

Punyashlok Ahilyadevi Holakar Solapur University, Solapur



M. A. II English Syllabus for Affiliated College

**Paper Details to be introduced for M. A. (English) in Affiliated College from
June, 2021**

Semester III

Semester	Code	Title of the Paper	Semester Exam			L	T	P	Total Credits
			Theory	IA	Total				
Semester III		Hardcore Compulsory Paper							
HTC	3.1	Contemporary Critical Theories	80	20	100	4	1	0	5
HTC	3.2	Postcolonial Literature	80	20	100	4	1	0	5
HTC	3.3	Research Methodology	80	20	100	4	1	0	5
		Discipline Specific Elective (Any One)							
DSE	3.1	Translation Studies	80	20	100	4	1	0	5
DSE	3.2	Cultural Studies	80	20	100	4	1	0	5
		Soft Core/Generic (Any One)							
SCT	3.1	21 ST Century Skills	80	20	100	4	1	0	5
SCT	3.2	Introduction to Film Studies	80	20	100	4	1	0	5
		TOTAL	400	100	500	20	05	00	25

**Punyashlok Ahilyadevi Holakar Solapur
University, Solapur**

**Paper Details to be introduced for M. A. (English) in Affiliated College from
June, 2021**

Semester IV

Semester	Code	Title of the Paper	Semester Exam			L	T	P	Total Credits
			Theory	IA	Total				
Semester IV		Hardcore Compulsory Paper							
HTC	4.1	Contemporary Critical Theories	80	20	100	4	1	0	5
HTC	4.2	Postcolonial Literature	80	20	100	4	1	0	5
HTC	4.3	Research Methodology	80	20	100	4	1	0	5
		Discipline Specific Elective (Any One)							
DSE	4.1	Translation Studies	80	20	100	4	1	0	5
DSE	4.2	Cultural Studies	80	20	100	4	1	0	5
		Soft Core/Generic (Any One)							
SCT	4.1	21 ST Century Skills	80	20	100	4	1	0	5
SCT	4.2	Introduction to Film Studies	80	20	100	4	1	0	5
		TOTAL	400	100	500	20	05	00	25

Hardcore Compulsory Paper

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR



Name of the Faculty: Humanities

Name of the Course: M. A. (English) Part – II

Name of the Paper: Contemporary Critical Theories

Semester- III & IV

With effect from June-2021-22, 2022-23 & 2023-24

Name of the Course: M.A (English) Part–II

Name of the Paper: Contemporary Critical Theories

Semester: III & IV

PREAMBLE:

Critical Theories are reflective assessment and critique of society, culture and literary studies. They familiarize students with the assumptions, history and theorists of the contemporary period. The course introduces various theories, the essays of some prominent theorists, concepts and terms that are used in contemporary critical theories. It also focuses on the ways in which literary texts have been interpreted by the theorists. Moreover, it helps students to read and interpret literary texts critically.

COURSE OBJECTIVES:

1. To introduce to the learners contemporary critical theories.
2. To familiarize the learners with various contemporary critical theorists and their essays.
3. To sensitize the learners to contemporary critical approaches.
4. To enable the learners to appreciate literary texts critically.
5. To develop the learners' critical thinking.

COURSE OUTCOMES:

By the end of the course, the students will:

1. Understand how various critical theories developed in the course of the 20th Century.
2. Read & contextualize contemporary theories to the best of their ability.
3. Develop competency to mark differences and similarities in these theories and schools.
4. Develop an ability to apply the critical theories to literary texts.
5. Acquire ability to understand their own theoretical/critical stance as readers.

Name of the Course: M.A (English) Part–II
Name of the Paper: Contemporary Critical Theories
Semester – III

[Credits: Theory-(05)]

Total Theory Lectures (75)

General Topics:

(Credit: 01)

Lectures (15)

1. Formalism
2. Reader Oriented Theories
3. Structuralist Theories
4. Marxist Theories
5. Feminist Theories

Texts:

(Credit: 03)

Lectures (45)

1. Victor Shklovsky : **From ‘Art as Technique’**
2. Stanley Fish : **Interpreting the Variorum**
3. Roman Jakobson : **Linguistics and Poetics**
4. George Lukacs : **The Ideology of Modernism**
5. Elaine Showalter : **Feminist Criticism in the Wilderness**

Critical Terms:

(Credit: 01)

Lectures (15)

1. Affective Fallacy
2. Metaphor and Metonymy
3. Defamiliarization
4. Heteroglossia
5. Phenomenology
6. Transtextuality
7. Ideology and Hegemony
8. Interpellation
9. Sex and Gender
10. Gynocriticism

References:

1. Abrams, M, H, and Geoffrey Galt Harpham. *A Glossary of Literary Terms*, Cengage Learning India, 2015. **(for Critical Terms)**
2. Barry, Peter. *Beginning Theory: An Introduction to Literary & Cultural Theories*, 2nd ed., Manchester, Manchester University Press, 2004. **(for General Topics and Critical Terms)**
3. David, Lodge, ed.—*Twentieth Century Literary Criticism*, London, Longman, 1972. **(for George Lukacs)**
4. David, Lodge, ed.—*Modern Criticism and Theory : A Reader*, London, Longman, 1988. **(for Stanley Fish, Elaine Showalter, Roman Jakobson)**
5. Selden, Widdowson, and Brooker, Eds. *A Reader's Guide to Contemporary Literary Theory*, New Delhi: Pearson, 2006. **(for General Topics and Critical Terms)**
6. Philip, Rice, & Patricia Waugh, — eds. *A Modern Literary Theory : A Reader*, Third edition. Arnold, 1999. **(For Victor Shklovsky)**

Name of the Course: M.A (English) Part–II
Name of the Paper: Contemporary Critical Theories
Semester – IV

[Credits: Theory-(05)]

Total Theory Lectures (75)

General Topics:

(Credit: 01)

Lectures (15)

1. Poststructuralist Theories
2. New Historicism
3. Psychoanalytical Theories
4. Postcolonial Theories
5. Cultural Studies

Texts:

(Credit: 03)

Lectures (45)

1. M.H. Abrams : **The Deconstructive Angel**
2. Stephen Greenblatt: **Resonance and Wonder**
3. Ernest Jones : **Hamlet the Psychological Solution**
4. Homi Bhabha : **Of Mimicry and Man: The Ambivalence of Colonial Discourse**
5. Edward Said : **From ‘Culture and Imperialism’**

Critical Terms:

(Credit: 01)

Lectures (15)

1. Logocentrism
2. Readerly and Writerly Text
3. Improvisation
4. Circulation
5. Collective Unconscious
6. Anxiety of Influence
7. Orientalism
8. Negritude
9. Nationalism
10. Imperialism

References:

1. Abrams, M, H, and Geoffrey Galt Harpham. *A Glossary of Literary Terms*, Cengage Learning India, 2015. **(for Critical Terms)**
2. Barry, Peter. *Beginning Theory: An Introduction to Literary & Cultural Theories*, 2nd ed., Manchester, Manchester University Press, 2004. **(for General Topics and Critical Terms)**
3. David, Lodge, ed.—*Modern Criticism and Theory : A Reader*, London, Longman, 1988. **(for M.H. Abrams)**
4. Philip, Rice, & Patricia Waugh, —eds. *A Modern Literary Theory : A Reader*, third edition. Arnold, 1999. **(For Stephen Greenblatt, Homi Bhabha and Edward Said)**
5. Selden, Widdowson, and Brooker. Eds, *A Reader's Guide to Contemporary Literary Theory*, New Delhi: Pearson, 2006. **(for General Topics and Critical Terms)**
6. William, Handy, & Max Westbook, eds.—*Twentieth Century Criticism*, New York, Free Press, Macmillan, 1977. **(for Ernest Jones.)**

Equivalent Subject for Old Syllabus

Sr. No.	Name of the Old Paper	Name of the New Paper
1	Contemporary Critical Theory	Contemporary Critical Theories

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Name of the Course: **M. A. (English) Part-II**

Name of the Paper: **Contemporary Critical Theories**

Semester: III & IV

COURSE STRUCTURE

Semester		Title of the Paper	No of Lectures (Theory)	College Assessment (Marks)	University Assessment (Marks)	Total Marks	Credits
III & IV		Contemporary Critical Theories	75	20	80	100	05

Name of the Course: **M.A (English) Part-II**

Name of the Paper: **Contemporary Critical Theory**

Semester: III & IV

Pattern of Question Paper and Distribution of Marks

Q.1: Multiple choice questions (16 Marks)

(General Topic and prescribed essays)

Q.2: Short answer types questions (4 out of 6) (16 Marks)

(Questions on Critical Terms)

Q.3: Short answer type questions (2 out of 4) (16 Marks)

(Questions on General Topics)

Q.4: Broad question with an internal option (16 marks)

(Prescribed Essays- First Three essays)

Q.5: Broad question (16 Marks)

(Prescribed Essays- Last two essays)

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR



Name of the Faculty: Humanities

Name of the Course: M. A. (English) Part – II

Name of the Paper: Postcolonial Literature

Semester- III & IV

With effect from June-2021-22, 2022-23 & 2023-24

Name of the Course: M.A (English) Part–II

Name of the Paper: Postcolonial Literature

Semester – III & IV

Preamble:

The course is text-oriented and consists of creative writings in English from the countries formerly colonized by the European countries. The course explores poetry, fiction, drama and prose highlighting the relationship between the colonizer and the colonized. It mainly focuses on the colonizers' reactions to the colonial and neo-colonial forces. It is designed with an intention to introduce students to the key concepts in postcolonial studies and major postcolonial thinkers and writers. The literary texts under consideration are seen as a cultural meeting-point of male and female characters of different races, classes and ethnic groups. The course will assist students in widening their literary horizon and in analyzing and interpreting the colonial and postcolonial literary texts on their own. It will also help students broaden their hearts and empathize with the marginal and race and gender discriminated people.

Objectives of the Course:

1. To introduce the students to the study of Postcolonial Literature.
2. To help students get acquainted with major issues in postcolonial literature.
3. To introduce the students to colonialism and its effects on cultures and societies.
4. To motivate students to read colonial and postcolonial texts and analyze them from the postcolonial perspective.
5. To develop the students' understanding of the cultural politics of imperialism.
6. Problematize the idea of postcolonial literature and ask whether the geographically and culturally dispersed authors can be subsumed under the umbrella term "postcolonial".

Course Outcomes:

Upon successful completion of this course, students will have the knowledge and skills to:

1. Analyze and interpret the colonial and postcolonial texts applying the postcolonial literary theory.
2. Define the key concepts in postcolonial studies.
3. Read, comprehend and engage with postcolonial literary criticism.
4. Know how race, class, gender, history and identity are presented and problematized in the literary texts,
5. Know how a literary text, explicitly or allegorically represents various aspects of colonial oppression.

Semester		Title of Paper	No. of Lectures	College Assessments (Marks)	University Assessments (Marks)	Total Marks	Credits
III		POSTCOLONIAL LITERATURE	75	20	80	100	05
IV		POSTCOLONIAL LITERATURE	75	20	80	100	05

Punyashlok Ahilyadevi Holakar Solapur University, Solapur

Name of the Course: **M.A (English) Part-II**

Name of the Paper: **Postcolonial Literature (Paper VII)**

Semester – III

Total Credits – (05)

Total Theory Lectures-(75)

General Topics:

1. Imperialism and Colonialism
2. Post colonialism – Major Issues
3. Negritude and Nativism

Poetry:

1. [Kamau Brathwaite](#) : **Bread**
2. Gabebe Baderoon : **The Flats**
3. Roberta Sykes : **Miscegenation**
4. Meena Alexander : **Muse**
5. David Diop : **The Renegade**
6. Chinua Achebe : **Vultures**

Fiction:

1. George Lamming: **The Immigrants**

Drama:

1. *Wole Soyinka: Dance of the Forest*

Essays:

- a) Edward Said: Orientalism
- b) Benedict Anderson: Imagined Communities (From The Postcolonial Studies Reader – Bill Ashcroft, Gareth Griffiths and Helen Tiffin)
- c) Homi Bhabha: “Of Mimicry and Man: The ambivalence of Colonial Discourse” (*from The Location of Culture*)

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Name of the Course: **M.A (English) Part-II**

Name of the Paper: **Postcolonial Literature**

Semester – IV

General Topics:

1. Race, Gender and Ethnicity in Postcolonial Literature
2. Diaspora
3. Decolonization

Poetry: Selected Poems of Derek Walcott

1. A Far Cry from Africa
2. The Season of Phantasmal Peace
3. A City's Death by Fire
4. After the Storm
5. Dark August
6. Map of the New World

Fiction:

1. V. S. Naipaul: **The Mimic Men**

Drama:

1. Dina Mehta : **Getting Away with Murder**

Essays:

- a) **Ngũgĩ wa Thiong'o**: The Language of African Literature (From *Decolonizing the Mind*)
- b) Gayatri Spivak Chakravorty: "Can the Subaltern Speak?"
- c) Frantz Fanon – The Man of Colour and the White Woman (*From Black Skin, White Masks*)

Reference Books:

1. David, Daiches. *A Critical History of English Literature - Volume 1 and 2* (Combo Pack. Supernova Publishers
2. Ford, Boris. *The Pelican Guide to English Literature*
3. Ahmad, Aijaz. *In theory : Classes, Nations, Literatures* (Delhi: Oxford University Press,1994)
4. Ashcraft, Bill, et al. *The Empire Writes Back* (London:Routledge,1989)
5. --- *The Post-Colonial Studies Reader*. (London:Routledge,2003)
6. Abraham, Taisha. *Introducing Postcolonial Theories*. (Delhi : Macmillan India Ltd, 2007).
7. Barker, F, P, Hulme and M. Iversen, (eds.) *Colonial Discourse/Postcolonial Theory*. (Manchester : Manchester University Press, 1994)
8. Bhabha, Homi. *The Location of Culture*. (London:Routledge,1994)
9. --- *Nation and Narration* (London : Routledge, 1998)
10. Boehmer, Elleke. *Empire Writing: An Anthology of colonial Literature, 1870-1918*. (Oxford: Oxford University Press, 1999).
11. --- *Colonial and Postcolonial Literature*. (Oxford: Oxford University Press, 1995).
12. Cesaire, Aime. *Discourse on Colonialism*. (New York : Monthly Review Press, 1972)
13. Chides, Peter and R. J. Patrick Williams. *An Introduction to Postcolonial Theory*. (London : Prentice Hall, 1977)
14. Fanon, Frantz. *Black Skin, White Masks*. (London : Pluto, 1986)
15. --- *The Wretched of the Earth*. (London : penguin 1990)
16. Gandhi, Leela. *Postcolonial Theory: A Critical Introduction*. (Delhi: Oxford University, 1998)
17. Harlow, Barbara. *Resistance Literature*. (New York and London : Metheum, 1987)
18. Hulme, Peter, ed. *Postcolonial Theory and Colonial Discourse*. (Manchester : Manchester University Press, 1993)
19. Jan, Mohamed, Abdul. *Manichean Aesthetics: The Politics of Literature in Colonial Africa*. (Amherst : University of Massachusetts Press, 1983)
20. Loomba, Ania. *Colonialism / Post Colonialism* (London : Routledge, 1998)
21. Miller, D. M. et al, *Dominance and Resistance*. (London : Unwin Hyman, 1989)
22. Moore, Gilbert Bart. *Post-Colonial Theory: Contexts, Practices, Politics*. (London : Verso, 1997)
23. McLeod, John. *Beginning Postcolonialism* (Manchester : Manchester University Press, 2007)
24. Memmi, Albert. *The Colonizer and the Colonized*. (New York : Oxon Press, 1965)
25. Mennoni, Octave. *Prospero and Caliban : The Psychology of Colonization*. trans, by Pamela Powerland. (New York : Prager,. 19664)
26. Mongia, Padmini, (ed.), *Contemporary Post-Colonial Theory: A Reader*. (New Delhi : Oxford University Press, 2000)
27. Nandy, Ashish. *The Intimate Enemy: Loss and Recovery of Self under Colonialism*. (New Delhi : Oxford University Press, 1983)
28. Ngugi Wa Thiong'O. *Decolonizing the Mind: The Politics of Language in African Literature*. (London: James Currey 1986)
29. Said, Edward. *Culture and Imperialism*. (London :Chatto and Windus, 1993)

30. --- *Orientalism*. (London : Penguin, 1991)
31. Spivak, Gayatri. *In other worlds : Essays in Cultural Politics*. (London : Routledge, 1987)
32. Tomlinson, John. *Cultural Imperialism*. (London : Printer, 1991)
33. Walder, Dennis. *Post-Colonial Literature in English: History, Language, Theory*. (Oxford : Blackwell, 2002)
34. Williams, Patrick, and Laura Chrisman. *Colonial Discourse and Post-Colonial Theory*. (Hemel Hempstead : Harvester Wheat Sheaf, 1994)
35. Young, Robert J. C. *Postcolonialism : An Historical Introduction*.(Oxford : Blackwell, 2001)
36. Young, S. C. *Colonial Desire: Hybridity in Theory, Culture and Race*. (London : Routledge, 1995)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Name of the Course: **M.A (English) Part-II**

Name of the Paper: **Postcolonial Literature**

Pattern of Question Paper for Semester III & IV

Total Marks: 80

Q. 1 Choose the correct answer. (16 Marks)

(Poetry/Fiction/Drama/ Essays)

Q. 2 Answer any four of the following questions in short. (4/6) (16 Marks)

(Poetry)

Q. 3 Answer any two of the following. (2/4) (16 Marks)

(General Topics/ Essays)

Q.4 A broad answer type question with an internal option. (16 Marks)

(Drama)

Q. 5 A broad answer type question. (16 Marks)

(Fiction)

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PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR



Name of the Faculty: Humanities

Name of the Course: M. A. (English) Part – II

Name of the Paper: RESEARCH METHODOLOGY

Semester- III & IV

With effect from June-2021-22, 2022-23 & 2023-24

PUNYASHLOK AHILYADEVI HOLKARSOLAPUR UNIVERSITY, SOLAPUR

M.A. (English) Part – II

**Title of the course: RESEARCH METHODOLOGY
(Semester III & IV)(CBCS Semester Pattern Syllabus)**

w.e.f. June, 2021

Preamble:

Research comprises creative and systematic work undertaken to increase knowledge, including knowledge of humans, culture and society and its use to devise new application. The research is carried out scientifically and methodically following predetermined procedures, where the researcher describes, explains and predicts phenomena of the research methodology. The present course ‘Research methodology’ aims to develop research orientation and acquaint students on fundamentals of research, techniques, processes, methods, designs, methodologies, data analysis, writing results and ethical aspects of the process.

The Course objectives:

At the end of the course, students will be able to:

- Demonstrate knowledge of basic concept and framework of research and its methodologies.
- Develop an understanding of various research designs and techniques.
- Identify various sources of information for literature review and data collection.
- Develop an understanding of the ethical dimensions of conducting applied research.
- Appreciate the components of scholarly writing and evaluate its quality.

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M. A. (English) Part – II

Name of the Paper: Research Methodology

Semester III

(80 UA + 20 CA = 100 Marks)

Credit – 5

75 Contact Hrs

UNIT No.	UNIT	Credit	Contact Hrs.
Unit –I	<u>Introduction to Research</u> Meaning and Definition of Research Purpose of Research Characteristics of Research Research Methods and Methodology Research in Language and Literature	1	15
Unit-II	<u>Types of Research</u> Qualitative and Quantitative Research Fundamental/pure or Theoretical Research Experimental or Applied Research Survey Research	1	15
Unit-III	<u>Theory Based Research</u> Psychoanalytical Approach Feminist Approach Postcolonial Approach Marxist Approach Formalistic Approach	2	30
Unit-IV	<u>Genre Based Research</u> Novels (Science-fiction, fantasy, bildungsroman, etc.) Poetry Plays Children Literature	1	15

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

M. A. (English) Part – II

Name of the Paper: Research Methodology

Semester IV

(80 UA +20 CA = 100 Marks)

Credit – 5

75 Contact Hrs

UNIT No.	UNIT	Credit	Contact Hrs.
Unit –I	<u>Research Process</u> Research Problem-definition Review of Literature Formulation of Hypothesis Primary and Secondary Sources Analysis and Writing Conclusion Compiling a Working Bibliography	2	30
Unit-II	<u>Tools Used for Data Collection</u> Questionnaires Interviews Schedules Observation Techniques Rating Scales	1	15
Unit-III	<u>The Mechanics of Research Writing</u> Citations and Style Sheets Ethical Issues Related to Research Plagiarism Plagiarism Checking Tools	1	15
Unit-IV	<u>Interpretation of Data and Research Writing</u> Processing and Analysis of Data Layout of a Research Report Report Writing	1	15

References:

- Garg, B.L., Karadia, R., Agarwal, F. and Agarwal, U.K., *An introduction to Research Methodology*, RBSA Publishers 2002.
- Kothari, C.R., *Research Methodology: Methods and Techniques*. New Age International. 418p 1990.
- Gibaldi, Joseph. *MLA Handbook for Writers of Research Papers*, VIII Edition: Affiliated East – West Press, New Delhi, 2016.
- Sinha, S.C. and Dhiman, A.K., *Research Methodology*, Ess Ess Publications. 2 volumes 2002.
- Thorpe, James. Ed. *The Aims and Methods of Scholarship in Modern Languages and Literatures*. New York: PMLA, 1970.
- Ralph, Berry. *The Research Project How to Write it*, London: Routledge and Kegan Paul, 1995.

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

M. A. (English) Part – II

Name of the Paper: Research Methodology

Semester - III

Nature of Question Paper

Total Marks - 80

Instructions:

1] All questions are compulsory

2] Figures to the right indicate full marks

1. Rewrite the following by choosing the correct alternative from given below.

16

(All Topics)

2. Attempt any four questions out of six

16

(Unit: 1 - Introduction to Research)

3. Essay type question.

16

(Unit: 2 – Types of Research)

4. Essay type question with an internal option.

16

(Unit: 3 – Theory Focused Research)

A

Or

B

5. Broad Question

16

(Unit: 4 –Genre Focused Research)

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M. A. (English) Part – II
Name of the Paper: Research Methodology
Semester - IV

Nature of Question Paper
Total Marks - 80

Instructions:

- 1] All questions are compulsory
- 2] Figures to the right indicate full marks

1. Rewrite the following by choosing the correct alternative from given below.

16

(All Topics)

2. Attempt any four questions out of six

16

(Unit: 1 – Research Process)

3. Essay type question.

16

(Unit: 2 – Tools Used for Data Collection)

4. Essay type question with an internal option.

16

(Unit: 3 – The Mechanics of Research Writing)

A

Or

B

5. Broad Question

16

(Unit: 4 – Interpretation of Data and Research Writing)

Discipline Specific Elective
(Any One)

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR



Name of the Faculty: Humanities

Name of the Course: M. A. (English) Part – II

Name of the Paper: Translation Studies

Semester- III & IV

With effect from June-2021-22, 2022-23 & 2023-24

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

Name of the Course: **M.A (English) Part-II**

Name of the Paper: **Translation Studies** Elective – A

Semester- III & IV

Preamble:

Translation Studies is an academic interdisciplinary field of study dealing with the systematic study of theory, description and application of translation, interpreting and localization. As an interdisciplinary field, it borrows much from various fields of study that support translation. These include Comparative literature, Computer Science, History, Linguistics, Philosophy, Semiotics, Cultural Studies, Sociology and so on. Translation studies in the Humanities are comprised of two components: translation theory and practice of translation as a literary art. In the theoretical domain, students are expected to achieve conversance with the history and philosophy of translation and to discover for themselves an understanding of a number of abstract (theoretical) questions with significant implications. In the study of translation as a literary art, students learn to read translations critically and labor to render artfully texts from a source language into target language.

Translation as a relatively hermetic activity has become a major buzzword in today's world. Students and the general public find it more and more necessary to be informed vis-a-vis the multicultural and multilingual environment we inhabit. Translation studies help one to develop skills to be able to communicate efficiently and emphatically between languages and cultures. It is an academic research area that has expanded massively in recent years. Translation was formerly studied as a language-learning methodology or as part of comparative literature, translation workshops and contrastive linguistic courses. Over time, the interdisciplinary of the subject has become more evident and recent developments have seen increased specialization and the continued importation of theories and models from other disciplines.

Objectives of the Course:

1. To introduce students to translation studies as a separate discipline of knowledge
2. To increase their awareness related to the nature and scope of translation studies
3. To introduce students contemporary theoretical issues in Translation Studies
4. To help students comprehend major issues and methods in Literary Translation
5. To enhance the students' knowledge of the **warp and weft** of different languages

Course Outcomes:

By the end of the course, the students will be able to:

- 1) Comprehend translation studies as a separate discipline of knowledge
- 2) Comprehend the nature, scope and theoretical issues in translation studies
- 3) Comprehend major issues and methods in literary studies

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Name of the Course: **M.A (English) Part-II**

Name of the Paper: **Translation Studies Elective – A**

Semester – III

General Topics:

(Credit 01)

Lectures 15

1. Literary Translation: Issues and Methods
2. History of Translation Studies
3. Types of Translation
4. Problems of Translation

Essays (Credit 02)

Lectures 30

1. Micaela Munoz-Calvo: **Translation and Cross-Cultural Communication** (from *Translation and Cultural Identity: Selected Essays on Translation and Cross-Cultural Communication*)
2. Roman Jakobson: **On Linguistic Aspects of Translation** (from *The Translation Studies Reader Ed: Lawrence Venuti*)
3. Walter Benjamin: **The Translator's Task** (from *The Translation Studies Reader Ed: Lawrence Venuti*)
4. Gayatri Spivak: **The Politics of Translation** (from *The Translation Studies Reader Ed: Lawrence Venuti*)

Non Fiction -(English to Marathi)

(Credit 01)

Lectures 15

1. **Sudha Murthy's *Wise and Otherwise*** (Translated by Leena Sohoni)
Mehta Publishing House, Kolhapur

Drama: (Marathi to English)

(Credit 01)

Lectures 15

1. **Vijay Tendulkar's *The Vultures* (Gidhade)**

Translated by Priya Adarkar, *Five Plays* OUP, New Delhi

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Name of the Course: **M.A (English) Part-II**

Name of the Paper: **Translation Studies (Paper-XVI) Elective – A**

Semester – IV

Total Theory Lectures – 75

General Topics:(Credit 01)

Lectures 15

1. The Notion of Equivalence in Translation
2. Ethics and Politics in Translation
3. Translation in a Globalized World (Media, Communication, Culture & Conflict
4. Machine Translation

Poetry –(Marathi to English)

(Credit 01)

Lectures 15

From *Jejuri* by Arun Kolatkar

1. The Door (*Darwaja*)
2. The Horseshoe Shrine (*Nalband Tap*)
3. Manohar (*Manohar*)
4. The Butterfly (*Fulpakhru*)
5. Makarand (*Makarand*)
6. Yeshwantrao (*Yashwantrao*)

Autobiography

(Autobiography- Marathi to English) **(Credit 01)**

Lectures 15

An Outsider (Upa)by Laxman Mane , Translated by A K Kamat , Sahitya Akademi 1997.

Short Stories- Hindi to English (Credit 02)

Lectures 30

From *Eleven Stories* by Munshi Premchand

1. Penalty(*Jurmana*)
- 2.A Lesson in the Holy Life (*Guru Mantra*)
3. The Road to Salvation (*Mukti Marg*)
4. Kafan Shroud
5. Thakur's Well (*Thakur Ka Kuan*)
6. Big Brother (*Bade Bhai Sahib*)

List of Reference Books:

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2. Baker, M. & G. Saldhana (eds). *Routledge Encyclopedia of Translation Studies*. 2nd edition, London & New York: Routledge 2008
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4. Bassnett S. & A. Lefevere (eds). *Translation, History & Culture*. London & New York: Pinter, 1990
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10. Munday, Jeremy. *Introducing Translation Studies: Theories & Applications*. London & New York: Routledge, 2001.
11. *Handbook of Natural Language Processing and Machine Translation*. Editors: Olive, Joseph, Christianson, Caitlin, McCary, John (Eds.) DARPA Global Autonomous Language Exploitation,2011.

Course Structure:

Semester		Title of the Paper	No of Lectures (Theory)	College Assessment (Marks)	University Assessment (Marks)	Total Marks	Credits
IV		Translation Studies	75	20	80	100	05

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Name of the Course: **M.A (English) Part-II**

Name of the Paper: **Translation Studies**

Pattern of Question Paper for Semester III & IV

Total Marks -80

Que.1. Choose the correct alternatives from the following.

16 Marks

(Questions to be set on texts from section (A, B, C & D)

Que.2. Answer any four of the following.

16 Marks

(Questions to be set on texts from section B, C & D covering themes, motives, central ideas, Openings, titles, Syntax & Semantics)

Que.3. (A) Translate any two of the seen/unseen passages into English/Marathi. 08 Marks

(Questions to be set on translation skills/techniques)

(B) Write short notes on any two of the following.

08 Marks

(Questions to be set on General Topics)

Que.4. A) A broad question on the text form section B

16 Marks

OR

Que.4. B) A broad question on the text form section C

Que.5. A broad question on the prescribed texts from section D

16 Marks

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR



Name of the Faculty: Humanities

Name of the Course: M. A. (English) Part – II

Name of the Paper: Cultural Studies (Elective Paper –B)

Semester- III & IV

With effect from June-2021-22, 2022-23 & 2023-24

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Name of the Course: **M.A (English) Part-II**

Name of the Paper: **Cultural Studies (Paper-)** Elective – B

Semester: III & IV

Preamble:

Cultural Studies goes beyond the usual notion associated with culture. It is definitely different from the study of culture. It includes analysis of a gamut of expressive behaviors and the interface with contemporary social and cultural reality. Amongst its prime interest are literature, film, art, popular culture, pedagogy and culture, commodity and the world of media. The notion of the text emerges from the confines of the literary text to embrace a wide world of the social and political way of life, and how an analytical mindset helps to come to terms with the dynamics of change. Cultural Studies promotes the generation of methods and paradigms that examine the changing relationship between culture, society, history, politics and technology in the contemporary world. At the same time, it also focuses attention on human creativity and how it is being shaped by social ideology and cultural consumption that straddles both the local and the global.

The cultural studies, in its general sense, deals with the cultural practices that control the power system in society through ideology, class structures, nation formation, ethnicity, sexual orientation, gender and generation. It is multidisciplinary with wide range of theories and approaches consisting of Semiotics, Marxism, Post Colonialism, Structuralism, Feminism, History, Translation studies, Ethnography, Literary theory, Political economy, Philosophy, Museum studies, Film-studies, Communication studies, Art Criticism, Media theory, Art history etc. in the globalized community. There is an urge to give the students an in depth understanding of wide range of cultural variables found in literature.

Objectives of the Course:

- To introduce to the students the emerging branch of cultural studies.
- To acquaint the students with concepts, aspects and types of culture
- To help the students to identify, understand and compare various cultural aspects.
- To create a holistic approach in the students

Course Outcome:

By the end of the course, the students will be able to:

- Understand the nature, concepts, and features of cultural studies
- Understand the meaning, aspects and types of culture
- Understand different cultural elements reflected in the given texts and compare them with other works of art
- Understand the value, significance, similarities and differences of every culture.

Punyashlok Ahilyadevi Holakar Solapur University, Solapur

Name of the Course: **M.A (English) Part-II**

Name of the Paper: **Cultural Studies (Paper-) Elective – B**
Semester III

General Topics: (Credit 01) Lectures 15

- 1] Culture and its Varieties.
- 2] Changing Cultural Portrayal of Gender Roles in Literature and Cinema.
- 3] Important Elements and Features of the Parsi Culture.

Fiction:(Credit 01) Lectures 15

Rohinton Mistry: **Such a Long Journey**

Poetry:(Credit 01) Lectures 15

- 1] **In Jerusalem:** Mehmoud Derwish
- 2] **"198....'71.....'81.....83":** Jean Arsanymgam
- 3] **Acceptance Speech:** Lynn Powell
- 4] **Girls Are Coming;** Trishani Doshi
- 5] **Mother, I have Been Saved:** Zehra Nigah
- 6] **If They Should Come For Us:** Fatima Asghar
- 7] **My Hotel Room At Crowne Plaza,Dubai:** Jerry Pinto

Essays:(Credit 02) Lectures 30

- 1] **Secularism in Indian Cinema:** Shyam Benegal
- 2] **From Antiquarian to Social Revolutionary:** Sir Sayyad Ahmad Khan: Shamsur Rahman Faruqi
- 3] **The Forgotten Holocaust:** Witnesses Remember the Bengal Famine 77 years later:
Kushanaya Choudhury
- 4] **Rethinking Civilisation as History:** Romila Thapar

Reference Books:

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- John Nguyet Erni. *Cultural Studies of Rights: Critical Articulations*. Routledge, (2014),
- Ralph L. Holloway Jr. "Culture: A Human Domain".*Current Anthropology*. **10** (4): 395– 412. doi:10.1086/201036, (1969).
- *Cultural Studies of Rights: Critical Articulations*. New York & London: Routledge. 136 pages. Refereed.
- <https://www.poetryfoundation.org/poems/52551/in-jerusalem>
- <https://writersalmanac.publicradio.org/index.php%3Fdate=2007%252F07%252F22.html>
- <https://www.poetryfoundation.org/poems/152744/girls-are-coming-out-of-the-woods>
- <https://www.poetrytranslation.org/poems/mother-ive-been-saved>
- <https://www.poetryfoundation.org/poetrymagazine/poems/92374/if-they-should-come-for-us>
- <https://lithub.com/my-hotel-room-at-the-crowne-plaza-dubai/>
- Such A Long Journey : Rohinton Mistry
- <https://guftugu.in/2016/02/28/romila-thapar/>

Punyashlok Ahilyadevi Holakar Solapur University, Solapur

Name of the Course: **M.A (English) Part-II**

Name of the Paper: **Cultural Studies (Paper-) Elective – B**

Semester IV

General Topics(Credit 01)

Lectures 15

- 1] Cultural Outsiders.
- 2] Censorship and Culture
- 3] Modern Trends in Popular Culture.

Short Stories(Credit 02)

Lectures 30

1. Raja Rao: *Companion*
2. Neel Patel: *These Things Happen*
3. Oscar Wilde: *The Fisherman and His Soul*
4. Premchand: *When Blood Turns White*
5. Earnest Hemingway: *Old Man at the Bridge*
6. O'Henry: *The Skylight Room*
7. Amrita Pritam: *The Weed*

Drama:(Credit 01)

Lectures 15

Vijay Tendulkar: **Ghashiram Kotwal** (1972)

Essays:(Credit 01)

Lectures 15

- 1] Edward Herman & Noam Chomsky: **A Propaganda Model**
- 2] Shashi Deshpande: **The Writer as Activist**
- 3] Nikole Hannah-Jones: **Our Democracy's Founding Ideals Were False When They Were Written. Black Americans have fought to make them true.** [New York Times,]
- 4] Howard Zinn: **The Optimism of Uncertainty**

Reference Books:

1. *The Woman Who Forgot To Invent Facebook and Other Stories*
2. *(If You See Me, Don't Say Hi)* Flatiron Books., Macmillan
3. *The Complete Short Stories of Oscar Wilde*
4. Premchand: *Complete Short Stories*
5. *The Complete Stories of Earnest Hemmingway*
6. *100 Selected Stories of O'Henry*
7. *Collected stories of Raja Rao*
8. *The Daily Star* Web Edition Vol. 4 Num. 248
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18. <https://chomsky.info/consent01/>
19. <https://guftugu.in/2015/10/07/shashi-deshpande/>
20. <https://www.nytimes.com/interactive/2019/08/14/magazine/black-history-american-democracy.html>
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Punyashlok Ahilyadevi Holakar Solapur University, Solapur

Name of the Course: **M.A (English) Part-II**

Name of the Paper: **Cultural Studies (Elective: B)**

Pattern of Question Paper for Semester III & IV

Total Marks: 80

Q.1. Choose the correct alternatives.

Marks 16

(On Poetry, Essay and Novel)

Q.2. Write short answers (any 4 out of 6)

Marks 16

(On General Topics)

Q.3. Write short answers (any 2 out of 4)

Marks 16

(On Poetry)

Q.4. Broad answer question with an internal option.

Marks 16

(On Essay)

Q.5. Broad answer question

Marks 16

(On Novel)

Soft Core/Generic
(Any One)

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR



Name of the Faculty: Humanities

Name of the Course: M. A. (English) Part – II

Name of the Paper: 21st Century Skills (Soft Core)

Semester- III & IV

With effect from June-2021-22, 2022-23 & 2023-24

Punyashlok Ahilyadevi Holakar Solapur University, Solapur

Name of the Course: **M.A (English) Part-II**

Name of the Paper: **21st Century Skills (Soft Core)**

Semester- III & IV

Preamble:

“The term 21st century skills refers to a broad set of knowledge, skills, work habits, and character traits that are believed, by educators, school reformers, college professors, employers and others, to be critically important for success in today’s world. In simple terms, 21st Century Skills refer to the skills that are required to enable an individual to face the challenges of the 21st century world that is globally-active, digitally transforming, collaboratively moving, creatively progressing, seeking competent human resources and quick in adopting changes to identify competencies needed in the coming century.

Objectives of the Course:

- To enable students to adopt different soft skills such as critical thinking and problem solving.
- To develop a sense of comprehensibility by exposure through soft skills.
- To develop qualities such as civic & ethical literacy
- To enable to students to learn through discipline

Advantage of the Course:

English is the world language. It is spoken worldwide. Students of the postgraduate level should use English in their future life. With the help of soft skills students can develop their personality in an effective way for better life.

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Name of the Course: **M.A (English) Part-II**

Name of the Paper: **21st Century Skills (Soft Core)**

Semester- III

(80 UA + 20 CA = 100 Marks)

Credit – 5

75 contact Hrs

Sr. No	Units	Credit	Contact Hrs
1	What are 21st Century Skills?	1	15
2	Some of the 21st Century Skills	1	15
3	How to teach 21st Century Skills and Knowledge?	0.5	7.5
4	Characteristics of a 21st Century Teacher	0.5	7.5
5	Characteristics of a 21st Century Student	1	15
6	Characteristics of 21st Century Literature	1	15
	Total	5	75

Semester- IV

(80 UA + 20 CA= 100 Marks)

Credit – 5

75 contact Hrs

Sr. No	Units	Credit	Contact Hrs
1	Skills for Success	1	15
2	The 4 C's	1	15
3	Significant 21st Century Skills	0.5	7.5
4	Research and Information Fluency	0.5	7.5
5	Digital Literacy / Technology	1	15
6	Information Literacy / Media Literacy	1	15
	Total	5	75

Punyashlok Ahilyadevi Holakar Solapur University, Solapur

Name of the Course: **M.A (English) Part-II**

Name of the Paper: **21st Century Skills (Soft Core)**

Semester- III

Unit: 1- What are 21st Century Skills?

- a) Definition
- b) Features
- c) Significance
- d) Empowering Ourselves with 21st Century

Unit: 2- Some of the 21st Century Skills

- a) Civic, Ethical and Social Justice Literacy
- b) Scientific Literacy and Reasoning
- c) Global Awareness, Multicultural Literacy
- d) Environmental and Conservation Literacy
(Ecosystems Understanding)
- e) Health and Wellness Literacy
(Nutrition, Diet, Exercise, Public Health and Safety)

Unit: 3- How to Teach 21st Century Skills and Knowledge?

- a) Teach Through Discipline
- b) Make it Relevant
- c) Develop Lower/ Higher Order Thinking Skills
- d) Address Misunderstandings Directly
- e) Exploit Technology to Support Learning
- f) Foster Students Creativity

Unit: 4- Characteristics of a 21st century teacher

- a. Personalized Instruction
- b. Update/Upgrade with New Technologies
- c. Go Global
- d. Go Digital
- e. Be Smart
- f. Project Based Learning
- g. Innovate
- h. Keep Learning

Unit: 5 - Characteristics of a 21st century student

- a. Self-Awareness and Self-Management
- b. Critical thinking, Creativity, Communication, Collaboration
- c. Flexibility, Initiative, Productivity, Social skills
- d. Research and Information Literacy
- e. Digital Smart

Unit: 6 - Characteristics of 21st century literature

- a. Demonstrate Independence
- b. Strong Content Knowledge
- c. Responsive to Varying Demands
- d. Comprehend and Critique
- e. Value Evidence

Punyashlok Ahilyadevi Holakar Solapur University, Solapur

Name of the Course: **M.A (English) Part-II**

Name of the Paper: **21st Century Skills (Soft Core)**

Semester- IV

Unit: 1-Skills for Success

- a) Critical Thinking
- b) Adaptability
- c) Excellent Communication Skills
- d) Cultural Understanding
- e) Initiative and Drive

Unit: 2 – The 4 C's

- a. Communication
- b. Collaboration
- c. Critical Thinking
- d. Creativity

Unit: 3 – Significant 21st century skills

- a. Enhancing Self
- b. Self-awareness and Managing Self
- c. Leadership
- d. Productivity
- e. Social skills
- f. Citizenship
- g. Civic Responsibilities
- h. Building and Maintaining Relationships

Unit: 4 – Research and information fluency

- a) Curiosity
- b) Spirit of Enquiry
- c) Check Multiple Sources
- d) Refine Online Searches
- e) Discover Top Educational Websites
- f) Trust your Sources
- g) Avoid Plagiarism

Unit: 5 - Digital literacy / Technology

- a. Technology Operation and Concepts
- b. Comprehension
- c. Creating and Editing
- d. Interdependence
- e. Social Factors
- f. Being Safe and Responsible

Unit: 6 – Information literacy / Media literacy

- a. Meaning
- b. Significance & Purpose
- c. Characteristic Features

References:

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Name of the Course: **M.A (English) Part–II**
Name of the Paper: **21st Century Skills (Soft Core)**

Pattern of Question Paper for Semester III

Total Marks: 80

Instructions:

- 1] All questions are compulsory
- 2] Figures to the right indicate full marks

1. Rewrite the following by choosing the correct alternative from given below. 16

(All the topics)

2. Attempt any four questions out of six 16

(Unit: 2 - Some of the 21st Century Skills)

3. Essay type question. 16

(Unit: 4 - Characteristics of a 21st Century Teacher, Unit: 1- What are 21st Century Skills?)

4. Essay type question with an internal option. 16

(Unit: 5 - Characteristics of a 21st Century Student, Unit: 3-How to Teach 21st Century Skills and Knowledge?)

A

Or

B

5. Broad Question 16

(Unit: 6 - Characteristics of 21st Century Literature)

Name of the Course: **M.A (English) Part-II**
Name of the Paper: **21th Century Skills (Soft Core)**

Pattern of Question Paper for Semester IV

Instructions:

- 1] All questions are compulsory
- 2] Figures to the right indicate full marks

1. Rewrite the following by choosing the correct alternative from given below. 16

(All the topics)

2. Attempt any four questions out of six 16

(Unit: 1- Skills for Success, Unit: 2 – The 4 C's)

3. Essay type question. 16

(Unit: 3 – Significant 21st Century Skills, Unit: 4 – Research and Information Fluency)

4. Essay type question with an internal option. 16

(Unit: 5. Digital Literacy / Technology)

A

Or

B

5. Broad Question 16

(Unit: 6 - Information Literacy / Media Literacy)

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR



Name of the Faculty: Humanities

Name of the Course: M. A. (English) Part – II

Name of the Paper: INTRODUCTION TO FILM STUDIES

Semester- III & IV

With effect from June-2021-22, 2022-23 & 2023-24

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

M.A. (English) Part – II

Name of the Paper: INTRODUCTION TO FILM STUDIES (Soft Core)

Semester III & IV

Preamble:

Film Studies is an institutionalized academic discipline that focuses on the serious study of films, cinematic history and film culture and is majorly informed by film theory. The aim of introducing the present course 'Introduction to Film Studies' is to encourage students to explore their niche interests in film studies through exploration of various aspects of the narrative, artistic, cultural, economic and political implications of cinema over the years from its beginnings to the present day. Further, to make students aware of regional, cultural and technical implications of films and its methods of production and appreciation.

Course Objectives:

At the end of the course, students will be able to:

- Demonstrate basic understanding of film theory and film history.
- Identify significant movement's articulate key concepts and develop knowledge base of film genres.
- Understand the relationship between film forms and the historical and cultural contexts.
- Develop a competency in discussing the ways in which film is influenced and shaped by individuals, movements, institutions and technologies with local, national, transnational and global dimensions.

Punyashlok Ahilyadevi Holakar Solapur University, Solapur

Name of the Course: **M.A (English) Part-II**

Name of the Paper: **INTRODUCTION TO FILM STUDIES**

Semester- III

(20 CA+ 80 UA= 100 Marks)

Credit – 5

75 Contact Hrs

Unit No.	UNIT	CREDIT	CONTACT HRS.
Unit-I	<u>Understanding Film</u> What is a Film? Brief History of Origin of Cinema at Global Level The Language of Cinema Digital Aesthetics Semiotics of Films	2	30
Unit-II	<u>Indian Cinema</u> Origin and Evolution of Indian Cinema Referring to Pioneers (Dadasaheb Phalke, Ardeshir Irani, Sohrab Modi, Guru Dutt, Raj Kapoor, Bimal Roy and Satyajit Ray) Coming up of Talkies The Era of Superstars, Multi Starrers& Angry Young Man Rise of Multiplexes (New Waves in Indian Cinema).	1	15
Unit-III	<u>Introduction to film genres</u> The Major Genres: Narrative, Avant-garde, Documentary, Other genres: Thriller, Melodrama, Musical, Horror, Western, Fantasy Animation Film Noir Expressionist Historical, Mythological, Road Movies	1	15

Unit- IV	<u>Basics of Film Production</u> Process of Film Production Pre-Production Production Post-Production	1	15
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Punyashlok Ahilyadevi Holakar Solapur University, Solapur

Name of the Course: **M.A (English) Part-II**

Name of the Paper: **INTRODUCTION TO FILM STUDIES**

Semester- IV

(20 CA+ 80 UA= 100 Marks)

Credit – 5

75 Contact Hrs

Unit No.	UNIT	CREDIT	CONTACT HRS.
Unit-I	<u>Introduction to major movements and theories</u> The Silent Era; Classic Hollywood Cinema, Neo-Realism, French New Wave, Indian Cinema, Introduction to the Film Theories of Sergei Eisenstein, Andre Bazin , Auteur Theory, Christian Metz and Laura Mulvey & Contemporary International Trends	2	30
Unit-II	<u>Regional Cinema</u> The Concept and Characteristics of Indian Regional Cinema Regional Cinema and Identity Regional Marathi, Bengali, Telugu and Kannada Cinema	1	15
Unit-III	<u>Film Culture</u> Evolution of Censorship Film Criticism & Cinephilia Exhibition, Distribution and Production Film Festivals, Events and Communities	1	15
Unit-IV	<u>Film Appreciation</u> How to Appreciate Films Watching, Discussing Classic World and Indian Hindi and Regional Cinema Writing Film Analysis	1	15

References:

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Pattern of Question Paper for Semester III

5. Broad Question **16**

(Unit: 4 –Basics of Film Production)

Name of the Course: **M.A (English) Part-II**
Name of the Paper: **INTRODUCTION TO FILM STUDIES**

Pattern of Question Paper for Semester IV

Instructions:

- 1] All questions are compulsory
- 2] Figures to the right indicate full marks

1. Rewrite the following by choosing the correct alternative from given below. **16**
(All Topics)

2. Attempt any four questions out of six **16**
(Unit: 1 – Introduction to major movements and theories)

3. Essay type question. **16**
(Unit: 2 – Regional Cinema)

4. Essay type question. **16**
(Unit: 3 – Film Culture)

A

Or

B

5. Broad Question **16**
(Unit: 4 –Film Appreciation)

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR



Name of the Faculty: Humanities

Name of the Course: M. A. (English) Part – II

Name of the Paper: Linguistic Competence for Advertising, Marketing and Public Relations

With effect from June-2021-22, 2022-23 & 2023-24

Punyashlok Ahilyadevi Holakar Solapur University, Solapur

Name of the Course: **M.A (English) Part-II**

Name of the Paper: **Linguistic Competence for Advertising, Marketing and Public Relations**

Objectives:

Objectives of the course are to:

7. Introduce importance linguistic Competence in communication industry.
8. Create awareness of the type of language used in advertising.
9. Explain linguistic skills required for marketing.
10. Inform linguistic skills required for public relations.

Course Outcomes:

At the end of the course, students will be able to:

1. Demonstrate knowledge of linguistic skills in communication industry.
2. Obtain linguistic skills required for advertising, marketing and public relations.
3. Draft advertise, practice marketing and establish public relations.
4. Enhance employability skills.

Punyashlok Ahilyadevi Holakar Solapur University, Solapur

Name of the Course: **M.A (English) Part-II**

Name of the Paper: **Linguistic Competence for Advertising, Marketing and Public Relations**

[Credits: 05 Theory-(45), Practical-(15)]

Total Theory Lectures-(45)**Total Credits – (05)**

Unit No: 1 Introduction to linguistic Competence and Communication Industry
(Credit: 02)(30)

Unit No: 2 Linguistic Competence for Drafting Advertisement (Credit: 01)(15)**Unit No: 3 Linguistic Competence for Marketing (Credit: 01) (15)****Unit No. 4 Linguistic Competence for Public Relations (Credit: 01)(15)**

Course Structure:

Semester	Paper No.	Title of Paper	No. of Lectures	College Assessments (Marks)	University Assessments (Marks)	Total Marks	Credits
		Linguistic Competence for Advertising, Marketing and Public Relations	60	20	80	100	05

Paper – Linguistic Competence for Advertising, Marketing and Public Relations

SEMESTER

Unit: I Introduction to Linguistic Competence and communication Industry

- The concept of linguistic skills in English
- Linguistic skills and employability: Interlinking
- Career communication industry
- Drivers and dynamics of the communications industry
- Developing employability through effective language skills
-

Unit: II Linguistic Competence for drafting advertisement

- Advertising as means of communication
- Writing advertising slogans: rhythm and rhyme
- Use of Extreme adjectives, superlative phrases, glowing idioms and vocabulary
- Use of parts of speeches in drafting advertisement

Unit: III Linguistic Competence for Marketing

- Importance of effective language for marketing
- Requirement of linguistic skills at marketing workplace: writing ad copy, sales collateral, blogs and newsletters
- Enhancing language proficiency
- Marketing and Public speaking skills
- Marketing and Non Verbal skills

Unit: IV – Linguistic Competence for Public Relations

- Writing for clients: press releases, reports, feature articles and opinion pieces
- Conducting media interactions including invites, pitches and interviews
- Engaging clients with reports, proposals or even simple emails
- Posting on social media channels with tweets, Instagram captions or LinkedIn articles
- Networking — face-to-face or over the phone — with the media, clients or partners

Reference book:

- Foreign Languages in Advertising: Linguistic and Marketing Perspectives by Jos Hornikx and Frank van Meurs
