

BA English Literature & Communication Studies

Program Outcomes

Students seeking admission for B.A. programme are expected to imbue with following qualities which help them in their future life to achieve the expected goals.

- Demonstrate, in oral and written form, the ability to read and evaluate primary documents according to the rubrics of various literary critical approaches
- Demonstrate curiosity, humility and courage reflecting a commitment to reading and critical inquiry
- Realization of human values.
- Sense of social service.
- Responsible and dutiful citizen.
- Critical temper
- Creative ability

Program Specific Outcomes

The course provides the learner with immense opportunities to plunge into the pool of Language, Literature, Communication and Journalism which ultimately makes him/her competent enough to perform well in the global arena. Learning linguistics provide him/her the wisdom for the accurate expression of ideas. Literature steers him through models of umpteen life situations and makes him/her emotionally and intellectually solid.

PSO1: Performance oriented language learning bestows him with the mastery of adept language use coupled with remarkable interpersonal skills.

PSO2: The student shall possess a testable knowledge on the various fields and branches of knowledge in accordance with the syllabus prescribed highlighting language, literature, and communicative studies.

PSO3: By the completion of the course students attain competence in the functional use of English during both academic and non-academic life situations.

PSO4: The study of literature polishes their literary/artistic/imaginative skills and make them better thinkers and good critics and moreover responsible social beings.

PSO5: The course also provides with an ample room for the students to know about the principles and practices of Journalism. By unleashing the relatively obscure world of print and broadcast journalism, students will awaken into the new world opened in front of them. It is considered as the applied field of Literature, where one can find immense opportunities for the application of their linguistic abilities. It equips the learner as a journalist who could persuade, influence, and motivate the society.

PSO6: The course will also bestow the learners with a tremendous vocabulary which will allow him/her to strike the right note while reporting an event or writing articles in a newspaper.

In this way the course provides with ample opportunities for the student to learn language through literature and apply that learning through journalism. Press, being the fourth estate of

democracy enjoys a considerable part in the proper functioning of the government machinery.
The course builds good journalists who think, speak and act in a more humane way.

COURSE OUTCOMES

SEMESTER I

1. COURSE: Fine Tune Your English

COURSE CODE: EN1CC01

Hours : 5 Credits: 4

The course is intended to introduce the students to the basics of grammar, usage and effective communication. On completion of the course, the student should be able to:

CO1: Confidently use English in both written and spoken forms.

CO2: Use English for formal communication effectively.

CO3: Have practical and humorous approach to language learning

CO4: Get equipped with current trends in grammar and usage

2. COURSE: An Introduction to Sociology

COURSE CODE: SO1CMT01

Hours : 6 Credits: 4

A graduate will possess a testable knowledge on:

CO1: Their sound understanding of the society.

CO2: Develop sociological knowledge and skills that enable them to think critically and imaginatively about society and social issues.

CO3: Basic concepts of sociology like society, culture, socialization, social change etc.

CO4: The primary institutions of family, education, religion, politics etc.

CO5: The link between individual and society and to understand how both of them shape each other.

CO6: Different sociological perspectives, the Micro sociological foundation and the mechanism of Social Dynamics

CO9: The interpretations and analysis of the principles of deviance.

3. COURSE : Methodology of Humanities and Literature

COURSE CODE: EN1CR01

Hours : 6 Credits: 4

CO1: Methodology of Humanities and Literature is intended to introduce the student to the inter relationship between paradigms of social formation.

CO2: On completion of the course, the student should be able to know and appreciate the location of literature within humanities.

CO3: Establish connections across frontiers of disciplines.

CO4: Critically engage with culture, gender and marginality.

CO5: Get acquainted with narration and representation.

CO6: Familiarise with the culture and identity, class, race and gender and the history of language as a whole.

CO7: The student should be well versed in narration and representation, narrative modes of thinking, narration in literature, philosophy and historical reading.

4. COURSE : Conversational Skills in English

COURSE CODE: EN1CS02

Hours : 4 Credits: 4

CO1: Students are sensitized to the nuances of spoken forms of English.

CO2: Familiarized with speech sounds and phonological aspects of the language.

CO3: Develop a neutral accent and improve the general standard of pronunciation.

CO4: Develop the conversational skills in various situations.

5. COURSE: English in Informal Situations

COURSE CODE: EN1CS01

Hours : 4 Credits: 4

The student will be able to:

CO1: Able to speak English with a high degree of confidence, accuracy and fluency.

CO2: Capable of answering questions of a conversational nature.

CO3: Have a command of a range of questions to elicit information from other people with an awareness of contextual appropriateness.

CO4: Take part with confidence in conversations, to initiate, sustain and close a conversation.

SEMESTER II

1. COURSE: Issues that Matter

COURSE CODE: EN2CC03

Hours : 5 Credits: 4

By the completion of the course, the learner should be able to:

CO1: Identify the major issues of contemporary significance

CO2: Respond rationally and positively to the issues raised

CO3: Internalise the values imparted through the selections.

CO4: Be sensitized to contemporary issues of concern.

2. COURSE: Development of Sociological theories

COURSE CODE: SO2CMT01

Hours :6 Credits: 4

The graduate is acquainted with:

CO1: The fundamentals of sociology as a relatively new branch of knowledge and the trajectory of social thinking.

CO2: An epistemological know-how of celebrated social philosophies of the world.

CO3: A historical awareness on the factors that triggered the development of sociological theories.

CO4: The pioneers of sociological thought like Auguste Comte, Herbert Spencer, Emile Durkheim and Max Weber.

CO5: Comtean Sociology with his Positivism, Law of Three Stages and Hierarchy of Sciences.

CO6: Herbert Spencer through his theories like Social Darwinism, Social Evolution and Organic Analogy.

CO7: The contributions of Emile Durkheim like Social facts, Social Solidarity and Theory of suicide.

CO8: An understanding of the theories of Max Weber like Social Action and Protestant Ethics and Spirit of Capitalism.

3. COURSE: Introduction to communication

COURSE CODE: EN2CS03

Hours : 6 Credits: 4

CO1: Become conversant with key terms, models, concepts and a range of theories about communication.

CO2: Deliver effective messages based on audience and context.

CO3: Demonstrate elementary knowledge of the key forms of communication and media platforms.

CO4: Demonstrate a general sense of how communication theory relates to the practice of communication.

4. COURSE: Business Communication

COURSE CODE: EN2CS04

Hours : 4 Credits: 4

CO1: Use current technology related to the communication field.

CO2: The effective use of various types of oral, written and digital communication modes geared to a range of business audiences

CO3: Effective business writing

CO4: Provide examples of experiential learning opportunities that you have participated in that have helped develop your communication skills in a professional environment

5. COURSE: Introducing Language and Literature

COURSE CODE: EN2CR02

Hours : 4 Credits: 4

CO1: The students are introduced to the evolution and the different traits of the English language till the present time which includes Language families, Periods in the history of English language and Language varieties.

CO2: A comprehensive awareness on the evolution of literature from antiquity to postmodern times.

CO3: Understanding the diversity of genres and techniques of representation and narration.

CO4: Identify the link between literature and films as two methods of narrative expression.

CO5: Get acquainted with the emergence of British and American Literature through diverse periods.

SEMESTER III

1. COURSE: Print Media Journalism I

COURSE CODE: EN3CS05

Hours : 5 Credits: 4

The student is able to demonstrate his/her understanding on

CO1: The history of journalism from its inception.

CO2: The history of Indian journalism and its pioneers.

CO3: The role of journalism in Indian freedom struggle.

CO4: The context of the imposition of press censorship in India

CO5: Legislative interferences on Indian press

CO6: Journalism in Kerala

CO7: The role of Christian Missionaries in Indian Journalism.

CO8: Modern trends in Journalism

2. COURSE: Symphony of Verse

COURSE CODE: EN3CR04

Hours : 4 Credits: 4

The course shall facilitate the students to:

CO1: Get an introduction of a carefully selected representation of the English poetic tradition

CO2: Provide an awareness of the emerging cultural and aesthetic expressions that make poetry possible

CO3: Give a glimpse of the range and variety of poetry in English and an experience of its rich texture

CO4: Get a brief biographical sketch of the authors to introduce their and style to the readers

CO5: Get a critical commentary to familiarize with the poems

3. COURSE: Harmony of Prose

COURSE CODE: EN3CR03

Hours : 5 Credits: 4

Students learning Harmony of Prose will be able to:

CO1: Get inspired to delve deeper into the treasures of English literature

CO2: Have a touching base on the comprehensive collection of English Essays from the greatest masters of English prose

CO3: Provoke students to probe and gain further knowledge about the writers and the topics

CO4: Familiarize students with the masters of classical English prose as well as introduce them to modern masters

4. Evolution of Literary Movements - The Shapers of Destiny

COURSE CODE: EN3CM03

Hours: 6 Credits: 4

CO1: Gain a comprehensive overview of the history of Britain including the major wars, invasions and dynasties from the Early settlers till the end of seventeenth century

CO2: Possess a thorough knowledge on the major geographical and scientific innovations, momentous movements, universities etc

CO3: Understand English literature in the light of historical events including

- a. Language – growth and development of East Midland dialect into standard English
- b. Literary ages and major writers of each age

CO4: Analyse the manner in which people and society are moulded by historical events

5. COURSE: Indian Writing in English

COURSE CODE: EN3CR05

Hours : 5 Credits: 4

The course is intended to:

CO1: Sensitize students to the various ways in which Literature written in English, in the Indian sub-continent serves as a platform for forming, consolidating, critiquing and reworking the issue of national 'identity' at various levels.

On completion of the course, the student should be aware of the following:

CO2: The subtle flavours that distinguish the 'Indian' quotient in English writings from India.

CO3: The different concerns that Indian English writers share, cutting across sub-nationalities and regionalities.

CO4: The *locus standi* of diasporic 'Indian' writers

SEMESTER IV

1. COURSE: Print Media Journalism II

COURSE CODE: EN4CS06

Hours : 5 Credits: 4

The graduate is able to

CO1: Identify himself as a member of the global community of journalists by knowing the various qualities, responsibilities and work profiles of them.

CO2: Draft a news story sticking on to the inverted pyramid style of news writing.

CO3: Identify various types of news story based on its theme and content.

CO4: Have a know-how on the making of a newspaper.

CO5: See the importance of editing and the role of the editor and his crew in the flawless publication of a newspaper.

CO6: Differentiate between magazine and newspaper journalism.

CO7: Possess a thorough knowledge on the page setting and layout of a typical tabloid and broadsheet newspaper.

CO8: Develop a know-how of the editorial and journalistic practices used in gathering and publishing articles for print media

CO9: Complete publishable assignments for newspapers

CO10: Acquire entry level positions as professionals within communication related fields.

2. COURSE: Evolution of Literary Movements – The Crosscurrents of Change

COURSE CODE: EN4CM04

Hours : 6 Credits: 4

CO1: Possess an awareness of alternatively defined traditions and/or genres, such as women's literature, postcolonial literature, Third world literature etc.

- CO2: Have a notion of the evolution of literature and perceive the interplay of social processes and literature
- CO3: Understand literature against the backdrop of history and inspire students to contribute dynamically to historical and literary processes
- CO4: Figure out the interaction between the French Revolution, the Russian Revolution and the literature of the age
- CO5: Impart a subtle idea that black writing is a struggle in disguise
- CO6: The social context of the burgeoning of literature in Latin America
- CO7: Recognize the main elements of different literary movements and assess their significance.
- CO8: A student identifies the immense potential of literature to influence the mass, like
- Feminist literature steers the marginalised women to the mainstream
 - Dalit literature, navigating the domain of the downtrodden, bringing them up to the forefront

3. COURSE: Acts on the Stage

COURSE CODE: EN4CR07

Hours : 5 Credits: 4

CO1: The course seeks to introduce the student to selected theatre texts that form the canon of English Drama.

The course shall provide a comprehensive information on:

CO2: The works of various playwrights included in the course.

CO3: The broad genre-based nuances in the realm of drama.

CO4: The appreciation and criticism of drama as an art form.

CO5: A representative study of William Shakespeare through the play King Lear shall provide an understanding of the renowned playwright and his way of expression.

4. COURSE: Modes of Fiction

COURSE CODE: EN4CR05

Hours : 4 Credits: 4

CO1: The course acquaints students with some important British and Non British short stories and a Novel.

CO2: Students are introduced to different kinds of fiction so that they develop critical thinking and imagination through long and short fictions.

CO3: They are familiarized with cultural diversity through a detailed study of different representative samples of fiction.

CO4: On completion of the course, the student will have comprehended the categories of British and Non- British short fiction and also the novel as a form of literary expression

5. COURSE: Language and Linguistics

COURSE CODE: EN4CR06

Hours : 5 Credits: 4

The graduate will have the ability to demonstrate his/her understanding on:

CO1: The science of linguistics.

CO2: Various concepts of linguistics and linguistic analysis.

CO3: Various notions pertaining to articulatory and acoustic phonetics.

CO4: International Phonetic Alphabet and transcription using it

CO5: The process involved in the generation of meaning

CO6: Their awareness that natural language is structure dependent and generative.

CO7: Observing and describing various grammatical processes and phenomena.

SEMESTER V

1. COURSE: Creative Writing and Translation Studies

COURSE CODE: EN5CS07

Hours : 6 Credits: 4

With the completion of the course a student gains reasonable competency in:

CO1: Communication in all situations with emphasis on figurative uses of words, idioms and phrases, culture-bound idioms and rhetorical devices.

CO2: Proficiency in sentence constructions, use of figures of speech etc.

CO3: Know-how in various types of formal and informal writing (Letter writing, paraphrasing, critical appreciation, types of essays and report writing)

CO4: Translation studies enable the students with nuances of translation such as

- a. Aids and tools of translation
- b. Text analysis, transfer and restructuring
- c. Word for word translation and sense for sense translation.
- d. Types of Equivalence
- e. Decoding and recoding
- f. Transliteration
- g. Types of translation

CO5: Achieve improvement in Creativity in translation

2. COURSE: Mass Communication and Broadcasting Media – Radio

COURSE CODE: EN5CS08

Hours : 5 Credits: 4

Mass media have become an indispensable part in our daily life. So it is worth learning about the texture and terrain and the modus operandi of various mass media. A student who had undergone this course is informed of /possess;

- CO1: Principles of broadcasting and will identify himself as part of the journalism community
- CO2: A practical understanding of the underlying principles of Mass Communication and Journalism Industry.
- CO3: The skill to write a variety of mass media products, including news stories, TV/Radio news scripts and press releases, following accepted journalistic standards.
- CO4: A hands-on experience on radio programme production.
- CO5: A thorough knowledge about the history comprising the origin, development and future of mass media, in a global as well as in an Indian perspective.
- CO6: An understanding on the necessity of practicing ethical journalism.
- CO7: The history of cinema in global and Indian perspectives.
- CO8: Different genres of cinema.
- CO9: The process of film production with its various steps.
- CO10: A skill to appreciate a movie based on its various factors like its genre, action, screenplay and technical parameters.

3. COURSE: Public Relations I

COURSE CODE: EN5CS09

Hours : 5 Credits: 4

The graduate is able to:

- CO1: Demonstrate the understanding of the fundamentals of public relations.
- CO2: Possess a thorough understanding on the history of PR in a global as well as in an Indian perspective.
- CO3: Identify the various tools for facilitating PR activity in different situations.

CO4: Identify the roles and responsibilities of PR department in an establishment and to plot its organisational structure.

CO5: Pinpoint the desirable professional qualifications required to become a PR practitioner.

CO6: Enumerate the various qualities and soft skills deemed desirable for a PR practitioner.

4. COURSE: English for careers(OPEN COURSE)

COURSE CODE: EN5CROPG03

Hours : 4 Credits: 3

CO1: Students will demonstrate the skills needed to participate in a conversation that builds knowledge collaboratively: listening carefully and respectfully to others' viewpoints; articulating their own ideas and questions clearly; and situating their own ideas in relation to other voices and ideas. Students will be able to prepare, organize, and deliver an engaging oral presentation.

CO2: Develop communicative skills, which will enable them to prepare for a career and function effectively in it.

CO3: Equip themselves in oral and written communication to enhance their academic and professional use of language.

CO4: Train themselves in making effective presentations

CO5: Make the students competent in their job-seeking, job-getting, and job-holding needs.

CO6: Equip the students in Comprehensive Language Enhancement

5. COURSE: Environmental Science and Human Rights

COURSE CODE: EN5CREN01

Hours : 5 Credits: 4

On completion of the course the graduate will be able to demonstrate his/her understanding on:

CO1: Various human rights.

CO2: How their decisions and actions affect the environment.

CO3: Making a point of view regarding how and why things happen and about complex environmental issues.

CO4: Developing a critical and creative thinking skill towards environment related ideas.

CO5: The urgency of identifying himself/herself one with nature.

SEMESTER VI

1. COURSE: Visual Media: Television and Cinema

COURSE CODE: EN6CS11

Hours : 5 Credits: 4

This course focuses exclusively on visual media and sheds light on the technical dimensions of TV ad cinema production. The course makes the student competent enough to perform in the visual media arena through its detailed fashion of instruction. A student after the completion of this course is informed of/possess wisdom on:

CO1: The characteristics, principles and functions of visual media.

CO2: The history of visual media, both in a Global as well as in an Indian perspective.

CO3: Doordarshan and its contributions.

CO4: The persuasive power of visual media and how it sways public opinion.

CO5: Identifying various genres of TV programmes based on the several elements at play in their formats.

CO6: The structure and operation of a TV studio, control rooms and the paraphernalia for broadcast video production.

CO7: The fundamentals of motion picture editing such as Cut, Fade, Mix, Dissolve, Wipe and Superimpose.

CO8: The creative side of broadcast video production comprising script and storyboard preparation.

CO9: An inventory of jargons exclusive to broadcast journalism.

C10: History of Indian cinema and various types of cinema in India.

CO11: Film censorship and its criteria.

CO12: Theoretical and practical knowledge about the various steps and processes involved in film making.

CO13: The elasticity of the subject and the need for constant learning to keep him/herself from obsolescence.

2. COURSE: Public Relations II

COURSE CODE: EN6CS12

Hours : 5 Credits: 4

After the course the graduate is able to:

CO1: Apply basic public relations concepts into practice.

CO2: Have a hands-on experience on organizing PR campaigns

CO3: Coordinate and contribute to the planning of public relations activities like campaigns, exhibitions and trade fairs, and selection of tools and resources to achieve organisational objectives.

CO4: Take PR interventions by producing effective and timely print, digital and multimedia communications to manage specific issues.

CO5: Demonstrate an understanding on managing various organizational emergencies based on their practical knowledge.

CO6: Comply with relevant public relations professional standards and code of ethics.

3. COURSE: Entrepreneurship Development

COURSE CODE: EN6CS10

Hours : 5 Credits: 4

The graduate is able to demonstrate his/her understanding on the fundamental aspects of Entrepreneurship such as:

CO1: Role of an Entrepreneur in Economic development

CO2: Difference between an Entrepreneur and self-employed person.

CO3: Characteristics of an Entrepreneur.

CO4: State financial corporations and Small scale and Export industries.

CO5: Activities and functions of District Industries Centers.

CO6: Project feasibility study, Project selection, classification and appraisal.

4. COURSE: Office Administration and Human Resource Management

COURSE CODE: EN6CS13

Hours : 5 Credits: 4

Student gets an idea on:

CO1: The notion of HR and its various dimensions.

CO2: The role of HR in a company/organisation

CO3: The student acquires the capability to overcome crisis situations in organisations.

CO4: He will learn how to handle employees and to cope up with the fellow beings.

CO5: The layout and function of different corporate offices.

CO6: The roles and methods of communication employed in offices.

CO7: The importance of nurturing a healthy office atmosphere and the tips for it

CO8: The financial planning, record keeping, billing, personnel distribution and logistics within an organization.

5.COURSE: Comparative Literature

COURSE CODE: EN6CB01

Hours : 4 Credits: 3

The graduate will be able to demonstrate his/her understanding on:

- CO1: The methodology of analyzing various literatures having parallel notions.
- CO2: Methodological investigation of problems involving more than one literature.
- CO3: Literary history and tradition.
- CO4: Various literary traditions both in their specificity and interrelation.
- CO5: A complex understanding and appreciation of literary texts, cultural artifacts, and diverse media in their wide political and social contexts.
- CO6: Analyzing literary texts in a border perspective of world literature.

6. PROJECT

COURSE CODE: EN6PR01

Hours: 1 Credits: 2

The student will be able to:

- CO1: Find a unique subject that is worth studying.
- CO2: Formulate a hypothesis that could divulge the trajectory of the study.
- CO3: Collect data using the ways of research.
- CO4: Analyze the data collected to arrive at logical corollary.
- CO5: Enhance the analytical capability of the students.
- CO6: Study deeply on a particular topic to find its various dimensions.
- CO7: Present the facts found in a systematic and academic fashion
- CO8: Defend their studies from questions of various degrees pertaining to the subject.
- CO9: Contribute to the larger mass of knowledge.