



KG COLLEGE OF ARTS AND SCIENCE

Autonomous Institution | Affiliated to Bharathiar University

Accredited with A++ Grade by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Saravanampatti, Coimbatore – 641 035

Regulations 2025-26 for Postgraduate Programme

**Learning Outcomes Based Curriculum Framework- (LOCF) model with
Choice Based Credit System (CBCS)**

Programme: M.A. English Literature (M.A.)

Programme Code: MEL

(Applicable for the Students admitted during the academic year 2025 - 26 onwards)

Eligibility

Candidates for admission to the first year of the Master of English Degree Programme shall be required to have passed in any UG Programme conducted by any recognised University in the relevant Programme.

Program Learning Outcomes (PLOs)

The successful completion of the M.A.English Literature Programme shall enable the students to:

PLO1	Explore English literature across ages and continents, grasping theories and perspectives for cultural enrichment.
PLO2	Master analysis of English Language in Teaching, Research and Translation fostering innovation through interdisciplinary collaboration.
PLO3	Cultivate deep literary and critical thinking, understanding literature's societal impact and enhancing problem-solving abilities.
PLO4	Apply literature knowledge in teaching, publishing and media to ornate the way for academic and career success.
PLO5	Hone technical skills and ethical judgment for effective engagement of literature in professional settings and lifelong learning.

M.A. English Literature**Distribution of Credits and Hours for all the Semesters**

Part	Courses	No. of Courses	Hrs.		Credits	Total	Semester
III	Core Theory (6 hrs./Week)	8	8 X 6	48	8 X 4	32	1 - 4
	Core Theory (5 hrs./Week)	6	6 X 5	30	6 X 4	24	1 - 4
	Elective (5 hrs./Week)	4	4 X 5	20	4 X 3	12	1 - 4
	Internship	1	-	-	1 X 2	2	3
	Project	1	1 X 10	10	1 X 6	6	4
	Skill Enhancement (SEC)	3	3 X 2	6	3 X 2	6	2 - 4
IV	Ability Enhancement Compulsory Course (AECC)	3	3 X 2	6	3 X 2	6	1,2,4
	Ability Enhancement Compulsory Course (AECC) – Online Course – MOOC	1	-	-	1 X 2	2	3
Total		27		120		90	

Consolidated Semester wise and Component wise Hours and Credits Distribution

Semester	Part I		Part II		Part III		Part IV		Part V		Total	
	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits
1	-	-	-	-	28	19	2	2	-	-	30	21
2	-	-	-	-	28	21	2	2	-	-	30	23
3	-	-	-	-	30	23	-	2	-	-	30	25
4	-	-	-	-	28	19	2	2	-	-	30	21
Total	-	-	-	-	114	82	6	8	-	-	120	90

Curriculum
M.A. English Literature

Semester – 1									
Course Code	Part	Course Category	Course Name	Hrs. / Week	Examination				Credits
					Duration in hrs.	Max Marks			
						CIA	ESE	Total	
25MEL11C	III	Core - I	British Literature - I (from Chaucer to Milton)	6	3	25	75	100	4
25MEL12C	III	Core - II	Shakespeare	6	3	25	75	100	4
25MEL13C	III	Core - III	Indian English Literature	6	3	25	75	100	4
25MEL14C	III	Core - IV	History of the English Language and Phonetics	5	3	25	75	100	4
25MEL1AE/ 25MEL1BE/ 25MEL1CE	III	Elective - I	A Survey of Literatures in English - British Literature	5	3	25	75	100	3
			Introduction to Comparative Literature						
			Mass Communication and Journalism						
25SOF1AE	IV	AECC - I	Soft Skills	2	3	-	50	50	2
Total				30				550	21

Semester-1

Course Code	Course Name	Category	Hours / Week	Credits
25MEL11C	British Literature I	Core I	6	4

Course Objectives

The course intends to cover

- The literary tradition from Chaucer to Milton.
- The critical perspectives on the literature of the period, including historical and formalistic approaches.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the story narratives in terms of poetry and apply the poetic devices in story writing.	K1,K2, K3
CLO2	Develop emotional intelligence and self- awareness to carry throughout life	K4
CLO3	Appreciate the artistry and significance of poetry to become a critic	K5
CLO4	Gain insights into the professional world of theatre preparing them for potential careers in the dramatic arts.	K2,K5
CLO5	Interpret and evaluate the characters, themes and narrative techniques in creative writing	K4
K1- Remember K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	2	2	3	3
CLO2	2	1	3	-	3
CLO3	2	3	3	3	3
CLO4	3	2	2	3	2
CLO5	1	1	2	3	3
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Core - I: British Literature I

Unit	Content	No. of Hours
I	Geoffrey Chaucer: The Prologue to the Canterbury Tales (The Knight, The Squire, The Pardoner, The Prioress, The Summoner) Edmund Spenser - Epithalamion	18
II	John Milton: from Paradise Lost - Book IX (1-400 lines) John Donne : A Valediction: Forbidding Mourning Andrew Marvel : To His Coy Mistress	18
III	Sir Philip Sidney : An Apology for Poetry Francis Bacon : Of Truth, Of Studies, Of Parents and Children	18
IV	Christopher Marlowe : Doctor Faustus	18
V	John Bunyan: The Pilgrims Progress	18
Total Hours		90
Text Books		
1.	Milton, J. (2009) Paradise Lost Book IX. Rama Brothers Publication.	
2.	Chaucer, G. (1903). Canterbury Tales: The Prologue. Macmillan & Company.	
3.	Bunyan, J. (1875). The Pilgrim's Progress: As Originally Published. E. Stock.	
4.	Sidney, Philip. (2011) An Apology for Poetry. Rama Brothers Publications.	
Reference Books		
1.	Kolbas, E. D. (2018). Critical Theory and the Literary Canon. Routledge.	
2.	Krieger, M. (1952). Towards a Contemporary Apology for Poetry. The Ohio State University.	
3.	Ramaswami and V. Seturaman. (2000). English Critical Tradition: An Anthology of English Literary Criticism. Laxmi Publications	
Web Resources (Swayam / NPTEL)		
1.	https://online-learning.harvard.edu/subject/literature	

Course Code	Course Name	Category	Hours / Week	Credits
25MEL12C	Shakespeare	Core II	6	4

Course Objectives

The course intends to cover

- The curated selection of Shakespeare's works, focusing on dramatic techniques, themes, characterization, and language, as well as impact and contribution to poetry.
- The historical period of 15th century and Shakespeare's significant role in shaping English plays.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Develop a critical understanding of theatre, theatrical performances, and poetry in the creative field.	K1, K2, K3
CLO2	Analyse and apply Shakespeare's writing style, and techniques in scholarly research.	K3, K4
CLO3	Acquire the necessary skills to critically analyse Shakespearean tragedies to apply in content and script writing.	K3, K4
CLO4	Evaluate the historical background and its impact on Shakespearean plays, connecting the knowledge to critical writing practices.	K5
CLO5	Investigate the Shakespearean studies in the light of Modern Critical Approaches and prepare for Competitive Examinations.	K4
K1 - Remember K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate;		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	2	3	3	3
CLO2	-	3	1	2	3
CLO3	2	-	3	3	2
CLO4	2	1	3	3	3
CLO5	1	-	3	3	3
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Core - II: Shakespeare

Unit	Content	No. of Hours
I	Shakespearean Theatre and Audience. Plot, Characterization, Fools in Shakespearean drama., Shakespearean Sonnets (1, 12, 29, 65, 130)	18
II	Much Ado About Nothing	18
III	Macbeth	18
IV	Henry IV Part II	18
V	Shakespearean Criticism: A.C. Bradley - Shakespearean Tragedy (Chapter V & VI)	18
Total Hours		90
Text Books		
1.	Shakespeare William. (2013). Shakespeare's Sonnets. Arden Shakespeare Publication.	
2.	Shakespeare William. (2004). Much Ado About Nothing. Simon & Schuster Publication.	
3.	Shakespeare William. (2022). Henry IV Part II. Double 9 Books.	
Reference Books		
1.	Harrison, G.B. (1951). Shakespeare's Tragedies. Routledge London.	
2.	Knight, G.W. (1957). The Wheel of Fire: Essays in Interpretation of Shakespeare's Sombre Tragedies. New York.	
3.	Knight, G.W. (1947). The Crown of Life: Essays in Interpretation of Shakespeare's Final Plays. Oxford.	
4.	Andrews, John. (1985). William Shakespeare: His World, His Work, His Influence, Charles Scribner's Sons.	
5.	Dollimore, Jonathan. (1984). The Radical Tragedy. The Harvester Press, Cambridge.	
Web Resources (Swayam / NPTEL)		
1.	https://onlinecourses.swayam2.ac.in/cec24_lg02/preview	
2.	https://onlinecourses.swayam2.ac.in/ugc19_hs47/preview	

Course code	Course Name	Category	Hours / Week	Credit
25MEL13C	Indian English Literature	Core III	6	4

Course Objectives

The course intends to cover

- Introduce and outline to the history of Indian writing in English to students and inculcate the significance of the prominent writers, works and style.
- Identify the writers of Indian literature through an empathetic appreciation of the cultural significance.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the writers and works of different ages from the Indian point of view.	K1, K2
CLO2	Understand and apply narrative structures, character dynamics, and motifs in Indian writing in English.	K2, K3
CLO3	Analyse the works with critical thinking to enhance interpretation in academic writing.	K4
CLO4	Interpret Indianess, characterization, theatrical elements, and plots to be adept in script writing and analysis.	K4
CLO5	Examine Indian Aesthetic and explore the field for research and competitive exams.	K2, K4
K1 - Remember K2 - Understand; K3 - Apply; K4 - Analyze;		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	1	3	3	3
CLO2	2	1	3	3	3
CLO3	1	-	3	3	3
CLO4	3	1	3	3	2
CLO5	2	1	3	3	3
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Core - III: Indian English Literature

Unit	Content	No. of Hours
I	A. K. Ramanujan : Looking for a Cousin on a Swing Nissim Ezekiel : Poet, Lover, Bird Watcher Sri Aurobindo : I have a Hundred Lives Gieve Patel : On killing a Tree Meena Alexander: Natural Difficulties VikramSeth: A Little Distance.	18
II	Letters from a Father to his Daughter – Jawaharlal Nehru - (1- 15 letters) The Dance of Shiva – Ananda Coomaraswamy	18
III	Mahesh Dattani : Brief Candle	18
IV	Aravind Adiga: The White Tiger	18
V	G. B. Mohan Thampi : Rasa as Aesthetic Experience M. Hiriyanna : The Main Aspects of Indian Aesthetics	18
Total Hours		90
Text Books		
1.	Ezekiel, Nissim. (1985). Night of The Scorpion & Poet, Lover, Birdwatcher. Indian Writings in English & Translation. Putnam Publishing Group.	
2.	Dattani, Mahesh. (2010). Brief Candle: Three Plays. Penguin Books India.	
3.	Adiga, A. (2008). The White Tiger: A novel. Simon and Schuster.	
Reference Books		
1.	Gupta, N. A. (2016). A Student’s Handbook of Indian Aesthetics. Cambridge Scholars Publishing.	
2.	Laskar, Rumi Rani. (2016). A Reading Of Nissim Ezekiel’s Poetry From Biocentric Perspective. Journal of English language and literature-joell.	
Web Resources (Swayam / NPTEL)		
1.	https://onlinecourses.swayam2.ac.in/cec24_lg04/preview	
2.	https://archive.nptel.ac.in/courses/109/106/109106135/	

Course code	Course Name	Category	Hours / Week	Credit
25MEL14C	History of the English Language and Phonetics	Core IV	5	4

Course Objectives

The course intends to cover

- The history of the origin of the English language.
- The language stages in their historical context.
- Literary techniques, the skills and strategies necessary to conduct college-level research.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the origin of English language and utilize the nuances in creative writing.	K1,K2,K3
CLO2	Comprehend the Syntactic and Morphological structure of English in different periods and apply them in writing skills.	K2.K3
CLO3	Evaluate the evolution of English grammar and vocabulary to employ word power in digital media.	K3, K5
CLO4	Develop the phonetic transcription skills required in the close analysis of word s and use ethically in contemporary writing.	K3
CLO5	Apply standard English accent and intonation in business environment.	K3
K1- Remember K2 - Understand; K3 - Apply; K4 -Analyze; K5 - Evaluate		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	-	3	1	2	3
CLO2	1	3	2	2	3
CLO3	-	3	2	3	2
CLO4	1	3	2	3	3
CLO5	-	3	2	3	3
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Core - IV: History of the English Language and Phonetics

Unit	Content	No. of Hours
I	The Origin of Language The Descent of the English Language	15
II	The Old English (Anglo Saxon) Period The Middle English Period The Renaissance and After	15
III	The Growth of Vocabulary Change of Meaning The Evolution of the Standard English	15
IV	Introduction to International Phonetic Alphabets, Phonetic and Phonemic Transcription	15
V	Structure of the Syllable, Syllable Division and Stress	15
Total Hours		75
Text Books		
1.	Wood.F.T. (2015). An Outline History of English Language. Trinity Press.	
2	Rudder.J. (2010). The IPA for Language Learning: An Introduction to the International Phonetic Alphabet. CreateSpace Independent Publishing Platform,	
Reference Books		
1.	Baugh,Albert.C & Cable Thomson.(2005). A History of the English Language. Routledge.	
2.	Jespersen, Otto. (2022). The Growth and Structure of English Language. Atlantic Publishers.	
3.	Ashby, Patricia. (2011). Understanding Phonetics. London: Hodder Education.	
Web Resources (Swayam / NPTEL)		
1.	https://www.classcentral.com/course/swayam-history-of-english-language-and-literature14108	

Course Code	Course Name	Category	Hours / Week	Credit
25MEL1AE	A Survey of Literatures in English – British Literature	Elective I	5	3

Course Objectives

The course intends to cover

- Eminent British writers and their works.
- The vast knowledge of Poetry, drama, fiction and criticism of British Literature.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Identify themes and techniques in British poetry to nurture skills vital for content writing.	K1
CLO2	Interpret themes, characterization, theatrical elements, and plot in British drama to be adept in script writing and analysis.	K2
CLO3	Understand and apply narrative structures, character dynamics, and socio-political motifs in British fiction for writing narratives.	K2,K3
CLO4	Analyze British literature with critical thinking to enhance interpretation in academic writing.	K4
CLO5	Examine individual British authors' unique contributions to literature for competitive exams.	K4
K1 – Remember; K2 – Understand; K3 - Apply; K4 - Analyze		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	1	3	3	2
CLO2	1	1	3	3	3
CLO3	3	1	3	3	2
CLO4	1	2	3	3	2
CLO5	1	1	3	3	3
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Elective I: A Survey of Literatures in English – British Literature

Unit	Content	No. of Hours
I	POETRY 1. Browning's My Last Duchess 2. Coleridge's Kubla Khan 3. Coventry Patmore's The Angel in the House 4. D.G. Rossetti's The Blessed Damozel 5. Dante's The Divine Comedy 6. Dryden's The Hind and the Panther 7. G.M.Hopkin's The Windhover 8. Geoffrey Chaucer's Prologue to Canterbury Tales 9. James Thomson's The City of Dreadful Night 10. Keats' Endymion 11. Matthew Arnold's Dover Beach 12. Philip Larkin's The Whitsun Wedding 13. Pope's The Rape of the Lock 14. Robert Graves' In Broken Images 15. Seamus Heaney's Death of a Naturalist 16. Shelley's Alastor and Ode to the West Wind 17. Sydney's Astrophil and Stella 18. T.S. Eliot's The Four Quartets 19. Tennyson's Lotus-Eaters 20. Wordsworth's The Prelude	15
II	DRAMA 1. Bernard Shaw's Man and Superman 2. Congreve's The Way of the World 3. Euripides' Medea 4. Galsworthy's Strife 5. Goldsmith's She Stoops to Conquer 6. Harold Pinter's The Dumb Waiter 7. Ibsen's A Doll's House 8. John Ford's Tis Pity She's a Whore 9. Kingsley Amis' Lucky Jim 10. Kyd's The Spanish Tragedy 11. Luigi Pirandello's Six Characters in Search of an Author 12. Marlowe's Doctor Faustus 13. Osborne's Look Back in Anger 14. Robert Bolt's A Man for All Seasons 15. Samuel Beckett's Waiting for Godot 16. Sean O' Casey's Juno and the Paycock 17. Sheridan's The School for Scandal 18. Synge's The Playboy of the Western World 19. Tom Stoppard's Arcadia 20. Webster's The Duchess of Malfi	15

III	<p>FICTION</p> <ol style="list-style-type: none"> 1. Ann Radcliffe's The Mysteries of Udolpho 2. Anthony Burgess' The Wanting Seed 3. Conrad's Nostromo 4. Daniel Defoe's Moll Flanders 5. Doris Lessing's The Four-Gated City 6. E.M. Forster's A Passage to India 7. Franz Kafka's The Trial 8. Golding's Lord of the Flies 9. H.G. Wells' The War of the Worlds 10. Hardy's Jude the Obscure 11. Henry Fielding's Vanity Fair 12. James Joyce's Ulysses 13. L.P. Hartley's The Go-Between 14. Lewis' Through the Looking Glass 15. Margaret Drabble's The Witch of Exmoor 16. Mary Wollstonecraft's Frankenstein 17. Muriel Spark's The Driver's Seat 18. R.M. Ballantyne's The Coral Island 19. Thomas Mann's Death in Venice 20. Walter Scott's Kenilworth 	15
IV	<p>CRITICISM</p> <ol style="list-style-type: none"> 1. Battista Vico's New Science 2. Claude Levi-Strauss' The Savage Mind 3. Derrida's Structure, Sign, and Play in the Discourse of the Subject 4. Eve Kosofsky Sedgwick's Epistemology of the Closet 5. F.R. Leavis' Great Tradition 6. Hazlitt's The Spirit of the Age 7. Helene Cixous' Sorties 8. I.A. Richards' Practical Criticism 9. Jeremy Collier's A Short View of the Immortality and Profaneness 10. John Locke's An Essay Concerning Human Understanding 11. Kate Millet's Sexual Politics 12. Lionel Trilling's On the Teaching of Modern Literature 13. Malcolm Bradbury's The History of Man 14. Michel Foucault's The Order of Things 15. Northrop Frye's Anatomy of Criticism 16. Plato's Phaedrus 17. Shelley's The Vision of Judgement 18. Simone de Beauvoir's The Second Sex 19. Thomas De Quincey's On the Knocking at the Gate in Macbeth 20. Virginia Woolf's A Room of One's Own 	15

V	AUTHORS 1. Aldous Huxley 2. Bertolt Brecht 3. Charles Dickens 4. D.H. Lawrence 5. George Orwell 6. Graham Greene 7. Gunter Grass 8. Jacques Lacan 9. Jonathan Swift 10. Joseph Addison 11. Mikhail Bakhtin 12. Milton 13. Oscar Wilde 14. Roland Barthes 15. R. L. Stevenson 16. Shakespeare 17. W.B. Yeats 18. W.H. Auden 19. Wilfred Owen 20. William Blake	15
---	--	----

Total Hours		75
Reference Books		
1.	Drabble Margaret.(2006). The Oxford Companion to English Literature. Oxford UniversityPress.	
2.	Ousby Ian. (1992). The Cambridge Guide to Literature in English. Cambridge University Press.	
3.	Benet. D.E. (2021). Net.Set..Go!. Jazym Books.	
Web Resources (Swayam / NPTEL)		
1.	https://archive.nptel.ac.in/courses/109/106/109106124/	

Course Code	Course Name	Category	Hours / Week	Credit
25MEL1BE	Introduction to Comparative Literature	Elective I	5	3

Course Objectives

The course intends to cover

- The Literatures of the world and enable students to compare the literary aspects
- The different cultures and enable them towards understanding of cultural aspects
- The logic and principles of comparison of western and eastern literature.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the literary and cultural texts within various historical, geographical, and cultural contexts.	K1,K2
CLO2	Apply critical and theoretical approaches to the reading and analysis of literary and cultural texts across multiple genres.	K2
CLO3	Explore aesthetic concepts from various Western and Indian philosophers, analyzing their contextual relevance.	K2,K3
CLO4	Understand and apply the Indian Aesthetics in historical context for research writing.	K4
CLO5	Apply the theoretical knowledge and approaches to creative writing.	K4
K1 - Remember K2 - Understand; K3 - Apply; K4 - Analyze		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	1	3	1	2
CLO2	3	-	2	2	2
CLO3	1	1	3	3	2
CLO4	2	1	3	3	3
CLO5	1	1	3	3	3
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Elective - I: Introduction to Comparative Literature

Unit	Content	No. of Hours
I	“Comparative Literature”-Definition and Scope	15
II	History of Comparative Literature - The American, French & Indian Schools of Comparative Literature	15
III	Historical Comparisons: Influence and Reception Epoch, Period, Generation and Movement Genre	15
IV	Aesthetic Comparisons: Thematology Translation	15
V	Literature and Other Areas of Knowledge Literature and the History of Ideas Literature and Psychology Literature and Sociology Literature and Arts/Film A few samples for Comparative Analysis	15
Total Hours		75
Text Books		
1.	Stallknecht. N.P. & Frenz. H. (Eds).(1961). Comparative Literature: Method & Perspective. University of Southern Illinois Press.	
2.	Bassnect, Susan. (1993). Comparative Literature: A Critical Introduction. UK, Exfort Black Well Publishers.	
Reference Books		
1.	Deshpande, G T. (2009). Indian Poetics. Popular Prakashan.	
2.	Badode, Rambhau & Afzalkhan (eds). (2007). New Directions in Comparative Literature, Macmilhan India Ltd.	
Web Resources (Swayam / NPTEL)		
1.	https://onlinecourses.nptel.ac.in/noc22_hs135/preview	
2.	https://onlinecourses.nptel.ac.in/noc24_hs47/preview	

Course code	Course Name	Category	Hours / Week	Credit
25MEL1CE	Mass Communication and Journalism	Elective I	5	3

Course Objectives

The course intends to cover

- The various different types of media and functions of mass communication.
- The various tools and techniques of electronic news gathering and marketing.
- The historical elements of media and characteristics of Radio and TV as broadcast.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Comprehend the various functions of mass communication in the development of society.	K2
CLO2	Recognize the freedom of press, maintaining and improving the authorized newspapers to create a code of conduct for news agencies in order to keep high professional standards.	K1,K2
CLO3	Examine alternative media in contemporary times to set personal and professional goals for acquiring skill sets for a career in journalism and allied industries.	K4
CLO4	Explore the historical underpinnings and characteristics of Radio and TV as broadcast media to evaluate the ethical considerations of broadcast coverage.	K4
CLO5	Apply the various tools and techniques of electronic news gathering in creating Graphics and web page designs using software.	K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	1	2	3	3
CLO2	-	1	1	3	3
CLO3	1	2	2	3	3
CLO4	-	1	2	3	3
CLO5	-	1	-	3	3
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Elective - I: Mass Communication and Journalism

Unit	Content	No. of Hours
I	Definition – Meaning – Process of communications. Functions and Theories of Mass Media Role and effects of Mass Media in Social campaigns (Literacy, anti-poverty, family planning, National integration, secularism and environment issues) Emerging trends and development in information and communication Technologies	15
II	Role of Press in India – English and Vernacular Press. Ethics and Principles of Journalism Freedom of the Press Press Council and Press Regulations in India	15
III	The Making of a Newspaper Principles of Reporting – Feature writing, Interviews, Reviews and cartoons. The Role of Editors, Press and Public Opinion.	15
IV	The growth and development of Television in India Television Production and Formats of TV Programmes. Radio genres, Ownership, Control and Broadcasting Policy Impact of TV and Radio on society.	15
V	Types of Advertising and Advertising Media Techniques in effective advertisements. Code of Ethics for advertising Advertising and Marketing	15
Total Hours		75
Text Books		
1.	Kumar, Keval J. (2020). Mass Communication India, Mumbai, Jaico Publishing House.	
2.	Rayudu, C.S. (2015). Communication, New Delhi Himalaya Publishing House.	
3.	Altstiel, Tom, Jean Grow, and Marcel Jennings. (2019). Advertising Creative: Strategy, Copy, And Design. Sage Publications.	
Reference Books		
1.	Miliopoulou, Georgia-Zozeta. (2024). Creative Advertising Concept and Copy: A Practical, Multidisciplinary Approach. Taylor & Francis.	
2.	Sandage, C. H., & Fryburger, V. (1975). Advertising Theory and Practice.	
3.	Jacquette. D. (2007). Journalistic Ethics: Moral Responsibilities in the Media. Dorling Kindersley.	
Web Resources (Swayam / NPTEL)		
1.	https://onlinecourses.swayam2.ac.in/cec22_ge27/preview	

**Components for Internal Assessment and
Distribution of Marks for CIA and ESE (Theory)**

Max Marks	Marks for		Components for CIA						
100	CIA	ESE	CIA		Model		Attendance	Active Engagement	Total
	25	75	Actual	Weightage	Actual	Weightage	5	5	25
			50	5	75	10			

Question Paper Pattern

Component	Duration in Hours	Section A			Section B			Section C			Total
		Type of Question	No. of Questions	Marks	Type of Question	No. of Questions	Marks	Type of Question	No. of Questions	Marks	
CIA	2	MCQ	8	8x1=8	Either or	3	3x6=18	Either or	3	3x8=24	50
Model Exam / ESE	3	MCQ	10	10x1=10	Either or	5	5x5=25	Either or	5	5x8=40	75

**Components for and Distribution of Marks for ESE (Theory)
Ability Enhancement Compulsory Courses (AECC)
&
Question Paper Pattern**

Duration in Hours	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Online	MCQ	50	50x1=50