of Studies in English at its meeting held on 11<sup>th</sup> April, 2017 has been accepted by the Academic Council at its meeting held on 11<sup>th</sup> May, 2017 **vide** item No.4.78 and that in accordance therewith, the revised syllabus as per the (CBCS) of Bachelor of Arts in S.Y.B.A. English (Ancillary) & (Applied Component) (Sem - III & IV), which is available on the University's website ([www.mu.ac.in](http://www.mu.ac.in)) and that the same has been brought into force with effect from the academic year 2017-18, accordingly.

MUMBAI - 400 032

9<sup>th</sup> August, 2017

To

*(Signature)*

(Dr.M.A.Khan)  
REGISTRAR

The Principals of the affiliated Colleges in Arts.

**A.C/4.78/11/05/2017**

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No. UG/19] -A of 2017

MUMBAI-400 032

9<sup>th</sup> August, 2017

Copy forwarded with Compliments for information to:-

- 1) The Co-ordinator, Faculty of Arts and Humanities,
- 2) The Chairman, Board of Studies in English,
- 3) The Offg. Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Professor-cum-Director, Institute of Distance and Open Learning (IDOL),
- 6) The Co-Ordinator, University Computerization Centre,

*(Signature)*

(Dr.M.A.Khan)  
REGISTRAR

....PTO

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Item No. \_\_\_\_\_

**UNIVERSITY OF MUMBAI**



**Syllabus for S.Y.B.A.**

**Program: B.A.**

**Course: English**

**Ancillary & Applied Component**

**(Choice Based Credit System with effect from the Academic Year 2017-2018)**

**University of Mumbai**  
**Syllabus for S.Y.B.A. in English (Ancillary)**  
**Program: B.A.**  
**Course: Indian Literature in English**  
**Paper II**

**(Choice Based Credit System with effect from the Academic Year 2017-2018)**

## 1. Syllabus as per Choice Based Credit System

i)	Name of the Program	: S.Y.B.A. English (Ancillary) Semester III and IV
ii)	Course Code	: UAENG301 & UAENG401
iii)	Course Title	: <b>Indian Literature in English Paper II</b> Semester III: (Essay, Novel and Short Story) Semester IV: (Essay, Poetry and Drama)
iv)	Semester wise Course Contents	: Enclosed in the Syllabus
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
<b>2.</b>	<b>Scheme of Examination</b>	: 5 Questions of 20 marks each
<b>3.</b>	<b>Special notes, if any</b>	: No
<b>4.</b>	<b>Eligibility, if any</b>	: No
<b>5.</b>	<b>Fee Structure</b>	: As per University Structure
<b>6.</b>	<b>Special Ordinances / Resolutions, if any</b>	: No

**S.Y.B.A. English (Ancillary)**  
**Course Title: Indian Literature in English**  
**Paper II**  
**(100 Marks Examination Pattern)**

**Objectives:**

1. To introduce learners to the uniqueness of Indian Literature 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 familiarise learners with different perspectives of approaching this literature
5. To make learners aware of prominent Indian Writers in English

<b>Semester III</b>	<b>Paper II</b>	<b>3 Credits</b>
<b>Course Title: Indian Literature in English – (Essay, Novel and Short Stories)</b>		

**Total Lectures: 45**

**Unit 1: Essays (Indian Non-Fiction in English)**

**15 Lectures**

- i. Meenakshi Mukherjee: “The Anxiety of Indianness” from *The Perishable Empire: Essays on Indian Writing in English*.
- ii. Urvashi Butalia: “Memory” from *The Other Side of Silence: Voices from the Partition of India*
- iii. K. Satchidanandan: “That Third Space: Interrogating the Diasporic Paradigm” from *Indian Literature*, Vol 45, No.3 (203) (May-June 2001)
- iv. Jasbir Jain: “Prologue” from *beyond postcolonialism: dreams and realities of a nation*.

**Unit 2: Novel**

**15 Lectures**

- i. Anita Desai: *Fasting, Feasting*. Penguin Random House.

**OR**

- ii. Saradindu Bandyopadhyay: *The Quills of the Porcupine*- a novella from *The Menagerie and Other Byomkesh Bakshi Mysteries*. Translated from the Bengali by Sreejata Guha. Penguin.

**Unit 3: Short Stories:****15 Lectures**

- i. Bhisham Sahani : "Pali" (from *Translating Partition*. Katha, New Delhi, 2001)
- ii. Vilas Sarang : "A Revolt of the Gods" (from *Fair Tree of the Void*. Penguin Books (India) Ltd. New Delhi, 1990.
- iii. Githa Hariharan : "The Remains of the Feast" (from <https://newint.org>)
- iv. Shashi Deshpande : "The Awakening" (from *Collected Stories, Vol. 1*, Penguin Books India Pvt. Ltd. New Delhi, 2003.

**Evaluation Pattern:**

<b>Third Semester End Examination</b>	<b>Duration: 3 Hours</b>	<b>Marks: 100</b>
Question 1: Essay on Unit 1 (a-Essay or b-Essay or c- two short notes)	(one out of three)	:20 Marks
Question 2: Essay on Unit 2	(one out of two)	:20 Marks
Question 3: Essay on Unit 3	(one out of two)	:20 Marks
Question 4: Short Notes on Unit 2	(two out of four)	:20 Marks
Question 5: Short Notes on Unit 3	(two out of four)	:20 Marks

  

<b>Semester IV</b>	<b>Paper II</b>	<b>3 Credits</b>
<b>Course Title: Indian Literature in English – (Essay, Poetry and Drama)</b>		

**Total Lectures: 45****Unit 1: Essays (Indian Non-Fiction in English)****15 Lectures**

- i. Makarand Paranjape: Introductory essay to *Indian Poetry in English*. 1993. Madras: Macmillan India Press.
- ii. Arjun Dangle: "Dalit Literature: Past, Present and Future" from *Poisoned Bread*. 1992. Hyderabad: Orient Longman Ltd.
- iii. Vijay Tendulkar: "Characterization and Structure: Two Essentials for a Playwright" from *Collected Plays in Translation*. 2003. New Delhi: OUP.
- iv. Rajeswari Sunder Rajan: "English Literary Studies, Women's Studies and

Feminism in India". Source: *Economic and Political Weekly*, Vol 43. No. 43  
(Oct. 25-31, 2008).

**Unit 2: Poetry:**

**15 Lectures**

- i. Jayanta Mahapatra : 'Hunger' and 'Freedom'
- ii. Keki Daruwalla : 'Map-Maker' and 'A Take-Off on a Passing Remark'
- iii. Meena Kandasamy : 'Ekalavyan' and 'The Flight of Birds'
- iv. Dilip Chitre : 'Father Returning Home' and 'Ode to Bombay'

**Unit 3: Drama:**

**15 Lectures**

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

**OR**

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

**Evaluation Pattern:**

<b>Fourth Semester End Examination</b>	<b>Duration: 3 Hours</b>	<b>Marks: 100</b>
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- |             |  |           |
|-------------|--|-----------|
| Question 1: | Essay on Unit 1 (one out of three)<br>(a-Essay or b-Essay or c- Two short notes) | :20 Marks |
| Question 2: | Essay on Unit 2 (one out of three)   | :20 Marks |
| Question 3: | Essay on Unit 3 (one out of three)   | :20 Marks |
| Question 4: | Short Notes on Unit 2 (two out of four)  | :20 Marks |
| Question 5: | Short Notes on Unit 3 (two out of four)  | :20 Marks |

**References:**

1. Agrawal, Anju Bala. 2010. *Post-Independence Indian Writing in English (Vols. I and II)*. Delhi: Authorspress.
2. Agarwal, Beena. 2012. *Contemporary Indian English Drama: Canons and Commitments*. Jaipur: Aadi Publications.
3. Agarwal, Smita,ed. 2014. *Marginalized: Indian Poetry in English*. New York: Rodopi.

4. Ahmad, Aijaz. 1996. *In Theory: Classes, Nations, Literatures*. Delhi: Oxford University Press.
5. Basu, Tapan, ed. 2002. *Translating Caste*. New Delhi: Katha.
6. Bhattacharya, Gargi. "(De) Constructing an Aesthetics of Indian Writing in English". *Muse India*, Issue 70 (Nov-Dec 2016)  
<http://www.museindia.com/regularcontent.asp?issid=32&id=2049>
7. Bose, Brinda, ed. 2002. *Translating Desire: The Politics of Gender and Culture in India*. New Delhi: Katha.
8. Daruwalla, Keki, ed. 1980. *Two Decades of Indian Poetry 1960-1980*. Delhi: Vikas Publishing.
9. Das, Bijay Kumar. "Remembering the Founding Fathers of Indian English Fiction". *Journal of Literature, Culture and Media Studies* Winter Vol.-I. Number 2 (July-December 2009): 7-15.Web.
10. Dharwadker, Vinay and A.K. Ramanujan, eds. 1994. *The Oxford Anthology of Modern Indian Poetry*. Delhi: Oxford University Press.
11. Gandhi, Leela. 1998. *Postcolonial Theory: A Critical Introduction*. New Delhi : Oxford University Press.
12. Gopal, Priyamvada.2009. *The Indian English Novel: Nation, History, and Narration*. Oxford University Press.
13. Iyengar, Srinivasa. 1985. *Indian Writing in English*, 5<sup>th</sup> ed. New Delhi: Sterling Publishers.
14. Jain, Jasbir. 2002. *Gender and Narrative*. New Delhi: Rawat Publications.
15. Jain, Jasbir. 2004. *Dislocations and Multiculturalism*. Jaipur: Rawat Publications.
16. Jain, Jasbir and Singh, Veena. 2004. *Contesting Postcolonialisms*. 2<sup>nd</sup> edition. Jaipur: Rawat Publications.
17. Jain, Jasbir. 2006. *beyond postcolonialism: dreams and realities of a nation*. Jaipur: Rawat Publications.
18. Jain, Jasbir. 2007. *Reading Partition/Living Partition*. Jaipur: Rawat Publications.
19. Joshi, Priya. 2003. *In Another Country: Colonialism, Culture and the English Novel in India*. New Delhi: Oxford University Press.



20. Kambar, Chandrasekhar. 2000. *Modern Indian Plays. Vols. 1 & 2*. New Delhi: National School of Drama.
21. Karnad, Girish. 1995. "Author's Introduction" in *Three Plays*. Delhi: OUP.
22. King, Bruce. 2001. *Modern Indian Poetry in English*. Revised Edition. Oxford University Press.
23. Kushwaha, M.S. 1984. *Dimensions of Indian English Literature*. New Delhi: Sterling Publishers Pvt. Ltd.
24. Mc Cutchion, David. 1973. *Indian Writing in English*. Calcutta: Writers Workshop.
25. Mehrotra, Arvind, ed. 2010. *A Concise History of Indian Literature in English*. New Delhi : Permanent Black.
26. Mittal, R.K. 2013. *Problems of Indian Creative Writing in English*. New Delhi: Kumud Publishers.
27. Mittapalli, Rajeshwar and Piciucco, Pier Paolo. 2000. *Studies in Indian Writing in English, Vol. 1*. New Delhi: Atlantic Publishers and Distributors.
28. Mishra, V. 2008. *Literature of the Indian Diaspora*. London: Routledge.
29. Mouli, T. Sai Chandra. 2011. *Multicultural Theatre and Drama*. New Delhi: Authorspress.
30. Mukherjee, Meenakshi. 2002. *The Perishable Empire: Essays on Indian Writing in English*. New Delhi: Oxford University Press.
31. Mukherjee, Meenakshi. 1994. *Realism and reality: The Novel and Society in India*. New Delhi: Oxford University Press.
32. Mukherjee, Meenakshi. 1971. *The Twice-Born Fiction: Themes and Techniques of the Indian Novel in English*. University of Michigan: Heineman Educational Books.
33. Naik, M.K. 1977. *Critical Essays on Indian Writing in English*. Madras: Macmillan.
34. Naik, M.K. 1979. *Aspects of Indian Writing in English*. Delhi: Macmillan.
35. Naik, M.K. 1982. *History of Indian English Literature*. New Delhi: Sahitya Akademi.
36. Naik, M.K. 1984. *Dimensions of Indian English Literature*. New Delhi: Sterling Publishers Pvt. Ltd.
37. Naik, M.K. 1987. *Studies in Indian English Literature*. New Delhi: Sterling Publishers Pvt. Ltd.

38. Nayar, Pramod. 2008. *Postcolonial Literature : An Introduction*. New Delhi: Pearson Education.
39. Panikker, K. Ayyappa. 1991. *Indian English Literature Since Independence: Golden Jubilee Vol.1940-1990*. New Delhi: The Indian Association for English Studies.
40. Paranjape, Makarand. 1993. *Indian Poetry in English*. Macmillan India Ltd.
41. Paranjape, Makarand. "Indian (English) Criticism: Some Notes." *Indian Literature*, Vol. 37, No. 2 (160) (March-April, 1994), pp. 70-78. Print.
42. Rahman, Gulrez Roshan. 2012. *Indian Writing in English: New Critical Perspectives*. New Delhi: Swarup Book Publishers.
43. Rau, M. Chalapathi. 1982. *Indian Drama: Traditional Societies in Transition*. New Delhi: Allied Publishers Private Ltd.
44. Shaikh, F.A. 2009. *New Perspectives on Indian Writing in English*. New Delhi: Sarup and Sons.
45. Singh, Amardeep. "Friday, September 24 , 2004 "An Introduction to Edward Said, Orientalism, and Postcolonial Literary Studies." FRIDAY, SEPTEMBER 24 , 2004 (2004): n. pag. Web. 15 Jan. 2017.  
<<http://www.lehigh.edu/~amsp/2004/09/introduction-to-edward-said.html>>.
46. Sinha, Krishna Nandan. 1979. *Indian Writing in English*. Delhi: Heritage Publishers.
47. Stewart, Frank and Sukrita Paul Kumar, ed. 2008. *Crossing Over : Partition Literature from India, Pakistan and Bangladesh*. New Delhi: Doaba Publications.
48. Viswanathan, Gauri. 1989. *Masks of Conquest : Literary Study and British Rule in India*. New Delhi: Oxford University Press.
49. Walsh, William. 1990. *Indian Literature in English*. London: Longman.

#### **Useful Links and YouTube videos**

<https://www.youtube.com/watch?v=cvBNzvVIZlc>

<https://www.youtube.com/watch?v=tpibUVAAbCDU>

<https://www.youtube.com/watch?v=w8LLmZ09HRg>

<https://www.youtube.com/watch?v=hAxfmbthlxw>

<https://www.youtube.com/watch?v=3LC6BEqgCoc>

<https://www.youtube.com/watch?v=jCFVA4uqVcs>

<https://www.youtube.com/watch?v=u1-ekBseASw>

<https://www.youtube.com/watch?v=7kYwnqGB48E>

<https://www.youtube.com/watch?v=UHC1Clrlg1w>

[https://www.youtube.com/watch?v=NKjvBv\\_ndL8](https://www.youtube.com/watch?v=NKjvBv_ndL8)

<https://www.youtube.com/watch?v=A-vFqNwYmm0>

[https://www.youtube.com/watch?v=PKpV\\_I0Q3oQ](https://www.youtube.com/watch?v=PKpV_I0Q3oQ)

<http://www.ipl.org/IPLBrowse/GetSubject?vid=13&cid=1&tid=7011&parent=7006>

## **List of MOOCs**

### **Postcolonial Literature**

<https://www.class-central.com/university/iitk>

### **Write a Killer Literature Review**

<https://www.udemy.com/write-a-killer-literature-review/?siteID=SAyYsTvLiGQ-9O7.BTcWuBTLc8NsMyFzyQ&LSNPUBID=SAyYsTvLiGQ>

### **Tell Your Story in English: Reading & Writing Skills for Language Learners**

<https://www.class-central.com/mooc/6119/canvas-network-tell-your-story-in-english-reading-writing-skills-for-language-learners>

### **Literary Theory and Criticism**

<https://www.class-central.com/mooc/7982/nptel-literary-theory-and-literary-criticism>

### **Syllabus Prepared by:**

#### **Convener:**

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**University of Mumbai**  
**Syllabus for S.Y.B.A. in English (Ancillary)**  
**Program: B.A.**  
**Course: American Literature**  
**Paper III**

**(Choice Based Credit System with effect from the Academic Year 2017-2018)**

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

- i) Name of the Program : S.Y. B.A. English (Ancillary)  
Semester III and IV
- ii) Course Code : UAENG302 & UAENG402
- iii) Course Title : **American Literature, Paper III**
- iv) Semester wise Course Contents : Enclosed the copy of the syllabus
- v) References and additional references : Enclosed in the Syllabus
- vi) Credit structure : No. of Credits per Semester - 03
- vii) No. of lectures per Unit : As mentioned in the syllabus
- viii) No. of lectures per week : 03
- 2. Scheme of Examination** : 5 Questions of 20 marks each
- 3. Special notes, if any** : No
- 4. Eligibility, if any** : No
- 5. Fee Structure** : As per University Structure
- 6. Special Ordinances / Resolutions, if any**: No

**S.Y.B.A. English (Ancillary)**

**Paper III**

**Course Title: American Literature**

**(100 Marks Examination Pattern)**

**Objectives:**

1. To acquaint the learners of literature with the various genres and literary terms of twentieth century American Literature
2. To sensitize them to the themes and styles of American Literature
3. To introduce them to the socio-cultural milieu of twentieth century America through literary texts
4. To enhance their understanding of American, African American and Multicultural sensibilities by introducing them to the literary works representing them
5. To facilitate cross-cultural perspectives and discussions on American Literature

<b>Semester III</b>	<b>Paper III</b>	<b>3 Credits</b>
<b>Course Title: American Literature – (Short Story and Novel)</b>		

**Total Lectures: 45**

**Unit 1: Terms**

**15 Lectures**

- i. Naturalism in 20<sup>th</sup> Century American Fiction
- ii. Lost Generation Writers
- iii. African American Fiction
- iv. Jewish American Fiction
- v. Literature of Chinese-American Diaspora
- vi. Literature of Indian Diaspora in America

**Unit 2: Novel**

**15 Lectures**

Toni Morrison: *Sula*

**OR**

Ernest Hemingway: *Old Man and the Sea*

**Unit 3: Short Stories****15 Lectures**

- i. John Steinbeck– “The Chrysanthemums”  
(<http://myweb.dal.ca/dhevans/2034/Readings/Chrysanthemums.pdf>)
- ii. Alice Walker – “Everyday Use”  
(<https://www.deanza.edu/faculty/leonardamy/Everyday%20Use.pdf>)
- iii. Amy Tan – “Two Kinds”  
([http://s3.amazonaws.com/scschoollfiles/400/two\\_kinds\\_by\\_amy\\_tan.pdf](http://s3.amazonaws.com/scschoollfiles/400/two_kinds_by_amy_tan.pdf))
- iv. Bernard Malamud – “The German Refugee”  
([moodle2.beitberl.ac.il/pluginfile.../Bernard\\_Malmud\\_-\\_The\\_German\\_Refugee.pdf](moodle2.beitberl.ac.il/pluginfile.../Bernard_Malmud_-_The_German_Refugee.pdf))
- v. Jhumpa Lahiri – “Unaccustomed Earth” (from *Unaccustomed Earth*, Penguin Random House, 2009.)

**Evaluation Pattern:**

<b>Third Semester End Examination</b>	<b>Duration: 3 hours</b>	<b>Marks:100</b>
Question 1: Short notes on Unit 1 (two out of four)		:20 Marks
Question 2: Essay on Unit 2 (one out of two)		:20 Marks
Question 3: Essay on Unit 3 (one out of two)		: 20 Marks
Question 4: Short notes on Unit 2 (two out of four)		:20 Marks
Question 5: Short notes on Unit 3 (two out of four)		:20 Marks
<b>Semester IV                      Paper III                      3 Credits</b> <b>American Literature – (Poetry and Drama)</b>		

**Total Lectures: 45****Unit 1: Terms****15 Lectures**

- i. American Dream,
- ii. Confessional Poetry
- iii. Expressionism in American Drama
- iv. African American Poetry of the 20<sup>th</sup> century
- v. African American Drama of the 20<sup>th</sup> Century
- vi. Broadway and Off Broadway Theatre

**Unit 2: Play****15 Lectures**Arthur Miller: *Death of a Salesman***or**James Baldwin: *Blues for Mister Charlie*

### Unit 3: Poems

15 Lectures

Langston Hughes: 'Mother to Son'

'Democracy'

'Dream Deferred'

Sylvia Plath: 'Mirror'

'I am Vertical'

'Tulips'

#### Evaluation Pattern:

<b>Fourth Semester End Examination</b>	<b>Duration: 3 hours</b>	<b>Marks: 100</b>
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Question 1: Short notes on Unit 1 (one out of four)	: 20 Marks
Question 2: Essay on Unit 2 (one out of two)	: 20 Marks
Question 3: Essay on Unit 3 (one out of two)	: 20 Marks
Question 4: Short notes on Unit 2 (two out of four)	: 20 Marks
Question 5: Short notes on Unit 3 (two out of four)	: 20 Marks

#### References:

1. Abrams, M. H. *A Glossary of Literary Terms*. (8th Edition) New Delhi: Akash Press, 2007.
2. Baldick, Chris. *The Oxford Dictionary of Literary Terms*. Oxford: Oxford University Press, 2001.
3. Bloom, Harold, ed. *Short Story Writers and Short Stories*. New York: Chelsea House, 2005.
4. Boyars, Robert, ed. *Contemporary Poetry in America*. New York: Schocken, 1974.
5. Cook, Bruce. *The Beat Generation*. New York: Scribners, 1971.
6. Gould, Jean. *Modern American Playwrights*. New York: Dodd, Mead, 1966.
7. Drabble, Margaret and Stringer, Jenny. *The Concise Oxford Companion to English Literature*. Oxford: Oxford University Press, 2007.



8. Fowler, Roger. Ed. *A Dictionary of Modern Critical Terms*. Rev. ed. London: Routledge&Kegan Paul, 1987.
9. Harmon, William; Holman, C. Hugh. *A Handbook to Literature*. 7th ed. Upper Saddle River, NJ: Prentice-Hall, 1996.
10. Hassan, Ihab. *Contemporary American Literature, 1945-1972: An Introduction*. New York: Ungar, 1973.
11. Hassan, Ihab. *Radical Innocence: Studies in the Contemporary American Novel*. Princeton, N. J: Princeton University Press, 1961.
12. Henderson, Stephen, ed. *Understanding the New Black Poetry*. New York: William Morrow, 1973.
13. Hoffman, Daniel, ed. *Harvard Guide to Contemporary Writing*. Cambridge, Mass.: Harvard University Press, 1979.
14. Hudson, William Henry. *An Introduction to the Study of Literature*. New Delhi: Atlantic, 2007.
15. Kernan, Alvin B., ed, *The Modern American Theater*. Englewood Cliffs, N. J.: Princeton Hall, 1967.
16. Kiernan, Robert F. *American Writing since 1945: A Critical Survey*. New York: Frederick Ungar, 1983.
17. Lawrence, Shaffer. *History of American Literature and Drama*. New Delhi: Sarup, 2000.
18. Lewis, Allan. *American Plays and Playwrights of the Contemporary Theatre*. Rev. Ed. New York: Crown, 1970.
19. Moore, Harry T., ed. *Contemporary American Novelists*. Carbondale: Southern Illinois University Press, 1964.
20. Pattee, Fred Lewis. *The Development of the American Short Story: An Historical Survey*. New York: Biblo and Tannen, 1975.
21. Rosenblatt, Roger. *Black Fiction*. Cambridge, Mass.: Harvard University Press, 1974.
22. Scholes, Robert. *Radical Sophistication: Studies in Contemporary Jewish American Novelists*. Athens: Ohio University Press, 1969.
23. Stepanchev, Stephen. *American Poetry since 1945: A Critical Survey*. New York: Harper and Row, 1965.

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

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

**Syllabus Prepared by:**

**Convener:**

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Dr. Dinesh Kumar, Department of English, V. G. Vaze College, Mulund.

Dr. Rajesh Mali, Department of English, Arts, Commerce and Science College, Lanja.

Dr. Jyoti Moghe, Department of English, Bhavan's College, Andheri.

**University of Mumbai**  
**Syllabus for S.Y.B.A. (Applied Component)**  
**Program: B.A.**  
**Course: Business Communication**  
**Paper I & II**

**(Choice Based Credit System with effect from the Academic Year 2017-2018)**

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

- |           |   |   |
|-----------|---|---|
| i)        | Name of the Program                             | :S.Y.B.A. (Applied Component)<br>Semester III and Semester IV |
| ii)       | Course Code                                     | : UABC301 & UABC401   |
| iii)      | Course Title                                    | : <b>Business Communication</b><br><b>Papers I &amp; II</b>   |
| iv)       | Semester wise Course Contents                   | : Enclosed in the Copy of the Syllabus                        |
| v)        | References and Additional References            | : Enclosed in the Syllabus                                    |
| vi)       | Credit Structure                                | : No. of Credits per Semester – 02                            |
| vii)      | No. of lectures per Unit                        | : As mentioned in the syllabus                                |
| viii)     | No. of lectures per week                        | : 04  |
| <b>2.</b> | <b>Scheme of Examination</b>                    | <b>: 5 Questions of 20 marks each</b>                         |
| <b>3.</b> | <b>Special notes, if any</b>                    | <b>: No</b>   |
| <b>4.</b> | <b>Eligibility, if any</b>                      | <b>: No</b>   |
| <b>5.</b> | <b>Fee Structure</b>                            | <b>: As per University Structure</b>                          |
| <b>6.</b> | <b>Special Ordinances / Resolutions, if any</b> | <b>: No</b>   |

**S.Y.B.A (Applied Component)**

**Course Title: Business Communication**

**Paper I & II**

**(100 Marks Examination Pattern)**

**Objectives:**

1. To develop an awareness about the complexity of communication in a dynamic business environment.
2. To develop effective oral, writing and listening skills among learners.
3. To demonstrate the effective use of communication technology.

**Course Outcomes:**

1. After successful completion of the course, the learner should have enhanced Listening,
2. Speaking, Reading and Writing skills and should be prepared to meet the challenges of
3. Communication in the business world

<b>Semester III</b>	<b>Applied Component</b>	<b>Paper I</b>	<b>2 Credits</b>
	<b>Course Title: Business Communication</b>		

**Total Lectures: 60**

**Unit 1: Theory of Communication**

**5 Lectures**

**The Concept of Communication**

Models of Communication: Linear / Interactive / Transactional / Shannon  
And Weaver (To be discussed, but not to be assessed)

Meaning and Definition of Communication

Process of Communication – Traditional Model of Communication i.e. SMCR (Sender,  
Medium, Channel, Receiver)

Need of Communication

Feedback

Emergence of Communication as a Key Concept in the Corporate and Global World

**Unit 2: Communication at the Workplace**

**i. Objectives of Communication**

**5 Lectures**

Information, Education and Training, Motivation, Persuasion, Raising  
Morale, Order and Instruction, Warning, Advice and Counseling

**ii. Channels of Communication**

**3 Lectures**

Formal and Informal – Vertical, Horizontal, Diagonal, Consensus and Grapevine

**iii. Methods of Communication**

**5 Lectures**

Verbal and Non-verbal (including Visual)

<b>iv. Business Etiquette</b>	<b>5 Lectures</b>
Office Etiquette, Internet Etiquette/Netiquette, Business Card Etiquette, Handshake Etiquette, Mobile Phone Etiquette	
<b>v. Barriers to Communication and How to Overcome Them</b>	<b>5 Lectures</b>
Physical, Semantic/Language, Socio-Cultural and Psychological Barriers Ways of overcoming these Barriers	
<b>vi. Listening</b>	<b>5 Lectures</b>
Importance of Listening Skills Barriers to Listening Cultivating Good Listening Skills Distinguishing between Hearing and Listening	
<b>vii. Business Ethics</b>	<b>5 Lectures</b>
Ethics at the Workplace - Importance of Business Ethics Personal Integrity at the Workplace Business Ethics and Media Computer Ethics Corporate Social Responsibility	
<b>Unit 3: New Media in Communication</b>	<b>5 Lectures</b>
<b>Impact of Technology Enabled Communication</b>	
Types: Internet, Blogs, E-mail, Moodle, Social Media - Facebook, Twitter and What's App -Advantages & Disadvantages	
<b>Unit 4: Business Correspondence</b>	
<b>i. Theory of Business Letter Writing</b>	<b>5 Lectures</b>
Principles of Effective Letter Writing - 'You' Attitude, Jargon, Four C's of Communication – Correctness, Completeness, Conciseness, Courtesy Parts of a Business Letter Full Block Layout of a Business Letter Principles of Effective E-mail Writing	
<b>ii. Personnel Correspondence</b>	<b>10 Lectures</b>
Statement of Purpose Letter of Recommendation Job Application Letter and Résumé Letter of Appointment (To be discussed, but not to be assessed)	

Letter of Acceptance of Job Offer  
Letter of Appreciation  
Letter of Resignation

### Unit 5: Writing Skills

#### Paragraph Writing

2 Lectures

Developing an idea, using appropriate linking devices, Cohesion and Coherence, self-editing etc.

#### Evaluation Pattern:

<b>Third Semester End Examination</b>	<b>Duration: 3 Hours</b>	<b>100 Marks</b>
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**Question 1.** : 20 marks (10+10)

**A.** Explain the terms in 2 to 3 sentences ( five out of eight) (From All Units)

**B.** Objective type questions (From All Units)

**Question 2.** Short Notes (four out of six) (From Unit 1, Unit 2 & Unit 3) : 20 marks

**Question 3.** Essay Type Questions (two out of three) (From Unit 2) : 20 marks

**Question 4.** Personnel Letters (four out of five) : 20 marks

Letter of Recommendation  
Letter of Acceptance of Job Offer  
Letter of Resignation  
Letter of Appreciation  
Statement of Purpose

**Question 5.** 20 marks (10+05+05)

**A.** Job Application Letter and Résumé (05 + 05)

**B.** Situation-based Case Study  
(From Unit 02 Chap. 2 - Channels of Communication & Unit 2 Chap.5 Barriers to Communication)

**C.** Paragraph Writing (one out of two)

<b>Semester Four</b>	<b>Applied Component</b>	<b>Paper II</b>	<b>2 Credits</b>
<b>Course Title: Business Communication</b>			

**Total Lectures: 60**

**Unit 1: Group Communication**

**i. Group Discussions& Interviews 8 Lectures**

Group Discussion  
 Preparing for an Interview  
 Types of Interviews – Selection, Appraisal, Grievance, Exit, Online  
 Soft Skills – Emotional Quotient (EQ), Conflict Management

**ii. Meetings 8 Lectures**

Need and Importance of Meetings  
 Types of Meetings  
 Conduct of a Formal Meeting  
 Group Dynamics  
 Role of the Chairperson  
 Role of the Participants  
 Drafting of Notice, Agenda and Resolutions

**iii. Committees & Conferences 8 Lectures**

Importance of Committees  
 Types of Committees  
 Meaning of Conference  
 Importance of Conferences  
 Organizing a Conference  
 Modern Methods of Conducting Conferences - Skype & Webinar

**Unit 2: Public Relations 10 Lectures**

Meaning of Public Relations (PR)  
 Functions of the PR Department of an Organization  
 External and Internal Measures of Promoting PR  
 Crisis Management  
 Press Releases



**Unit3: Business Correspondence****15 Lectures**

Trade Letters  
Letters of Inquiry  
Letters of Complaints, Claims, Adjustments  
Sales Letters, Promotional Leaflets and Fliers  
Consumer Grievance Redressal Letters  
Letters under Right to Information (RTI) Act

**Unit 4: Report Writing****6 Lectures**

Parts of a Business Report  
Types of Business Reports  
Feasibility Reports (Reports to be Prepared)  
Investigative Reports (Reports to be Prepared)

**Unit 5: Language and Writing Skills****5 Lectures****Summarisation**

Identification of main and supporting/sub points  
Presenting the points in a cohesive manner

**Evaluation Pattern:**

<b>Fourth Semester End Examination</b>	<b>Duration: 3 Hours</b>	<b>100 Marks</b>
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**Question 1.** Short Notes (four out of six) (Units 1 & Unit 2) :20 marks

**Question 2.** Essay Type Questions (two out of three) (Units 1 & Unit 2) :20 marks

**Question 3.** Letters (four out of five) :20 marks

Letter of Inquiry  
Complaint & Claim/Adjustment Letter  
Sales Letter/Flier  
Consumer Grievance Redressal Letter  
RTI Letter

**Question 4.** :20 marks (10 +10)

**A.** Drafting a Business Report

**B.** Drafting a Notice, Agenda and 02 Resolutions

**Question 5.**

20 marks (10+05+05)

- A. Explain the terms in 2 to 3 sentences (five out of eight) (From all Units)
- B. Objective Type Questions (From all Units)
- C. Summarization (Unseen passage)

**References:**

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3. Aswalthapa, K. (1991) *Organisational Behaviour*, Himalayan Publications, Mumbai.
4. Atreya, N. and Guha (1994) *Effective Credit Management*, MMC School of Management, Mumbai.
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6. Balan, K.R. and Rayudu, C. S. (1996) *Effective Communication*, Beacon Books,New Delhi.
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8. Banerjee, Bani P. (2005) *Foundation of Ethics in Mangement*, Excel Books,New Delhi.
9. Barkar, Alan (1993) *Making Meetings Work*, Sterling Publications Pvt. Ltd., New Delhi.
10. Basu, C. R. (1998) *Business Organisation and Management*, Tata McGraw-Hill,New Delhi.
11. Benjamin, James (1993) *Business and Professional Communication Concepts and Practices*, Harper Collins College Publishers, New York.
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17. Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) *Public Relations Handbook*, The Dartwell Co., Chicago.
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23. Frailley, L.E. (1982) *Handbook of Business Letters*, Revised Edn. Prentice Hall Inc., New Jersey.
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28. Goleman, Daniel (1995) *Emotional Intelligence*, Bloomsbury Publications, Great Britain.
29. Graves, Harold F. (1965) *Report Writing*, Prentice Hall, New Jersey.
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32. Krevolin, Nathan (1983) *Communication Systems and Procedures for Modern Office*, Prentice Hall, New Jersey.
33. Lesikar, Raymond V. and Petit, John D. (1994) *Business Communication: Theory and Application*, Richard D. Irwin Inc., Illinois.

34. Ludlow, Ron. (1995) *The Essence of Effective Communication*, Prentice, New Delhi.
35. M. Ashraf, Rizvi (2006) *Effective Technical Communication*, Tata McGraw Hill, New Delhi.
36. Martson, John E. 1963) *The Nature of Public Relations*, McGraw Hill, New Delhi.
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47. Ross, Robert D. (1977) *The Management of Public Relations*, John Wiley and Sons, U.S.A.
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51. Shurter, Robert L. (1971) *Written Communication in Business*, Tata McGraw Hill, Tokyo.

### **General Reading List for Improved Language Skills:**

[N.B. The list is only indicative and not prescriptive.]

1. Yousafzai Malala. *I Am Malala*, Weidenfeld & Nicolson, U.K.
2. Bach Richard. *Illusions II*, Create Space Independent Publishing Platform (Amazon).
3. Pillai, Radhakrishnan. *Corporate Chanakya*, Jaico Publishing House, Mumbai.
4. Tzu, Sun. *The Art of War*, Fingerprint Publishing (Amazon).
5. Goldratt, Eliyahu M. *The Goal*, Productivity & Quality Publishing (Amazon).
6. Goldratt, Eliyahu M. *It's Not Luck*, North River Press, U.S.A.
7. Murthy, Sudha. *Wise and Otherwise* Penguin India, New Delhi.
8. Choudhary, Arindam. *Count Your Chickens before They Hatch*, Vikas Publishing House, India.
9. Kalam, APJ. *Wings of Fire*, Universities Press, India.
10. Kalam APJ. *Ignited Minds*, Penguin India, New Delhi.

### **Suggested List of Websites**

1. <http://lifehacker.com/top-10-ways-to-improve-your-communication-skills-1590488550>
2. <https://www.thebalance.com/verbal-communication-skills-list-2059698>
3. <https://bemycareercoach.com/soft-skills/list-soft-skills.html>
4. <https://www.thebalance.com/verbal-communication-skills-list-2059698>
5. <https://bemycareercoach.com/soft-skills/list-soft-skills.html>
6. <https://www.sitepoint.com/social-networking-sites-for-business>

### **Suggested List of You Tube Videos**

1. <https://www.youtube.com/watch?v=K15ca0n0ois>
2. <https://www.youtube.com/watch?v=ixSUB11WNxk>
3. <https://www.youtube.com/watch?v=K15ca0n0ois>
4. <http://www.lifehack.org/.../communication/improvecommunicationskills.html>

### **IIT Kanpur Video Lectures**

1. <http://nptel.ac.in/courses/109104031/>
2. <http://nptel.ac.in/courses/109104030/>

### **Suggested List of MOOCs**

1. <https://www.mooc-list.com/tags/communication-skills>
2. <https://www.mooc-list.com/.../effective-communication>
3. <https://www.mooc-list.com/tags/business-communication>
4. <https://www.skilledup.com/.../learn-communications-online-free>
5. <http://www.about.com/Communication+Skills+List>

### **Coursera**

1. <https://www.coursera.org/learn/management-leadership-english#>
2. <https://www.coursera.org/learn/business#>
3. <https://www.coursera.org/learn/powerpoint-presentations>

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**University of Mumbai**  
**Syllabus for S.Y.B.A. (Applied Component)**  
**Program: B.A.**  
**Course: Mass Communication**  
**Paper I & II**

**(Choice Based Credit System with effect from the Academic Year 2017- 18)**

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

i) Name of the Programme	: S.Y B.A. (Applied Component) Semester III and IV
ii) Course Code	: UAMASSCOM301 & UAMASSCOM401
iii) Course Title	: <b>Mass Communication, Paper I &amp; II</b>
iv) Semester wise Course Contents	: Enclosed the copy of the syllabus
v) References and additional references	: Enclosed in the Syllabus
vi) Credit structure	: No. of Credits per Semester - 02
vii) No. of lectures per Unit	: As mentioned in the syllabus
viii) No. of lectures per week	: 04
<b>2. Scheme of Examination</b>	: 5 Questions of 20 marks each
<b>3. Special notes, if any</b>	: No
<b>4. Eligibility, if any</b>	: No
<b>5. Fee Structure</b>	: As per University Structure
<b>6. Special Ordinances / Resolutions, if any</b>	: No



**S.Y.B.A. (Applied Component)**  
**Course Title: Mass Communication**  
**Paper I & II**  
**(100 Marks Examination Pattern)**

**Objectives:**

1. To introduce the students to some major aspects of communication and mass communication.
2. To develop among the students a broad perspective of the past and the present status of Mass Media in India.
3. To develop among the students a critical understanding of the Mass Media with regard to their presentation formats, roles and audiences in Indian context.
4. To develop among the students a critical understanding of some special roles of different Mass Media in India.
5. To help the students to assess the contribution of Indian mass media to national development.
6. To acquaint the students with some issues and laws related to mass media in India.
7. To introduce the students to various job and career opportunities in media industry.

**Course Outcome:**

By the end of the course the students should be able to receive and analyse various media products critically and become interested in jobs or career in Media Industry.

<b>Semester III</b>	<b>Paper I</b>	<b>2 Credits</b>
<b>Course Title: Mass Communication</b>		

**Total Lectures: 60**

**Unit 1: Nature of Communication**

**10 lectures**

- a. Definitions, elements and process of communication
- b. Types - interpersonal, group and mass communication
- c. Modes - verbal and non-verbal
- d. Means – traditional, electronic, digital
- e. Barriers – physical, linguistic, psychological and cultural

**Unit 2: Nature of Mass Communication**

**15 lectures**

- a. Concept of 'mass audience'
- b. The process of mass communication
- c. Features of mass communication
- d. Functions of mass communication: entertainment, surveillance, education, interpretation, persuasion, socialization, opinion building.
- e. Channels of mass communication: traditional folk media, print media, electronic media, new/digital media

**Unit 3: Mass Media in India: Brief history and current status of each of the media- viz. newspaper, radio, television and cinema** **15 lectures**

- a. Its beginning in India
- b. Milestones in its technological advancement
- c. Its reach / total users at present ( regional, special, demographic coverage )
- d. Its ownership, control and governance

**Unit 4: Media Types & Presentation Formats: their nature, function and target audience.**

**20 lectures**

- a. Major types of newspapers and magazines
- b. Major formats of newspaper items
- c. Major formats of radio programmes
- d. Major formats of TV programmes
- e. Major types of films
- f. Major web based social media /networking sites

**Evaluation Pattern:**

<b>Third Semester End Examination</b>	<b>Duration: 3 Hours</b>	<b>100 Marks</b>
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**Q.1 Objective Type:**

- a) Explain the following in 2/3 sentences (5 terms from all the 4 units) : 10 marks
- b) Multiple choice questions (5 questions on all the 4 units) : 05 marks
- c) State whether the statements are true or false (5 statements on all the 4 units) : 05 marks

**Question No. 2 to 5 on Unit No. 1 to 4 respectively:**

- Q.2 a) 1 Full length essay type question : 20 marks  
OR  
b) 2 Short essay type questions (a and b) :(10+10) =20 marks
- Q.3 a) 1 Full length essay type question : 20 marks  
OR  
b) 2 Short essay type questions (a and b) :(10+10)=20 marks
- Q.4 a) 1 Full length essay type question : 20 marks  
OR  
b) 2 Short essay type questions (a and b) :(10+10) = 20 marks
- Q.5 a) 1 Full length essay type question : 20 marks  
OR  
b) 2 Short essay type questions (a and b) :(10+10) = 20 marks

<b>Semester IV</b> <b>Paper II</b> <b>2 Credits</b> <b>Course Title: Mass Communication</b>
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**Total Lectures: 60**

**Unit 1: Special Roles of Mass Media in India** **20 lectures**

- a. Print media as an interpreter and a watchdog
- b. Radio as a patron of music
- c. Television and surveillance
- d. Television and its impact on the Indian family institution
- e. Television and Consumerism
- f. Films voicing social problems
- g. Social networking sites and mass campaigns

**Unit 2: Indian Mass Media and National Development** **15 lectures**

- a. Role of media in exposing anti-development elements
- b. Role of media in strengthening democracy
- c. Role of media in education
- d. Role of media in promoting government schemes

**Unit 3: Media Related Issues and Laws in India** **15 lectures**

- a. Freedom of expression and Censorship
- b. The relationship between the media and the government
- c. Media objectivity, including media bias and political leanings
- d. Objectionable advertising
- e. Major laws in India related to media

**Unit 4: Roles / Functions of Media Personnel and Career Opportunities in Mass Media**  
**10 lectures**

**Evaluation Pattern:**

<b>Fourth Semester End Examination</b>	<b>Duration:3 Hours</b>	<b>100 Marks</b>
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**Q.1 Objective Type:**

- a) Explain the following in 2/3 sentences (5 terms from all the 4 units) :10 marks
- b) Multiple choice questions (5 questions on all the 4 units) :05 marks
- c) State whether the statements are true or false (5 statements on all the 4 units ):05 marks

**Question No. 2 to 5 on Unit No. 1 to 4 respectively:**

- Q.2 a) 1 Full length essay type question :20 marks  
OR  
b) 2 Short essay type questions (a and b) :(10+10) = 20 marks
- Q.3 a) 1 Full length essay type question :20 marks  
OR  
b) 2 Short essay type questions (a and b) :(10+10) = 20 marks
- Q.4 a) 1 Full length essay type question :20 marks  
OR  
b) 2 Short essay type questions (a and b) :(10+10) = 20 marks
- Q.5 a) 1 Full length essay type question : 20 marks  
OR  
b) 2 Short essay type questions (a and b) :(10+10) = 20 marks

**Bibliography:**

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2. Ahuja B.K. : Mass Media Communication : Theory and Practices, Saurabh Publishing House, New Delhi, 2010
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11. Parthasarathy R. : Journalism in India , Sterling pub. New Delhi.1989.
12. Puri Manohar : Art of Editing , Prag Publication, New Delhi. 2006.
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14. Rantanen, Terhi. : Media and Globalisation , Sage, London. 2005.
15. Rodman George : Making Sense of Media : An Introduction to Mass Communication , Longman , 2000
16. Roy Barun : Beginner's Guide to Journalism and Mass Communication , V& S Publishers, New Delhi.
17. Sankhder B M : Press, Politics and Public Opinion in India , Deep Pub. New Delhi, 1984.
18. Seetharaman S : Communication and culture , Associate pub. Mysore, 1991.
19. Singhal Arvind and Rogers Everest : India's Communication Revolution: From Bullock Carts to Cyber Marts , Sage, 2000
20. Srivastava K. M. : Media towards 21st Century, Sterling Pub. New Delhi. 1998.
21. Vilanilam J.V. : Development Communication in Practice, Sage , 2009

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**University of Mumbai**  
**Syllabus for S.Y.B.A. (Applied Component)**  
**Program: B.A.**  
**Course: Introduction to Journalism**  
**Paper I & II**

**(Choice Based Credit System with effect from the Academic Year 2017-2018)**

## 1. Syllabus as per Choice Based Credit System

- i) Name of the Program : S.Y.B.A. (Applied Component)  
Semester III & Semester IV
- ii) Course Code : UAJOUR301 & UAJOUR401
- iii) Course Title : **Introduction to Journalism, Paper I & II**  
Semester III: (Fundamentals of Journalism and Reporting)  
Semester IV: (Editing, Feature Writing and Layout)
- iv) Semester wise Course Contents : Enclosed the copy of syllabus
- v) References and Additional References : Enclosed in the Syllabus
- vi) Credit Structure : No. of Credits per Semester – 02
- vii) No. lectures per Unit : As mentioned in the syllabus
- viii) No. of lectures per week : 04
- 2. Scheme of Examination** : 5 Questions of 20 marks each
- 3. Special notes , if any** : No
- 4. Eligibility, if any** : No
- 5. Fee Structure** : As per University Structure
- 6. Special Ordinances / Resolutions if any** : No

**S.Y.B.A. (Applied Component)**

**Course Title: Introduction to Journalism**

**Papers I & II**

**(100 Marks Examination Pattern)**

**Objectives:**

1. To acquaint the learners with the basic concepts of journalism and to familiarize them with the content of a newspaper and departments of the news paper publishing house.
2. To sensitize them to the styles of journalistic prose
3. To inculcate in them the skills of reporting, editing and feature writing in print medium
4. To enable the students to have a career perspective in journalism

**Course Outcomes:**

1. To write in various journalistic formats effectively
2. To become citizen reporters
3. To develop a career perspective in journalism

<b>Semester III</b>	<b>Paper I</b>	<b>2 Credits</b>
<b>Course Title: Introduction to Journalism --Fundamentals of Journalism and Reporting</b>		

**Total Lecture: 60**

**Unit 1: Introduction:**

**12 lectures**

What is news; Origin and development of the Indian Press; Major Press Laws in India: Adam's Regulations, Vernacular Press Act; Press and Socio-Political issues in pre and post Independence India: Freedom Movement, Emergency, Violence in society.

**Unit 2: Agencies, Electronic Journalism, Ethics:**

**12 lectures**

News Agencies, Press Syndicate, Electronic Journalism, Ethics in Journalism.

**Unit 3: Organization and structure of a newspaper house:**

**12 lectures**

Circulation, Advertising, Editorial and Mechanical Departments.

**Unit 4: Basics of Reporting:**

**12 lectures**

News Value, News Gathering, Readers' interest, qualities and aptitude necessary for a reporter, Types of reports.



**Unit 5: Writing of Reports:****12 lectures**

Basic principles: objectivity, accuracy, speed, clarity and integrity, Parts of a news report, 5Ws, Headline writing, Types of Leads, and Report writing.

**Evaluation Pattern:**

<b>Third Semester End Examination</b>	<b>Duration: 3 Hours</b>	<b>100 Marks</b>
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Question 1: One Essay or Two Short essays on Unit 1	:20 Marks
Question 2: One Essay or Two Short essays on Unit 2	:20 Marks
Question 3: One Essay or Two Short essays on Unit 3	:20 Marks
Question 4: Short notes on Unit 4 and 5 (four out of six)	:20 Marks
Question 5: Unit 5: Students to write a news report with clear headlines and lead on a given topic (one out of two)	:20 Marks

<b>Semester IV</b>	<b>Paper II</b>	<b>2 Credits</b>
<b>Course Title: Introduction to Journalism -- Editing, Feature Writing and Layout</b>		

**Total Lectures: 60**  
**8 lectures**

**Unit 1: 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.

**Unit 2: Process of Editing:****16 lectures**

Compiling of data, Editing for Language and style, editing for space, editing for correctness, editing for clarity.

**Unit 3: Editing an article:****12 lectures**

Students are expected to learn how to edit an article for newsworthiness, length and suitable expression.

**Unit 4: Basics of Feature Writing:****12 lectures**

Types of features: Obits, Reviews, Columns, Trend stories. Students are expected to learn how to write a feature on a contemporary topic.

**Unit 5: Design and Make up:****12 lectures**

Make up and its functions, Types of Layout: Horizontal , Vertical Make up, Circus Make up, Modular layout, Broadsheet layout, tabloid layout, Fonts and Typography.

**Evaluation Pattern:**

<b>Fourth Semester End Examination</b>	<b>Duration: 3 Hours</b>	<b>100 Marks</b>
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- Question 1: One Essay or Two Short essays on Unit 1 :20 Marks
- Question 2: One Essay or Two Short essays on Unit 2 :20 Marks
- Question 3: Edit an article or report. :20 Marks
- Question 4: Write a feature on a contemporary topic. (one out of two) :20 Marks
- Question 5: Short notes on Unit 4 and Unit 5 (four out of six) : 20 Marks

**References:**

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

**Web resources:**

1. Journalismcourses.org Knight Center for Journalism in the Americas.
2. Introduction to Journalism  
Created by Strathclyde delivered by FutureLearn
3. [www.mooc-list.com](http://www.mooc-list.com).

**Syllabus Prepared by:****Convener:**

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**University of Mumbai**  
**Syllabus for S.Y.B.A. in Public Relations (Applied Component)**  
**Program: B.A.**  
**Course: Public Relations**

**(Choice Based Credit System with effect from the Academic Year 2017-2018)**

### 1. Syllabus as per Choice Based Credit System:

- i) Name of the Program : S.Y.B.A. (Applied Component)  
Semester III and IV
- ii) Course Code : UAPR3A1 & UAPR4A1
- iii) Course Title : **Public Relations**  
Papers I & II
- iv) Semester wise Course Contents : Enclosed the copy of syllabus
- v) References and Additional References : Enclosed in the Syllabus
- vi) Credit Structure : No. of Credits per Semester – 02
- vii) No. of lectures per week : 04
- viii) No. of lectures per unit : 12
- 2. Scheme of Examination** : 5 Questions of 20 marks each
- 3. Special notes, if any** : No
- 4. Eligibility, if any** : No
- 5. Fee Structure** : As per University Structure
- 6. Special Ordinances / Resolutions if any** : No

**S.Y. B.A.: Public Relations (Applied Component)**

**Paper I and Paper II**

**(100 Marks Examination Pattern)**

**Objectives:**

1. To introduce learners to the origin, basic concepts and activities of Public Relations.
2. To make learners familiarize about the vital role of PR Department in the modern world.
3. To make learners understand the basic skills of the PR practitioner and provide them with an understanding of the tools of PR.
4. To make learners aware about the significance of communication skills in Public Relations.
5. To give learners an insight about the uses and functions of Public Relations.
6. To explain the learners' importance of ethics and professional code for PR practitioner.

**Course Outcome:** By the end of the course, a student should develop the ability:

1. To understand and to explain the basic theory of Public relations with its various aspects.
2. To recognize various dimensions of Public Relations.
3. To develop curiosity and desire regarding making careers in PR and its related areas.

<b>Semester III</b>	<b>Paper 1</b>	<b>2 Credits</b>
<b>Course Title: Public Relations</b>		

**Total Lectures: 60**

**Unit 1: Introduction to Public Relations**

- PR: Origin, definition, activities, and role of PR
- Objectives of Public Relations
- Evolution and the development of modern Public Relations
- Importance of Public Relations in business, industry, and in governmental and nongovernmental sectors

**Unit 2: Elements, Principles and Components of Public Relations**

- Principles of Public Relations
- Elements of Public Relations
- Components of PR-Employees Relations, Industrial Relations, Community Relations, Customer Relations, Financial Relations, Press Relations, Government Relations and Liaison, Special Events, Counseling Research, Publicity, Fund Raising/Launches
- Misconceptions about PR –Propaganda, Fine Appearance, Free Gifts, Annual Parties, Protocol, Goodwill
- Do's and Don'ts of Public Relations

### **Unit 3: Theories of Communication**

- Concept and cycle of Communication
- Importance of communication skills for PR
- Various forms of communication
- Tools of Communication
- Objectives of Communication
- Barriers to Communication
- How to overcome Barriers to Communication
- Art of listening

### **Unit 4: Functions and uses of PR**

- Functions and uses of Public Relations
- Organizational structure of PR Department
- Public Relations as Management Function
- The uses of public relations include: Employee Relations/Employee Communication, Community relations/affairs Media Relations, Financial Public Relations, Corporate Relations, Political, Public Relations/Government Liaison
- PR Consultancy
- Impacts of PR on society

### **Unit 5: Crisis Management**

- Definition and nature of Crisis
- Types of crisis
- Guiding principles for Crisis Management
- Process of preparing for Crisis Management
- The services provided by the PR during crisis.
- The review of Crisis Management
- Crisis communication in times of industrial disasters, image problems, Consumer pressures, quality issues

### **Evaluation Pattern:**

<b>Third Semester End Examination</b>	<b>Duration:3 Hours</b>	<b>100 Marks</b>
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### **Question1. Objective type questions: (based on all units)**

- a) Answer the following questions in one sentence each. :05 marks
- b) Choose the correct alternative and fill in the blanks. :05 marks
- c) Match the following pairs. :05 marks
- d) State whether the following statements are true or false. :05 marks

**Question 2. Based on Unit 1**

- a) 1 Full length essay type question :20 marks  
OR  
b) 2 Short essay type questions (a and b) :(10+10) =20 marks

**Question 3. Based on Unit 2**

- a) 1 Full length essay type question :20 marks  
OR  
b) 2 Short essay type questions (a and b) :(10+10) =20 marks

**Question 4. Based on Unit 3**

- a) 1 Full length essay type question :20 marks  
OR  
b) 2 Short essay type questions (a and b) :(10+10) = 20 marks

**Question 5. Based on Unit 4 and 5**

Write short notes on the following (4 out of 6) :20 marks

<b>Semester IV</b>	<b>Paper II</b>	<b>2 Credits</b>
<b>Course Title: Public Relations</b>		

**Total Lectures: 60**

**Unit 1: Internal and External Communication and Tools of Public Relations**

- Channels of Communications within Organization- House Organs, Magazines, Notice etc.
- Modes and Methods of Communication
- Tools for PR
- External Communication- Press relations, Liaison with Chambers of Commerce, Industry, Associations, Government Organizations

**Unit 2: Institutional Public Relations**

- Corporate Promotion through Public Relations
- Scope and contribution of P.R. in growth and progress of corporate sector
- Relations with corporate public
- Public Sector P.R.
- Relations with Shareholders, Relations with Dealer – Distributor, Relations with Financial Institutions, Relations with other Business Groups Community Relations, Consumer Relations



### Unit 3: Ethics and Code of Conduct in PR

- Principles of Public Relations Practice
- Code of Ethics prescribed by PR Society of India
- IPRA Code of Conduct
- Purpose of Professional Bodies
- Code of AIR and T.V. Channels
- Code of commercial advertising on T.V. Channels
- Advertising and PR ethics.

### Unit 4: Public Relations in Practice

- Qualities of a PR Practitioner
- Areas of Work (Functions) of Public Relations Practitioners—Writing, Editing, Media Relations, Special Events, Mass Media Production ,Corporate Counseling, Crisis Communication, Managing News and Features
- Effective Oral Communication skill
- Skills for PR -Effective Public Speaking, Writing Skills, Debating Skills, Group Interaction.  
Written Communication and Audio-Visual Aids for PR

### Unit 5: Public Relations and other related areas

- PR and Marketing, PR and Advertising, PR and Corporate Promotions, PR and Journalism, PR and Business Communication, PR and Psychology, Research in PR
- Image building through PR
- Measures for public opinion and feedback.

### Evaluation Pattern:

<b>Fourth Semester End Examination</b>	<b>Duration: 3 Hours</b>	<b>100 Marks</b>
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### Question 1. Objective Type: (Based on all units)

- a) Answer the following questions in one sentence each 05 marks  
b) Choose the correct alternative and fill in the blanks. 05 marks  
c) Match the following pairs. 05 marks  
d) State whether the following statements are true or false. 05 marks

### Question 2. Based on Unit 1

- a) 1 Full length essay type question :20 marks  
OR  
b) 2 Short essay type questions (a and b) :(10+10) =20 marks

**Question 3. Based on Unit 2**

- a) 1 Full length essay type question :20 marks  
OR  
b) 2 Short essay type questions (a and b) :(10+10) =20 marks

**Question 4. Based on Unit 3**

- a) 1 Full length essay type question :20 marks  
OR  
b) 2 Short essay type questions (a and b) :(10+10) = 20 marks

**Question 5. Based on Unit 4 and 5**

Write short notes on the following (four out of six) :20 marks

**References:**

1. Carl H. Botan, *Public Relations Theory Book*, Vincent Hazleton Jr.; Lawrence Erlbaum Associates, 1989
2. Caroline block *The PR Practioner's : A Handbook* ,VivabooksPvt Ltd,2003
3. Dalpat Singh Mehta, *Handbook of Public Relations in India*, Allied Publishers
4. David, W. Wragg, *An introduction to Public- Relations*, Oxford, U.K, 1992
5. Donald Treadwell, Jill B. Treadwell, *Public Relations Writing: Principles in Practice* Book, Sage Publications
6. Iqbal Sachdeva, *Public Relations: Principles and Practices*, Oxford Higher Education, 2010
7. Jaishri Jethwaney , *Corporate Communications: Principles and Practices*, Oxford University Press, 2010
8. James E. Grunig, David M. Dozier, William P. Ehling, Larissa A. Grunig, Fred C. Repper, Jon White, *Excellence in Public Relations and Communicatio*, Management Lawrence Erlbaum Associates, 1992
9. Keith Butterick, *Introducing Public Relations: Theory and Practice*, Sage Publications,2010
10. Krishnamurthy Sriramesh, *Public Relations in Asia: An Anthology*, Thomson, 2004

11. Seema Sharma, *Public- Relations* Anmol Publications PVT LTD. 2005
12. Sharma, Diwakar, *Public Relations*, Deep and Deep Publications, New Delhi, 2004.
13. Shelburne, Merry, *Effective Public Relations: A Practical Approach*, Biztantra, New Delhi, 2003
14. Ronald D. Apr Smith, *Strategic Planning for Public Relations*, Lawrence Erlbaum Associates, 2005

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**University of Mumbai**  
**Syllabus for S.Y.B.A. in Women's Studies (Applied Component)**  
**Program: B.A.**  
**Papers I & II**  
**Course: Women's Studies**

**(Choice Based Credit System with effect from the Academic Year 2017-2018)**

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

- i) Name of the Programme : S.Y.B.A. (Applied Component)
- ii) Course Code : UAWS3A1 & UAWS4A1
- iii) Course Title : **Women's Studies**  
Papers I & II
- iv) Semester-wise Course Contents : Enclosed the copy of syllabus
- v) References & Additional References : Enclosed in the Syllabus
- vi) Credit Structure : No. of Credits per Semester – 02
- vii) No. of lectures per unit : 15
- vii) No. of lectures per week : 04
- 2. Scheme of Examination : 5 Questions of 20 marks each**
- 3. Special notes, if any : Teaching of Unit 5 will be  
incorporated into the instruction time  
allocated to units 1-4**
- 4. Eligibility, if any : No**
- 5. Fee Structure : As per University Structure**
- 6. Special Ordinances / Resolutions if any : No**

**S.Y.B.A. Women's Studies (Applied Component)  
Paper I and II  
(100 Marks Examination Pattern)**

**Objectives:**

1. To introduce learners to feminist thoughts in different locations and build a theoretical and practical understanding of the different sites of women's oppression globally
2. To examine the links between cultural practices, social processes and feminist approaches
3. To introduce learners to feminist debates on legal terrains

**Course Outcomes: By the end of the course, a student should develop the ability:**

1. To use methodological tools to carry out research in areas of women's studies
2. To apply various feminist theories to areas of debate in women's studies

<b>Semester III</b>	<b>(Applied Component)</b>	<b>Paper 1</b>	<b>2 Credits</b>
<b>Course Title: Women's Studies</b>			

**Total Lectures: 60**

**Unit 1: Introduction:**

**15 lectures**

- The Scope and Practice of Women's Studies
- The importance of Women's Studies
- Perspectives
- Problems of using mainstream methodology
- Sex and gender
- Patriarchies
- Gender socialization
- Gender of politics, religion and caste in the Indian context

**Unit 2: Gender Studies:**

**15 lectures**

- Liberal
- Marxist
- Radical
- Psychoanalytical
- Masculinitie

**Unit 3: Women and Body:**

**15 lectures**

- Women and Health
- Body Shaming
- Body Dysmorphic Disorders
- Agency over Body

- Motherhood
- Biomedical Ethics
- Abortion, IVF, Contraception
- Gynocriticism

**Unit 4: Women and Law:**

**15 lectures**

- Historical and Contemporary Overview
- Demographic, Social, Cultural, Economic and Political nature of laws
- National and State Policies
- Indian Constitution and Women
- Unwritten Social Laws for Women

Laws to be specified (marriage, rape, dowry, inheritance, divorce, IVF, maternity, domestic violence)

**Unit 5: Expressions of Feminist Consciousness:**

- Ismat Chughtai- “The Quilt” (“Lihaaf”)
- Saadat Hasan Manto- “Open It” (“Khol Do”)
- Gloria Naylor- “The Two” (from “Women of Brewster Place”)

**Evaluation Pattern:**

<b>Third Semester End Examination</b>	<b>Duration: 3 Hours</b>	<b>100 Marks</b>
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Question 1:	Essay on Unit 1 (one out of two)	:20 Marks
Question 2:	Essay on Unit 2 (one out of two)	:20 Marks
Question 3:	Essay on Unit 3 (one out of two)	:20 Marks
Question 4:	Essay on Unit 4 (one out of two)	:20 Marks
Question 5:	Short notes on Unit 5 (two out of four)	:20 Marks

<b>Semester IV</b>	<b>Applied Component</b>	<b>Paper II</b>	<b>2 Credits</b>
<b>Course Title: Women's Studies</b>			

**Total Lectures: 60**  
**15 lectures**

**Unit 1: Women and Work:**

- Concept of work with reference to women
- Definition and valuation of productive/unproductive work
- Visible/invisible work, socially productive work
- Concept and measurement of women's work
- Working conditions
- Maternity leave
- Working mothers
- Gender-specific jobs
- Legislation towards better working conditions for women
- Sexual harassment at the workplace

**Unit 2: Gender Studies:**

**15 lectures**

- Postmodern
- Postcolonial
- Ecofeminism
- Introduction to Queer Theory

**Unit 3: Women's Movement in India and Maharashtra:**

**15 lectures**

- Liberal reforms-Colonization and Impact of British Rule
- Women's role in independence movement
- Impact of Gandhism, Dr. B.R. Ambedkar and Dalit Movement
- Anti-price movement in the late sixties
- UN declared Women's Decade-1975 and after
- Chipko Movement
- Self Help Groups

**Unit 4: Women and Media:**

**15 lectures**

- Male Gaze/ Scopophilia
- Feminist film criticism
- Sexual Double Standards



- Casting Couch
- Stereotyping
- Empowering women through media
- Images of women in literature, newspapers, advertisements etc.
- Women and Mass Media: Actresses, Movies, Theatre, Television
- Women and New Media: Cartoons, Manga, Anime, Social media

**Unit 5: Routes of Gender Consciousness:**

- Kalki Koechelin's 'Unblushed'
- Lily Myers- 'Shrinking Women'
- Keith Jarrett- 'A Gay Poem'

**Evaluation Pattern:**

<b>Fourth Semester End Examination</b>	<b>Duration: 3 Hours</b>	<b>100 Marks</b>
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Question 1:	Essay on Unit 1 (one out of two)	:20 Marks
Question 2:	Essay on Unit 2 (one out of two)	:20 Marks
Question 3:	Essay on Unit 3 (one out of two)	:20 Marks
Question 4:	Essay on Unit 4 (one out of two)	:20 Marks
Question 5:	Short notes on Unit 5 (two out of four)	:20 Marks

**References:**

1. Bailey, Alison, and Chris J. Cuomo. *The Feminist Philosophy Reader*. Boston: McGraw-Hill, 2008. Print.
2. Bhasin, Kamala. *What is Patriarchy?* Kali for Women, 1993.
3. Bhutalia, U and T Sarkar (eds.) *Women and the Hindu Right*. New Delhi: Kali for Women, 1996.
4. Butler, Judith. *Gender Trouble: Feminism and the Subversion of Identity*. London and New York: Routledge, 1990.
5. Carilli, Theresa & Jane Campbell (Ed.). *Challenging Images of Women in the Media*. Lanham: Lexington Books, 2012.
6. Chandhuri, Maitreyee. *Feminism in India*, New Delhi: Women Unlimited, 2003

7. Felski, Rita. *Beyond Feminist Aesthetics: Feminist Literature and Social Change*. Cambridge, Mass.: Harvard University Press, 1989.
8. Forbes, Geraldine. *The New Cambridge History of India: Women in Modern India*. Cambridge: Cambridge University Press, 1998.
9. Gallop, Jane. *The Daughter's Seduction: Feminism and Psychoanalysis*. Ithaca: Cornell University Press, 1982.
10. Ghai, Amita. *(Dis)-embodied Form: Issues of Disabled Women*. New Delhi: Haranand Publications, 2003
11. Ghosh J. *Never Done and Poorly Paid: Women's Work in Globalizing India*. New Delhi: Women Unlimited, 2009.
12. Goffman, Erving. *Gender and Advertisement*, New York: Harpet and Row, 1976.
13. Hasan, Z. (ed.), *Forging Identities: Gender, Communities and the State*. New Delhi: Kali for Women, 1994.
14. Lindsay, Linda L. *Gender Roles: A Sociological Perspective*. NJ: Engelwood Cliffs, Prentice Hall, 2<sup>nd</sup> edn, 1994.
15. Mohanty Chandra Talpade *Feminism Without Borders: Decolonizing Theory, Practising Solidarity*, New Delhi: Zubaan, 2003.
16. Menon, N. (ed) *Gender and Politics in India*, New Delhi: Oxford University Press. 1999.
17. \_\_\_\_\_. *Recovering Subversion: Feminist Politics Beyond the Law*. New Delhi: Permanent Black. 2004
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19. Moi, Toril. *Sexual/Textual Politics: Feminist Literary Theory*. London: Methuen & Co., 1985.
20. Morgan S. (ed) *The Feminist History Reader*, London: Routledge. 2006.
21. Mulvey, Laura. "Visual Pleasure and Narrative Cinema", *Screen* 16.3 Autumn. 1975
22. Narain Arvind and Gupta Alok. *Law Like Love*, New Delhi: Yoda Press. 2011.
23. Rao, Anupama (ed.) *Gender and Caste*, New Delhi: Women Unlimited. 2003.
24. Roy K. (ed.). *Women in Early Indian Societies*. New Delhi: Oxford University Press. 2001.
25. Spivak, Gayatri Chakravorty. *In Other Worlds: Essays in Cultural Politics*. New York and London: Methuen, 1987.

26. Sunder Rajan, R. *The Scandal of the State: Women, Law and Citizenship in Postcolonial India*. New Delhi: Permanent Black. 2004.
27. Thorat Sukhdeo and Kumar Narendra, B.R. *Ambedkar: Perspectives on Social Exclusion and Inclusive Policies*, New Delhi: Oxford University Press. 2008.
28. Tong, Rosemarie. *Feminist Thought: A Comprehensive Introduction*. Westview Press, 1984.
29. Vaid S and K. Sangari. *Recasting Women*. New Delhi: Kali for Women. 1989.
30. Van Zoonen, Lisbet. *Feminist Media Studies*, New Delhi: Sage. 1994.
31. Wiley, Margaret C. *Women, Wellness, and the Media*. Newcastle: Cambridge Scholars Publishing, 2008.

**Webliography:**

<http://www.worldcat.org/title/can-the-subaltern-speak-reflections-on-the-history-of-an-idea/oclc/320798587?page=citation>

<http://www.worldcat.org/title/feminist-thought-a-more-comprehensive-introduction/oclc/156811918?page=citation>

<http://www.worldcat.org/title/language-and-gender/oclc/49743660?page=citation>

<http://www.worldcat.org/title/readers-guide-to-contemporary-literary-theory/oclc/19629744?page=citation>

<http://www.worldcat.org/title/room-of-ones-own/oclc/326933?page=citation>

<http://www.worldcat.org/title/sex-change-social-change-reflections-on-identity-institutions-and-imperialism/oclc/60567060?page=citation>

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**University of Mumbai**  
**Syllabus for S.Y.B.A. (Applied Component)**  
**Program: B.A.**  
**Course: Introduction to Advertising**

**(Choice Based Credit System with effect from the Academic Year 2017-2018)**

### 1. Syllabus as per Choice-Based Credit System:

- i) Name of the Program : S. Y. B.A. (Applied Component)  
Semester III and IV
- ii) Course Code :
- iii) Course Title : **Introduction to Advertising**  
Semester III: Paper I, (Basic Concepts  
of Advertising)  
Semester IV: Paper II, (Creativity and  
Research in Advertising)
- iv) Semester wise Course Contents : Enclosed the copy of syllabus
- v) References and Additional References: Enclosed in the Syllabus
- vi) Credit Structure : No. of Credits per Semester – 02
- vii) No. of lectures per Unit : 12
- viii) No. of lectures per week : 04
- 2. Scheme of Examination** : 5 Questions of 20 marks each
- 3. Special notes, if any** : No
- 4. Eligibility, if any** : No
- 5. Fee Structure** : As per University Structure
- 6. Special Ordinances / Resolutions if any** : No

**S.Y. B.A. (Applied Component)**

**Course Title: Introduction to Advertising**

**Paper I & II**

**(100 Marks Examination Pattern)**

**Objectives:**

1. To introduce the learners to the basic concepts in advertising
2. To help them to understand the link between advertising and society
3. To enable them to develop copy writing skills

**Course Outcomes:**

By the end of the course, a student should develop the ability:

1. To write clearly, coherently and effectively about various concepts in advertising
2. To recognize the different aspects of advertising as a profession
3. To develop a critical sense of the impact and influence of advertising

<b>Semester III</b>	<b>Applied Component</b>	<b>Paper I</b>	<b>2 Credits</b>
<b>Course Title: Introduction to Advertising -- Basic Concepts of Advertising</b>			

**Total Lectures:60**

**Unit 1. Introduction to Advertising**

**12 lectures**

- a. Advertising: Evolution of advertising, Features of advertising, Active participants, Role of Advertising in Marketing Mix.
- b. Classification of Advertising:  
Social Advertising, Political Advertising, Advocacy Advertising, Retail Advertising, Financial Advertising, Corporate Image Advertising, Primary & Selective Advertising.

**Unit 2. Advertising, Marketing and Communication**

**12 lectures**

- a. Introduction to Integrated Marketing Communication, Advertising and Publicity, Public Relation, Sales promotion, Product Life Cycle, Low involvement and High Involvement Products
- b. Advertising and Brand Building, Consumer Behavior, Target Audience and market segmentation

**Unit 3. Media in Advertising****12 lectures**

- a. Factors influencing media selection and Media Planning Strategies
- b. Media options for advertising – Television, Radio (special reference to FM), Internet, Print, Film, Outdoor advertising and Social Media
- c. Concepts – Media buying, Media Selling, Media Mix, Clutter, Zipping & Zapping

**Unit 4. Economic & Social Aspects of Advertising****12 lectures**

- a. Economic aspects of advertising: impact on production, distribution and consumer cost, advertising and competition
- b. Social aspects of advertising, advertising and culture (values, festivals, customs), standard of living, ethics in advertising
- c. Regulation and control on advertising in India – Advertising Standard Council of India (ASCI), Advertising Agencies Association of India (AAAI), and Information & Broadcasting Ministry

**Unit 5. Advertising Agency and Advertising as a Career****12 lectures**

- a. Advertising Agency– definition, types of services offered, types of advertising agencies, structure of ad agencies, agency selection criterion, ways of getting clients with special reference to creative pitch
- b. Career options available in advertising field – advertising agency, media, production houses, research and allied fields – printing, graphics and animation, modeling and dubbing

**Evaluation Pattern:**

<b>Third Semester End Examination</b>	<b>Duration: 3 Hours</b>	<b>100 Marks</b>
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Question 1.	One Essay or two short notes on Unit 1	:20 Marks
Question 2.	One Essay or two short notes on Unit 2	:20 Marks
Question 3.	One Essay or two short notes on Unit 3	:20 Marks
Question 4.	One Essay or two short notes on Unit 4	:20 Marks
Question 5.	One Essay or two short notes on Unit 5	:20 Marks

<b>Semester IV</b>	<b>Applied Component</b>	<b>Paper II</b>	<b>2 Credits</b>
<b>Course Title: Introduction to Advertising -- Creativity and Research in Advertising</b>			

**Total Lectures: 60**

**Unit 1. Creativity and Psychology in Advertising** **12 lectures**

- a. Role of Creativity in Advertising, Positioning strategies, Requisite of an advertisement–AIDA, role of persuasion, determining the message theme, USP, decision on advertising appeals and selling styles (soft selling / hard selling skills)
- b. Psychology in advertising – perception, attitudes and values, personality and motivations (including buying motives).

**Unit 2. Copy Writing** **12 lectures**

- a. Copy – types and essentials, Copy writing for print, outdoor, radio, web and television (concept of storyboards)
- b. Elements of copy – headline (functions and types), overline, body copy, captions, taglines, slogans, call to action, logo, Company name

**Unit 3. Illustration and Layout** **12 lectures**

- a. Illustrations – functions and types
- b. Layouts – stages, types and essentials

**Unit 4. Advertising research** **12 lectures**

Evaluating advertising effectiveness  
 Importance of research in advertising  
 Types of research: copy research and behavioural research  
 Pre-testing and Post-testing methods of evaluation  
 Pre-testing methods: methods for concept testing and copy testing  
 Post-testing methods: sales and response rates, recall tests, recognition tests and attitude and opinion tests

**Unit 5. Creating a Print Advertisement** **12 lectures**

Students are expected to write a headline, caption, slogan and copy for a given product or service



### Evaluation Pattern:

<b>Fourth Semester End Examination</b>	<b>Duration:3 Hours</b>	<b>100 Marks</b>
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- Q1. One Essay or two short notes on Unit 1 : (20 Marks)
- Q2 One Essay or two short notes on Unit 2 : (20 Marks)
- Q3 One Essay or two short notes on Unit 3 : (20 Marks)
- Q4 One Essay or two short notes on Unit 4 : (20 Marks)
- Q5 Copy writing task based on Unit 5 : (20 Marks)

### References:

1. *Advertising Management* - Batra Rajeev, Myers John G., and Aaker David A., 5th ed., Prentice Hall India, New Delhi, 2004.
2. *Advertising Management* – Jaishree Jethwaney and Shruti Jain, 2nd Ed. Oxford University Press, 2012.
3. *Advertising and Promotion: An Integrated Marketing Communications Perspective*- Belch G. and Belch M., 6th ed., Tata McGraw-Hill Publishing Company Limited, New Delhi, India, 2003.
4. *Advertising and Sales Promotions* - Kazmi S. H. H. and Batra Satish K., 2nd ed., Excel Books, New Delhi, India, 2004.
5. *Advertising Principles* - Bergh B. G. V. and Katz H., NTC Business Books, Lincolnwood, Illinois, USA, 1999.
6. *Advertising, Principles and Practice* - Wells William, Moriarty Sandra & Burnett John, 7th ed. Pearson Education Inc., 2006.
7. *Kleppners Advertising Procedure* - W. Ronald Lane, J. Thomas Russell, Karen Whitehill King 16th Ed., Pearson Education India, 2008.
8. *Integrated Advertising, Promotion and Marketing Communications* - Clow Kenneth E. and Baack Donald, Pearson Education Inc., 2002.
9. *Strategic Brand Management* - Keller Kevin L., 2nd ed., Pearson Education Inc., 2007.

**Supplements of Newspapers** – students are recommended to read the Economic Times –  
Brand Equity – every Wednesday; Financial Express –  
Brandwagon – every Tuesday

**Useful sites:**

www.afaqs.com ; www.ascionline.org; www.campaignindia.in ; www.exchange4media.com ;  
www.tamindia.com

**MOOC courses:**

1) <<<https://www.mooc-list.com/course/online-advertising-onlinead-open2study>>>

2) <<<https://www.mooc-list.com/course/integrated-marketing-communications-advertising-public-relations-digital-marketing-and-more>>>

3) <<<https://www.mooc-list.com/course/content-advertising-social-imc-coursera>>>

4) <<<https://www.mooc-list.com/course/advertising-and-society-coursera>>>

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