

**Course Evaluation Methods:**

Direct Methods	Indirect Methods
Continuous Internal Assessment Test I Continuous Internal Assessment Test II Assignment/Activity	Course Exit Survey

**Internal Assessment components:**



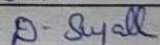
Components	CIA	Assignment/ Activity	Total
Marks	40	10	50

**Question Paper Pattern**

Section A	Short answers – Either or pattern -5 Questions
Section B	Descriptive/ Detailed - Either or pattern -5 Questions

**Questions for CIA will be designed based on Weightage % given**

Bloom's Category	CIA I	CIA II	Assignment / Activity
R	20%	20%	Content : 50% Presentation :50%
U	50%	40%	
A	30%	40%	

Course Designed by :	Mrs.S.Sathya Priya	
Course Reviewed by :	Mrs.K.Sathya Priya	
HOD	Dr.D.Sujatha	
	Name	Signature

**B.A. English Literature  
Semester III**

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part IV - Skill Enhancement Course I - English Language Teaching I	Course Code: 317LS1
Semester: III	No. of Credits: 3
No. of hours : 45	C:T 39:6
CIA Max. Marks: 75 (C: Contact hours, T: Tutorial)	ESE Max. Marks: -

**Course Objectives:**

- To introduce the basic concepts and principles of English language teaching
- To perk up nature and importance of English language teaching
- To create an awareness of the challenges and problems of teaching - learning process
- To enhance language pedagogy and teaching of English

**Course Outcomes: On completion of the Course the student will be able to**

CO	Statement	Bloom's Taxonomy level
CO1	Acquire fundamental knowledge about the basic of nature and importance of language	R
CO2	Create a link between mother tongue and second language	R
CO3	Understand the position of English language teaching	A
CO4	Learn language objectives and aims	A
CO5	Enrich teaching of English language pedagogy	U
CO6	Expose the mastery level of teaching principles	A

R-Remembrance U –Understanding A-Apply

**Syllabus:**

<b>Unit I:</b>	<b>(8 hrs)</b>
Language-Its Nature and Importance	
<b>Unit II</b>	<b>(8 hrs)</b>
English as an International, colonial and national language	
<b>Unit III</b>	<b>(8 hrs)</b>
English In India-English in Post Independence India	
<b>Unit IV</b>	<b>(8 hrs)</b>
Language Learning –Teaching Principles and Problems-Aims and Objectives	

<b>Unit V</b>	<b>(7 hrs)</b>
Language Pedagogy and the Teaching of English	

**Books for study:**

Unit	Name of the Book	Authors	Publishers with Edition
I,II,III, V	Teaching English: Approaches, Methods and Techniques	Krishnaswamy, N. & Lalitha Krishnaswamy	New Delhi: Macmillan, 2009.
IV	Techniques of Teaching English. New Delhi:Neelkamal Publications Pvt.Ltd., 2013.	Mowla, Shaik	New Delhi:Neelkamal Publications Pvt.Ltd., 2013

**Books for Reference:**

S.No	Name of the Book	Authors	Publishers with Edition
1.	English Language Teaching, Approaches, Methods, Techniques.	Geetha, Nagaraj	Orient Blackswan, 1996.
2.	Approaches and Methods in Language Teaching,	Richards J.C. & T.S. Rodgers	Cambridge. 1986.

**E-Resources:**

[http://www.bhojvirtualuniversity.com/slm/B.Ed\\_SLM/bedteb1u1.pdf](http://www.bhojvirtualuniversity.com/slm/B.Ed_SLM/bedteb1u1.pdf)

<https://www.scribd.com/document/330969185/Ch-3-English-as-a-Colonial-Language->

[http://shodhganga.inflibnet.ac.in/bitstream/10603/20567/9/09\\_chapter%202.pdf](http://shodhganga.inflibnet.ac.in/bitstream/10603/20567/9/09_chapter%202.pdf)

[https://www.researchgate.net/publication/322636680\\_The\\_pedagogy\\_of\\_teaching\\_English\\_to\\_Young\\_Learners\\_-\\_Implications\\_for\\_teacher\\_education](https://www.researchgate.net/publication/322636680_The_pedagogy_of_teaching_English_to_Young_Learners_-_Implications_for_teacher_education)

**Mapping of Course Outcome with POs**

	PO 1	PO 2	PO 3	PO 4	PO 5	Bloom's Taxonomy levels
CO 1	H	H	M	L	H	K
CO 2	H	H	M	H	H	U
CO 3	H	H	H	H	H	A
CO 4	H	M	H	M	M	A
CO 5	M	H	M	L	M	U
CO6	M	H	H	M	H	A

**Course Delivery Method:**

1. Chalk and Talk
2. Utilization of web resources
3. Assignments
4. Seminar

**Course Evaluation Methods:**

Direct Methods	Indirect Methods
Continuous Internal Assessment Test I Continuous Internal Assessment Test II Assignment/ Activity	Course Exit Survey

**Internal Assessment Components:**

Components	CIA	Assignment/ Activity	Total
Marks	60	15	75

**Question Paper Pattern**

Section A	Short Answers - Either or Type - 5 Questions (5x4=20)
Section B	Descriptive / Detailed - Either or Type - 5 Questions (5x8=40)

**Questions for CIA will be designed based on Weight age % given**

Bloom's Category	CIA I	CIA II	Assignment / Activity
U	40%	40%	Content :60% Presentation :40%
A	60%	60%	

Course Designed by :	Mrs.K.Sathiya Priya	<i>K.S. Sathiya Priya</i>
Course Reviewed by :	Dr.D.Sujatha	<i>D. Sujatha</i>
HOD	Dr.D.Sujatha	<i>D. Sujatha</i>
	Name	Signature

Course Designed by :	Mrs.M.C.Kavitha	<i>M.C. Kavitha</i>
Course Reviewed by :	Mrs.K.Sathiya Priya	<i>K.S. Sathiya Priya</i>
HOD	Dr.D.Sujatha	<i>D. Sujatha</i>
	Name	Signature

**B.A.English Literature  
Semester IV**

**(For the students admitted during the academic year 2017 – 2018 and onwards)**

<b>Course: Part IV - Skill Enhancement Course II - English Language Teaching II</b>	<b>Course Code: 417LS2</b>
<b>Semester: IV</b>	<b>No. of Credits: 3</b>
<b>No. of hours : 45</b>	<b>C:T 39:6</b>
<b>CIA Max. Marks: 75/60</b>	<b>ESE Max. Marks: --</b>

(C: Contact hours, T: Tutorial)

**Course Objectives:**

- To enhance the linguistic development of the students
- To introduce different kinds of Approaches in English Language Teaching,
- To learn different kinds of Methods and Techniques in English Language Teaching,
- To impart the need of technology in teaching and learning English

**Course Outcomes: On completion of the Course the student will be able to**

CO	Statement	Bloom's Taxonomy level
CO1	Acquire basic knowledge of English language teaching	R
CO2	Inculcate comprehensive study of English teaching methods	R
CO3	Understand the teaching methods and approaches	U
CO4	Implement language learning techniques	A
CO5	Adopt innovative teaching technology	A
CO6	Enrich employability skills	A

**R-Remembrance U –Understanding A-Apply**

**Syllabus:**

<b>Unit I:</b>	<b>(8 hrs)</b>
The Nature of Human Language-Linguistics, Psychology and English Teaching	
<b>Unit II</b>	<b>(8 hrs)</b>
The Direct Method, The Reading Method, The Army Method, The Oral Approach and Situational Language Teaching	
<b>Unit III</b>	<b>(8 hrs)</b>
Structural Approach, Total Physical Response, Silent Way, Community Language Teaching, Use of Video in ELT	
<b>Unit IV</b>	<b>(8 hrs)</b>
Teaching English through Literature	
<b>Unit V</b>	<b>(7 hrs)</b>
Play-way techniques in Teaching English Spelling	

**Book for Study:**

Unit	Name of the Book	Authors	Publishers with Edition
I - V	Methods of Teaching English	KrishnaSwamy, N. & Lalitha Krishnaswamy	New Delhi : Trinity Press, 2014.

**Books for Reference:**

S.No	Name of the Book	Authors	Publishers with Edition
1	English Language Teaching	Kripa, K. Gautam.	New Delhi : HarmanPublishing House, 1988.
2	English Language Teaching: New Approaches and Methods.	Roy, Vijay Kumar	New Delhi:APH Publishing Corporation, 2013

**E-Resources:**

[https://www.academia.edu/9174666/Nature\\_of\\_Human\\_language\\_and\\_its\\_Characteristics](https://www.academia.edu/9174666/Nature_of_Human_language_and_its_Characteristics)  
[http://shodhganga.inflibnet.ac.in/bitstream/10603/80269/8/08\\_chapter%203.pdf](http://shodhganga.inflibnet.ac.in/bitstream/10603/80269/8/08_chapter%203.pdf)  
<https://www.academia.edu/>  
<http://www.onestopenglish.com/methodology/teaching-tips/ask-the-experts/methodology-questions/methodology-teaching-english-spelling/146380.article>

**Mapping of Course Outcome with POs**

	PO 1	PO 2	PO 3	PO 4	PO 5	Cognitive levels
CO 1	H	H	M	L	H	R
CO 2	H	H	M	H	H	R
CO 3	H	H	H	H	H	U
CO 4	H	M	H	M	M	U
CO 5	M	H	M	L	M	A
CO6	H	M	H	M	M	A

**Course Delivery Methods:**

1. Chalk and Talk
2. Utilization of web resources
3. Assignments
4. Seminar

**Course Evaluation Methods:**

Direct Methods	Indirect Methods
Continuous Internal Assessment Test I Continuous Internal Assessment Test II Assignment/ Activity	Course Exit Survey

**Internal Assessment components:**

Components	CIA	Assignment/ Activity	Total
Marks	60	15	75

**Question Paper Pattern**

Section A	Short Answers - Either or Type - 5 Questions(5x4=20)
Section B	Descriptive/ Detailed - Either or Type - 5 Questions(5x8=40)

Questions for CIA will be designed based on Weightage % given

Bloom's Category	CIA I	CIA II	Assignment / Activity
U	40%	40%	Content :60%
A	60%	60%	Presentation :40%

Course Designed by :	Mrs.K.Sathiya Priya	<i>K.S. Priya</i>
Course Reviewed by :	Mrs.M.C.Kavitha	<i>M.C. Kavitha</i>
HOD	Dr.D.Sujatha	<i>D. Sujatha</i>
	Name	Signature

**BA English Literature****Semester IV**

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part IV - Advanced Learners' Course I- Literature and Theatre Arts	Course Code: 417ALL
Semester: IV	No. of Credits: 4
No. of hours : -	C:T: S -
CIA Max. Marks: -	ESE Max. Marks: 100

**Course Objectives:**

- To introduce the students to the essays written by English writers
- To expose them to a variety of themes and styles in prose
- To enable to read, analyze and appreciate drama and script writing
- To sensitize the verbal and visual language of drama

**Course Outcomes: On completion of the Course the student will be able to**

CO	Statement	Bloom's Taxonomy level
CO1	Acquire dramaturgical skills	R
CO2	Understand dramatic literature and theatre aesthetics	U

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Course Designed by :	Dr.K.Deepa	<i>Dr</i>
Course Reviewed by :	Mrs.K.Sathiya Priya	<i>S. S. Sathiya Priya</i>
HOD :	Dr.D.Sujatha	<i>D. Sujatha</i>
	Name	Signature

**BA English Literature  
Semester V**

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part IV - Skill Enhancement Course III - English Language Teaching III	Course Code: 517LS3
Semester: V	No. of Credits: 3
No. of hours : 45	C:T 39:6
CIA Max. Marks: 75	ESE Max. Marks: -

(C: Contact hours, T: Tutorial)

**Course Objectives:**

- To inculcate the teaching skills
- To learn the format of lesson plan writing
- To handle the teaching aids
- To measure learners' learning level performance

**Course Outcomes: On completion of the Course the student will be able to**

CO	Statement	Bloom's Taxonomy level
CO1	Acquire the basic skills of micro-teaching	R
CO2	Understand the micro-teaching components	U
CO3	Analyse a link between micro –teaching, link lesson and macro lesson	A
CO4	Achieve proficiency in the format of lesson plan	A
CO5	Comprehend innovative technology in language teaching	U
CO6	Implement language teaching strategies	A

R-Remembrance U –Understanding A-Apply

**Syllabus:**

<b>Unit I:</b>	<b>(8 hrs)</b>
Micro Teaching - Cycle, Basic Skills (Motivation Skills, Questioning Skill, Explaining Skill, Stimulus-variation Skill, Reinforcement Skill and Blackboard Skill) Link Lesson	
<b>Unit II</b>	<b>(8 hrs)</b>
Planning and Macro Lesson Planning	
<b>Unit III</b>	<b>(8 hrs)</b>
Teaching of Prose and Poetry	
<b>Unit IV</b>	<b>(8 hrs)</b>
Instructional Aids and Study Aids	
<b>Unit V</b>	<b>(7 hrs)</b>
Types of Tests, Testing and Evaluation	

**Books for Study:**

Unit	Name of the Book	Authors	Publishers with Edition
I, II, III, IV	Literature and Language Teaching	Brumfit & R.A.Carter	Oxford University Press
V	English Language Teaching	Ed. R.K.Singh	New Delhi: Creative Publishers, 1992

**Books for Reference:**

S.No	Name of the Book	Authors	Publishers with Edition
1	Micro-Teaching	Swarnalata Harichandan	APH Publishing Corporation (2010)
2	English Language Teaching-Micro Teaching	Dr.Dencia	APH Publishing Corporation (2010)

**E-Resources:**

[https://www.google.com/search?q=micro+teachingmaterials&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-US:official&client=firefox-a&channel=fflb&gws\\_rd=ssl](https://www.google.com/search?q=micro+teachingmaterials&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-US:official&client=firefox-a&channel=fflb&gws_rd=ssl)

<https://www.scribd.com/doc/17886608/Micro-Teaching-Skills-Components>

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<https://www.linkedin.com/pulse/teaching-aids-resources-best-learning-ms-jemi-sudhakar>

<https://www.slideshare.net/kanikaglr/instructional-aids>

<http://tutorials.istudy.psu.edu/testing/testing2.html>

### Mapping of Course Outcome with POs

	PO 1	PO 2	PO 3	PO 4	PO 5	Bloom's Taxonomy levels
CO 1	H	M	H	M	H	K
CO 2	H	H	M	H	L	U
CO 3	H	M	M	M	H	U
CO 4	H	H	M	H	M	A
CO 5	M	H	M	H	M	A
CO 6	M	H	H	M	M	A
CO 7	H	M	H	M	H	A

### Course Delivery Methods:

1. Chalk and Talk
2. Web resources
3. Power point presentation

### Course Evaluation Methods:

Direct Methods	Indirect Methods
Continuous Internal Assessment Test I Continuous Internal Assessment Test II Assignment/ Activity	Course Exit Survey

### Internal Assessment components:

Components	CIA	Assignment/ Activity	Total
Marks	60	15	75

### Question Paper Pattern

Section A	Short Answers - Either or Type - 5 Questions (5x4=20)
Section B	Descriptive/ Detailed - Either or Type - 5 Questions (5x8=40)

Questions for CIA will be designed based on Weightage % given

Bloom's Category	CIA I	CIA II	Assignment/ Activity
U	40%	40%	Content :50% Presentation :50%
A	60%	60%	

Course Designed by :	Mrs.M.C.Kavitha	<i>M.C. Kavitha</i>
Course Reviewed by :	Mrs.K.Sathiya Priya	<i>K.S. Sathiya Priya</i>
HOD	Dr. D.Sujatha	<i>D. Sujatha</i>
	Name	Signature

**B.A. English Literature  
Semester VI**

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III- Core XIII - Intensive Study of an Author(Tagore)	Course Code:617 L13
Semester: VI	No. of Credits: 4
No. of hours : 90	C:T 75:15
CIA Max. Marks: 25	ESE Max. Marks:75

(C: Contact hours, T: Tutorial)

**Course Objectives:**

- To expose Rabindranath Tagore's philosophy and mysticism.
- To appreciate the creative and artistic style of Tagore.
- To enhance the knowledge of Tagore's expertise.
- To sustain, enrich and carry forward the potency of the author.

**Course Outcomes: On completion of the Course the student will be able to**

CO	Statement	Bloom's Taxonomy level
CO1	Relate literature and real life	R
CO2	Recognize the emotional development of human mind	R
CO3	Comprehend social implications in poetry	U
CO4	Interpret naturalistic and aesthetic values	U
CO5	Depict the relationship among the individuals, family and society	A
CO6	Develop co-relation between man and nature	A

R-Remembrance U –Understanding A-Apply

**B.A. English Literature  
Semester VI**

(For the students admitted during the academic year 2017 – 2018 and onwards)

<b>Course: Part IV - Skill Enhancement Course IV - English Language Teaching IV (Project and Viva-Voce)</b>	<b>Course Code: 617LS4</b>
<b>Semester: VI</b>	<b>No. of Credits: 3</b>
<b>No. of hours : 45</b>	<b>C:T:P 29:6:10</b>
<b>CIA Max. Marks: 75 100</b>	<b>ESE Max. Marks: -</b>

(C: Contact hours, T: Tutorial, P: Practical)

**Course Objectives:**

- To teach the format of lesson plan
- To inculcate teaching strategies
- To ascertain the language learning strategies effectively
- To enhance teaching methodology of English language

**Course Outcomes: On completion of the Course the student will be able to**

CO	Statement	Bloom's Taxonomy level
CO1	Imbibe the trends involved in teaching English language	R
CO2	Adopt techniques to manage class room activities	U
CO3	Learn language structures and ability to teach English language skills	A
CO4	Practice communicative skills	A
CO5	Understand the innovative technology in language teaching	U
CO6	Implement language teaching strategies	A

R-Remembrance U -Understanding A-Apply

**Mapping of Course Outcome with POs**

	PO 1	PO 2	PO 3	PO 4	PO 5	Bloom's Taxonomy level
CO 1	H	H	H	M	H	R
CO 2	H	M	H	H	H	U
CO 3	H	H	H	H	H	A
CO 4	H	H	M	H	H	U
CO 5	M	H	H	H	H	A
CO 6	H	M	H	H	L	A
			H	H	H	A

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**Books for Reference:**

S.No.	Name of the Book	Authors	Publishers with Edition
1	English	Department of School Education, Govt. of Tamil Nadu	Tamil Nadu Text Book and Educational Services Corporation
2	Communication skills	Richard Ellis	Chicage UP, 2009
3	English Language Teaching	Geetha Nagaraj	Orient Longman, 2005

**E Resources:**

www.textbooksonline.tn.nic.in

<https://www.tesol.org/docs/pdf/a-principles-based-approach-for-english-language-teaching-policies-and-practices-.pdf?sfvrsn=0>

<https://www.teachingenglish.org.uk/sites/teacheng/files/F044%20ELT-48%20The%20Use%20of%20the%20Media%20in%20English%20Language%20Teaching>

**Course Evaluation Methods:**

Direct Methods	Indirect Methods
Project and Viva-voce	Course Exit Survey

**Internal Assessment Components:**

Components	Lesson Plan	Assignment	Micro-Teaching	Internal Viva-voce	Total
Marks	20	10	20	25 <i>change</i>	75

Course Designed by :	Mrs.M.C.Kavitha	<i>M.C. Kavitha</i>
Course Reviewed by :	Dr.K.Deepa	<i>Dr. Deepa</i>
HOD	Dr. D.Sujatha	<i>D. Sujatha</i>
	Name	Signature

**B.A. English Literature  
Semester VI**

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part IV - Advanced Learners' Course II - Eminent Essayists	Course Code: 617ALL
Semester: VI	No. of Credits: 4
No. of hours : -	C:T: P -
CIA Max. Marks: -	ESE Max. Marks: 100
(C: Contact hours, T: Tutorial, P: Practical)	

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## Semester III

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III- Non-Major Elective– English for Competitive Examinations	Course Code: 317NEC
Semester: III	No. of Credits: 2
No. of hours :30	C:T 26:4
IA Max. Marks: 50	ESE Max. Marks:-
C: Contact hours, T: Tutorial)	

## Course Objectives:

- To introduce the students to the basics of English
- To acquire proficiency in the use of English
- To develop their professional communication skills
- To acquire placement with ease and confidence

Course Outcomes: On completion of the Course the student will be able to

CO	Statement	Bloom's Taxonomy level
CO1	Improve lexical, grammatical and communicative competence	R
CO2	Enhance communicative skills in real life situations	U
CO3	Acquire LSRW skills	U
CO4	Prepare for competitive examinations	U
CO5	Strengthen employability skills	A

R-Remembrance U –Understanding A-Apply

## Syllabus:

Unit I	(5 hrs)
Basics of English	
Unit II	(5 hrs)
Common Errors	
Reconstructing passages	
Unit III	(5 hrs)
Phrasal Verbs & Cloze Test	

<b>Unit IV</b>	( 6 hrs)
Précis writing for Publicity Literature	
Reading Comprehension for Competitive Examinations	

<b>Unit V</b>	( 5 hrs)
Idioms and Phrases	
English Language for Communication	

**Book for study:**

Unit	Name of the Book	Authors	Publishers with Edition
I - V	English for Competitive Examinations	Bhatnagar, R.P.	Macmillan India Ltd, 1998

**Books for Reference:**

S.No	Name of the Book	Authors	Publishers with Edition
1.	English for Competitive Examinations	Llanas, Angela	Penguin publications Ltd, 2000
2.	English for Competitive Examinations	Kiran	Mahendra Publications, 2000

**E-Resources:**

- <http://www.thehypertexts.com/English%20Poetry%20Timeline.html>
- <https://www.britannica.com/art/English-literature>

**Course Delivery Methods:**

1. Lecture
2. Language Laboratory
3. Web resources
4. PPT
5. Audio Visual aids

**Course Evaluation Methods:**

Direct Methods	Indirect Methods
Continuous Internal Assessment Test I	Course Exit Survey
Continuous Internal Assessment Test II	
Assignment/Activity	

**Internal Assessment components:**

Components	CIA	Assignment/ Activity	Total
Marks	40	10	50



## Mapping of Course Outcome with POs

	PO 1	PO 2	PO 3	PO 4	PO 5	Cognitive levels
CO 1	H	H	M	L	H	R
CO 2	H	H	M	H	H	R
CO 3	H	H	H	H	H	U
CO 4	H	M	H	M	M	U
CO 5	M	H	M	L	M	A
CO 6	H	M	H	M	M	A

## Course Delivery Methods:

1. Chalk and Talk
2. Utilization of web resources
3. Assignments
4. Seminar

## Course Evaluation Methods:

Direct Methods	Indirect Methods
Continuous Internal Assessment Test I Continuous Internal Assessment Test II Assignment/ Activity	Course Exit Survey

## Internal Assessment components:

Components	CIA	Assignment/ Activity	Total
Marks	60	15	75

## Question Paper Pattern

Section A	Short Answers - Either or Type - 5 Questions(5x4=20)
Section B	Descriptive/ Detailed - Either or Type - 5 Questions(5x8=40)

## Questions for CIA will be designed based on Weightage % given

Bloom's Category	CIA I	CIA II	Assignment / Activity
U	40%	40%	Content :60%
A	60%	60%	Presentation :40%

Course Designed by :	Mrs.K.Sathiya Priya	<i>K.S. Sathiya Priya</i>
Course Reviewed by :	Mrs.M.C.Kavitha	<i>M.C. Kavitha</i>
HOD	Dr.D.Sujatha	<i>D. Sujatha</i>
	Name	Signature

Blue Print for End Semester Examination																	
Unit	Section A (5 x 1 = 5)					Section B (5 x 3 = 15)					Section C (5 x 6 = 30) T-Theory						
	MCQ					6	7	8	9	10	11	12	13	14	15		
	1	2	3	4	5											a	b
I	✓					T	T				T	T					
II		✓					T	T				T	T				
III			✓					T	T					T	T		
IV				✓					T	T					T	T	
V					✓					T	T					T	T

Course Designed by:	Mrs.G.Ambika	<i>P. Suresh Babu</i>
Course Reviewed by:	Dr.K.Deepa	<i>Dr. K. Deepa</i>
HOD:	Dr.D. Sujatha	<i>D. Sujatha</i>

**B.A. English Literature  
Semester IV**

(For the students admitted from the academic year 2019 – 2020 onwards)

Course: Part III- Allied IV Phonetics	Course Code:419AL4
Semester: IV	No. of Credits: 4
No. of hours : 90	C:T 75:15
CIA Max. Marks: 25	ESE Max. Marks:75

(C: Contact hours, T: Tutorial)

**Course Objectives:**

- To introduce the students to English Phonetics
- To expose the technical aspects related to English Pronunciation
- To provide knowledge of the English speech sounds, syllable, word-accent and intonation
- To introduce and practice phonetic transcription

Course Outcomes: On completion of the Course the student will be able to

CO	Statement	Bloom's Taxonomy level
CO1	Gain knowledge about the functioning of air stream mechanism	R
CO2	Identify the technical aspects related to English Pronunciation	R
CO3	Acquire proficiency in enunciating English speech sounds	A
CO4	Comprehend the English syllable, word-accent and intonation	U
CO5	Obtain knowledge in phonetic transcription	U
CO6	Enrich employable skills	A

R-Remembrance U –Understanding A-Apply

Syllabus:

Unit I	(15hrs)
The Air-Stream Mechanisms	
The Organs of Speech	
The Classification and Description of Speech Sounds I: Consonants	

Unit II	(15hrs)
The Classification and Description of Speech Sounds II: Vowels	
Phonology	
The Syllable	

Unit III	(15hrs)
The Vowels of English	
The Consonants of English	

Unit IV	(15hrs)
Consonant Clusters in English	
Word-Accent	
Intonation	

Unit V	(15hrs)
Practice in Phonetic Transcription	

**Book for Study:**

Unit	Name of the Book	Author	Publisher with Edition
1 - V	A Textbook of English Phonetics for Indian students	T. Balasubramanian	Macmillan, 2007 (Reprint)

**Books for Reference:**

S. No.	Name of the Book	Author	Publisher with Edition
1.	Better English Pronunciation	J.D.O'Connor	Cambridge University Press Second Edition, 2003
2.	A History of English Language and Elements of Phonetics	Lalitha Ramamurthi	Trinity Press Revised Edition 2017

**E-Resources:**

[https://www.glottopedia.org/index.php/Airstream\\_mechanisms](https://www.glottopedia.org/index.php/Airstream_mechanisms)  
<https://www.press.umich.edu/pdf/0472031341-sample2.pdf>  
<https://www.englishhints.com/english-vowels.html>  
<https://writingexplained.org/grammar-dictionary/syllable>  
<https://www.lexico.com/definition/accent>  
<https://dictionary.cambridge.org/grammar/british-grammar/intonation>  
<https://www.antimoon.com/how/pronunc-soundsipa.htm>

**Mapping of Course Outcome with POs**

	PO 1	PO 2	PO 3	PO 4	PO 5	Bloom's Taxonomy level
CO 1	H	H	M	H	M	R
CO 2	H	H	L	L	M	R
CO 3	M	H	L	L	H	A
CO 4	H	M	L	M	H	U
CO 5	M	H	M	M	H	U
CO 6	M	H	M	M	H	A

**Content Delivery Methods:**

1. Lecture
2. Chalk and Talk
3. Web resources
4. PPT
5. Audio Visual aids

**Course Evaluation Methods:**

Direct Methods	Indirect Methods
Continuous Internal Assessment Test I Continuous Internal Assessment Test II Assignment Quiz	Course Exit Survey

**Internal Assessment Components**

Components	CIA	Assignment	Quiz	Attendance	Total
Marks	15	4	4	2	25

**Question Paper Pattern**

Section A	MCQ – 10 Questions
Section B	Either or Type - 5 Questions
Section C	Either or Type - 5 Questions

**Questions for CIA will be designed based on Weightage % given**

Bloom's Category	CIA I	CIA II	Assignment	Quiz
R	20%	20%	Content : 50% Presentation :50%	30%
U	50%	40%		40%
A	30%	40%		30%

## Blue Print for End Semester Examination

Unit	Section A (10 x 1 = 10)										Section B (5 x 4 = 20)					Section C (5 x 9 = 45) T-Theory						
	MCQ										11	12	13	14	15	16	17	18	19	20		
	1	2	3	4	5	6	7	8	9	10											a	b
I	✓	✓									T	T				T	T					
II			✓	✓								T	T				T	T				
III					✓	✓							T	T				T	T			
IV							✓	✓						T	T					T	T	
V									✓	✓					T	T					T	T

Course Designed by :	Mrs. K. Sathiya Priya	<i>K.S. Priya</i>
Course Reviewed by :	Dr.D.Sujatha	<i>D Sujatha</i>
HOD	Dr.D.Sujatha	<i>D Sujatha</i>

**B. A. English Literature  
Semester V**

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III – Core XII - English for Business Correspondence	Course Code: 517L12
Semester: V	No. of Credits: 4
No. of hours :75	C:T 65:10
CIA Max. Marks: 25	ESE Max. Marks:75

(C: Contact hours, T: Tutorial)

**Course Objectives:**

- To enable the students to recognize the relationship of effective communications
- To develop both written and oral communication skills
- To understand strategies and formats for professional communication.
- To develop and apply critical thinking skill

**Course Outcomes: On completion of the Course the student will be able to**

CO	Statement	Bloom's Taxonomy level
CO1	Recognize, explain and use the formal elements of specific genres of organizational communication.	U
CO2	Enhance the unique qualities of professional rhetoric and writing skills.	A
CO3	Participate in writing activities both individually and group	R
CO4	Realize the impact of language usage on applying business etiquette to a variety of professional situations.	A
CO5	Recognize the importance of cultural differences	R
CO6	Understand the influence of socio - cultural aspects on a business environment	U

R-Remembrance U –Understanding A-Apply

**Syllabus:**

<b>Unit I</b>	<b>(13 hrs)</b>
Correspondence Business, Bank and Insurance Correspondence and Social Correspondence	
<b>Unit II</b>	<b>(13 hrs)</b>
Memorandum Writing, Circular, Notices, Agenda and Minutes	

<b>Unit III</b>	<b>(13 hrs)</b>
Handbooks & Manuals, Research papers, Articles	
<b>Unit IV</b>	<b>(13 hrs)</b>
Advertising & Job Description, Graphic	
<b>Unit V</b>	<b>(13 hrs)</b>
Common Errors, Words commonly misspelt, Punctuation & Capitalization, Abbreviations and Numerals	

**Book for Study:**

Unit	Name of the Book	Authors	Publishers with Edition
Unit I-V	Developing Communication Skills	Krishna Mohan & Meera Banerji Macmillan	Macmillan Publishers, 2 <sup>nd</sup> Edition

**Book for Reference:**

Unit	Name of the Book	Authors	Publishers with Edition
Unit I-V	Essentials of business English and business letters how to write them. New International business English	Benjamin Campbell Leo Jones, Richard Alexander	Hardcover – 1915 Cambridge university press.

**E-Resources:**

<https://managementmania.com/en/business-correspondence>

<https://pwpl.org/research/online-resources-a-z/>

<https://www.lib.sfu.ca/help/research-assistance/subject/business/writing>

<https://www.teachingenglish.org.uk/article/a-business-letter>

<https://www.fluentu.com/blog/business-english/business-english-writing-online/>

**Mapping of Course Outcome with POs**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	Bloom's Taxonomy levels
CO 1	H	H	L	H	H	H	K
CO 2	H	H	M	L	M	H	U
CO 3	H	H	M	M	H	M	U
CO 4	M	L	H	H	H	H	A
CO 5	M	M	M	H	L	M	A
CO 6	H	H	H	M	H	L	K



**Course Delivery Methods:**

1. Chalk and Talk
2. Utilization of web resources
3. Power point presentations
4. Audio Visual Aids

**Course Evaluation Methods:**

Direct Methods	Indirect Methods
Continuous Internal Assessment Test I Continuous Internal Assessment Test II Assignment Quiz	Course Exit Survey

**Internal Assessment components:**

Components	CIA	Assignment	Quiz	Attendance	Total
Marks	15	4	4	2	25

**Question Paper Pattern**

Section A	MCQ - 10 Questions
Section B	Either or Type - 5 Questions
Section C	Either or Type - 5 Questions

Questions for CIA will be designed based on Weightage % given

Bloom's Category	CIA I	CIA II	Assignment	Quiz
R	20%	20%	Content : 50% Presentation :50%	30%
U	50%	40%		40%
A	30%	40%		30%

## Model Blue Print for End Semester Examination

Unit	Section A (10 x 1 = 10) MCQ										Section B (5 x 4 = 20)					Section C (5 x 9 = 45) T-Theory							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20			
											a	b	a	b	a	b	a	b	a	b	a	b	
I	✓	✓								T	T					T	T						
II			✓	✓							T	T					T	T					
II					✓	✓						T	T					T	T				
I							✓	✓						T	T					T	T		
V									✓	✓						T	T					T	T

Course Designed by :	Dr.K.Deepa	<i>Dy</i>
Course Reviewed by :	M.C. Kavitha	<i>M.C. Kavitha</i>
HOD:	Dr.D.Sujatha	<i>D. Sujatha</i>
	Name	Signature

B.A English Literature  
Semester V

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III - Elective I Principles of Literary Criticism	Course Code: 517LE1
Semester: V	No. of Credits: 4
No. of hours : 75	C:T 65:10
CIA Max. Marks: 25	ESE Max. Marks: 75

(C: Contact hours, T: Tutorial)

## Course Objectives:

- To create a sense of aesthetic appreciation
- To introduce the tradition and trends of criticism
- To develop the right kind of critical approach
- To acquaint with the thoughts of literary critics

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Blue Print for End Semester Examination

Unit	Section A (10 x 1 = 10)										Section B (5 x 4 = 20)					Section C (5 x 9 = 45)						
	MCQ																					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20		
I	✓	✓									T	T					T	T				
II			✓	✓								T	T					T	T			
III					✓	✓							T	T					T	T		
IV							✓	✓						T	T					T	T	
V									✓	✓						T	T				T	T

Course Designed by :	Dr. K. Deepa	<i>Dy</i>
Course Reviewed by:	Dr. D. Sujatha	<i>D. Sujatha</i>
HOD :	Dr. D. Sujatha	<i>D. Sujatha</i>
	Name	Signature

B.A. English Literature  
Semester VI

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III -Elective II - Translation	Course Code: 617LE3
Semester: VI	No. of Credits: 4
No. of hours : 75	C:T 65:10
CIA Max. Marks: 25	ESE Max. Marks: 75

(C: Contact hours, T: Tutorial)

Course Objectives:

- To expose the theories of Translation
- To disclose the linguistic problems in translation
- To develop the translation skills
- To introduce translation tasks

**Course Outcomes: On completion of the Course the student will be able to**

CO	Statement	Bloom's Taxonomy level
CO1	Comprehend literary trends and movements	R
CO2	Evaluate theories concerning the nature and use of translation	U
CO3	Apply theoretical frameworks to the works of translation	A
CO4	Identify translation problems on different levels of language	R
CO5	Illustrate that language is shaped by culture and context	A
CO6	Undertake translation activities	U

R-Remembrance U –Understanding A-Apply

**Syllabus:**

<b>Unit I</b>	<b>(13 hrs)</b>
<b>Introduction</b> History of Translation Theory History of Translation in Europe Translation Theories in India	
<b>Unit II</b>	<b>(13 hrs)</b>
Is Translation a Science or an Art? Kinds of Translation Translation Procedures Equivalence	
<b>Unit III</b>	<b>(13 hrs)</b>
Specific Problems of Literary Translation Translation of Poems and Plays	
<b>Unit IV</b>	<b>(13 hrs)</b>
Lamps in the Whirlpool (Rajam Krishnan's translated work)	
<b>Unit V</b>	<b>(13 hrs)</b>
Activities on Translation (From Tamil to English) (Selected words and phrases, Passages)	

**Books for Study:**

Unit	Name of the Book	Authors	Publishers with Edition
I-III	The Horizon of Translation Studies	Dr. P. Thailambal	NS Publications, 1997
IV	Lamps in the Whirlpool	Uma Narayanan trans, Rajam Krishnan	Macmillan India Limited, 1995
V	Translation Tasks	Dr. P. Thailambal	NS Publications, 1997

**Books for Reference:**

S.No	Name of the Book	Authors	Publishers with Edition
1	Translation Studies	Terence Hawkes	Macmillan, 1992
2	Translation Studies	Susan Bassnett	Routledge, 2002

**E-Resources:**

1. [https://complit.artsci.wustl.edu/graduate/translation\\_studies](https://complit.artsci.wustl.edu/graduate/translation_studies)
2. <https://blog.oxforddictionaries.com/2016/09/30/literary-translation/>
3. <https://www1.essex.ac.uk/linguistics/external/clmt/MTbook/PostScript/ch6.pdf>

**Mapping of Course Outcome with POs**

	PO 1	PO 2	PO 3	PO 4	PO 5	Cognitive levels
CO 1	H	H	H	H	H	R
CO 2	H	H	H	H	H	U
CO 3	H	H	M	H	H	A
CO 4	H	H	H	H	H	R
CO 5	H	H	H	H	M	A
CO 6	M	H	H	H	H	U
CO 7	L	M	M	M	M	A

**Course Delivery Methods:**

1. PPT
2. Traditional Methods
3. Video class

**Course Evaluation Methods:**

Direct Methods	Indirect Methods
Continuous Internal Assessment Test I Continuous Internal Assessment Test II Assignment Quiz	Course Exit Survey

## Internal Assessment Components:

Components	CIA	Assignment	Quiz	Attendance	Total
Marks	15	4	4	2	25

## Question Paper Pattern

Section A	MCQ – 10 Questions
Section B	Either or Type - 5 Questions
Section C	Either or Type - 5 Questions

Questions for CIA will be designed based on Weight age % given

Bloom's Category	CIA I	CIA II	Assignment	Quiz
R	20%	20%	Content : 50% Presentation :50%	30%
U	50%	40%		40%
A	30%	40%		30%

## Blue Print for End Semester Examination

Unit	Section A (10 x 1 = 10)										Section B (5 x 4 = 20)					Section C (5 x 9 = 45)								
	MCQ										11	12	13	14	15	16	17	18	19	20				
	1	2	3	4	5	6	7	8	9	10											a	b	a	b
I	✓	✓									T	T					T	T						
II			✓	✓								T	T					T	T					
III					✓	✓							T	T					T	T				
IV							✓	✓						T	T						T	T		
V									✓	✓					T	T							T	T

Course Designed by :	Mrs.B.Poorani	B. Poorani
Course Reviewed by :	Mrs.P.Rajeswari	PRJ
HOD	Dr.D.Sujatha	D. Sujatha
	Name	Signature

## Blue Print for End Semester Examination

Unit	Section A (10 x 1 = 10)										Section B (5 x 4 = 20)					Section C (5 x 9 = 45)					
	MCQ										11	12	13	14	15	16	17	18	19	20	
	1	2	3	4	5	6	7	8	9	10	a	b	a	b	a	b	a	b	a	b	
I	✓	✓									T	T					T	T			
II			✓	✓								T	T					T	T		
III					✓	✓							T	T				T	T		
IV							✓	✓						T	T				T	T	
V									✓	✓						T	T			T	T

Course Designed by :	Dr. K. Deepa	<i>Dr</i>
Course Reviewed by :	K. Sathiya Priya	<i>K. S. Priya</i>
HOD :	Dr. D. Sujatha	<i>D. Sujatha</i>
	Name	Signature

**B.A. English Literature  
Semester VI**

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Elective III – Mass Communication	Course Code: 617LE6
Semester: VI	No. of Credits: 4
No. of hours :75	C:T 65:10
CIA Max. Marks: 25	ESE Max. Marks:75

(C: Contact hours, T: Tutorial)

**Course Objectives:**

- To focus on the basic concepts and principles of mass communication
- To inculcate knowledge about the various evolutionary phases of media channels
- To teach about the growth, management and elements of advertising
- To enable students to acquire employment in print and mass media

**Course Outcomes: On completion of the Course the student will be able to**

CO	Statement	Bloom's Taxonomy level
CO1	Acquire the characteristics of contemporary mass media	R
CO2	Gain knowledge about the influence and roles of media history, media law and ethics, governmental regulations and evolving technology	U
CO3	Expose technical developmental skills with respect to both teaching and research	A
CO4	Promote skills in investigative journalism	A
CO5	Instill advertising and marketing techniques	A
CO6	Enhance employability skills	A

R-Remembrance U –Understanding A-Apply

### Syllabus:

<b>Unit I: Mass Communication</b>	<b>(13 hrs)</b>
Need for Communication, Meaning of Mass Communication, Functions of Mass Print Media Communication, Development of Mass Media, EPS Cycle, Importance of Mass Communication, Barriers in Mass Communication, Impact of Mass Media	

<b>Unit II Print Media</b>	<b>(13 hrs)</b>
Development of Print Media, Characteristics as Mass Media, Types of Print Media, Press Council of India, Freedom of Press, Press Censorship, Press Organizations, News Agencies in India, Impact of Print Media, Advantages of Print Media, Limitations	

<b>Unit III Radio, Television and Cinema</b>	<b>(13 hrs)</b>
Radio as Mass Medium, Radio Broadcast for Education, Impact of Radio, Advantages of Radio, Limitations of Radio, Television as Mass Medium, Television for Education, Barriers of ETV, Higher Educational Television, INSAT for Education, Diffusion of Television in India, Cable Television in India, Impact of Television, Advantages, Limitations, Films as Mass Media, Types of Films, Films Division, Central Board of Film Certification, Advantages, Limitations	

<b>Unit IV Advertising</b>	<b>(13 hrs)</b>
Development of Advertising in India, Advertising as Mass Medium, Types of Advertising, Advertising Appeals, Advertising Media, Forms of Television Commercial, Sponsorship, Non-product or Social Advertising, Criticism on Advertising	

<b>Unit V Career Opportunities in Mass Media</b>	<b>(13 hrs)</b>
Journalism, Advertising, Communication Design, Film Production, Electronic Media, Media Education, Research, Freelancing	

Department of English



**Book for Study:**

Unit	Name of the Book	Authors	Publishers with Edition
I - V	Text Book of Mass Communication and Media	Uma Joshi	Anmol Publications Pvt. Ltd., New Delhi, 1999.

**Books for Reference:**

S.No.	Name of the Book	Authors	Publishers with Edition
1	Mass Media and Journalism	Ajay Das	Omega Publications, 2009
2	Mass Media Today and Tomorrow	D'Souza	Indian Publishers and Ditributors, 2005
3	Mass Communication and Research Methods	Hansen Anders and Others	Macmillan Publishing Cos Inc, 2005

**E-Resources:**

1. <http://www.bestvalueschools.com>
2. <https://www.mentalhelp.net>

**Mapping of Course Outcome with POs**

	PO 1	PO 2	PO 3	PO 4	PO 5	Bloom's Taxonomy level
CO 1	M	H	L	H	H	R
CO 2	H	H	H	H	H	U
CO 3	H	M	H	H	H	U
CO 4	H	H	H	M	H	A
CO 5	H	H	M	H	H	A
CO 6	M	H	H	H	H	A

**Content Delivery Methods:**

1. Lecture
2. Chalk and Talk
3. PPT
4. Newspaper clips
5. Industrial visit

**Course Evaluation Methods:**

Direct Methods	Indirect Methods
Continuous Internal Assessment Test I Continuous Internal Assessment Test II Assignment Quiz	Course Exit Survey

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## Internal Assessment components:

Components	CIA	Assignment	Quiz	Attendance	Total
Marks	15	4	4	2	25

## Question Paper Pattern

Section A	MCQ – 10 Questions
Section B	Either or Type - 5 Questions
Section C	Either or Type - 5 Questions

Questions for CIA will be designed based on Weightage % given

Bloom's Category	CIA I	CIA II	Assignment	Quiz
R	20%	20%	Content : 50% Presentation :50%	30%
U	50%	40%		40%
A	30%	40%		30%

## Blue Print for End Semester Examination

Unit	Section A (10 x 1 = 10)										Section B (5 x 4 = 20)					Section C (5 x 9 = 45)								
	MCQ										11	12	13	14	15	16	17	18	19	20				
	1	2	3	4	5	6	7	8	9	10											a	b	a	b
I	✓	✓									T	T					T	T						
II			✓	✓								T	T				T	T						
III					✓	✓							T	T					T	T				
IV							✓	✓						T	T						T	T		
V									✓	✓						T	T						T	T

Course Designed by :	Dr.K.Sathyapriya	<i>[Signature]</i>
Course Reviewed by :	Dr.A.Vadivukarasi	<i>[Signature]</i>
HOD :	Dr.D.Sujatha	<i>[Signature]</i>
	Name	Signature

Course Designed by :	Mrs.P.Rajeswari	<i>P.R.</i>
Course Reviewed by :	Mrs.K.Sathiya Priya	<i>K.S. Priya</i>
Head of the Department	Dr.D.Sujatha	<i>D. Sujatha</i>

Name

Signature

**B.A. English Literature  
Semester VI**

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III – Elective III - Journalism	Course Code: 617LE5
Semester: VI	No. of Credits: 4
No. of hours : 75	C:T 65:10
CIA Max. Marks: 25	ESE Max. Marks: 75

(C: Contact hours, T: Tutorial)

**Course Objectives:**

- To create conceptual understanding about the press
- To introduce the legal and ethical aspects of the press
- To create an awareness of various mass media
- To enable students to write for all kinds of media

**Course Outcomes: On completion of the Course the student will be able to**

CO	Statement	Bloom's Taxonomy level
CO1	Introduce the basics of journalism	R
CO2	Comprehend the basics of good journalistic writing	U
CO3	Ascertain legal, moral and ethical responsibilities	R
CO4	Create an awareness of the world around -both social and political	U
CO5	Reveal the challenges of the constantly evolving world of journalism	A
CO6	Develop news reporting and interviewing techniques	A

R-Remembrance U –Understanding A-Apply

**Syllabus:**

<b>Unit I</b>	(13 hrs)
Introduction to Journalism, Journalistic function, The functions and departments of a Newspaper and Management problems of a newspaper.	
<b>Unit II</b>	(13 hrs)
Where Newspaper get their news? The Editorial department at work, Sub-Editing and Reporting	
<b>Unit III</b>	(13 hrs)
The journalistic style, The art of Interviewing and The make- up of a newspaper	
<b>Unit IV</b>	(13 hrs)
The Printing department of a newspaper, Outline of printing technology and Proof reading	
<b>Unit V</b>	(13 hrs)
Advertising, Functions of an advertising agency and Television Journalism	

**Book for Study:**

Unit	Name of the Book	Authors	Publishers with Edition
I, II, III, IV & V	Theory and Practice of Journalism	B.N Ahuja	Surjeet Publications

**Books for Reference:**

Unit	Name of the Book	Authors	Publishers with Edition
I, II & III	Art of Modern Journalism	J.J. Astor Wilbur S Scott	Akashdeep publishing house
IV & V	A Guide to the Reference Literature	S.N. Dixit	Pearl Books

**E-Resources:**

<https://en.m.wikipedia.com/journalism>  
<https://bravewriter.com>  
[www.columbia.edu](http://www.columbia.edu)  
[www.ddegjust.ac.in](http://www.ddegjust.ac.in)  
[www.researchgate.net](http://www.researchgate.net)

## Mapping of Course Outcome with POs

	PO 1	PO 2	PO 3	PO 4	PO 5	Bloom's Taxonomy level
CO 1	H	H	H	-	H	U
CO 2	M	H	H	M	L	U
CO 3	H	M	-	H	H	R
CO 4	H	H	H	M	H	U
CO 5	M	-	M	H	L	R
CO 6	H	H	H	M	H	A

## Course Delivery Methods:

1. PPT
2. Video Class
3. Traditional and Models
4. Industrial Visit

## Course Evaluation Methods:

Direct Methods	Indirect Methods
Continuous Internal Assessment Test I Continuous Internal Assessment Test II Assignment Quiz	Course Exit Survey

## Internal Assessment components:

Components	CIA	Assignment	Quiz	Attendance	Total
Marks	15	4	4	2	25

## Question Paper Pattern

Section A	MCQ – 10 Questions
Section B	Either or Type - 5 Questions
Section C	Either or Type - 5 Questions

## Questions for CIA will be designed based on Weight age % given

Bloom's Category	CIA I	CIA II	Assignment	Quiz
R	20%	20%	Content : 50% Presentation :50%	30%
U	50%	40%		40%
A	30%	40%		30%

## Blue Print for End Semester Examination

Unit	Section A (10 x 1 = 10)										Section B (5 x 4 = 20)					Section C (5 x 9 = 45)							
	MCQ										11	12	13	14	15	16	17	18	19	20			
	1	2	3	4	5	6	7	8	9	10	a	b	a	b	a	b	a	b	a	b	a	b	
I	✓	✓									T	T					T	T					
II			✓	✓									T	T					T	T			
III					✓	✓								T	T					T	T		
IV							✓	✓							T	T					T	T	
V									✓	✓							T	T				T	T

Course Designed by :	Dr. K. Deepa	<i>Dr. K. Deepa</i>
Course Reviewed by :	K. Sathiya Priya	<i>K. Sathiya Priya</i>
HOD :	Dr. D. Sujatha	<i>Dr. D. Sujatha</i>
	Name	Signature

**B.A. English Literature  
Semester VI**

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Elective III – Mass Communication	Course Code: 617LE6
Semester: VI	No. of Credits: 4
No. of hours :75	C:T 65:10
CIA Max. Marks: 25	ESE Max. Marks:75

(C: Contact hours, T: Tutorial)

**Course Objectives:**

- To focus on the basic concepts and principles of mass communication
- To inculcate knowledge about the various evolutionary phases of media channels
- To teach about the growth, management and elements of advertising
- To enable students to acquire employment in print and mass media