

UNIVERSITY OF MUMBAI



**Revised Syllabus for S.Y.B.A. (English) (Ancillary) and
(Applied Component)
Semester - Sem V and VI
(Choice Based Credit System)**

(With effect from the academic year 2022-23)

UNIVERSITY OF MUMBAI



Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course	S.Y.B.A. (English) (Ancillary) and (Applied Component)
2	Eligibility for Admission	F.Y.B.A.
3	Passing Marks	40%
4	Ordinances / Regulations (if any)	
5	No. of Years / Semesters	02 years & 04 semesters
6	Level	P.G. / U.G. / Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester (Strike out which is not applicable)
8	Status	New / Revised (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year 2022-2023

Date: 25/10/2021

Signature :

Name of BOS Chairperson / Dean

Dr. Sudhir Nikam



University of Mumbai

Syllabus for S.Y.B.A. (English) (Ancillary)

Program: B.A.

Course: Optional English: Introduction to Drama

Paper II

(Choice Based Credit System with effect from the Academic Year 2022- 2023)

1. Syllabus as per Choice Based Credit System (CBCS):

- i) Name of the Program** : S.Y.B.A. English (Ancillary)
- ii) Course Code** : Semester III UAENG301
& Semester IV UAENG401
- iii) Course Title** : **Optional English: Introduction to Drama
Paper II**
- iv) Semester wise Course Contents** : Enclosed the copy of the syllabus
- v) References and Additional References:** Enclosed in the Syllabus
- vi) Credit Structure** 03
- vii) No. of lectures per Unit** 15
- 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.

SYBA English (Ancillary) Course Title
Optional English: Introduction to Drama

Paper II

(100 Marks Examination Pattern)

Objectives of the Course:

- To create interest and develop passion amongst learners towards drama (and theatre)
- To familiarize learners with the salient elements and characteristics of drama
- To introduce learners to different forms and types of drama
- To introduce learners to the trends and characteristics of significant dramatic movements through representative dramas
- To equip the learners with the tools and techniques to critically appreciate drama
- To inculcate and propagate human values reflected in the plays among learners
- To demonstrate that drama is reflection / representation of life
- To Develop analytical skills and critical thinking through close reading of drama

Course Outcomes:

By the end of the course, a learner will:

- develop interest and passion for drama (and theatre).
- be familiarized with the salient elements and characteristics of drama.
- be able to identify the different forms and types of drama.
- be capable to identify the various trends and characteristics of significant dramatic movements through the representative dramas.
- be equipped with the tools and techniques to critically appreciate drama.
- imbibe human values reflected in the selected plays.
- justify that drama is reflection / representation of life.
- develop analytical skills and critical thinking through close reading of the representative dramas.

Semester III:	Paper II	Total Credits: 03
Course Title: Optional English: Introduction to Drama		
Total Lectures: 45		

Course Content

Unit 1: **No. of lectures: 15**

Definition, Concept and Significance of Drama

Origin and Development of Drama

Terms and Concepts associated with Drama:

Plot (Main Plot, Sub-plot, Simple, Complex, Peripeteia and Anagnorisis, Exposition, Complication, Resolution, Denouement, Climax, Anti-climax)

Character (Hero, Villain, Confidante, Foil)

Act and Scene,

Soliloquy and Aside,

Music, Chorus Lights, Masks, Proscenium Arch, Play within Play, Subtext, Catharsis, Hamartia, Comic relief, Unity of action, time and place, Narrator and Sutradhar, etc.

Unit 2: **No. of lectures: 15**

Sophocles : *Oedipus Rex / Oedipus, The King*

OR

John Galsworthy : *Strife*

Unit 3: **No. of lectures: 15**

Girish Karnad : *Flowers*

OR

Mohan Rakesh : *Half-way House (Adhe Adhure)*

Evaluation: First Semester End Examination Pattern 100 Marks: 3 Hours
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Question 1	:	Short Notes on Unit 1 (4 out of 6)	:	20 Marks
Question 2	:	Essay on Unit 2 (1 out of 2)	:	20 Marks
Question 3	:	Essay on Unit 3 (1 out of 2)	:	20 Marks
Question 4	:	Short Notes on Unit 2 (2 out of 4)	:	20 Marks
Question 5	:	Short Notes on Unit 3 (2 out of 4)	:	20 Marks

Semester IV:	Paper II	Total Credits: 03
Course Title: Optional English: Introduction to Drama		
Total Lectures: 45		

Course Content

Unit 1: No. of lectures: 15

Types of Drama (based on form, content, function, theme, style, etc.):

Interlude, Chronicle Plays, Mystery Plays, Miracle Plays, Morality Plays, Romantic Comedy, Comedy of Humours, Restoration Comedy of Manners, Sentimental Comedy, Senecan Plays or Revenge Plays, History Plays, Heroic Drama, Blank Verse Drama, Poetic Drama / Verse Drama, Drama of Ideas / Problem Play, Expressionist Plays, Epic Theatre, Absurd Plays, Plays by Angry Young Men, Kitchen Sink Drama, Theatre of Cruelty, Comedy of Menace, etc.

Unit 2: No. of lectures: 15

Eugene O’Neil : *The Hairy Ape*

OR

Lorraine Hansberry : *A Raisin in the Sun*

Unit 3: No. of lectures: 15

Wole Soyinka : *The Lion and the Jewel*

OR

David Williamson : *The Removalists*

Evaluation: Second Semester End Examination Pattern 100 Marks: 3 Hours

Question 1	:	Short Notes on Unit 1 (4 out of 6)	:	20 Marks
Question 2	:	Essay on Unit 2 (1 out of 2)	:	20 Marks
Question 3	:	Essay on Unit 3 (1 out of 2)	:	20 Marks
Question 4	:	Short Notes on Unit 2 (2 out of 4)	:	20 Marks
Question 5	:	Short Notes on Unit 3 (2 out of 4)	:	20 Marks

References:

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- Andermahr, Sonya. et al. *A Glossary of Feminist Theory*. Arnold, 2000.
- Athenian Society. *Drama, Its History*. Nabu Press, 2012.
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- Galsworthy, John. *Strife*. Books Way, 2021.
- Gibson, Arthur. *What is Literature*. Peter Lang Pub Inc, 2007.
- Hansberry, Lorraine. *A Raisin in the Sun*. Vintage, 2004.
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- Karnad, Girish. *Collected Plays Vol. II*. edited by Aparna Bhargava Dharwadker, Oxford UP, 2011.
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- Kennedy X. J. and Dana Gioia. *An Introduction to Fiction, Poetry, and Drama*. HarperCollins College Publishers Inc., 1995.
- Klages, Mary. *Key Terms in Literary Theory*. Continuum International, 2012.
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- McClinton-Temple, Jennifer. *Encyclopaedia of Themes in Literature*. Facts on File Inc., 2006.
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- Naik, M. K. *A History of Indian English Literature*. Sahitya Akademi, 2009.
- Nicoll, Allardyce. *The Theory of Drama*. Doaba Publications, 1998.
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- Prasad, Birjadish. *Background of the Study of English Literature*. Macmillan, 1999.
- Pritner, Cal, and Scott E. Walters. *Introduction to Play Analysis*. Waveland Press, 2017.
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- Rakesh, Mohan. *Halfway House*. Translated by Bindu Batra. Worldview Publications, 1999.
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- Salgado, Gamini. *English Drama: A Critical Introduction*. St. Martin's Press, 1980.

Sanders, Andrew. *The Short Oxford History of English Literature*. Oxford UP, 2004.
 Shepherd-Barr, Kirsten. *Modern Drama: A Very Short Introduction*. Oxford UP, 2016.
 Sophocles. *Oedipus Rex*. edited by R. D. Dawe, Cambridge UP, 2006.
 Soyinka, Wole. *The Lion and the Jewel*. Oxford UP, 1974.
 Styan, J. L. *Elements of Drama*. Cambridge UP, 2001.
 Styan, J. L. *Modern Drama in Theory and Practice*. Cambridge UP, 1980.
 Turco, Lewis. *The Book of Literary Terms*. UP of New England, 1999.
 Walsh William, *Commonwealth Literature*. Oxford UP, 1973.
 Widdowson, Peter. *The Palgrave Guide to English Literature and its Contexts 1500-2000*.
 Palgrave Macmillan, 2004.
 Williamson, David. *The Removalists*. Currency Press, 1980.

Activity: Students should be encouraged to perform any scene or act from any play.

MOOCs:

Merin Simi Raj. Twentieth Century American Drama. IIT Madras.
<https://nptel.ac.in/noc/courses/noc21/SEM2/noc21-hs75/>

Prof. Aysha Iqbal. American Literature and Culture. IIT Madras.
<https://nptel.ac.in/noc/courses/noc21/SEM2/noc21-hs63/>

Chattopadhyay, Sayan. 'Introduction to Literary Theory.' IIT Kanpur.
https://onlinecourses.nptel.ac.in/noc20_hs82/preview

Perui, Avishek . 'Gender and Literature'. IIT Madras.
https://onlinecourses.nptel.ac.in/noc20_hs59/preview

Raj, Merin Simi. 'History of English Language and Literature'. IIT Madras.
https://onlinecourses.nptel.ac.in/noc20_hs52/preview

Perui. Avishek. 'Feminists Writings'. IIT Madras.
https://onlinecourses.nptel.ac.in/noc20_hs58/preview

Web Resources:

1. <https://youtu.be/2CVO9Vd067U> (Greek Theatre Explained)
2. https://youtu.be/4_XPcAwmULg (Ancient Greek Theatre and Machinery)
3. https://ingilizedebiyati.net/wp-content/uploads/ABSURD_DRAMA.pdf
The Theatre Of The Absurd: The Basics
4. <https://asianethnology.org/downloads/ae/pdf/a430.pdf>
Indian Folk Traditions and the Modern Theatre
5. <https://www.mansworldindia.com/currentedition/from-the-magazine/drama-mahesh-dattanis-life/>
6. https://en.wikipedia.org/wiki/Indian_classical_drama#:~:text=The%20term%20Indian%20classical%20drama,highest%20achievement%20of%20Sanskrit%20literature. (Indian Classical Drama)
7. <http://www.unishivaji.ac.in/uploads/distedu/Home/SIM%202015/B.%20A.%20III%20Understanding%20Drama%20Paper-9.PDF>
Understanding Drama

8. <http://notedesk.blogspot.com/2017/05/allied-i-background-to-study-of-english.html>
Elements of Drama
9. <http://notedesk.blogspot.com/2017/05/allied-paper-ii-background-to-study-of.html>
Drama
10. https://web.archive.org/web/20051107010423/http://www.hccy.cg.catholic.edu.au/home/pamela_cohen/removalists/removalistindex.htm
The Removalists: A Study Guide

Syllabus Drafting Committee

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University of Mumbai



Syllabus for S.Y.B.A. (English) (Ancillary)

Course: Optional English: Introduction to Poetry

Paper III

(Choice Based Credit System with effect from the Academic Year 2022-2023)

1. Syllabus as per Choice Based Credit System (CBCS):

i) Name of the Program : S.Y.B.A. English (Ancillary)

- ii) **Course Code** : Semester III UAENG302
& Semester IV UAENG402
- iii) **Course Title** : **Optional English: Introduction to Poetry Paper III**
- iv) **Semesterwise Course Contents** : Enclosed the copy of the syllabus
- v) **References and Additional References:** Enclosed in the Syllabus
- vi) **Credit Structure** 03
- vii) **No. of lectures per Unit** 15
- 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.

SYBA English (Ancillary) Course Title:
Optional English: Introduction to Poetry
Paper III
(100 Marks Examination Pattern)

Objectives of the Course:

- To introduce students to different genres and forms of poetry
- To sensitize them to the rhythmical and formal properties of poetry by introducing key elements of poetry
- To provide them with basic poetic devices for analyzing poems
- To introduce them to the trends and characteristics of significant poetic movements through representative poems
- To develop their skills in reading, writing and to critically appreciate poetry
- To introduce students to poetry produced in various social and cultural context

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

- Identify different genres and forms of poetry
- Identify poetic technique, style and rhetorical devices used in poetry
- Critically appreciate poems by separating various component parts and investigating the relationship of the parts to the whole
- Demonstrate understanding of wide range of poems from different historical periods, written in a wide range of forms, styles and subject matter
- Identify the major poets of world literature and define the importance of their works
- Enhance their cultural sensitivity through reading of representative poems from diverse cultural context

Semester III:

Paper III

Total Credits: 03

Course Title: Optional English: Introduction to Poetry

Total Lectures: 45

Unit I

15 Lectures

- A) Elements of Poetry:** Turns of Speech: Voice and persona, tone, mood, attitude; Diction: Denotation and connotation; Imagery; Symbol; Allegory; Figurative Language; Music: Rhyme and Rhythm, Scansion (scansion to be taught and practiced; not for evaluation)
- B) Types of Verse:** Nature, characteristics and functions: Epic, lyric, sonnet, elegy, ode, ballad, dramatic monologue and free verse

Unit II

15 Lectures

John Milton : 'Invocation' (from *Paradise Lost*), Book 1, Lines 1-26

Robert Frost : 'The Road Not Taken'

Edmund Spenser : 'Men Call you Fayre...' (*Amoretti* LXXIX)

William Shakespeare : Sonnet 19, 'Devouring Time, blunt thou the Lion's paws'

Walt Whitman : 'O Captain! My Captain!'

Ralph Waldo Emerson: 'Ode to Beauty'

W. B. Yeats : 'The Song of Wandering Aengus'

Unit III

15 Lectures

John Keats : 'La Belle Dame sans Merci'

Alfred Lord Tennyson: 'Ulysses'

Rabindranath Tagore : 'Freedom'

Sarojini Naidu : 'Indian Weavers'

Wole Soyinka : 'To My First White Hairs'

Pablo Neruda : 'You Start Dying Slowly'

Nissim Ezekiel : 'Enterprise'

Evaluation Pattern:

Third Semester End Examination Pattern	Duration: 3 Hours	Marks: 100
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Question 1(A): Short notes on Unit I (A) (2 out of 4)	:10 Marks
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and

Question 1 (B): Short notes on Unit I (B) (2 out of 4)	:10 Marks
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Question 2: Essay on Unit II (1 out of 3)	:20 Marks
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Question 3: Essay on Unit III (1 out of 3)	:20 Marks
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Question 4: Short Notes on Unit II (2 out of 4)	:20 Marks
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Question 5: Short Notes on Unit III (2 out of 4)	:20 marks
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Semester IV:

Paper III

Total Credits:03

Course Title: Introduction to Poetry

Total Lectures: 45

Unit I: Trends and Movements in Poetry: Modernism and after

15 Lectures

Modernism, War Poetry, Harlem Renaissance, Imagism, Symbolism, Surrealism, Confessional Poetry, Beat poetry, Modernism in Indian English Poetry

Unit II

15 Lectures

T.S. Eliot	: 'The Love Song of J. Alfred Prufrock'
Wilfred Owen	: 'Anthem for Doomed Youth'
Claude McKay	: 'If We Must Die'
William Carlos Williams	: 'The Red Wheelbarrow'
Wallace Stevens	: 'Sunday Morning'
Kamala Das	: 'An Introduction'
Arun Kolatkar	: 'The Bus'

Unit III

15 Lectures

Phillip Larkin	: 'Church Going'
Robert Creeley	: 'I Know a Man'
Meena Kandasamy	: 'Touch'
Gabriel Okara:	: 'The Mystic Drum'
Chinua Achebe	: 'Refugee Mother and Child'
Margaret Atwood	: 'This is a Photograph of Me'
Derek Walcott	: 'A Far Cry from Africa'

Evaluation Pattern:

Fourth Semester End Examination Pattern

Duration: 3 Hours

Marks: 100

Question 1: Short notes on Unit I	(4 out of 6)	:20Marks
Question 2: Essay on Unit II	(1 out of 3)	:20 Marks
Question 3: Essay on Unit III	(1 out of 3)	:20 Marks
Question 4: Short Notes on Unit II	(2 out of 4)	:20 Marks
Question 5: Short Notes on Unit III	(2 out of 4)	:20 marks

References:

- Abrams, M.H. *Glossary of Literary Terms*. Macmillan Publishers, 2000.
- Adams, Stephen J. *Poetic Designs: An Introduction to Meters, Verse Forms and Figures of Speech*. Broadview Press Ltd., 2003.
- Albert, E. *History of English Literature*, Oxford University Press, 2009.
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- Draper R. P. *An Introduction to Twentieth-Century Poetry in English*, Macmillan Press Ltd, 1999.
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- Ezekiel, Nissim. *Latter-day Psalms*. Oxford University Press, 1982
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- Gross, Harvey and Robert McDowell. *Sound and Form in Modern Poetry*. U of Michigan Press 1996.
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Shaikh, F.A. *New Perspectives on Indian Writing in English*, Sarup and Sons, 2009.

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Sarkar, Sumit. *Modern India: 1885-1947*, 2nd ed. Macmillan, 1989.

Smith A. J. M., (ed.), *The Oxford Book of Canadian Verse*. Oxford University Press 1965.

Smith A. J. M. (ed.), *Masks of Poetry: Canadian Critics on Canadian Verse*. McClelland and Stewart, 1968.

Soyinka Wole (ed.), *Poems of Black Africa, African Writers Series*. Heinemann Educational Books, 1975.

Spenser, Edmund. *Amoretti: A Sonnet Cycle*. Portable Poetry, 2017,

Thiong'o, Ngugi wa. *Homecoming: Essays on African and Caribbean Literature, Culture and Politics*. Educational Books, 1972.

Turco, Lewis. *The Book of Literary Terms*. University Press of New England, 1999.

Walsh William, *Commonwealth Literature*, Oxford University Press, 1973.

Widdowson, Peter. *The Palgrave Guide to English Literature and its Contexts 1500-2000*. Palgrave Macmillan, 2004

MOOCs:

Dhanwal, S. P. 'Poetry'. IIT Madras.

https://onlinecourses.nptel.ac.in/noc20_hs64/preview

Chattopadhyay, Sayan. 'Introduction to Literary Theory.' IIT Kanpur.

https://onlinecourses.nptel.ac.in/noc20_hs82/preview

Perui, Avishek . 'Gender and Literature'. IIT Madras.

https://onlinecourses.nptel.ac.in/noc20_hs59/preview

Raj, Merin Simi. 'History of English Language and Literature'. IIT Madras.

https://onlinecourses.nptel.ac.in/noc20_hs52/preview

Perui. Avishek. 'Feminists Writings'. IIT Madras.

https://onlinecourses.nptel.ac.in/noc20_hs58/preview

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University of Mumbai



Syllabus for S.Y.B.A. (Applied Component)

Course: Business Communication

Paper I & II

(Choice Based Credit System with effect from the Academic Year 2022-2023)

- 1. Syllabus as per Choice Based Credit System (CBCS):**

i. Name of the Program	: S.Y.B.A. (Applied Component)
ii. Course Code	: Semester III (UABC301) Semester IV (UABC401)
iii. Course Title	: Business Communication Papers I and II
iv. Semester wise Course Contents	: Enclosed in the Copy of the Syllabus
v. References & Additional References	: Enclosed in the Syllabus
vi. Credit Structure	: Number of credits per Semester – 02
vii. No. of lectures per Unit	: As mentioned in the syllabus
viii. No. of lectures per week	04
2. Scheme of Examination	: 05 Questions of 20 Marks each
3. Special notes, if any	: No
4. Eligibility, if any	: No
5. Fee Structure	: As per University Fee Structure
6. Special Ordinances / Resolutions if any	: No

Syllabus for S.Y.B.A. (Applied Component)

Course Title: Business Communication

Paper I & II

(100 Marks Examination Pattern)

Objectives of the Course: This course aims to introduce students with

- To build up comprehensive understanding of business correspondence and conditions.
- To create influential oral, written and practical skills among students.
- To develop the powerful utilization of communication technologies.
- To equip students with the career skills such as collaborative working at workplace, interviews, etc.

Course Outcome: At end of the course learners will develop

- Theoretical understanding of both business and communication
- The business correspondence techniques.
- Competency in effective use of media and electronic devices in business.
- Interpersonal skills, presentation skills, oral, written and listening skills.

Semester III: Applied Component: Paper-I	Total Credits: 02
Course Title: Business Communication	

Total Lectures: 60

Unit I : Theory of Communication (05)

- Concept of Communication
- Meaning
- Definition
- Process
- Need
- Feedback
- Emergence of Communication as a key concept in the Corporate and Global world

Unit II : Communication at the Workplace

i. Channels of Communication (03)

Formal and Informal – Vertical, Horizontal, Diagonal and Grapevine

ii. Methods of Communication (05)

Verbal, Non-Verbal and Visual (including Kinesics, Para-Language, Proxemics, Silence, Sign, Signal and Symbol)

iii. Business Etiquette (04)

Office Etiquette, Internet Etiquette / Netiquette, Business Card Etiquette, Handshake Etiquette, Mobile Phone Etiquette

iv. Barriers to Communication and Ways to Overcome Them (06)

Physical or Environmental, Semantic or Language, Psychological and Cross-Cultural Barriers

Ways to Overcome these Barriers

v. Listening (04)

What is Listening?

The Listening Process

Importance of Good Listening

How to Develop Effective Listening Skills

Obstacles to Listening

vi. Business Ethics (07)

What is Ethics? Business Ethics?

Importance of Business Ethics at Workplace

Digital Ethics

Environmental Ethics

Ethics in International Business

Corporate Social Responsibility

Unit III: New Media in Communication (07)

- Impact of Technology Enabled Communication
- Video Conference: Skype, Google Meet, Go-To-Meeting and Jio-Meet
- Social Media: WhatsApp, Twitter, Facebook, Instagram, Telegram and Blogs

Unit IV: Business Correspondence

i. Theory of Business Letter Writing (05)

- Principles of Effective Letter Writing
- Parts of a Business Letter
- Layout of a Business Letter (Full Block)

ii. Personnel Correspondence (09)

Job Application Letter and Resume

Letter of Recommendation

Letter of Appointment

Letter of Acceptance of Job Offer

Letter of Appreciation

Letter of Resignation

Unit V: Paragraph Writing and Book Review

i. Paragraph Writing (02)
Developing an idea, using appropriate linking devices, etc.
Cohesion and Coherence, etc.

ii. Book Review (03)
Steps in writing a book review: Introduction, Summary, Opinion and Conclusion
Recommended Books are: *The Wings of Fire* by Dr. APJ Abdul Kalam,
Bhujia Barons: *The Untold Story of How Haldiram Built a 5000 Crore Empire* by
Pavitra Kumar and
The 7 Habits of Highly Effective People by Stephen Covey

Evaluation Pattern:

Third Semester	End Examination Pattern	Duration: 3 Hours	Marks: 100
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Question 1. :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. True or False (From all Units)

Question 2. Short Notes (four out of six) (From Unit – I and III) :20 Marks

Question 3. Essay Type Questions (two out of three (From Unit – II) :20 Marks

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

- Letter of Recommendation
- Letter of Appointment
- Letter of Acceptance of Job Offer
- Letter of Appreciation
- Letter of Resignation

Question 5. 20 Marks (10+05+05)

- A. Job Application Letter with Resume (05+05)
- B. Book Review
- C. Paragraph Writing

Semester IV:	Title of the paper:	Paper- II	Total Credits:03
	Course Title: Business Communication		

Total Lectures: 60

Unit I : Group Communication

i. Group Discussion and Interview (08)

- Group Discussion
What is GD? Effective Participation in GD, Role of Participants in GD and Role of Evaluators
- Interview, Definition
Preparing for an interview: the Interviewer and the Interviewee
Types of interview: Selection Interview, Appraisal Interview, Stress Interview, Exit Interview and Online Interview
- Soft Skills - Emotional Quotient (EQ), Conflict Management

ii. Meetings (10)

- Need and Importance of Meetings
- Types of Meetings: Formal and Informal Meetings
- Preparation and Conduct of Formal Meetings and Group Dynamics
- Role of the Chairperson
- Role of the Participants
- Drafting of Notice, Agenda and Resolutions
- Secretary: Types of Secretaries- Company Secretary/Private Secretary, Functions of Secretaries.

iii. Committees and Conferences (08)

- Committee
Definition of Committee
Types of Committees
Advantages and Disadvantages of Committee
- Conference
Definition of Conference
Organizing a Conference
Advantages and Disadvantages of organizing a conference

Unit II: Public Relations (10)

- Meaning
- Functions of the PR Department of an Organization
- Qualification of a PRO
- External and Internal Measures of Promoting PR
- Crisis Management
- Definition
- Causes of Crisis
- Types of Crisis
- Stages for Crisis Management

- Role of Crisis Manager

Unit III: Business Correspondence

(10)

- Letters of Inquiry
- Letters of Reply to Inquiry
- Letters of Complaint, Claim and Adjustments
- Sales Letters
- Consumer Grievance Redressal Letters

Unit III : Report Writing

(06)

- Parts of a Business Report
- Drafting Feasibility Reports
- Drafting Investigative Reports

Unit V : Language and Writing Skills

(08)

- i. Presentation Skills**
 - Principles of Effective Presentation
 - Use of PPT
 - How to make effective Power-Point Presentation
- ii. Interactive Sessions (Not to be assessed in exam)**
 - Group Discussion
 - Mock Interview

Evaluation Pattern:

Fourth Semester End Examination Pattern	Duration: 3 Hours	Marks: 100
Question 1. Short Notes (four out of six) (From Unit – I Group Discussion, Interviews, Meetings)		:20 Marks
Question 2. Essay Type Questions (two out of three) (Based on Committees, Conferences and Public Relations)		:20 Marks
Question 3. Trade Letters (four out of five) Letters of Inquiry Letters of Reply to Inquiry Letters of Complaint, Claim and Adjustments Sales Letters Consumer Grievance Redressal Letters		:20 Marks
Question 4. Answer the following questions A. Drafting Notice, Agenda and Two Resolutions B. Report Writing (One out of two)		:20 Marks (10+10) (03+03+04) (10)
Question 5. Answer the following questions. A. Explain the terms in 2 to 3 sentences (five out of eight) (from all Units) B. Multiple Choice Questions (From all Units) C. Short Notes (From Unit-V (i) Presentation Skills)		:20 Marks (10+05+05)

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Books for Book Review:

1. Kalam, APJ. *Wings of Fire*. University Press, 1999.
2. Covey, Stephen. *The 7 Habits of Highly Effective People*. Electronic Ed. RosettaBooks LLC, 2012.
3. Kumar, Pavitra. *Bhujia Barons: The Untold Story of How Haldiram Built a 5000 Crore Empire*. Potfolio/Penguin, 2016.

Web Resources:

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 YouTube 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>

MOOCs:

1. <https://www.mooc-list.com/tags/communication-skills>
2. <https://www.mooc-list.com/tags/effective-communication>
3. <http://www.about.com/Communication+Skills+List>

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UNIVERSITY OF MUMBAI



Syllabus for

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

Course Title: Mass Communication

Paper I & II

(Choice Based Credit System with effect from the Academic Year 2022-2023)

7. Syllabus as per Choice Based Credit System (CBCS):

- ix. Name of the Program** : S.Y.B.A. (Applied Component)
- x. Course Code** : Semester III (UAMASSCOM301)
Semester IV (UAMASSCOM401)
- xi. Course Title** : **Mass Communication**
Papers I and II
- xii. Semester wise Course Contents** : Enclosed in the Copy of the Syllabus
- xiii. References & Additional References** : Enclosed in the Syllabus
- xiv. Credit Structure** : Number of credits per Semester – 02
- xv. No. of lectures per Unit** : As mentioned in the syllabus
- xvi. No. of lectures per week** : 04
- 8. Scheme of Examination** : **05 Questions** of 20 Marks each
- 9. Special notes, if any** : No
- 10. Eligibility, if any** : No
- 11. Fee Structure** : As per University Fee Structure
- 12. Special Ordinances / Resolutions if any** : No

Syllabus for S.Y.B.A. (Applied Component)

Course Title: Mass Communication

Paper I & II

(100 Marks Examination Pattern)

Learning Objectives:

1. To introduce some major aspects of communication, mass communication processes, crucial mass media theories and mass communication industries
2. To develop a broad perspective of the past and the present status of mass media in India
3. To comprehend different types of Mass Media and gain a critical understanding of the impact of mass media on Indian history, society and culture
4. To develop critical awareness of the ethics and ideologies in mass media products
5. To understand the mass media laws in India, and how these laws shape the media practices
6. To introduce students to the application of social media
7. To identify various careers opportunities in media industry.

Course Outcome:

By the end of the course the students should be able to

1. understand the importance, scope, and function of communication and media
2. understand the strengths and limitations of basic theories of mass communication
3. demonstrate knowledge of growth and development of various mass media
4. throw light on the present status of various mass media
5. gain knowledge about various media laws and ethics
6. critically understand and analyse various mass media products and explore various career opportunities in media industry.

Semester III – Paper I

Credits: 02

Lectures per week: 04

Total lectures: 60 per semester

Unit 1- Nature of Mass Communication (20 lectures)

- A) Scope, need, and elements of communication
- B) Meaning, definition, and features of Mass Communication
- C) Mass media theories like Cultivation theory, Gatekeeping theory, Magic bullet/hypodermic needle theory
- D) Functions of Mass Communication: entertainment, surveillance, education, interpretation, persuasion, socialization, opinion building
- E) Mass audience & opinion leaders: concept, sociology and psychology

Unit II- Traditional media, Print Media and Radio (15 lectures)

- A) Folk media
- B) The making of a newspaper: major formats of newspaper items
- C) Partisan Journalism/Yellow Journalism/Objective Reporting
- D) Major types of magazines
- E) Radio as a patron of music
- F) Radio News, Radio Drama, Community Radio and Campus Radio

Unit III- Films/ Cinema (15 lectures)

- A) History of Indian cinema and major milestones
- B) Major types of films/cinema: Documentaries, Art films, Animations, Short films, and Biopics
- C) Some aspects of film making (scripting, directing, sounds)
- D) The impact of films/cinema on society
- E) Ethics of cinema

Unit IV- Trends in New media or Digital media (10 lectures)

- A) Online news websites

- B) Social media and social networking sites
- C) Special issues regarding social media: mass campaigns; fake news; fact-checkers
- D) Film streaming services (Netflix, Amazon Prime)
- E) Web series

Evaluation Pattern:

Third Semester End Examination

Duration: 3 Hours

100 Marks

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

Semester IV – Paper II

Credits: 2

Lectures per week: 04

Total lectures: 60 per semester

Course Title: Mass Communication

Unit I- Evolution of Different Media and the Contemporary Context (10 Lectures)

- A) Beginnings of mass media in India
- B) Technological milestones and changing trends from conventional to digital media
- C) Role of media in national development
- D) Reach of media (regional and demographic coverage)

Unit II - Television (15 lectures)

- A) Major formats of TV programmes
- B) Television and its impact on Indian families
- C) Television and consumerism
- D) Television and surveillance
- E) Reality Television

Unit III- Media-related Issues and Laws in India (20 lectures)

- A) Freedom of expression and Censorship
- B) Relationship between media and government
- C) Media objectivity, media bias, and political leanings
- D) Trial by media and media ethics (Television and Print)
- E) Objectionable advertising
- F) Information technology (IT) Acts related to media
- G) Major laws in India related to media

Unit IV- Functions of Media Personnel and Careers in Media (15 lectures)

- A) Cyber Journalism
- B) Editors

- C) Translators
- D) Copywriters
- E) Role of Radio Jockey/Video Jockey
- F) Blogging
- G) Writing jingles
- H) Voice-over Artists
- I) Public Relations specialists
- J) Advertising/marketing specialists
- K) Script-writers
- L) Newsreaders
- M) Researchers/Writers
- N) Music specialists
- O) Social media specialist

Evaluation Pattern:
Fourth Semester End Examination

Duration: 3 Hours

100 Marks

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

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<http://presscouncil.nic.in/OldWebsite/speechpdf/Media%20Ethics%20at%20IIMC,%20Dhekanal.pdf>

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**Syllabus for S.Y.B.A. (English)
(Applied Component)
Program: B.A.**

Course: Introduction to Journalism

(Choice Based Credit System with effect from the academic year 2022-2023)

1. Syllabus as per Choice Based Credit System with effect from the academic year 2021-2022

- i) **Name of the Program** : **B.A.**
- ii) **Course Code** : **Semester III UAJOUR301**
Semester IV UAJOUR401
- iii) **Course Title** : **S.Y.B.A. Introduction to Journalism**
(Applied Component)
SEM III: Fundamentals of Journalism and Reporting
SEM 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. 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**

Syllabus for S.Y.B.A. (Applied Component)

Course Title: Introduction to Journalism

Paper I & II

(100 Marks Examination Pattern)

Objectives of the Course

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

- To write in various journalistic formats effectively
- To write and edit reports and features
- To develop a career perspective in journalism

Semester III: Fundamentals of Journalism and Reporting (Applied Component) Paper I

Course code-UAJOUR301

Credits 2

Total: 60 Lectures

Unit 1: Introduction:

12 lectures

- (i) What is news (ii) Origin and development of the Indian Press (iii) Major Press Laws in India: Adam's Regulations, Vernacular Press Act (iv) Press and Socio-Political issues in pre- and post-Independence India (v) Journalism during Freedom Movement (vi) Press during the Emergency (vii) Photo-journalism

Unit 2: Agencies, Electronic Journalism, Ethics:

12 lectures

- (i) News Agencies, (ii) Press Syndicate (iii) Electronic Journalism (iv) 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: Third Semester End Examination Pattern	100 Marks	3 Hours
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- Question 1: Essay (1/2) or Short Notes (2/4) on Unit 1 :20 Marks
- Question 2: Essay (1/2) or Short Notes (2/4) on Unit 2 : 20 Marks
- Question 3: Essay (1/2) or Short Notes (2/4) on Unit 3 : 20 Marks
- Question 4: Essay (1/2) or Short Notes (2/4) on Unit 4 : 20 Marks
- Question 5: Students to write a news report with clear headlines and lead on a given topic or essay (1/2)
on the basics of reporting on Unit :20 Marks

Semester IV: Editing, Feature Writing and Layout (Applied Component) Paper 2

Course code-UAJOUR401

Credits 2

Total: 60 Lectures

Unit 1: Basics of Editing: 8 lectures

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: Fourth Semester End Examination Pattern 100 Marks 3 Hours

Question 1: Essay (1/2) or Short Notes (2/4) on Unit 1	:20 Marks
Question 2: Essay (1/2) or Short Notes (2/4) on Unit 2	:20 Marks
Question 3: Edit an article or report.	: 20 Marks
Question 4: Write a feature on a contemporary topic (1/2)	:20 Marks
Question 5: Essay (1/2) or Short Notes (2/4) Unit 5	: 20 Marks

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Kamath. M V. *Professional Journalism*. New Delhi: Vikas Publishing House, 1980.

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Syllabus for S.Y.B.A. (Public Relations)
(Applied Component)

Program: B.A.

Course: Public Relations

(Choice Based Credit System with effect from the academic year 2022-2023)

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 15**
- 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**

Syllabus for S.Y.B.A. (Applied Component)

Course Title: Public Relations

Paper I & II

(100 Marks Examination Pattern)

Objectives of the Course:

- To introduce learners to the origin, basic concepts and activities of Public Relations.
- To motivate learners to practice various basic skills required for successful career in the field of Public Relations
- To give learners an insight about the significance, uses and functions of Public Relations.
- To explain the learners importance of ethics and professional code for PR practitioners.
- To explicate the learners the role and function of Public Relations for Corporate field, education institutions, local self-government, government and NGOs
- To create awareness among students about various career opportunities available in the field of public relations and also to motivate them to pursue the same

Course Outcomes: By the end of the course,

- Students will be able to understand and explain the basic components and aspects of the Public Relations
- Students will comprehend and recognise the importance of Public Relations for achieving success in the various fields like business, education, works carried out by various government, local government bodies as well as non-government organisations
- Students will be able to practice various communication skills required in the field of Public Relations as well as in other fields
- Students will opt for various careers like PR officer as well as attempt to pursue other career opportunities in the field of Public Relations

Unit 1: Introduction to Public Relations

- The concept of Public Relations: Origin, definitions, activities, and role of PR
- Objectives of Public Relations
- Evolution and the development of modern Public Relations
- Development of Public Relations in India, Pre and post-independence period.

Unit 2: Principles, Components and importance of Public Relations for various sectors

- Principles 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, Fundraising/Launches
- Importance of Public Relations in business, industry, and for governmental, Public, nonprofit, nongovernmental organizations such as cultural, sports, educational organizations like trusts, clubs, schools, colleges etc.
- Misconceptions about PR –Propaganda, Fine Appearance, Free Gifts, Annual Parties, Protocol, Goodwill

Unit 3 : Process of Public Relations

- Defining the model, planning, execution and evaluation of the Action Plan of PR process
- Importance of communication in the process of PR, including theory, objectives, types, barriers, art of listening and communication skills required for successful process of PR
- Process and activities of Internal PR
- Process and activities of External PR

Unit 4 : Functions and tools of PR

- Functions and uses of Public Relations
- Media tools for PR- Press Release, Press Conference, Special Issue, News Clippings, Photo Gallery, Meetings
- Specific tools for PR- Family get together and outing, cultural programme for employees, Celebration of foundation day, week for specific purpose, camp, competition, lecture series, exhibition, open day, sponsorship, newsletter, in- house Journal etc.
- Crisis Management as PR function-types, guiding principles, preparation and role of PR in the Crisis management, services provided by PR during the crisis, the review of Crisis Management, Crisis communication in the times of Industrial disaster, consumer pressures, image problems, quality issues

Evaluation Pattern:
Third Semester End Examination
Duration:3 Hours 100 Marks

Question1. Objective type questions: (based on all units)

a) Explain the following concepts in three to five sentences each. (Any five) :10 Marks

(7 Short answer Questions should be framed)

b) Match the following pairs. :05 marks

c) 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

a) 1 Full length essay type question :20 marks

OR

b) 2 Short essay type questions (a and b) :(10+10) = 20 marks

Unit 1: Public Relations in Corporate Business

- Image Building of the brand, company and constituents of Image Building
- Corporate Social Responsibility and Public Relations
- New trends in corporate Public Relations-Benchmarking, Consultancy, Team Building, Branding and Image Building, Public Opinion, ICT technology and Digital Social Media like Facebook, twitter, linkedin, blogs etc.
- Corporate Citizenship and Public Relations
- Professional nature of Public Relations, reasons and factors responsible for the development of professional nature of public relations in business world, Research and training in the Public Relations

Unit 2: 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.
- Impact of PR on the society

Unit 3: 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 4: Public Relations and other related areas

- PR and Marketing, PR and Journalism, PR and Business Communication, PR and Psychology
- PR and advertising, types, creativity, message through entertainment, correlation and differences between PR and advertising
- PR Campaign
- Relations with Shareholders, Relations with Dealer – Distributor, Relations with Financial Institutions, Relations with other Business Groups Community Relations, Consumer Relations.

Evaluation Pattern:

Fourth Semester End Examination

Duration:3 Hours

100 Marks

Question1. Objective type questions: (based on all units)

- a) Explain the following concepts in three to five sentences each. (Any five) :10 Marks
(7 Short answer Questions should be framed)
- b) Match the following pairs. :05 marks
- c) 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

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

Suggested Readings :-

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Alison, Theaker., (2008) *The Public Relations Handbook*,:Routledge.

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Parvati, (2005),*Text Book of Public Relations and Communications*, New Delhi : Dominant Publishers .

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Wragg, David, W.,(1992) *An introduction to Public- Relations* :U.K, Oxford.

प्रा डा कप्तान, संजय., प्रा फु ले, ककशोर., (2009) जनसंपक, पुणे
: डायमंड पब्लिके शन्स . प्रा पुरी, सुरेश. (2013) जनसंपक : संकल्पना एवं
कसद्वान्त, औरंगाबाद : साद प्रकाशन.

Web Resources

The Era of Corporate Social Responsibility is Ending | Rachel Hutchisson | TEDxWilmington, @ <https://www.youtube.com/watch?v=N8dXNzCIVxg> accessed on 10th July 2020

The social responsibility of business | Alex Edmans | TEDxLondonBusinessSchool, @ <https://www.youtube.com/watch?v=Z5KZhm19EO0> accessed on 12th July 2020

Re-thinking corporate social responsibility: Andy Le Seelluer at TEDxStHelier, @ <https://www.youtube.com/watch?v=jga4s0Ei7Zs> accessed on 15th July 2020

Book Review on "Corporate Communication", @ https://www.youtube.com/watch?v=iu1I_zkq444 accessed on 25th July 2020

Career in Public Relations, @ <https://www.youtube.com/watch?v=zdiNCOixLBA> accessed on 25th July 2020

About PR in general: <https://apps.prsa.org/AboutPRSA/PublicRelationsDefined/> accessed on 26th July 2020

Readings on Global PR: <http://www.instituteforpr.org/global-public-relations/> accessed on 5th August 2020

Anderson, F., & Hadley, L. (1999). Guidelines for setting measurable public relations objectives. Institute for Public Relations, retrieved February 6, 2010, from http://www.instituteforpr.org/ipr_info/measurable_public_objectives accessed on 7th August 2020.

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UNIVERSITY OF MUMBAI



**Syllabus for S.Y.B.A.
(Women's Studies) (Applied Component)
Program: B.A.**

Course: Women's Studies

(Choice Based Credit System with effect from the academic year 2022-2023)

1. Syllabus as per Choice Based Credit System:

- i) Name of the Program : B.A.**
- ii) Course Code : Semester III (UAWS3A1) and
Semester IV (UAWS4A1)**
- iii) Course Title : Women's Studies (Applied Component)**
- 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**

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

Syllabus for S.Y.B.A. (Applied Component)

Course Title: Women's Studies

Paper I & II

(100 Marks Examination Pattern)

Objectives of the Course:

- i. To enable an understanding of concepts such as sex and gender, patriarchy
- ii. To enable an understanding of the construction of gender
- iii. To provide insight into the workings of patriarchy and its oppressive nature
- iv. To familiarize students with an understanding of feminist theory and the schools of feminist thought
- v. To empower students with a knowledge of women's rights and legal safeguards
- vi. To provide an understanding of major historical developments and feminist movements in feminist history
- vii. To engender a critical understanding of literary and media texts dealing with women's issues

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

- i. To articulate concepts linked to gender and feminism
- ii. To have an understanding of patriarchy
- iii. To have an awareness of crimes against women, and the constitutional and legal safeguards protecting / empowering women
- iv. To have knowledge and understanding of feminist theory
- v. To have a knowledge of feminist history
- vi. To analyze and critically evaluate literary and media texts dealing with women's issues
- vii. To be gender-sensitive, have a feminist outlook, and combat stereotypes and gender biases prevalent in society

<p style="text-align: center;">Semester Three: Women's Studies : Paper 1 (Applied Component) 2 Credits</p>
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Lectures: 60

Unit 1: An Introduction to Concepts, and the Scope and Practice of Women's Studies

- a) Women's Studies: Relevance, Prospects and the Indian Context
- b) Sex, Gender and Biological Determinism
- c) Patriarchy as an oppressive ideology
- d) Three Waves: Feminine, Feminist and Female

Unit 2: Schools of Feminism and Feminist Theory

- a) Liberal Feminism
- b) Marxist Feminism
- c) Psychoanalytical Feminism
- d) Radical Feminism

Unit 3: Combatting Crimes and Discrimination - Constitutional and Legal Safeguards for Women

- a) Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW)
- b) National Policy on Empowerment of Women
- c) Laws and safeguards against Rape and Sexual Harassment: Indian Penal Code; the Indecent Representation of Women Prohibition Act, 1987; the Vishakha Guidelines; the ‘Sexual Harassment of Women at the Workplace (Prevention, Prohibition and Redressal) Act, 2013’; the Internal Complaints Committee in organizations; the Zero FIR
- d) Laws related to Women and Pregnancy: Maternity Benefit Act, 1961; Medical Termination of Pregnancy Act, 1971; The Pre-Conception and Pre-Natal Diagnostic Techniques (Prohibition of Sex Selection) Act, 2003; the Surrogacy (Regulation) Bill, 2016

Unit 4: Feminist historiography and Feminist Movements in India

- a) Locating Women in History: The need for Feminist historiography
- b) The Brahma Samaj in India
- c) The White Revolution, Amul and Women’s Empowerment
- d) The Nirbhaya case and combatting ‘rape culture’

Unit 5: Literary Texts

- a) Charlotte Perkins Gilman: “The Yellow Wallpaper”
- b) James Joyce: “Eveline”
- c) Fay Weldon: “Weekend”
- d) Mahasweta Devi: “The Breast Giver”

Evaluation:	Third Semester End Examination Pattern	100 Marks : 3 Hours
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|-------------|------------------------------|-----------|
| Question 1: | One Essay or Two Short Notes | :20 Marks |
| Question 2: | One Essay or Two Short Notes | :20 Marks |
| Question 3: | One Essay or Two Short Notes | :20 Marks |
| Question 4: | One Essay or Two Short Notes | :20 Marks |
| Question 5: | One Essay or Two Short Notes | :20 Marks |

Each question corresponds to the respective unit in the syllabus. In each question, there will be 2 essay type questions in options A and B respectively, and option C will have four short notes, with two to be attempted. There will be a choice of 3 questions: A (essay) or B (essay) or C (short notes).

Unit 1: Feminist History and Global Movements

- a) The Seneca Falls Convention and Women's Suffrage Movement
- b) Women Scientists and women in science
- c) Women, Self-help Groups and Entrepreneurship
- d) The #MeToo Movement

Unit 2: Schools of Feminism and Feminist Theory

- a) Gynocriticism
- b) Postmodern Feminism
- c) Postcolonial Feminism
- d) Intersectional Feminism

Unit 3: Women and Work

- a) The Public-Private Dichotomy, sexual division of work and perceptions of jobs as gender-specific
- b) Concepts of visible and invisible work, paid and unpaid labour
- c) The Glass Ceiling, Sticky Floor and Glass Escalator Effects
- d) Issues of working mothers and single working women

Unit 4: Women and the Media: Sexuality, Body Politics and Media Representations

- a) Women and the Beauty Industry: Ageism, beauty standards, racism, cosmetic surgery, the Male gaze, and the casting couch phenomenon
- b) Pregnancy related issues: Family Planning, Contraception, Abortion, Sex-determination, mental health and post-partum depression
- c) Women on social media platforms, body shaming, cyber-bullying, cat-phishing, online stalking and harassment
- d) The Representation of Women in the Media: Ads, Films, Music Videos and in the news

Unit 5: Literary and Media Texts

- a) Sylvia Plath: "The Mirror"
- b) Maya Angelou: "Still I Rise"
- c) Short Films: *Juice* (directed by Neeraj Ghaywan), *Going Dutch* (Tittar Lodge Productions); *Ahalya* (directed by Sujoy Ghosh) and *Devi* (directed by Priyanka Banerjee)
- d) Dove ads focusing on the campaign of 'real beauty'

Evaluation: Fourth Semester End Examination Pattern 100 Marks: 3 Hours

Question 1:	One Essay or Two Short Notes	:20 Marks
Question 2:	One Essay or Two Short Notes	:20 Marks
Question 3:	One Essay or Two Short Notes	:20 Marks
Question 4:	One Essay or Two Short Notes	:20 Marks
Question 5:	One Essay or Two Short Notes	:20 Marks

Each question corresponds to the respective unit in the syllabus. In each question, there will be 2 essay type questions in options A and B respectively, and option C will have four short notes, with two to be attempted. There will be a choice of 3 questions: A (essay) or B (essay) or C (short notes).

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1. Juice:
<https://www.youtube.com/watch?v=R-Sk7fQGIjE>
2. Going Dutch:
<https://www.youtube.com/watch?v=iFFYF-fykaU>
3. Devi
<https://youtu.be/2KP0aDTVtFI>
4. Ahalya
<https://youtu.be/Ff82XtV78xo>

MOOC

Andrea Walsh, and Elizabeth Fox. *WGS.101 Introduction to Women's and Gender Studies*. Fall 2014. Massachusetts Institute of Technology: MIT OpenCourseWare, <https://ocw.mit.edu>. License: Creative Commons BY-NC-SA.

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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 2022-23)

1. Syllabus as per Choice-Based Credit System:

a) Name of the Program : S. Y. B.A. (Applied Component) Semester III and IV

b) Course Code : Semester III (UAIA3A1) Semester IV (UAIA4A1)

c) Course Title : Introduction to Advertising Semester III: Paper I,
(Basic Concepts of Advertising)

Semester IV: Paper II, (Creativity and Research in Advertising)

d) Semester wise Course Contents : Enclosed the copy of syllabus

e) References and Additional References: Enclosed in the Syllabus

f) Credit Structure : No. of Credits per Semester – 02

g) No. of lectures per Unit 12

h) 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 /: No Resolutions if any: No

S.Y. B.A. (Applied Component)
Course Title: Introduction to Advertising
Paper I & II
(100 Marks Examination Pattern)

• **Objectives:**

- i) To introduce learners to the main subfields and basic modern concepts/ideas, theoretical models, empirical instruments and data sources in advertising.
- ii) To encourage learners for further interest in advertising studies
- iii) To develop professional communicative competence
- iv) To introduce learners to different tools of communication for corporate identity /brand building through various advertising techniques

• **Course Outcomes:**

By the end of the course, learners should develop the following abilities:

- i) To demonstrate a working knowledge of the following areas associated with the advertising industry: Target marketing, Ad agency organizations and operations, media strategies, use of electronic media, outdoor media, print media, sales promotions, etc.
- ii) To write clearly, coherently and effectively about various concepts in advertising
- iii) To define the economic and social impact of advertising on society
- iv) To understand the communication process of advertising, marketing research, campaign strategies, concepts, budgets, creative process, and ethics in advertising.

Semester-III	Applied Component	Paper – I	Total Credits – 2
Course Title: Introduction to Advertising - Basic Concepts of Advertising			

Unit- I Introduction to Advertising

Total Lectures: 60
12 Lectures

- a) Advertising: Evolution of Advertising, Features of Advertising, Active participants, Role of Advertising in Marketing Mix, Role of Advertising in society.
- b) Classification of Advertising: Social Advertising, Political Advertising, Advocacy Advertising, Retail Advertising, Financial Advertising, Corporate Image Advertising, Print Media Advertising, Electronic or Broadcast Media Advertising, National Advertising, International Advertising, Advertising on Social media

Unit- II Advertising and Media for Marketing and Communication

12 Lectures

- a) Introduction to Integrated Marketing Communication, Advertising and Publicity, Public Relation, Sales promotion, Different Forms of Displays - Window Display, Showcases, Showrooms , Exhibitions, Trade Fairs,

Traveling Displays, Car Cards, Sky Writing or Sky Balloons, Word of Mouth Influence (WOM), Packaging,

- b) Advertising and Brand Management, A History of Branding and Advertising, Psychology of Advertising, Media Ecology, Consumer Behaviour, Environmental Marketing Communications

Unit- III The impact of Media in Advertising

12 Lectures

- a) Factors influencing Media selection and Media Planning Strategies, Importance of Advertising in Marketing , Role of Celebrity Endorsers in Advertising,
- b) Media options for advertising – Television, Radio , Internet, Print, Film, Outdoor advertising and Social Media,
- c) Concepts - Media Buying, Media Selling, Media Mix, Clutter, Zipping & Zapping, Branding & Brand Positioning

Unit- IV Economic & Social Aspects of Advertising

12 Lectures

- a) Economic aspects of Advertising: Impact on production, distribution and consumer cost, advertising and competition, Understanding the role of advertising agencies.
- b) Social aspects of advertising, advertising and culture (values, festivals, customs), standard of living, ethics in advertising, Advertising and Women, Advertising and Children, Ethical issues of Packaging and Branding, Ethical issues in Online and Social Media Marketing,
- c) Regulation and control on advertising in India – Advertising Standard Council of India (ASCI), Advertising Agencies Association of India (AAAI), and Information & Broadcasting Ministry, Advertising self-Regulation

Unit- V 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, Top advertising agencies and their campaigns.
- b) Career options available in advertising field – Advertising agency, media, production houses, research and allied fields - printing, graphics and animation, modelling and dubbing, brand managers, copywriters, Art Directors, Web content Managers, Creative writers, Freelancing

Unit-VI Practical Segment

(This Unit is not to be considered for the Assessment/ Examination)

- a) Poster / Technology based group presentations on various Advertisements on socially relevant topics with relevant case studies.
- b) Creating a print Advertisement (Students can be asked to make a print advertisement and displaying it to the class)

Evaluation Pattern:**Third Semester End Examination****Duration: 3 Hours****100 Marks**

Question 1	One Essay or Two Short notes on Unit I	20 Marks
Question 2	One Essay or Two Short notes on Unit II	20 Marks
Question 3	One Essay or Two Short notes on Unit III	20 Marks
Question 4	One Essay or Two Short notes on Unit IV	20 Marks
Question 5	One Essay or Two Short notes on Unit V	20 Marks

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

Total Lectures: 60**Unit- I Creativity and Psychology in Advertising****12 Lectures**

- Role of Creativity in Advertising, Positioning strategies, Role of Persuasion, Determining the message theme, USP, Decision on Advertising appeals and selling styles (soft selling / hard selling skills), Appropriateness and Novelty, Styles of Creative Advertising- Generic Creative Style, Pre-emptive Creative Style, Resonance Creative Style
- Psychology in Advertising – Perception, attitudes and values, personality and motivations (including buying motives), Use of Metaphors in Advertising

Unit-II Copy Writing**12 Lectures**

- Copy – types and essentials, Copy writing for print, Outdoor, Radio, Web and Television (concept of storyboards)
- Elements of copy – headline (functions and types), over line, body copy, captions, taglines, slogans, call to action, logo, company name

Unit-III Creativity in Advertising**12 Lectures**

- Illustrations – functions and types, Essentials of a good illustration
- Visualization – Techniques of Visualization, Layouts- Stages and Types, Slogans, Logo, Headlines, Memes, GIFs as means of creative marketing strategy etc.
- Digital Advertising: The societal and business impact of digital advertising, Types of digital advertising, The future of online advertising

Unit-IV Advertising Research**12 Lectures**

- a) Evaluating advertising effectiveness, Importance of research in Advertising, Types of research: copy research and behavioural research, Psychographic Segmentation
- b) The impact of Ideology on Advertisements- Various ideological issues and concerns
- c) 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- V Advertising Budget**12 Lectures**

- a) Meaning of Advertising Budget: Collection of Data and Preparation of Advertising Budget, Presentation and Approval of the Budget, Budget Execution, Control of Budget
- b) Methods of Framing the Advertising Budget: Affordable Method, Percentage of Sales Method, Competitive Parity Method, Return on Investment Method, Objective and Task Method, Judgment Method
- c) Approaches to Advertising Budget: Traditional Approach, Modern Approach, Marcom Budgeting

Unit-VI Practical Segment:

(This Unit is not to be considered for the Assessment/ Examination)

- a) A visit to an Advertising agency or group presentation on Copy writing
- b) Creating an electronic Advertisement and displaying it to the class via electronic communication medium

Evaluation Pattern:

Fourth Semester End Examination	Duration: 3 Hours	100 Marks
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Question 1	One Essay or Two Short notes on Unit I	20 Marks
Question 2	One Essay or Two Short notes on Unit II	20 Marks
Question 3	One Essay or Two Short notes on Unit III	20 Marks
Question 4	One Essay or Two Short notes on Unit IV	20 Marks
Question 5	One Essay or Two Short notes on Unit V	20 Marks

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2. www.advertisinginindia.com
3. www.tamindia.com
4. www.tamadex.com

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6. <http://en.wikipedia.org/wiki/Chennai>
7. http://en.wikipedia.org/wiki/Pondicherry_urban_area
8. <http://www.census2011.co.in/census/district/482-puducherry.html>
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10. http://findarticles.com/p/articles/mi_hb3192/is_200205/ai_n7866610/
11. http://www.revistalatinacs.org/_2008/23_34_Santiago/Francisco_Campos.html
12. <http://www.anthropoetics.ucla.edu/a>
13. <http://ideasmakit.blogspot.in/2009/02/indian-advertising-2009-2013-kpmg-ficci.html>
14. http://info.shine.com/Industry-Information/Automobiles/783.aspx=Media_advertising - By Shailja Shah Purohit
15. http://www.inderscience.com/search/index.php?action=record&rec_id=11489
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18. <http://www.entrepreneur.com/encyclopedia/media-planning>
19. http://www.chillibreeze.com/articles_various/advertising-firms.asp
20. www.afaqs.com
21. www.ascionline.org;
22. www.campaignindia.in
23. www.exchange4media.com
24. www.tamindia.com
25. www.cengage.com/global

MOOC Courses:

- 1) <<[<<https://www.mooc-list.com/course/online-advertising-onlinead-open2study>>](https://www.mooc-list.com/course/online-advertising-onlinead-open2study)>>
- 2) \<<[<<https://www.mooc-list.com/course/integrated-marketing-communications-advertisingpublic-relations-digital-marketing-and-more>>](https://www.mooc-list.com/course/integrated-marketing-communications-advertisingpublic-relations-digital-marketing-and-more)>>
- 3) <<[<<https://www.mooc-list.com/course/content-advertising-social-imc-coursera>>](https://www.mooc-list.com/course/content-advertising-social-imc-coursera)>>
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