



MANONMANIAM SUNDARANAR UNIVERSITY,
TIRUNELVELI-12

SYLLABUS

UG - COURSES – AFFILIATED COLLEGES

Course Structure for B. A. English

(Choice Based Credit System)

(with effect from the academic year 2026-2027 onwards)



Semester-V				
Part	Subject Status	Subject Title	Subject Code	Credit
III	CORE	AUTHORS IN FOCUS	FCEN51	4
III	CORE	WOMEN'S WRITING IN ENGLISH & IN TRANSLATION	FCEN52	4
III	CORE	INDIAN WRITING IN TRANSLATION	FCEN53	4
III	CORE	PROJECT (WITH VIVA VOCE)	FCEN5P	3
III	ELECTIVE 5	1.ENGLISH FOR COMPETITIVE EXAMINATIONS	FEEN5A	3
III	ELECTIVE 6	4.MASS COMMUNICATION AND JOURNALISM	FEEN5D	3
IV	NAAN MUDHALVAN			2
IV		INTERNSHIP /INDUSTRIAL VISIT /FIELD VISIT / KNOWLEDGE/UPDATION ACTIVITY	FIFK51	2



Total Marks: 100 Internal Exam: 25 marks + External Exam: 75 marks

A. Scheme for internal Assessment:

Maximum marks for written test: **20 marks**

3 internal tests, each of **1 hour** duration shall be conducted every semester.

To the average of the **best two** written examinations must be added the marks scored in. The **assignment** for 5 marks.

The break up for internal assessment shall be:

Written test- 20 marks; Assignment -5 marks Total - 25 marks

B. Scheme of External Examination

3 hrs. examination at the end of the semester

A – Part : 1 mark question two - from each unit

B – Part : 5 marks question one - from each unit

C – Part : 8 marks question one - from each unit

➤ **Conversion of Marks into Grade Points and Letter Grades**

S.No	Marks	Letter Grade	Grade point (GP)	Performance
1	90-100	O	9-10	Outstanding
2	80-89	A+	8-8.9	Excellent
3	70-79	A	7-7.9	Very Good
4	60-69	B+	6-6.9	Good
5	50-59	B	5-5.9	Above Average
6	40-49	C	4-4.9	Pass
7	0-39	RA	-	Reappear
8	0	AA	-	Absent

➤ **Cumulative Grade Point Average (CGPA)**

$$CGPA = \frac{\Sigma (GP \times C)}{\Sigma C}$$

- **GP** = Grade point, **C** = Credit
- CGPA is calculated only for Part-III courses
- CGPA for a semester is awarded on cumulative basis

➤ **Classification**

- First Class with Distinction : CGPA $\geq 7.5^*$
- First Class : CGPA ≥ 6.0
- Second Class : CGPA ≥ 5.0 and < 6.0
- Third Class : CGPA < 5.0



AUTHORS IN FOCUS

Learning Objectives

- To help learners gain knowledge of authors of various backgrounds.
- To enable them gain specialized knowledge related to works of authors of national and international acclaim.
- To familiarize them with the style, diction and coherence of authors and their works.
- To equip them with the ability to use this knowledge to analyze problems in both other academic settings and work contexts.
- To enhance their ability to think historically and analytically about people, language, literature, culture and society.

UNIT I

Aristotle – Life and works.

Introduction

“Poetics”- Chapters 1-5

UNIT II

Charles Dickens - Life & Works

Introduction

David Copperfield

UNIT III

Rabindranath Tagore – Life & Works

“Gitanjali”- Introduction

Where the Mind Is without Fear

UNIT IV

Jane Austen – Life & Works

Sense and Sensibility

UNIT V

Dignifying science: stories about women scientists/ written by Jim Ottaviani and illustrated by Donna Barr...[et al.].

Text Books (Latest Editions)

1. Barnes, Jonathan, and Professor of Ancient Philosophy Jonathan Barnes. Aristotle: A Very Short Introduction. Oxford Paperbacks, 2000.
2. Fabiny, Sarah. Who Was JaneAusten? Penguin, 2017.

References Books(Latest editions, and the style as given below must be strictly adhered to)

1. Gilbert, Sandra M., and Susan Gubar. The Madwoman in the Attic. Yale University Press, 2020.
2. Tagore, Rabindranath. Rabindranath Tagore:An Anthology. Macmillan, 1999.
3. Tomalin, Claire. Charles Dickens. Penguin UK, 2012.



4. Wilson, Chery IA., and Maria H. Frawley. The Routledge Companion to Jane Austen. Routledge, 2021.

Web Resources

1. “About the Authors”. Beyond Performance, John Wiley & Sons, Inc., 2015, pp. 269–70, <http://dx.doi.org/10.1002/9781119202455.about>.
2. Dignifyingscience:storiesaboutwomenscientists/written by Jim Ottaviani and illustrated by Donna Barr ... [et al.]. PN 6714 .O88 D54 2003, <http://mirlyn.lib.umich.edu/Record/005090412>
3. https://antilogicalism.com/wp-content/uploads/2016/12/aristotle_anima_final.pdf
4. <https://homepages.hass.rpi.edu/ruiz/AdvancedIntegratedArts/ReadingsAIA/Aristotle%20Poetics.pdf>
5. <https://classics.mit.edu/Aristotle/poetics.mb.txt>
6. <https://www.amazon.in/Dignifying-Science-Stories-About-Scientists-71>
7. ebook/dp/B01IDP4MPC
8. <https://oceanofpdf.com/authors/jim-ottaviani/pdf-dignifying-science-stories-about-women-scientists-download/>

WOMEN’S WRITING IN ENGLISH & IN TRANSLATION

Learning Objectives

- To familiarize learners with how unique experiences of women influence their writings
- To help them analyze representations of women in literature.
- To enable learners to be familiar with various contexts that influence the representation of women in literature.
- To enable them apply appropriate formal conventions when writing about literature
- To help them in understanding how and on what grounds women’s writing can be considered as a separate genre.

UNIT I

Toru Dutt - Our Casuarina Tree.
Elizabeth Browning – How do I love thee?
Sappho - Hymn to Aphrodite
Judith Wright – Eve to the Daughter

UNIT II

Gwendolyn Brooks - Boy Breaking Glass.
Avvaiyar-Worth Four Crores (Give, Eat & Live)
On Reading Haiku – Elizabeth Searle Lamb
Rupi Kaur – The Healing (Milk & Honey)

UNIT III

Virginia Woolf - A Room Of One’s Own.



<https://gutenberg.ca/ebooks/woolfv-a-room-of-one's-own/woolfv-a-room-of-one's-own-00-e.html>

Clarissa Pinkola Estés - Women Who Run With Wolves (Chapters 1-7 only)

https://islingtonpeoplestheatre.co.uk/site/assets/files/1194/women_who_run_with_the_wolves_estes_clarissa_z-lib_org.pdf

UNIT IV

Kate Chopin– Awakening

https://pages.pomona.edu/~vis04747/h21/readings/The_awakening.pdf

Carol Churchill – Top Girls

UNIT V

Aphra Behn – Oroonoko

https://web.english.upenn.edu/~cavitch/pdf-library/Behn_Oroonoko.pdf

L. M. Montgomery - Anne of Green Gables

https://www.argentina.gob.ar/sites/default/files/anne_of_the_green_gables_montgomery.pdf

Text Books (Latest Editions)

1. Gilbert, Sandra M., and Susan Gubar. The Norton Anthology of Literature by Women. W. W. Norton, 2007. (2 Volume Set)
2. Olson, S. Douglas. The “Homeric Hymn to Aphrodite” and Related Texts. Walter de Gruyter, 2012.

References Books *(Latest editions, and the style as given below must be strictly adhered to)*

1. Estés, Clarissa Pinkola. Women Who Run with the Wolves. 1995.
2. Holmström, Lakshmi. In A Forest, A Deer. OUP India, 2012.
3. Jain, Jasbir, and Avadhesh K. Singh. Indian Feminisms. 2001.
4. Woolf, Virginia. A Room of One's Own. Renard Press Ltd, 2020.

Web Resources

1. “Ambai (C. S. Lakshmi) b.1944.” Name Mea Word, Yale University Press, 2019, pp.259–67, <http://dx.doi.org/10.12987/9780300235654-032>.

INDIAN WRITING IN TRANSLATION

Learning Objectives

- To introduce the students to the polyphony of modern Indian writing in translation
- To make them understand the multifaceted nature of cultural identities in the Various Indian literatures through indigenous literary traditions.
- To compare literary texts produced across Indian region all and scales to seek similarities and differences in thematic and cultural perspectives.
- To explore images in literary productions that express the writers sense of their society.
- To encourage the students to explore texts outside of the suggested reading lists



to realize the immense treasure trove of translated Indian literary works.

UNIT I

Excerpts from Mahabharata – Tr.& Ed. Van Buitenen (106 – 169)
 Ilango Adigal - The Book of Vanci. – Silappathikaaram Book 3 Tr. R. Parthasarathy
 Thirukkural – Tr. G U Pope Virtue (araththupaal) 34, 45, 69, 72, 76, 90, 100, 110, 129, 131, 151, 231, 260, 291, 314
 Wealth (porutpaal) – 391, 400, 411, 423, 450, 475, 595, 616, 647, 714, 786, 788, 948, 972, 997

UNIT II

Sarojini Naidu - The Soul's Prayer.
 Nissim Ezeikel - The Railway Clerk.
 A.K.Ramanujam - The Striders
 Arun Kolatkar - An Old Woman
 Kurunthogai (Five verses each for one Tinai) – Sangam Literature – A.K Ramanujam
 kurinji tinai – 2, 3, 18, 23, 40. mullai tinai – 21, 98, 167, 186, 188. marutha tinai – 8, 19, 33, 157, 196. neithal tinai – 49, 57, 92, 97, 102. palai tinai – 16, 20, 27, 37, 135

UNIT III

Theory of Value A Collection of Readings-(33-40) from GARLAND Chapter 6-
 Bharata Natya Shastra (100-118) Tr. Manmohan Ghosh Vol.1 Hindu View of Life –
 Sarvepalli Radhakrishnan Vanishing Landmarks–Nirad C. Chaudri

UNIT IV

Badal Sircar – Evam Indrajit Girish
 Karnad – Tughlaq

UNIT V

Joseph Jacob – Indian Fairy Tales “How the Raja's Son won the Princess Labam by.”
 from R.K. Narayan - Swami & His Friends - Monday Morning, M.C.C., Before the
 Examinations,

Text Books (Latest Editions)

1. Modern Indian Writing in Translation, Edited by Dhananjay Kapse, 2016
2. Short Fiction from South India, Edited by Subashree Krishnaswamy and K. Srilata, 2007

References Books (Latest editions, and the style as given below must be strictly adhered to)

1. A Clutch of Indian Master pieces, Edited by David Davidar, 2016.
2. Changing the Terms: Translating in the Postcolonial Era, Edited by Sherry Simon and Paul St. Pierre, 2000
3. 100 Great Indian Poems by Abhay K. Bloomsbury, 2019

Web Resources

1. Modern Indian Writing in Translation-Course (nptel.ac.in).



PROJECT VIVA-VOCE

Project Viva-Voce Examination

Internal: 50 Marks (by the Internal Examiner)

External: 50 Marks (by the External Examiner)

Individual/ Group project report of minimum 30 pages should be submitted.

NON-MANDATORY ELECTIVE 5, 6 (2 to be opted)

PAPER-I –ENGLISH FOR COMPETITIVE EXAMINATIONS

Learning Objectives

- To develop the students intellectual, personal and professional abilities.
- To acquire basic language skills listening, speaking, reading and writing for effective communication.
- To develop confidence in getting job opportunities.
- To provide awareness to the students about the various types of jobs offered in both in the Central and State Government.
- To develop competitive skills through various types of objective tests.

UNIT I

Reading Comprehension,

UNIT II

Expansion of Proverbs, Essay Writing.

UNIT III

Spot the Errors

UNIT IV

Homonyms, Idioms and Phrases, Jumbled Sentences,

UNIT V

Determiners, Kinds of Sentences (Assertive, Imperative, Interrogative and Exclamatory), Punctuation.

Text Books (Latest Editions)

1. English for Competitive Examinations- R.P .Bhatnagar & Rajal Bhargava
2. Remedial Grammar - F.T. Wood



MASS COMMUNICATION AND JOURNALISM

Learning Objectives

- To impart the basic knowledge of Mass communication & Journalism and related areas of studies.
- To develop the learner into competent and efficient Media & Entertainment Industry ready professionals.
- To empower learners by communication, professional and life skills.
- To develop the ability to structure Essays.
- To enable the students to learn copy-editing.

UNIT I

Mass Communication in India, Print Medium, Audio- Visual Media, Other Media

UNIT II

News Agencies, News and its Dissemination, Feature and Column Writing, Editorials.

UNIT III

Advertising, Illustrations.

UNIT IV

House and Trade Journals, Starting of Newspapers and Periodicals.

UNIT V

Preparation for a Career, Research in Journalism, Planning and Publicity Campaigns.

Text Books (Latest Editions)

1. D.S.Mehta, Mass Communication and Journalism in India, Allied Publishers Ltd, New Delhi.

INTERNSHIP

Internship

- a. Internship should be completed in the V Semester.
- b. Internship can be done in schools/ NGOs/ print and electronic media, or in reputed organizations working on translations, drafting, and content writing.
- c. The Internship should cover a minimum period of 40 hours.
- d. The organization/ firm, hosting the intern should certify that the intern has completed the requirements.
- e. The student should submit a 20-25 page report on daily activities and skills acquired at the end of the internship.
- f. The internship should be coordinated by an Internship Advisor nominated by the Head of the Department.
- g. The Internship Advisor and the Head of the Department should certify the successful completion of the internship after a viva-voce exam, conducted internally.
- h. Internship students should submit certificate of attendance from the authorities concerned along with the report.

Assessment Format: Internal: 50 Marks External: 50 Marks



NAANMUTHALVAN– SEMESTER V

COPYWRITING AND DIGITAL MARKETING

UNIT I

SEO and Copy writing to develop a company

- The Basics of SEO Copy writing
- Why Does Your Business Need SEO Copy Writing?
- Optimizing Your Content with SEO Copy writing

UNIT II

“HOBO” A Super Simple Secret Formula!

- A Beginner's Guide to Copy writing and SEO
- What is H.O.B.O, the Super Simple Secret Copy writing Formula?
- Effective Sales Approaches You Can Incorporate Into Your Sales Process

UNIT III

Online Marketing

- Internet Marketing for Growth
- Understanding Web Content
- Secrets to Selling with Emotional Content
- Psychological Triggers of Copy writing
- Search Engine Optimization–SEO

UNIT IV

Online Reputation Management

- Corporate Reputation and Image1
- What is the Impact of Social Media on PR?
- Online Reputation Management
- Brand Reputation Management Strategies
- Building Corporate Reputation and Image

UNIT V

Digital Campaigns

- What is a Campaign?
- Marketing Campaign
- Digital Marketing Campaign
- SEO Campaign
- Social Media Campaign

Prescribed Text

1. Content and Copy writing Secrets: Learn SEO Content Writing and How to Create a Compelling Promotional Content to Win More Clients. Goldink Books, 2021.
2. Odameet al. Digital Marketing: The New Rules of Digital Marketing. Digital Marketing Made Simple, Learn Latest Skills, Techniques and Strategies. Litmux. com, 2018.

