

**Sardar Patel University**  
**B.A. (English) - English Medium**  
**SEMESTER 5**

**UA05AEPS21 - Personality Development and Soft Skills – I (4 Credits, 60 Hours)**

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**Unit I: Communication**

- Communication theories
- Types of Communication
- (Vertical – Upward, Downward / Horizontal / Consensus / Grapevine )
- Communication models
- Audience Analysis
- Types of audience

**Unit II: Self Development and Communication**

- Self-Development – its objectives
- Self-Development and communication
- Development of positive personal attitudes
- SWOT analysis
- Time Management
- Stress Management
- Creating Positive Attitude

**Unit III: Group Discussion**

- Definition
- Formulation
- Purpose
- Group Discussion for Decision-making
- Feature of successful Organizational GDs
- Effective Communication Skills
  - Equal role of participants
  - Shared Leadership
  - Feature
  - Different from Debate
  - Form of conversation
  - Examiner is observer
  - Cordial Audience
  - Traits for Evaluation
- Group behavior
  - Steps in Group Discussion

**Unit IV: Introduction to Modern Communication Media**

- Technology-based communication Tools
- Internet-Conferencing
- Emails
- Positive Impact of Technology-enabled Communication
- Negative Impact of Technology-enabled Communication
- Overcoming Negative Impact

- Effectiveness in Technology-based communication

**Unit V: Vocabulary Building**

- Presentation
- Confusing Words
- Personality types

**Sardar Patel University**  
**B.A. (Advanced) – English Medium**  
**Semester 5**

**UA05CEPL21 – General Studies and Awareness (4 Credits 60 Hrs)**

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**Unit I:**

Indian culture: The salient aspects of Art Forms, Literature and Architecture (ancient to modern times), Major crops cropping patterns in various parts of the country, Different types of irrigation and irrigation systems storage, transport and marketing of agricultural produce and issues and related constraints; e-technology in the aid of farmers

**Unit II: Geography**

Indian Geography  
World Geography

**Unit III:**

Achievements of Indians in Science & Technology;  
Indigenization of technology and developing new technology  
Infrastructure: Energy, Ports, Roads, Airports, Railways etc.

**Unit IV:**

Awareness in the fields of IT, Space, Computers, robotics, nano-technology, bio-technology  
Issues relating to intellectual property rights.  
Ethics and Integrity

**Study Tour cum Field Visits:**

To encourage students and to assess what they have studied in the class, Field Visits and Study Tour are made compulsory part of the course. As part of this, they have to visit Museums, Factories, IPR offices, Patent offices, Geographical marvels, Geographic hot-spots, experience rural life and understand agricultural practices and village-life better, etc. It is desirable to include two case studies relevant to the Indian Political systems, at least, about the individuals or institutions. Students can choose the cases according to their interest.

**References:**

1. Manorama Yearbook of the current year
2. Regular reading of newspapers and news magazines

**Sardar Patel University**  
**B.A. (Advanced) – English Medium**  
**Semester 5**

**UA05CEPL22 – Modern Indian Political Thought (4 Credits 60 Hrs)**

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**Unit I:**

M. K. Gandhi: Satyagraha and Swaraj; Politics of Non-violence  
VD Savarkar: Hindu Rashtra.  
Swami Vivekanand: Vedanta

**Unit II:**

Rabindranath Tagore: Idea of Freedom (Mukti); Critique of Nationalism  
Aurobindo Ghosh: Idea of Freedom; Doctrine of Passive Resistance

**Unit III:**

Jawaharlal Nehru: Democratic Liberalism; Secularism, Nationalism and internationalism  
B.R.Ambedkar: Critique of Brahmanical Hinduism; Class, Caste and Democracy

**Unit IV:**

M.N. Roy: Critique of, and Contribution to Communism; Radical Humanism  
Ram Manohar Lohia: Idea of State; Idea of Democracy

**References:**

1. Ambedkar, B.R., Annihilation of Caste, edited by Mulk Raj Anand, Delhi, Arnold Publisher, 1979.
2. Appadorai, A., Indian Political Thinking Through the Ages, Delhi, Khama, 1992.
3. Appadorai, A., Political Thought in India, Delhi, Khama, 2002.
4. Dalton, D.G., Indian Idea of Freedom. Gurgaon, Academy Press, 1984.
5. Gandhi, M.K., Hind Swaraj, Ahmadabad, Navjeevan, 1938.
6. Karunakaran, K.P., Indian Politics from Dadabhai Nauroji to Gandhi, Delhi, Asia 1967.
7. Mehta, V.R., Foundations of Indian Political Thought, Delhi, Manohar Publisher, 1992.
8. Narvane, V.S. Modern Indian Thought, New Delhi, Orient Longman, 1978.
9. Pantham, T. and Deutsch, K.L. edited, Modern Indian Political Thought, Delhi, Sage, 1986.
10. Parekh, B., Colonialism, Tradition and Reform, Delhi, Sage, 1989.
11. Savarkar, VD. Hindutva, Delhi, Bharti Shitya Sadan, 1989.
12. Sinari, R.A., The Structure of Indian Thought, Delhi, Oxford University Press, 1984.
13. Varma, V.P., Modern Indian Political Thought, Agra, Lakshmi Narayan Aggarwal, 1974.

**Sardar Patel University**  
**B.A. (Advanced) – English Medium**  
**Semester 5**  
**UA05CEPL23 – Indian Foreign Policy (4 Credits 60 Hrs)**

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**Unit I: India's Foreign Policy**

Principles of Indian Foreign Policy, Objectives, Domestic Determinants- Geographical, Historical, Cultural & Social, International Determinants- World Economy, Trade

**Unit II: External factors of India's Foreign Policy**

Global & Regional

**Unit III: Continuity and Change in India's Foreign Policy**

Dynamics of Indian foreign policy, Challenges to Indian foreign policy

**Unit IV: Post Cold War Indian Foreign Policy**

Economic Policy of India, Security Policy, Nuclear Policy

**References:**

1. Sharma R.R. (ed.) 2005 India and Emerging Asia, New Delhi, Sage.
2. Chellaney Brahma, (ed.) 1999, Securing India's future in the New Millennium, New Delhi, Orient Longman.
3. Perkovitch George, 2002, India's Nuclear Bomb- The Impact of Global Proliferation, New Delhi, OUP.
4. Cohen, Stephen.P., 2001, India: Emerging Power, New Delhi, OUP

**Sardar Patel University**  
**B.A. (Advanced) – English Medium**  
**Semester 5**

**UA05CEPL24 – Theoretical Dimensions of International Relations (4 Credits 60 Hrs)**

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**Unit I:**

Concept of Power and National Power, Concept of National Interest, Concept of Balance of Power.

**Unit II:**

Bargaining Theory, Game Theory, Dependency Theory, Theory of Deterrence.

**Unit III:**

Post Structuralism, Critical Theory, English School

**Unit IV:**

North South Dialogue in the UN and Outside, Asian-African Resurgence, New International Economic Order

**References:**

1. Viney Kumar Malhotra International Relations, Anomol Publications Pvt. Ltd, New Delhi.
2. Rama S. Mekote, Regional Organisations: A Third World Perspective, Sterling Publications, 1990.
3. International Relations: Critical Concepts in Political Science, Andrew Linklater, Routledge Publications,
4. London.Chandra Prakash, International Relations, Bookhieves New Delhi, 2005.

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 5**  
**UA05SEPL21 - Research Project – I (10 Credits 90 Hrs)**

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**Objective:**

The objective of the research project is to help the student develop ability to apply various concepts, tools and techniques to solve day-to-day life problems.

**Types of research Project (any of These)**

Case study, Field study (Empirical Study), Survey, Experiment, Qualitative and/or Quantitative study

**Selection of research project:**

Students are guided to select research projects of the area of their specialization in consultation with concerned faculty in charge.

**Research Project Report Formulation:**

The report is expected to have a structure of five or six chapters. The length of the project should not be less than 4000 words

**Submission Project Report:**

Two typed copies of the project report are to be submitted to the Institute and one copy may be retained by the student.

**Assessment procedure:**

**Internal exam -40 Marks**

Assessment will be based on work done during the semester from choosing the topic to finalize the report.

**External exam – 60 Marks**

One external examiner and one internal examiner will be evaluating the research project for a maximum of 60 marks. 40 Marks for the dissertation 20 Marks for the Viva-voce

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 5**

**UA05CEEC21 - Economic Environment – I (4 Credits 60 Hrs)**

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**Unit I: Introduction [15 Hours]**

- Meaning of Business Environment
- Types of Business environment
- Components of business environment and their interactions
- Environmental Scanning -meaning, approaches, sources of information, methods - Quick environmental scanning techniques
- SWOT Analysis

**Unit II: Demographic Environment [15 Hours]**

- Nature and significance of demographic forces
- Compositional characteristics of Indian population
- Population and economic development
- Population policy of India
- Population projections and their significance for business.

**Unit III: Important Economic Variables [15 Hours]**

- Foreign Trade - Main trends in imports & exports -Direction of trade
- Foreign Direct Investment
- Balance of payments and currency convertibility
- Current Five-Year Plan
- Inter relationship between Industry & Agriculture

**Unit IV: Macro-Economic Policies [15 Hours]**

- Economic survey -current year Budget
- Export -Import policy
- Subsidies in India

**Reference Books:**

1. Adhikary M. Economic Environment Of Business
2. Agrawal A.N. Indian Economy
3. Aswathappa K. Essentials Of Business Environment
4. Cherunilam F. Business And Government
5. Cherunilam F. - Business Environment
6. Data And Sundurum - Indian Economy
7. Jain And Jain - Business Environment
8. Kuchal S.C. - The Industrial Economy



**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 5**  
**UA05CEEC22 - Economic Systems (4 Credits 60 Hrs)**

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**Unit I: Introduction [15 Hours]**

- The economy as a system
- Meaning of economic system
- Different forms of economic system
- Functions of economic system

**Unit II: Capitalism [15 Hours]**

- Meaning and features of capitalism
- Functioning of capitalism
- Strength and defects of capitalism
- Changing face of capitalism- towards welfare state

**Unit III: Socialism [15 Hours]**

- Meaning and features of Socialism
- Planning in Socialism
- Merits and demerits of Socialism

**Unit IV: Economic System in India [15 Hours]**

- Concept of Mixed Economy
- Indian economic system
- Achievement and failures of mixed economic system
- India towards a free market economy

**Reference:**

1. Gregory Grossman, Economic System, 2nd Edition, Prentice Hall
2. Ahuja H L , Analysis of Economic Systems and Micro Economic Theory. S Chand Publicat

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 5**

**UA05CEEC23 - Industrial Economics (4 Credits 60 Hrs)**

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**Unit I: Introduction [15 Hours]**

- Need, importance and role of industries in economic and social development
- Industry and agriculture sector Linkages
- Industrial Classification.

**Unit II: Industrial Productivity and efficiency [15 Hours]**

- Industrial productivity- meaning, measurement, various indices and its difficulties
- Factors affecting industrial productivity
- Industrial productivity in India
- Role of Government in improving productivity
- Efficiency of Industrial workers
- Factors affecting industrial workers
- Measures to remove inefficiency of productivity

**Unit III: Location and Dispersion [15 Hours]**

- Location of industries
- Theories of Location
- Diversification, Integration and Merger of Industrial Units
- Dispersion and Problem of Regional imbalance

**Unit IV: Composition of Industrial Sector [15 Hours]**

- Structure of Large - Scale Industries in India Sugar, Cotton, Iron and Steel
- Agro processing Industries
- Cottage and village industries
- Rural Industrialization
- Emerging Global competition and Indian Industry
- Impact of Liberalization and Privatization on SSI Sector

**Reference:**

1. Barthwal, R.R. (1992), Industrial Economics: An Introductory Text Book, Wiley Eastern Ltd. New Delhi. Cherunilam, F. (1994), Industrial Economics : Indian Perspective, (3rd Edition), Himalaya Publishing House, Mumbai.
2. Desai, B. (1999), Industrial Economy in India, (3rd Edition), Himalaya Publishing House, Mumbai.
3. Kuchhal, S.C. (1980), Industrial Economics, Himalaya Publishing House, Mumbai.
4. Ahluwalia I.J. (1995), Industrial Growth in India, Oxford University Press, New Delhi.
5. Brahmananda, P.R. and V.R. Panchamukhi (Eds) (1987), The Development Process of the Indian Economy, Himalaya Publishing House, Mumbai.
6. Clarkson, K.W. and R Miller (1985), Industrial Organization : Theory, evidence and Public policy, McGraw Hill, Kogakusha, Tokyo.
7. Devine, P. J. et. al. (1978), An Introduction to Industrial Economics, (3rd edition), George Allen and Unwin, London.
8. Government of India, Economic Survey (Annual), New Delhi.
9. Government of India, Ninth Five Year Plan (1997 - 2000), Vol. I & II, Planning Commission, New Delhi. Mamoria and Mamoria (2000), Dynamics of Industrial relation in India, (15th Edition), Himalaya Publishing House, Mumbai.

10. Naidu, K.M. (1999), Industrialization and Regional Development in India, Reliance publishing House, New Delhi.
11. Reserve Bank of India; Report on Currency and Finance (Annual), Mumbai.

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 5**  
**UA05CEEC24 - Economic Analysis - I (4 Credits 60 Hrs)**

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**Unit I: Objectives of the Firm [15 Hours]**

- Concept and types of Firm
- Objective of firm
  - Profit Maximization
  - Baumol's Sales Revenue
  - Maximization Model, Managerial Utility Model

**Unit II: Demand Analysis [15 Hours]**

- Types of demand and demand distinctions
- Producer's goods and consumer goods demand
- Demand for durable and nondurable goods
- Autonomous and derived demand
- Demand of a firm and industry
- Short run and long run demand
- Total market demand and demand by a segment of market

**Unit III: Indifference Curve Analysis [15 Hours]**

- Derivation of demand curve with the help of indifference curve
- Application of the indifference approach Income Tax Vs Commodity tax
- Subsidy in cash v/s Kind Labor supply and Income tax
- Edgeworth Box and contraction (negotiation curve) negotiation principle
- Revealed Preference Theory

**Unit IV: Macro-Economic Policies [15 Hours]**

- Demand Forecasting-Meaning & its significance -objectives of short-run and long-run demand forecasting
- Forecasting Methods- qualitative and quantitative methods
- Demand estimation for a new product
- Usefulness of demand forecasting

**Reference Books:**

1. Economic Theory and Operation Analysis - W.J. Baumol Managerial
2. Economics - Samuel Paul Managerial Economics - Coyne
3. Introduction To Managerial Economics - Savage And Small
4. Managerial Economics - D.C. Hague
5. Economic Theory - Stonier Hague
6. Advance Economic Theory - H.L. Ahuja
7. Managerial Economics - Gopal Krishna
8. Managerial Economics - G.S. Gupta

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 5**  
**UA05SEEC21 - Research Project – I (10 Credits 90 Hrs)**

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**Objective:**

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**Types of research Project (any of These)**

Case study, Field study (Empirical Study), Survey, Experiment, Qualitative and/or Quantitative study

**Selection of research project:**

Students are guided to select research projects of the area of their specialization in consultation with concerned faculty in charge.

**Research Project Report Formulation:**

The report is expected to have a structure of five or six chapters. The length of the project should not be less than 4000 words

**Submission Project Report:**

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**Assessment procedure:**

**Internal exam -40 Marks**

Assessment will be based on work done during the semester from choosing the topic to finalize the report.

**External exam – 60 Marks**

One external examiner and one internal examiner will be evaluating the research project for a maximum of 60 marks. 40 Marks for the dissertation 20 Marks for the Viva-voce

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 5**

**UA05CEPS21 – Psychopathology – I (4 Credits, 60 Hours)**

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**Unit I: Introduction to Psychopathology**

- Definition, Different criteria for abnormality, Importance of Psychopathology
- Classification in Psychopathology: DSM & ICD
- Theories of Psychopathology: Psychodynamic theory, Behavior theory, Humanistic & existential theory, Cognitive theory, Socio-cultural theory

**Unit II: Anxiety disorders**

- Generalised Anxiety Disorder
- Simple phobias
- Panic Disorder
- Obsessive-Compulsive disorder(OCD)

**Unit III: Somatoform and Dissociative disorders**

- Somatoform Disorder
  - Somatization Disorders
  - Hypochondriasis
  - Pain Disorder
  - Conversion Disorder
- Dissociative Disorder
  - Dissociative Amnestic and fugue
  - Dissociative Identity disorder
  - Depersonalization disorder

**Unit IV: Addictive disorders**

- Alcohol abuse and dependence: Symptoms, Development, Physical effects, Psycho social effects
- Drug abuse and dependence: Opium; Stimulants; Sedatives; Hallucinogens

**References:**

1. Kaplan & Sadock (2007), Synopsis of psychiatry, Lippincott Williams & Wilkins publication.
2. Dr. G. Das, Abnormal psychology. Educational Publishers, New Delhi
3. James D. Page (2008) abnormal psychology- a clinical approach to psychological Deviants, McGraw Hills, New Delhi
4. Dr. Kumar (2006) abnormal psychology, Lakshmi Narain Agarwal, Educational Publication, Agra.
5. S.K. Mangal (2007) Abnormal Psychology Sterling Publishers Pvt Ltd

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 5**

**UA05CEPS22 - Industrial Psychology-I (4 Credits, 60 Hours)**

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**Unit I NATURE AND SCOPE OF INDUSTRIAL PSYCHOLOGY**

- Definition and nature of Industrial Psychology
- Scope of Industrial Psychology
- Historical development of Industrial Psychology
- Importance of Industrial Psychology

**Unit II JOB SATISFACTION**

- Definition
- Importance of Job satisfaction
- Factors related to Job-satisfaction
- Measures to increase Job satisfaction
- Consequences of job satisfaction

**Unit II PERSONNEL SELECTION AND TRAINING**

- Definition, Importance of personnel selection
- Selection Process
- Difference between recruitment and selection
- Meaning and Definition of training
- Importance of training
- Objectives of training
- Methods of training

**Unit IV JOB ANALYSIS**

- Job Analysis: Meaning, advantages, methods and process of job analysis
- Job description
- Job Specification
- Job Evaluation: Definition and Importance

**References:**

1. Miner J.B. (1992) Industrial/Organizational Psychology. N Y : McGraw Hill.
2. Blum & Naylor (1982) Industrial Psychology. Its Theoretical & Social Foundations CBS Publication.
3. Aamodt, M.G. (2007) Industrial/Organizational Psychology : An Applied Approach (5TH edition) Wadsworth/Thompson : Belmont, C.A.
4. Sharma A.(2010) Industrial Psychology. Surjeet Pub. Delhi.
5. Ghosh P.K. &Ghorpade M.B.(2008) Industrial Psychology. Himalaya Publishin House, Mumbai (4<sup>th</sup> edition)
6. Landy, F.J. & Conte, J.M. (2007) Work in the 21st Century: An Introduction to Industrial and Organizational Psychology. 2ndEdition. Malden, MA: Blackwell Publishing.

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 5**

**UA05CEPS23 - Developmental Psychology-I (4 Credits, 60 Hours)**

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**Unit I Growth and Development**

- Difference between growth and development
- Concepts and Principles of development
- Developing Human- Stages (Prenatal development, Infancy, Childhood, Adolescence, Adulthood)

**Unit II The Prenatal and neonatal Period**

- Prenatal development: Conception, stages and influences on prenatal development
- Birth and Neonatal development: Screening the newborn - APGAR Score, Reflexes and responses, neuro-perceptual development
- Milestones and variations in Development
- Environmental factors influencing early childhood development
- Role of play in enhancing development

**Unit III Babyhood and Early childhood**

- Babyhood: characteristics, Physical development, emotional behaviour, socialization
- Early childhood: characteristics, Physical development, emotional behaviour, socialization

**Unit IV Late childhood and Puberty**

- Late childhood: characteristics, Physical development, emotional behaviour, socialization
- Puberty: Characteristics, causes of puberty, age of puberty, body changes in puberty, hazards of puberty

**References:**

1. Hurlock E.B.(1981) Developmental Psychology: A life-span Approach, Tata McGraw-Hill.
2. Berk, L. E. (2010). Child Development (9th Ed.). New Delhi: Prentice Hall.
3. Feldman, R.S.& Babu.N. (2011). Discovering the Lifespan. Pearson .
4. Georgas, J., John W. Berry., van de Vijver, F.J.R, Kagitçibasi, Çigdem, Poortinga, Y. P. (2006). Family across Thirty Cultures: A Thirty Nation Psychological Study. Cambridge Press.
5. Mitchell, P. and Ziegler, F. (2007). Fundamentals of development: The Psychology of Childhood. New York: Psychology Press.
6. Papalia, D. E., Olds, S.W. & Feldman, R.D. (2006). Human development (9th Ed.). New Delhi: McGraw Hill.
7. Santrock, J. W. (2011). Child Development (13th Ed.). New Delhi: McGraw Hill.
8. Santrock, J.W. (2012). Life Span Development (13 th ed.) New Delhi: McGraw Hill.
9. Saraswathi, T.S. (2003). Cross-cultural perspectives in Human Development: Theory, Research and Applications. New Delhi: Sage Publications.
10. Srivastava, A.K. (1997). Child Development: An Indian Perspective. New Delhi



**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 5**

**UA05CEPS24 - Psychological Testing-I (PRACTICAL) (4 Credits, 60 Hours)**

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**Six tests from the following areas will be selected to conduct during the Semester of the course.**

- Intelligence
- Creativity
- Aptitude
- Interest
- Personality
- Stress
- Interpersonal relations
- Job involvement
- Assertiveness
- Anxiety

**References:**

1. Cronbach, L.J. Essentials of Psychological Testing, 1972. New Delhi, Prentice Hall Inc.
2. Woodworth R.S. and Scholsberg, 1981, Experimental Psychology, New Delhi, Taa McGraw Hill Co. Ltd., Udaipeek, T. Venkateswara Rao. Handbook of Psychological and Social Instruments. Samashti, B-2, Chamelibagh, Baroda-2

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 5**  
**UA05SEPS21 - Research Project – I (10 Credits 90 Hrs)**

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**Objective:**

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**Submission Project Report:**

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**Assessment procedure:**

**Internal exam -40 Marks**

Assessment will be based on work done during the semester from choosing the topic to finalize the report.

**External exam – 60 Marks**

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**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 5**

**UA05CEEN21 - Introduction to Postcolonial Literature (4 Credits 60 Hours)**

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**Unit I Theoretical Background to the Postcolonial Literature in English**

- Beginning Postcolonialism by John McLeod

**Unit II Postcolonial writing in India**

- Midnight's Children by Salman Rushdie

**Unit III Postcolonial Writing in Nigeria**

- Wole Soyinka's Lion and the Jewel

**Unit IV Postcolonial writing in South Africa**

- Foe by J M Coetzee

**Text Recommended:**

1. Barker, Rodney, Legitimizing Identities: The Self-Presentations of Rulers and Subjects. Cambridge: Cambridge University Press, 2001.
2. Bhatnagar, M K (Ed.), Commonwealth English Literature. New Delhi: Atlantic Publishers and Distributors, 1999.
3. Cavarero, Adriana, Relating Narratives: Storytelling and Selfhood. Trans. Paul A Kottman. London: Routledge, 1997.
4. Cook, David, African Literature: A Critical View. London: Longman Group Limited, 1980.
5. Dasgupta, Probal, The Otherness of English. New Delhi: Sage Publications, 1993.
6. Pennycook, Alastair, English and the Discourse of Colonialism. New York: Routledge, 1998.
7. Wren, Robert M, Achebe's World: The Historical and Cultural Context of the Novels of Chinua Achebe. Essex: Longman Group Limited, 1980.
8. Bart Moore-Gilbert and Gareth Stanton, Postcolonial Criticism, Longman, 1997.
9. Ania Loomba, Colonialism/Postcolonialism, New Critical Idioms series, Routledge, 2007.

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 5**

**UA05CEEN22 - Reading and Understanding Drama (4 Credits, 60 Hours)**

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**Unit I: Understanding the Form of Drama**

- From A Background to the Study of English Literature by B. Prasad From An Introduction to English Literature, R J Rees

**Unit II: Greek Tragedy**

- Agamemnon play by Aeschylus

**Unit III: Shakespearean Comedy**

- A Winter's Tale by William Shakespeare

**Unit IV: Modernist Play**

- A Doll's House by Ibsen

**Unit 5: Self-Study**

- Final Solutions by Mahesh Dattani
- Wah! Wah! Girls by Tanika Gupta

**Text Recommended:**

1. H.D.F. Kitto, Greek tragedy: A Literary Study, Matthew, 1984.
2. Birjadesh Prasad, A Background to the Study of English literature, MacMillan, 1950
3. R J Rees, An Introduction to English Literature, MacMillan, 1966.
4. Sylvan Barnet et al (ED.), Types of Drama: Plays and Essays, Harper Collins Publishers, 1989.
5. Ralph Berry, Shakespeare's Comedies: Explorations in Form, Princeton University Press, 1972.

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 5**  
**UA05CEEN23 - Literary Criticism III (4 Credits, 60 Hours)**

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**Unit I: Victorian Criticism**

- From The Function of Criticism at the Present Time by Matthew Arnold
- Aspects of the Novel by E.M. Forster

**Unit II: Modernist Criticism**

- From Tradition and Individual talent by T S Eliot

**Unit III: Practical Criticism**

- From The Four Kinds of Meaning by I A Richards

**Unit IV: New Criticism**

- From Criticism as Pure Speculation by J C Ranson
- Criticism, Visible and Invisible by Northrop Frye

**Text Recommended:**

1. Prasad B, An Introduction to English Criticism, Macmillan, India
2. Blamires, Harry, A History of Literary Criticism, Macmillan, Delhi
3. Das, BB, Literary Criticism: A Reading, OUP, Delhi
4. Bertens, Hans, Literary Theory: The Basics, Routledge
5. Klages, Mary, Literary Theory for the Perplexed India, Viva Books
6. Peck, John, Literary Terms and Criticism, Macmillan
7. Mulhern, Francis, Culture/Metaculture. London: Routledge, 2000.
8. S Ramaswami and V S Sethuraman, The English Critical Tradition: An Anthology of English Literary Criticism, Volume 2, MacMillan.

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 5**

**UA05CEEN24 - Introduction to English Language Teaching-I (4 Credits, 60 Hours)**

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**Unit I English Language Teaching: Principles & Concepts**

- Second Language Learning Theories
  - Acquisition and Learning
  - Differences between L1 and L2 acquisition

**Unit II Introduction to English Language Teaching: Methods & Approaches**

- Grammar Translation Method
- Direct Method
- Audio Lingual Method
- Structural Approach
- Computer-Assisted Language Learning (CALL)
- Task-based Approach
- Project Based Approach

**Unit III Communicative Language Teaching**

- The concept of communicative competence
- Designing communicative tasks
- Language Games
- Songs and Rhymes

**Unit IV English for Specific Purpose**

- ESP and EAP
- Features of ESP
- Learner's language needs
- Identifying Learners' needs
- Techniques of Needs Analysis

**Unit V Practicum: Project work**

- Presentation skills
- viva-voce

**Text Recommended:**

1. Aggarwal, J.C. Landmarks in the History of Modern Indian Education. New Delhi: Vikas Publishing House Pvt. Limited.
2. Agnihotri, R.K. & A.L. Khanna. 1997. Problematizing English in India. New Delhi: Sage Publications.
3. Chaudron, C. 1988. Second Language Classrooms: research on teaching and learning. Cambridge: Cambridge University Press.
4. Huda, N. 1992. Teaching English to Indian Pupils. New Delhi: Commonwealth Publishers.
5. Kachru, B.B. 1983. Indianisation of English: the English language in India. Delhi: Oxford University Press.
6. Kachru, B.B. 1989. The Alchemy of English: the spread, function and models of non-native Englishes. Delhi: Oxford University Press.
7. King, R.D. 1998. Nehru and the Language Politics of India. Delhi: Oxford University Press.

8. Krishnamurti, B.H. 1998. *Language, Education and Society*. New Delhi: Sage Publications.
  9. Rajendra Singh (ed) 1997. *Grammar, Language and Society: contemporary Indian contributions*. New Delhi: Sage Publications.
  10. Singh, R.P. (ed) 1993. *Indian Education: in-depth studies*. New Delhi: Commonwealth Publishers
- Verma, M.K. (ed) 1998. *Sociolinguistics, Language and Society*. New Delhi: Sage Publications

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 5**  
**UA05SEEN21 - Research Project I (10 Credits 90 Hrs)**

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**Objective:**

The objective of the research project is to help the student develop ability to apply various concepts, tools and techniques to solve day-to-day life problems.

**Types of research Project (any of These)**

Case study, Field study (Empirical Study), Survey, Experiment, Qualitative and/or Quantitative study

**Selection of research project:**

Students are guided to select research projects of the area of their specialization in consultation with concerned faculty in charge.

**Research Project Report Formulation:**

The report is expected to have a structure of five or six chapters. The length of the project should not be less than 4000 words

**Submission Project Report:**

Two typed copies of the project report are to be submitted to the Institute and one copy may be retained by the student.

**Assessment procedure:**

**Internal exam -40 Marks**

Assessment will be based on work done during the semester from choosing the topic to finalize the report.

**External exam – 60 Marks**

One external examiner and one internal examiner will be evaluating the research project for a maximum of 60 marks. 40 Marks for the dissertation 20 Marks for the Viva-voce



**Sardar Patel University**  
**B.A. (Advanced) – English Medium**  
**SEMESTER 5**

**UA05CEJM21 - Introduction to New Media (4 Credits 60 Hrs)**

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**Objectives:**

- The learners are expected to gain exposure to the new media with regard to its history and evolution.
- To understand the nature of new media journalism and how it can be put to good use for mutual benefit of the media house and the society.
- To gain an understanding on various social media platforms, especially Facebook, WhatsApp, LinkedIn, wikis, blogs etc.
- To develop an understanding of how new media is effectively becoming a global phenomenon, especially in the media industry.

**Unit-1: Introduction to New Media(1 Credit, 25%)** – Definition, concept, history and evolution of New Media; Revolutionary change in communication, rise of new media in contemporary era; Difference between various media employed for communication; Interactivity and new media; New media as a tool for social change, pros ‘n cons, freedom of expression vs. privacy, largest ungoverned space on earth.

**Unit-2: New Media Journalism (1 Credit, 25%)**-2.1 Convergence and Journalism; 2.2 News on the web: Newspapers, magazines, radio and TV newscast on the web; 2.3 Changing paradigms of news; emerging news delivery vehicles; integrated newsroom; 2.4 Open source data collection and analysis; 2.5 Challenges and opportunities for a newsman - gatekeepers to news guides; 2.6 Awareness regarding techniques of Digital Marketing: Search Engine; 2.7 Optimization, Search Engine Marketing and Email Marketing

**Unit-3: Portals and Social Media (1 Credit, 25%)**-3.1 Social networking; Introduction to social profile management products – Facebook, WhatsApp, LinkedIn; 3.2 Social Collaboration: virtual community- wikis, blogs, instant messaging, collaborative office and crowd sourcing; 3.3 Social publishing: Flickr, Instagram, Youtube, Sound cloud; 3.4 Citizen Journalism: Concept, Case studies, Mobile Journalism; 3.5 Blogging; a brief history of blogs, blogs as narratives, Bloggers as journalists and opinionates.

**Unit-4: Writing for New Media (1 Credit, 25%)** -4.1 Writing for a Whole range of Media; 4.2 (Hyper) Text, Audio, Video, Still images, Animation, Flash interactivity, Blogs, Microblogging and Social networking/Facebook/Twitter/RSS feeds; 4.3 Poll surveys/Email etc.; 4.4 Digital Story telling Formats, Content writing, editing, reporting and its management; 4.5 Structure of a web report, Planning and designing of WebPages, Blogs, web channels, e-Newspaper, e-Magazine

**Teaching Pedagogy and Evaluation of the paper:**

1. The course work is taught using theory and practical methods using classroom and computer laboratory.
2. Students are encouraged to Writing Blogs
3. Designing Webpage (Group Exercise)
4. Creation and maintaining a YouTube channel
5. Creation and maintenance of Facebook page, Twitter handle, Instagram
6. Comparative study of different news websites etc.

## Reading List

1. Interactive Design for New Media and the Web, Juppa
2. Online News gathering : Research and Reporting, Quinn & Lamble
3. Convergent Journalism : An Introduction, Quinn & Filak
4. Journalism in the Digital Age, Herbert
5. Noah Wardrip-Fruin and Nick Montfort (eds), The New Media Reader, The MIT Press, Cambridge, 2003.
6. Christopher Callhan, A Journalist Guide to the Internet: The Net as a Reporting Tool,
7. Pearson/Allyn and Bacon, 2007.
8. Jagdish Chakraborty, Cyber Media Journalism: Emerging Technologies, Authors Press,
9. New Delhi, 2005.
10. Jim Hall, Online Journalism: A Critical Primer, Pluto press, London, 2001.
11. John Street, Mass Media, Politics and Democracy, Palgrave Macmillan, Hampshire, 2011.
12. Ryan M. Thornburg, Producing Online News: Stronger Skills, Stronger Stories, CQ Press, Washington, 2011.

**Sardar Patel University**  
**B.A. (Advanced) – English Medium**  
**SEMESTER 5**  
**UA05CEJM22 – Brand Management (4 Credits 60 Hrs)**

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**Objectives:**

- To understand the consumer behavior required for an effective brand management.
- To provide an introduction to the concepts and practices of modern brand management
- The learning would be a base to plan and launch an effective advertising and communication campaign

**Unit 1: Understanding the Behaviour of Consumer as an Individual:-** Meaning, Definition and Importance of Consumer Behaviour; Consumer Needs and Motivation, Types of Motives, Motivational Research, Maslow's Hierarchy of Needs; Influence of Personality on Consumer Behaviour, Nature and Theories (Freud's Psychoanalytic theory, Non-Freudian theory, Trait theories); Understanding attitude and functions; Consumer psychographics & VALS framework.

**Unit 2: Group Dynamics of a Consumer:** Influence of Reference Groups, Opinion Leaders, Family, Social Class on Consumer behavior; Influence of Cultures and Sub-cultures on consumer behavior; Measurement of Social Class and Culture; The Consumer Decision Making Process

**Unit 3: Brand Management Meaning and Concepts:** Meaning, Definition, Brand Name, Brand Attributes, Brand Loyalty; Understanding the product hierarchy and product classification for branding; Brand Identity and Image, Kapferer Brand Identity Prism; Brand Personality, Brand Awareness with brand knowledge prism, Brand recall and association; Role of Visual and Verbal identities in branding; Brand Equity and Value.

**Unit 4:- Brand Building Process, Strategies and Positioning:-** How to build a brand; How to position a brand; Understanding Strategies with case studies like -- Brand extension, Corporate branding, manufacturer branding, brand cannibalization, Umbrella / Monolithic branding, Surrogate branding, Brand Alliance, Brand Collaboration, Co-branding; Persuasive Communication and Theories of Persuasion.

**Pedagogy for Course Delivery and Activities for evaluation:**

- The course is delivered through theory as well as various audio visual aids, case studies, brand promotional and positioning videos etc.
- Each student or group of students will be presenting case-study analysis on strategies of various Brands and product extensions through PPT or Research Paper presentation mode.
- Students should visit selective malls to conduct survey or observational studies to understand the consumer behaviour.
- Students can work on brand positioning and brand building for local brands as an assignment
- Students are exposed to various Advertising houses and local manufacturing units to understand their branding strategies through field visits.
- Students are encouraged to intern in Advertising Houses during vacations.

**Book List:**

1. Kotler Philip, E.D (2009), Marketing Management : A South Asian Perspective, 13<sup>th</sup> Edition, Pearson Education Inc.
2. Loudon, David and Della, Consumer Behaviour - Bitu Albert

3. Max Sutherland and Alice K Sylvester, Advertising and the Mind of the Consumer - Kogen 2000
4. Kirti Dutta (2012), Brand Management: Principals and Practices, Oxford University Press.
5. Donald Miller (2017), Building a Storybrand: Clarify Your Message So Customer will Listen, Thomas Nelson.
6. David A. Aaker (2009), Managing Brand Equity: Capitalizing on the Value of a Brand Name, Free Press.
7. Tapan K. Panda (2016), Product and Brand Management, Oxford University Press.
8. J. Paul Peter and Jerry Olson (2005), Consumer Behaviour and Marketing Strategy, 7<sup>th</sup> Edition, McGraw Hill Education.
9. Leon G. Schiffman, E.D (2018), Consumer Behaviour, 12<sup>th</sup> Edition, Pearson Education.
10. S. Ramesh Kumar (2009), Consumer Behaviour and Branding: Concepts, Readings and Cases – The Indian Context ,1<sup>st</sup> Edition, Pearson

**Sardar Patel University**  
**B.A. (Advanced) – English Medium**  
**SEMESTER 5**

**UA05CEJM23 – Development Communication (4 Credits 60 Hrs)**

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**Objectives:**

- To introduce students to the concepts of 'Development', sensitize on various development issues at Global and National level.
- To provide an introduction to various theories and paradigms of development
- To gain an understanding on the philosophy of Development Communication, Strategies in Development communication.
- To understand role and use of media in development communication

**Unit 1- Understanding Development:-** Meaning, Concept, Process, Approaches and Measurement of Development; Problems and Issues in Development; Understanding the Characteristics and Gaps of Developed, Developing and Under-developed nations; Problems of Under-development; The Third World Development Experience; Models, Theories and Paradigms of Development.

**Unit 2- Understanding Development communication –** Meaning, concept, definition, philosophy of Development Communication; Difference between communication for development and development communication, Development Support Communication; Success Stories in Development communication; Innovations and trends in Development Communication; Diffusion of innovations and extension; Case studies for Development Support Communication (DSC) in agriculture, population control and family welfare, health care, education and environmental protection etc.

**Unit 3- Role of Government and other Agencies in Development:-** Evolution of Planning process and new approaches by government in India, history, characteristics and objectives; International Development Agencies like UNESCO, UNICEF, UNDP, WHO, FAO, ILO, IPDC; Indian Development Agencies like DAVP, Song and Drama Division, DFP, Prasar Bharti etc.

**Unit 4 - Role of Indian media and scope in Development communication –** Role of Mainstream Media, Folk/Traditional Media / Local Media in Development Communication; Role of community radio in development; Multimedia / ICTs approach to development communication; Techniques of Development Reporting-Skills, Roles and Responsibilities of Development reporter; Techniques of writing development messages for rural audiences; involving the target audience in the construction of message; pre – testing of messages.

**Pedagogy for Course Delivery and Activities for Evaluation:**

- The major portion of the course will be taught using the theory and case method.
- Students will learn to appreciate this complex discipline with the help of various teaching aids such as case studies, practical exercises, screenings, and reading group.
- Students are encouraged to understand the rural development scenarios through field visits to nearby villages and visiting Panchayats.

**Book List**

1. Uma Narula, Anand Har. Development Communication – Theory and Practice
2. Gupta V.S., Communication and Development Concept, New Delhi

3. Tewari, I P, Communication Technology and Development, Publication Division, Govt. of India
4. Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi
5. R. Melkote Srinivas, Communication for Development in the Third World, Sage, New Delhi
6. Lerner Daniel & Schramm Wilbur.,Communication and Changes in Developing Countries, East West Communication Centre, Honolulu
7. Rogers Everett M, Communication and Development: Critical Perspective, Sage, New Delhi
8. Todaro, Michael P Longman., Economic Development in the Third World, New York

**Sardar Patel University**  
**B.A. (Advanced) – English Medium**  
**SEMESTER 5**  
**UA05CEJM24 – Broadcast Journalism (Practical) (4 Credits 60 Hrs)**

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**Objectives:-**

- To help students understand the practical approach of Broadcast Journalism, while learning the theoretical concepts.
- To enable students to gear up to the demands of broadcast industry by developing their audio visual profile.
- The focus is equally distributed between content development and skill development

**Unit-1: Understanding Radio and Television:-** Organizational structure of Radio and TV; Radio and TV Program Formats like feature, drama, running commentaries, documentary, docudrama, talk show, panel discussions, interviews, radio magazines, Phone-in programs, radio-bridge, news, Vox-pops etc.; General Script Writing techniques for the ear and eye; Basics of Storyboarding;

**Unit-2: Understanding News, News Writing, and Reporting for Radio and Television:** Evolution and popularity of new forms on TV and Radio News; Newsroom organization structure for radio and TV; News Values and Ethical standards; Basic Principles of News Writing for Visuals and Audio (Structuring of News, Balance and Pace, Headlines, Lead, News Style, Feature Style; Structuring of sentences, How to use Facts, Quotes, Attributions, Abbreviations, Numerical etc.)

**Unit-3: Presentation and Reporting Skills:** - Skills of speaking, Principles of anchoring over the radio / television as anchor, reporter, moderator; Principles for conducting effective Interviews; Outdoor broadcasts, audio / video conferencing; live Reporting techniques; Voiceover technique; Significance of Packaging for a News Channel.

**Unit -4: Post Production Technicalities (Audio & Video Production):-** Principles of video camera use; Basics Principles of sound and production techniques in radio journalism; Audio and Video Editing, Adobe Premiere Pro, Audio Audition.

**Assessment for Internal and External Exams:-**

- Four Audio Visual Projects (for Television, Radio and Web medium) to be submitted for final evaluation i.e., 60 Marks
- Choice of programmes should be chosen between News Bulletin, Fatafat News, Talk Shows, Interviews, Feature shows (Cookery / Automobile / Mobile / Innovations, Health, Spiritual etc), Educational videos, Promotional videos etc.
- Each Programme should be a minimum of 15 Minutes.
- Students have to upload the selective videos in YouTube and monitor.
- Internal evaluation for 40 marks depends on the project proposals, status of the projects, group discussions, assignments, theory knowledge evaluation by quiz and other methods etc.
- The students will have to carry a thorough research into all programme ideas, including, indentifying suitable interviewees, locations, relevant background and illustrative footage, relevant visual material, archived pictures and sound footages, articles and features etc. The whole process can be evaluated for the internals.

### **Books for Reference**

1. Joseph R.Dominick-'The Dynamics of Mass Communication'.Mc Graw Hill, New Delhi.
2. John Vivian -'The Media of Mass Communication' Allyn and Bacon.
3. Arul Aram and Nirmaldasan, 'Understanding News, Media'-Vijay Nicole Imprints Pvt.Ltd.Chennai.
4. Robert McLeish-'Radio Production'. Focal Press London.
5. Giraud Chester et.al-'Television and Radio'-Prentice Hall.
6. Herbert Zettl, 'Television Production Handbook'-Wadsworth, USA.
7. Andrew Boyd,' Broadcast Journalism, Techniques of Radio and Television News' Focal Press London.
8. Ted White, 'Broadcast News: Writing, Reporting and Producing', Focal Press London
9. P.K Ravindranath , 'Broadcast Journalism'-Author Press, New Delhi.
10. Broadcast Journalism in the 21st Century, KM Shrivastava, New Dawn Press, New Delhi, 2005



**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 5**  
**UA05SEJM21 - Research Project I (10 Credits 90 Hrs)**

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**Objective:**

The objective of the research project is to help the student develop ability to apply various concepts, tools and techniques to solve day-to-day life problems.

**Types of research Project (any of These)**

Case study, Field study (Empirical Study), Survey, Experiment, Qualitative and/or Quantitative study

**Selection of research project:**

Students are guided to select research projects of the area of their specialization in consultation with concerned faculty in charge.

**Research Project Report Formulation:**

The report is expected to have a structure of five or six chapters. The length of the project should not be less than 4000 words

**Submission Project Report:**

Two typed copies of the project report are to be submitted to the Institute and one copy may be retained by the student.

**Assessment procedure:**

**Internal exam -40 Marks**

Assessment will be based on work done during the semester from choosing the topic to finalize the report.

**External exam – 60 Marks**

One external examiner and one internal examiner will be evaluating the research project for a maximum of 60 marks. 40 Marks for the dissertation 20 Marks for the Viva-voce

**Sardar Patel University**  
**B.A. (English) - English Medium**  
**SEMESTER 6**

**UA06AEPS21-Personality Development and Soft Skills –II (4 Credits 60 Hrs)**

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**Unit I: International Communication**

- Meaning and significance
- Cultural sensitiveness
- Cultural context and cultural differences
- International factors in Interaction

**Unit II: Resume Writing and Application letters**

- Introduction
- Fallacies and facts about resume Steps for preparing resume
- Types of resume
- Application letter
- Structure and contents of an application

**Unit III: Interview Skills**

- Interview- its meaning
- Types of Interview
- Planning an Interview
- Attending the Interview
- How to conduct yourself during the Interview Process
- Objectives of conducting an Interview

**Unit IV: Negotiation Skills**

- Process and Definition
- Facts about the Negotiation Situations
- Types of Negotiation: Formal and Informal
- Qualities of a Negotiator
- Negotiation stages
  - Preparation
  - Meeting
  - Negotiation phases
  - Implementation style
- Negotiation style

**Unit V: Vocabulary Building**

- Presentation
- Phobia
- Mania

**Sardar Patel University**  
**B.A. (Advanced) – English Medium**  
**Semester 6**

**UA06CEPL21 – Constitutions and Systems of the World (4 Credits 60 Hrs)**

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**Unit I: British Political System**

Political history of Britain from the Magna Carta, Supremacy of the Parliament  
Nominal status of the Queen, Unwritten Constitution

**Unit II: American Political System**

Constitution and Bill of Rights, Presidential Elections, Congress: House of Representatives  
and Senate

**Unit III: German Political System**

Constitution, Legislative and Executive, Parliamentary elections and the system,  
Chancellor

**Unit IV: Chinese Political System**

One party system, State council and Executive, Legislative Powers, People's Liberation  
Army

**References:**

1. J. C. Johari; Select World Constitutions, Lotus Press
2. J. Denis Derbyshire; Political Systems of the World 2nd Edition
3. George E. Delury; World Encyclopedia of Political System and Parties
4. Camelia L. Jacoby; China's Political System: Features, Institutions and Leaders
5. Tony Wright; British Politics, A very short introduction (English, Paperback)
6. John Kingdom; Government and Politics in Britain: An Introduction; Paperback
7. Ken Kollman; The American Political System (Core Third Edition) Core Third Edition

**Sardar Patel University**  
**B.A. (Advanced) – English Medium**  
**Semester 6**

**UA06CEPL22 – Post Cold War International Relations (4 Credits 60 Hrs)**

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**Unit I: End of Bipolar International System**

New World Order after Cold War, UN Reforms: Attempts and prospects

**Unit II: New Security System**

Traditional & Non- Traditional Security Threats: Gender Security, Health Security, Water Security, Food Security and Human Security, International Cyber Security

**Unit III: Foreign policies – Post-Cold War Era**

Foreign Policy of USA and Russia, Foreign policy of China and EU

**Unit IV: The Developing Countries and the World**

Third World Movement, Oil Politics, North-South conflict and NIEO, Arms and Control disarmament

**References:**

1. Baylis, John, Smith, Steve and Owen, Patricia (4th ed) The Globalization of World Politics: An Introduction to International Relations ( Oxford, Oxford University Press, 2007)
2. Kegley, Jr., Charles W. and Blanton, Shannon L. (12th ed). World Politics: Trend and Transformation, (Boston, Wadsworth, 2009-10)
3. Dougherty, James, E. and Pfaltzgaff Jr., Robert L. (4th ed.) Contending Theories of International Relations: A comprehensive Survey, (New York, Longman, 1996)
4. Jackson, Robert and Sorensen, Georg (3rd ed) Introduction to International Relations: Theories and Approaches (Oxford, Oxford University Press, 2006)
5. Buzan, Barry and Waeber, Ole, Regions and Powers: The Structure of International Security, (Cambridge, Cambridge University, Press, 2003).
6. Waltz, Kenneth N., Man, the state and War: A Theoretical Analysis, (Columbia, Columbia University, Press, 2001)
7. Paul Wilkinson, International Relations: A Very short Introduction O. U.P. 2007
8. Stephanie's G. Neuman, Ed. International Relations Theory and the Third World, New York, St. Martin's Press, 1999

**Sardar Patel University**  
**B.A. (Advanced) – English Medium**  
**Semester 6**  
**UA06CEPL23 – South Asian Politics (4 Credits 60 Hrs)**

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**Unit I: South Asia: Conceptual Framework**

South Asia as a Region, South Asia as a sub-system, Global & Regional Environment in South Asia

**Unit II: South Asian Political Economy**

Strategies and Policies of Development; Performances and Problems  
Poverty & Human Development in South Asia, Impact of Globalization & Liberalization In South Asia

**Unit III: Contextualizing the Foreign Policies of South Asian States**

Global Politics, Domestic Political Processes and Foreign policies of South Asian States  
Role of External Powers in South Asia – USA, China, Europe

**Unit IV: Nuclear Issues & Bilateral Relations in South Asia**

Nuclear Weapons Programme in South Asia & Its Implications  
Bilateral relations, Economic & Cultural relations

**References:**

1. Alavi Hamza and John Harriss. eds The Sociology of Developing Slates: South Asia. Houndsmill, Macmillan, 1987.
2. Baxter C. et. al edited, Government and Politics in South Asia. Boulder, ,Westview, 1987.
3. Bestsch Gary K. et al. eds., Engaging India: US Strategic Relations with the World s Largest Democracy. New York, Routledge, 1999.
4. Chilty Naren. Framing South Asian Transformations. New Delhi, South Asian Publishers, 1994.
5. GaimsrB.H. An Introduction to South Asia. London, Routledge, 1993.
6. Ghosh Partha S. Cooperation and Conflict in South Asia. New Delhi, Manohar, 1995.
7. Iftekharuzzaman edited, Ethnicity and Constitutional Reform in South Asia. New Delhi, Manohar, 1998.
8. Kodikara Shelton U. edited External Compulsion of South Asian Politics, New Delhi, Sage, 1993
9. Nizamani, Haider, K., The Roots of Rhetoric: Politics of Nuclear Weapon in India and Pakistan, New Delhi, India Research Press, 2001.

**Sardar Patel University**  
**B.A. (Advanced) – English Medium**  
**Semester 6**

**UA06CEPL24 – International Economic Organizations (4 Credits 60 Hrs)**

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**Unit I: Regimes, International Organizations and Development Diplomacy, Regimes and Regime theory**

Hegemonic Theory of Regimes and Reciprocity Theory of Regimes, Regimes and international Cooperation, Dependency Theory

**Unit II: GATT and WTO**

General Agreement on Trade and Tariffs, World Trade Organization, Dispute Settlement Mechanism, Ministerial Conference

**Unit III: International Banking Institutions**

United Nations Conference On Trade And Development (UNCTAD), International Organizations As International Institutions, International Monetary Fund (IMF), International Bank for Reconstruction and Development (IBRD) and World Bank Group

**Unit IV: Contemporary International Economic Organizations**

International Labour Organisation (ILO), New Development Bank, Developmental banks outside of the Bretten Woods System: Islamic Bank, ADB, AIIB, African Bank  
Concept of Regional Free Trade Areas

**Study Tour cum Field Visits:**

To encourage students and to assess what they have studied in the class, Field Visits and Study Tour are made compulsory part of the course. As part of this, they have to visit Industries, Exporters, Ports, Trade Units, Trade Hotspots, Agricultural Zones, International Banking Institutions, Projects sponsored and aided by World Bank, IMF, Infrastructure banks, etc. It is desirable to include two case studies relevant to the Indian Political systems, at least, about the individuals or institutions. Students can choose the cases according to their interest.

**References:**

1. Bhalla, V.K. International Monetary Cooperation, New Delhi., Anmol Publications, 1992.
2. Hunt , Diana, Economic Theories of Development : An analysis of competing paradigms, Hemel Hampstead Harvester Wheatsheal, 1989.
3. Keohane Robert O, international Institutions and state power: Essays in international relations and theory, Boulder: Westview, 1989.
4. Patel I G, Economic reforms and global change, Macmilan India Ltd., 1998.
5. Surendra Bhandari, World Trdae Organisations and developing countires, Deep & Deep, New Delhi, 1998.
6. Paul A. Samuelson; International Economic Relations; Palgrave Macmillan
7. Kenneth A. Reinert; An Introduction to International Economics, 2nd Edition

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 6**  
**UA06SEPL21 – Research Project II (10 Credits 90 Hrs)**

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**Objective:**

The objective of the research project is to help the student develop ability to apply various concepts, tools and techniques to solve day-to-day life problems.

**Types of research Project (any of These)**

Case study, Field study (Empirical Study), Survey, Experiment, Qualitative and/or Quantitative study

**Selection of research project:**

Students are guided to select research projects of the area of their specialization in consultation with concerned faculty in charge.

**Research Project Report Formulation:**

The report is expected to have a structure of five or six chapters. The length of the project should not be less than 4000 words

**Submission Project Report:**

Two typed copies of the project report are to be submitted to the Institute and one copy may be retained by the student.

**Assessment procedure:**

**Internal exam -40 Marks**

Assessment will be based on work done during the semester from choosing the topic to finalize the report.

**External exam – 60 Marks**

One external examiner and one internal examiner will be evaluating the research project for a maximum of 60 marks. 40 Marks for the dissertation 20 Marks for the Viva-voce

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 6**

**UA06CEEC21 - Economic Environment-II (4 Credits 60 Hrs)**

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**Unit I: Globalization [15 Hours]**

- Globalization of world economy
- Globalization of business - meaning and dimensions
- Globalization stage
  - Essential conditions for globalization
- Comparison between the old and new globalizations

**Unit II: Political and Regulatory Environment [15 Hours]**

- Economic roles of government
- Regulatory environment
- International legal environment
- Intellectual Property rights
- Issues of Patenting
- Legal Environment

**Unit III: International Investment [15 Hours]**

- International Investment
- Factors effecting foreign Investment
- Growth of foreign investment
- Significance of foreign investment
- Foreign Investment in India

**Unit IV: Globalization of Indian Companies [15 Hours]**

- Strategies for Indian companies going global
- Mergers
- Acquisitions
- Merits and demerits of globalization
- Manifestations of globalization

**References:**

1. Bhalla, V.K. International Monetary Cooperation, New Delhi., Anmol Publications, 1992.
2. Hunt , Diana, Economic Theories of Development : An analysis of competing paradigms, Hemel Hampstead Harvester Wheatsheal, 1989.
3. Keohane Robert O, international Institutions and state power: Essays in international relations and theory, Boulder: Westview, 1989.
4. Patel I G, Economic reforms and global change, Macmilan India Ltd., 1998.
5. Surendra Bhandari, World Trade Organisations and developing countries, Deep & Deep, New Delhi, 1998.



**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 6**

**UA06CEEC22 -International Economic Organisations (4 Credits 60 Hrs)**

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**Unit I Regimes, international organizations and development diplomacy, Regimes and regime theory-[15 Hours]**

Hegemonic Theory of Regimes and Reciprocity Theory of Regimes, Regimes and international Cooperation

**Unit II: General Agreement on Trade and Tariffs (GATT) [15 Hours]**

World Trade Organization Dispute Settlement Mechanism Ministerial Conference

**Unit III: United Nations Conference On Trade And Development (UNCTAD), International [15 Hours]**

Organizations As International Institutions, International Monetary Fund (IMF), International Bank for Reconstruction and Development (IBRD)

**Unit IV: International Development Agency (IDA), International Finance Corporation (IFC) [15 Hours]**

Multilateral Investment Guarantee Agency (MIGA) International Labour Organisation (ILO).

**Reference Books:**

1. Bhalla, V.K. International Monetary Cooperation, New Delhi., Anmol Publications, 1992.
2. Hunt , Diana, Economic Theories of Development : An analysis of competing paradigms, Hemel Hampstead Harvester Wheatsheal, 1989.
3. Keohane Robert O, international Institutions and state power: Essays in international relations and theory, Boulder: Westview, 1989.
4. Patel I G, Economic reforms and global change, Macmilan India Ltd., 1998.
5. Surendra Bhandari, World Trade Organisations and developing countries, Deep & Deep, New Delhi, 1998.

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 6**

**UA06CEEC23 - Introduction To Econometrics (4 Credits 60 Hrs)**

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**Unit I: Introduction [15 Hours]**

- Model - Meaning features and characteristics
- Variables - Meaning and types of equations

**Unit II: Econometrics and econometric models Unit II: Statistical Inference [15 Hours]**

- Sampling distribution
- Standard Errors
- Statistical hypothesis
- F test and T test

**Unit III: Two Variables Linear Regression Model [15 Hours]**

- Simple econometric Model
- Reasons for introducing disturbance term
- Errors of observation and measurement
- Ordinary Least Square (Two variable model)

**Unit IV: Three variables Regression Model [15 Hours]**

- Ordinary Least Square estimation in three variable models
- Correlation Coefficient
- Analysis of Variance

**Reference:**

1. B C Mehta and Kranti Kapoor, Fundamentals of Econometrics, Himalayan Publications
2. Basic Econometrics, 4th Edition by: Damodar N Gujarati
3. William H. Greene, "Econometric Analysis, 5th edition" Prentice Hall.
4. R. Carter Hill, William E. Griffiths, Guay C. Lim, Principles of Econometric, Wiley Publication

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 6**

**UA06CEEC24 - Economic Analysis-II (4 Credits 60 Hrs)**

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**Unit I: Cost Analysis [15 Hours]**

- Concepts of cost
  - Money cost, economic cost, book cost
  - Incremental cost, actual cost, opportunity cost
  - Sunk cost, future cost, common production cost
  - Joint cost, postponable cost, replacement cost

**Unit II: Break even Analysis [15 Hours]**

- Meaning and Concept of breakeven Analysis
  - Assumptions, Applications/Uses and Limitations

**Unit III: Pricing practices and Strategies [15 Hours]**

- Approaches
  - Cost plus pricing, Marginal or direct Cost Pricing
  - Going Rate pricing, Price Skimming, Administered prices, price control
- Other government intervention in pricing
- Types reasons and consequences

**Units IV: Cost Benefit Analysis [15 Hours]**

- Difference between private cost and social cost
- Discounting and compounding
- Application of benefit and cost analysis in public utilities

**References:**

1. Economic theory and operation analysis- S.J. Baumol
2. Managerial economics- Samuel Paul
3. Managerial Economics- Coyne
4. Introduction to ME- Savage and Small
5. Managerial economics- D.C. Haque
6. Economic Theory - Stonier Haque
7. Advance Economic theory- H.L.Ahuja
8. Managerial economics- P.L.Mehta
9. Managerial Economics- Gopal Krishna
10. Managerial Economics- G.S. Gupta
11. Principles of Management- I.M.Pandey
12. Managerial Economics-Thomas Maurice

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 6**  
**UA06CEEC25 - Labour Economics (4 Credits 60 Hrs)**

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**Objective:**

This paper aims at providing a knowledge about the study labour market, wage theories, employment policies, trade unions and collective bargaining in a globalize economy have become vitally important for developing countries. This paper exposes students to theoretical as well as empirical issues relating to labour market with special reference to India.

**Unit I : LABOUR MARKET [15 Hours]**

Nature and characteristics of labour markets in developing countries like India; Labour market policies; Methods of Recruitment and Placement; Employment, Service organization in India - Impact of Rationalization , Technological Change and Modernization on Employment in Organized Private Industry and Public Sector.

**Unit II: WAGE DETERMINATION [15 Hours]**

Classical, neo-classical and bargaining theories of wage determination; Concept of minimum wage, living wage and fair wage in theory and practice; Discrimination in labour markets; -Analysis of rigidity in labour markets; National wage policy.

**Unit III: INDUSTRIAL RELATIONS [15 Hours]**

Theories of Labour Movement - Growth pattern and structure of labour unions in India; Causes of industrial disputes and their settlement and prevention mechanism; Role of tripartism; Labour legislation in India.

**Unit IV: STATE AND LABOUR: [15 Hours]**

State and social security of labour - Concept of social security and its evolution, Social assistance and social insurance; Review and appraisal of state policies with respect to social security and labour welfare in India; Labour Market reforms - Exit policy, need for safety nets; Second National Commission on Labour; Globalization and labour markets.

**References:**

1. Hajela, P. D. (1998), Labour Restructuring in India : A Critique of the New Economic Policies, Commonwealth Publishers, New Delhi.
2. Jhabvala, R. and R. K. Subrahmanya (Eds.) (2000), The Unorganised Sector : Work Security and Social Protection; Sage Publications, New Delhi. 16
3. McConnell, C. R. and S. L. Brue (1986), Contemporary Labour Economics, McGraw-Hill, New York.
4. Papola, T. S., P. P. Ghosh and A. N. Sharma (Eds.) (1993), Labour, employment and Industrial Relations in India, B. R. Publishing Corporation, New Delhi.
5. Sen, A. and B. Chatterjee (2001), Indian Economy : Agenda for the 21st Century (Essays in honour of Professor P. A. Brahmananda), Deep and Deep Publications Pvt. Ltd., New Delhi.
6. Venkata Ratnam, C. S. (2001), Globalization and Labour-Management Relations : Dynamics of Change, Sage Publications/Response Books, New Delhi.

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 6**  
**UA06SEEC21 – Research Project II (10 Credits 90 Hrs)**

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**Objective:**

The objective of the research project is to help the student develop ability to apply various concepts, tools and techniques to solve day-to-day life problems.

**Types of research Project (any of These)**

Case study, Field study (Empirical Study), Survey, Experiment, Qualitative and/or Quantitative study

**Selection of research project:**

Students are guided to select research projects of the area of their specialization in consultation with concerned faculty in charge.

**Research Project Report Formulation:**

The report is expected to have a structure of five or six chapters. The length of the project should not be less than 4000 words

**Submission Project Report:**

Two typed copies of the project report are to be submitted to the Institute and one copy may be retained by the student.

**Assessment procedure:**

**Internal exam -40 Marks**

Assessment will be based on work done during the semester from choosing the topic to finalize the report.

**External exam – 60 Marks**

One external examiner and one internal examiner will be evaluating the research project for a maximum of 60 marks. 40 Marks for the dissertation 20 Marks for the Viva-voce

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 6**

**UA06CEPS21- Psychopathology-II (4 Credits, 60 Hours)**

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**Unit I: Mood disorder (15 hours)**

- Meaning of mood disorder
- Classification of mood disorder: Major Depression, Bipolar Disorder
- Suicide

**Unit II: Schizophrenia (15 hours)**

- Positive and Negative symptoms
- Disorganized symptoms
- Types of schizophrenia
- Etiology of schizophrenia

**Unit III: Personality disorder (15 hours)**

- Types of personality disorder
- Eccentric cluster
- Fearful cluster
- Erratic cluster

**Unit IV: Therapeutic Approaches to psychopathology (15 hours)**

- Concept of Mental health
- Main features & objectives of psychotherapy
- Psychoanalytic therapy
- Behavior therapy
- Cognitive therapy
- Group therapy

**References:**

1. Kaplan & Sadock (2007), Synopsis of psychiatry, Lippincott Williams & Wilkins publication.
2. Dr. G. Das, Abnormal psychology. Educational Publishers, New Delhi
3. James D. Page (2008) abnormal psychology- a clinical approach to psychological Deviants, McGraw Hills, New Delhi
4. Dr. Kumar (2006), abnormal psychology, Lakshmi Narain Agarwal, Educational Publication, Agra.
5. S.K. Mangal (2007) Abnormal Psychology Sterling Publishers Pvt Lt

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 6**

**UA06CEPS22- Industrial Psychology-II (4 Credits, 60 Hours)**

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**Unit I INDUSTRIAL MORALE**

- Definition and characteristics
- Importance of Industrial Morale
- Measurement of Industrial Morale
- Determinants of workers Morale
- Factors promoting industrial morale

**Unit II INDUSTRIAL ACCIDENTS AND REMEDIES**

- Causes of accidents
- Means of preventing accidents
- Definition of Accident proneness
- Causes of Accident proneness
- Measurement of Accident proneness

**Unit III HUMAN ENGINEERING**

- History and scope of human engineering psychology
- Time and Motion Study
- Contributions of the Time and Motion Study
- Fatigue and boredom
- Measures to reduce Fatigue and Boredom
- New trends in Human Engineering

**Unit IV PERFORMANCE APPRIASAL**

- Defination and objectives
- Importance of performance appraisal
- Organizational uses of performance appraisal
- Methods of performance appraisal

**References:**

1. Miner J.B. (1992) Industrial/Organizational Psychology. N Y: McGraw Hill.
2. Blum & Naylor (1982) Industrial Psychology. Its Theoretical & Social Foundations CBS Publication.
3. Aamodt, M.G. (2007) Industrial/Organizational Psychology : An Applied Approach (5TH edition) Wadsworth /Thompson : Belmont, C.A.
4. Sharma A.(2010) Industrial Psychology. Surjeet Pub. Delhi.
5. Shaikh M.R.(2006) Industrial Psychology. Vrinda Publications, Delhi
6. Pandey A.& Sharma A.(2012) Industrial Psychology, Global Academic Publishers, New Delhi.
7. Rooprai Y., Kumar R. & Kumar S.(2012) Industrial Psychology, Wisdom Publications, Delhi
8. Ghosh P.K. &Ghorpade M.B.(2008) Industrial Psychology. Himalaya Publishing House, Mumbai (4th edition)
9. Landy, F.J. & Conte, J.M. (2007) Work in the 21st Century:An Introduction to Industrial and Organizational Psychology. 2ndEdition. Malden, MA: Blackwell Publishing.

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 6**

**UA06CEPS23 - Developmental Psychology-II (4 Credits, 60 Hours)**

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**Unit I Adolescence**

- Characteristics
- Physical changes during Adolescence
- Emotionality
- Social change
- Sex interest and sex behaviour during adolescence

**Unit II Early Adulthood**

- Characteristics
- Changes in interests in early adulthood
- Marital adjustment
- Adjustment to parenthood

**Unit III Middle Age**

- Characteristics
- Adjustments to Physical and mental changes
- Social Adjustments
- Adjustment to approaching retirement and old age
- Hazards of middle age

**Unit IV Old Age**

- Characteristics
- Adjustment to Physical changes
- Changes in motor and mental abilities
- Changes in interests
- Hazards to personal and social adjustments
- Adjustment to retirement

**References:**

1. Hurlock E.B.(1981) Developmental Psychology: A life-span Approach, Tata McGraw-Hill.
2. Berk, L. E. (2010). Child Development (9th Ed.). New Delhi: Prentice Hall.
3. Feldman, R.S.& Babu.N. (2011). Discovering the Lifespan. Pearson .
4. Georgas, J., John W. Berry., van de Vijver, F.J.R, Kagitçibasi, Çigdem, Poortinga, Y. P. (2006). Family across Thirty Cultures: A Thirty Nation Psychological Study. Cambridge Press.
5. Mitchell, P. and Ziegler, F. (2007). Fundamentals of development: The Psychology of Childhood. New York: Psychology Press.
6. Papalia, D. E., Olds, S.W. & Feldman, R.D. (2006). Human development (9th Ed.). New Delhi: McGraw Hill.
7. Santrock, J. W. (2011). Child Development (13th Ed.). New Delhi: McGraw Hill.
8. Santrock, J.W. (2012). Life Span Development (13 th ed.) New Delhi: McGraw Hill.
9. Saraswathi, T.S. (2003). Cross-cultural perspectives in Human Development: Theory, Research and Applications. New Delhi: Sage Publications.
10. Srivastava, A.K. (1997). Child Development: An Indian Perspective. New Delhi



**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 6**

**UA06CEPS24 - Psychological Testing-II (PRACTICAL) (4 Credits, 60 Hours)**

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**Six tests from the following areas will be selected to conduct during the Semester**

- Job satisfaction
- Self esteem
- Personality
- Depression
- Anger
- Stress
- Aptitude
- Adjustment
- Emotional Intelligence
- Self Concept

**References:**

1. Cronbach, L.J. Essentials of Psychological Testing, 1972. New Delhi, Prentice Hall Inc.
2. Woodworth R.S. and Scholsberg, 1981, Experimental Psychology, New Delhi, Taa McGraw Hill Co. Ltd., Udaipeek, T. Venkateswara Rao. Handbook of Psychological and Social Instruments. Samashti, B-2, Chamelibagh, Baroda-2.

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 6**  
**UA06SEPS21 – Research Project II (10 Credits 90 Hrs)**

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**Objective:**

The objective of the research project is to help the student develop ability to apply various concepts, tools and techniques to solve day-to-day life problems.

**Types of research Project (any of These)**

Case study, Field study (Empirical Study), Survey, Experiment, Qualitative and/or Quantitative study

**Selection of research project:**

Students are guided to select research projects of the area of their specialization in consultation with concerned faculty in charge.

**Research Project Report Formulation:**

The report is expected to have a structure of five or six chapters. The length of the project should not be less than 4000 words

**Submission Project Report:**

Two typed copies of the project report are to be submitted to the Institute and one copy may be retained by the student.

**Assessment procedure:**

**Internal exam -40 Marks**

Assessment will be based on work done during the semester from choosing the topic to finalize the report.

**External exam – 60 Marks**

One external examiner and one internal examiner will be evaluating the research project for a maximum of 60 marks. 40 Marks for the dissertation 20 Marks for the Viva-voce

**Sardar Patel University**  
**B.A. (English) - English Medium**  
**SEMESTER 6**

**UA06CEEN21 - The Study of Discourse (4 Credits 60 Hrs)**

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**Unit I: Introduction to the Study of Discourse**

**Unit II: Creativity and Language**

**Unit III: Creativity in Poetry**

**Unit IV: Creativity and Representation: The Role of Language in Media Aesthetics Process and Definition**

**Unit V: Project Work**

**Texts Recommended:**

1. Maybin, Janet and Joan Swann (Ed.), *The Routledge Companion to English language Studies*. Routledge, 2010.
2. Cook, Guy and Barbara Seidlhofer (Ed.), *Principle and Practice in Applied Linguistics*, Oxford University Press, 1995.
3. Allerton, D J, Edward Camesy & David Holdcroft (Ed.), *Function and Context in Linguistic Analysis*. Cambridge: Cambridge University Press, 1979.
4. Fabb, Nigel, *Linguistics and Literature*. Oxford: Blackwell Publishers Inc, 1997.
5. Foucault, Michel, *The Order of Things: An Archeology of Human Sciences*, Pantheon Books, 1970.

**Sardar Patel University**  
**B.A. (English) - English Medium**  
**SEMESTER 5**

**UA06CEEN22 - Introduction to English Language Teaching-II (4 Credits, 60 Hours)**

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**Unit I Teaching Language and Literature-I**

- Teaching Poetry
  - Teaching the sound of poetry
  - Teaching rhyme and rhythm

**Unit II Teaching Language and Literature-II**

- Teaching Fiction
  - Teaching 'point of view'
  - Teaching 'narrative view'

**Unit III English Language Teaching & Multimedia**

- Using Interactive Power point
- Benefits and Disadvantages of using multimedia

**Unit IV Web Tools for Language Development**

- Using web tools for language learning
- Using interactive platforms
- Using specific software

**Unit V: Practicum: Project work**

- Presentation skills
- viva-voce

**Texts Recommended:**

1. Arnold, Jane. 1998. Affect in Language Learning. Cambridge: Cambridge University Press.
2. Byram, Michael & Michael Fleming. (eds) 1998. Language Learning in Intercultural Perspective. Cambridge: Cambridge University Press
3. Dubin, Fraida and Elite Olshtain. 1986. Course Design. Cambridge: Cambridge University Press.
4. Thornbury, Scott. 2003. About Language. Cambridge: Cambridge University Press.
5. Tomlinson, Brian. 1998. Materials Development in Language Teaching. Cambridge: Cambridge University Press.
6. Yule, George. Reprint 2003. The Study of Language. Cambridge: Cambridge University Press.
7. Hedge, Tricia. 2000. Teaching and Learning in the Language Classroom. Oxford: Oxford University Press.
8. Lazar, G. 1993. Literature and Language Teaching. Cambridge: Cambridge University Press.
9. Maley, Alan & Sandra Moulding. Poem into Poem. Cambridge: Cambridge University Press.
10. Maley, Alan and Alan Duff. Reprint 2002. Drama Techniques in Language Learning. Cambridge: Cambridge University Press.
11. McRae, John. 1999. The Language of Poetry. London: Routledge.
12. Parkinson, B and Thomas H. Read. 2000. Teaching Literature in a Second Language. Edinburgh: Edinburgh University Press.
13. Purves, Alan C & Joseph A Quattrini. 1997. Creating the Literature Portfolio. California: NTC Publishing Group.
14. Sanger, Keith. 1998. The Language of Fiction. London: Routledge

**Sardar Patel University**  
**B.A. (English) - English Medium**  
**SEMESTER 6**  
**UA06CEEN23 - Reading and Understanding Postmodern Literature**  
**(4 Credits 60 Hrs)**

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**Unit I: Introduction: Modernist and Postmodernist Literature**

- Introduction from Postmodernism: A Reader by Patricia Waugh

**Unit II: Fiction**

- The Trial by Franz Kafka

**Unit III: Drama**

- No Man's land by Harold Pinter

**Unit IV: Short Stories**

- The concerned teacher to select any FOUR titles from Gabriel Garcia Marquez's Collected Short Stories

**Text Recommended:**

1. Patricia Waugh, Postmodernism: A Reader, Edward Arnold Publication, 1992.
2. Hutcheon, Linda, A Politics of Postmodernism, Routledge, 1989.
3. Hutcheon, Linda, A Poetics of Postmodernism: History, Theory, Fiction, Routledge, 1990.
4. Hassan, Ihab, Dismemberment of Orpheus: Towards the Postmodern Literature, Oxford University Press, 1972.
5. Nayar, Pramod, Literary Theory Today, Prestige Publications, 2002.

**Sardar Patel University**  
**B.A. (English) - English Medium**  
**SEMESTER 6**  
**UA06CEEN24 - Literary Theories and Criticism (4 Credits 60 Hrs)**

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**Unit I: Background to Theories and Criticism**

**Unit II: Introduction to Structuralism**

**Unit III: Introduction to Marxist Theory and Criticism**

**Unit IV: Introduction to Feminist Theory and Criticism**

**Unit V: Self-Study: Introduction to Postcolonial Theories and Criticism**

**Texts Recommended:**

1. Bart Moore-Gilbert and Gareth Stanton, Postcolonial Criticism, Longman, 1997.
2. Blamires, Harry, A History of Literary Criticism, Macmillan, Delhi
3. Das, BB, Literary Criticism: A Reading, OUP, Delhi
4. Nayar, Pramod, Literary Theory Today, Prestige Publications, 2002.
5. Featherstone, Mike, Consumer Culture and Postmodernism, Sage Publications, 2007.

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 6**  
**UA06SEEN21 – Research Project II (10 Credits 90 Hrs)**

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**Objective:**

The objective of the research project is to help the student develop ability to apply various concepts, tools and techniques to solve day-to-day life problems.

**Types of research Project (any of These)**

Case study, Field study (Empirical Study), Survey, Experiment, Qualitative and/or Quantitative study

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**Assessment procedure:**

**Internal exam -40 Marks**

Assessment will be based on work done during the semester from choosing the topic to finalize the report.

**External exam – 60 Marks**

One external examiner and one internal examiner will be evaluating the research project for a maximum of 60 marks. 40 Marks for the dissertation 20 Marks for the Viva-voce

**Sardar Patel University**  
**B.A. (Advanced) – English Medium**  
**SEMESTER 6**  
**UA06CEJM21 – Understanding Cinema (4 Credits, 60 hours)**

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**Objectives:**

- To introduce students to the major aesthetic trends in the history of world cinema.
- To familiarize students with the nature and process of film making and film reading
- To familiarize the students with certain theoretical ideas presented by major film theorists.

**Course Outline:-**

**Unit 1: World Cinema – Pre and Post WW I:**

- Introduction to the Elements of Film– Types of Films, Shots, Angles, Lighting, Color, Sound, Editing, Mis-En-Scene
- Early Narrative Cinema [Reference film: Edwin S. Poter’s The Great Train Robbery (1903), D.W. Griffith's Birth of a Nation, Judy Garland’s The Wizard of Oz];
- German Expressionism: Robert Weine & Fritz Lang etc [Reference film: Cabinet of Dr Caligari (1920), From Morn to Midnight (1920), Metropolis (1927)]
- Soviet Montage: Lev Kuleshov, Vsevolod Pudovkin, Sergei Eisenstein [Reference film: Battleship Potemkin (1925), Man with a Movie Camera (1929)]
- Surrealism: Jean Epstein, Luis Bunuel, [Reference film: Fall of the House of Usher (1928), Un Chien Andalou (1929), L’AGE D’OR (1930)];
- Silent Comedy: Chaplin [Reference film: Chaplin’s Short Comedies, Modern Times (1936)]

**Unit 2: World Cinema – Post WW II:**

- An overview on Auteurs Theory
- Italian Neo-Realism: Roberto Rossellini & Vittorio De Sica [Reference film: The Children Are Watching Us (1944), Rome, Open City (1945) & Bicycle Thieves (1948), Journey to Italy (1954)];
- French new wave: Francois Truffaut, Jean Luc Godard, Jacques Rivette [Reference film: 400 Blows (1959), Day for Night (1974), & Breathless (1960), The Beautiful Troublemaker (1991)];
- Japanese Cinema: Ozu, Akira Kurosawa & Mizoguchi [Reference film: Tokyo Story (1953), Rashomon (1950), Life of Oharu (1952), Seven Samurai (1954)]
- Hollywood Studio System; the Westerns (John Ford: Stagecoach )New Hollywood :
- Auteurs: Alfred Hitchcock [Reference: Films: Psycho (1960), Rear Window(1954), Marnie (1964), Shadow of a Doubt (1943) Frenzy (1971)],
- Hollywood Classical (Movies like Lone Survivor, Citizen Kane, The Godfather, Trainwreck, and Spotlight.)
- Independent Film Making in Hollywood (Quentin Tarantino's Pulp Fiction)
- Formalism – Star Wars, Avengers
- East European comic-political cinema: Jiri Menzil's [Reference Films: Closely Watched Trains (1966)]
- Postmodernism – Woody Allen’s Annie Hall (1977)
- Barbican Contemporary Iranian Cinema: Mohsen Makhmalbaf; Abbas Kiarostami; Mani Haghighi, (A Dragon Arrives, Atomic Heart, Braving the Waves, City of Love.
- Contemporary Movements in Realism i.e., Mumblecore Movies & Modern Realism: Andrew Bujalski [Funny Ha Ha, The Florida Project, Fruitvale Station, and Once]



### **Unit 3: Understanding Indian Cinema:**

- Early Cinema (Hiralal Sen, D. G. Phalke); Studio system: New Theatres, Bombay Talkies; Post Studio System
- National Identity, Melodrama & Indian Diasporic Films [Reference Films: Mother India (1957), Anand(1971), Sholay (1975), Parinda (1989), Dilwale Dulhaniya Le Jayenge (1996)]
- Star System and Formula Cinema; Indian Mythology; Indian Global Cinema: Meera Nair (Salam Bombay); Monsoon Wedding;
- Contemporary Indian Cinema
- Overview on South Indian Cinema

### **Unit 4: Indian New wave or Parallel Cinema:**

- Early Indian Auteurs - Satyajit Ray [Reference films: Apu Trilogy, Charulatha]; Ritwik Ghatak, [Reference films: Partition Trilogy, Komal Gandhar, Meghe Dhaka Tara]; Mrinal Sen's Bhuwan Shome, Calcutta '71;
- Political Cinema – Bimal Roy's Do Bigha Zamin,
- Shyam Benegal's Junoon, Manthan, Ankur, Nishant; Govind Nihalani's Aakrosh, Ardh Satya; M.S. Sathyu's Garm Hawa; Mani Kaul's Uski Roti. Ashadh ka ek Din
- Adoor Gopalakrishnan: Swayamvaram, Olavum Theeravum, Elippathayam
- Pattabirami Reddy's Samskara; Girish Kasaravalli's Ghatashraddha, Dweepa; Girish Karnad's Vamsa Vriksha and Kaadu; Buddhadeb Dasgupta's Grihayuddha; Ketan Mehta's Bhav ni Bhavai; Aribam Syam Sharma's Imagi Ningthem; B. Narsing Rao's – Daasi; Balu Mahendra's Veedu, Nireekshana; B. Narsing Rao – Daasi

### **Assessment for Internal and External Exams:-**

- Internal marks are based on the tasks like
  - Compulsory viewing of movies being screened in Movie Club, followed by group discussions.
  - Writing movie reviews, Presentations on selective directors and movies and written examination
- Can encourage students to write screenplays to various genres / forms of movies
- External evaluation is based on written examination for 60 marks

### **Booklist:**

- Ed. Bill Nichols; Movies and Method; 2 Volumes; University of California Press 1976
- Gaston Roberge; Chitra Bani; A Book on Film Appreciation \*
- Cherry Potter, Image. Sound and Story - The art of telling in Film; Seeker & Warburg, 1990
- Gaston Roberge; The Ways of Film Studies; Ajanta Publications; 1992
- Gerald Mart; A short history of the Movies; The University of Chicago Press 1981
- Erik Bamouw & S. Krishnaswamy; Indian Film; Oxford University Press 1980
- Toren Grodal; Moving Pictures; Oxford University Press, 1997
- Film Art: An Introduction by David Bordwell & Kristin Thomson
- How to read a film by James Monaco
- Understanding Movies by Louis Giannetti
- Filmmaker's Handbook by Steven Ascher & Edward Pincus
- Grammar of the Shot by Roy Thompson & Christopher J. Bowen

- Grammar of the Edit by Roy Thompson & Christopher J. Bowen
- History of Narrative film by David A. Cook
- Our Films & Their Films by Satyajit Ray
- The Classical Hollywood Cinema: Film Style & Mode of Production to 1960 by David
- Bordwell, Kristin Thomson Janet Staiger
- Film Genre: Theory & Criticism by Barry Keith Grant
- A History of the Cinema: From its Origin to 1970 by Eric Rhode

**Sardar Patel University**  
**B.A. (Advanced) – English Medium**  
**SEMESTER 6**  
**UA06CEJM22 – Media Planning and Buying**

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**Objectives**

- To make students understand about major media characteristics and buying advertising space in them.
- To develop an understanding of procedures, requirements, and techniques of media planning.

**Course Details:**

**Unit 1: Understanding Media Planning:** Overview, Definition, Various Functions of Media Planning; Media Buyer Responsibilities; Role of Media Planner; Challenges in Media Planning;

**Unit 2: Sources of Media Research:** Neilson Clear Decision (NCD for Print), BARC – Broadcast Audience Research Council, Audit Bureau of Circulation (ABC), Press audits / The Indian Readership Surveys (IRS), Research and Analysis of Media (RAM), ComScore Digital, Businessmen's readership survey Television; Audience research: TRP; National television study ADMAR satellite cable network study Radio; Reach and Coverage Study; CBS listenership survey.

**Unit 3: Media Planning Process:** Market Analysis (Market size of current and future, market growth rate, market profitability, industry cost structure, distribution channels, market trends etc); Establishing Media Objectives (Reach, Frequency, Continuity, Cost, Weight etc); Determining Media Strategies; Selecting Media Mix; Budget and Media Planning; Evaluation and Follow-up.

**Unit 4: Media Buying:** Print Media Buying (Newspapers, Magazines); Television Buying; Outdoor, Out of Home, Transit, Point of Purchase advertising; Cinema advertising, Radio advertising; Digital Media planning and buying; Communication Mix; Ambient Advertising; Successful Strategies for Negotiations.

**Pedagogy for Course Delivery and Activities for Evaluation:**

- The course is delivered through theory as well as various audio visual aids, case studies etc.
- Each student or group of students will be presenting case-study analysis for media planning and buying for any advertisement.

**References:**

1. Ronald D Jeskey - Media Planning and Buying in the 21<sup>st</sup> Century
2. Media Planning and Buying , Principles and Practice in the Indian Context– Arpita Menon
3. Jack Z Sissors & Roger B Baron, Advertising Media Planning
4. Small Business Marketing Kit for Dummies – Barbara Findlay
5. The media Handbook - Helen Katz

**Sardar Patel University**  
**B.A. (Advanced) – English Medium**  
**SEMESTER 6**  
**UA06CEJM23 – Media Law and Ethics**

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**Objectives:**

- To introduce students to the concept of Freedom of speech and expression from media point of view.
- To make students learn various media laws specified in the Indian Jurisdiction.
- To apprise students with the contemporary ethical and professional practices in the field of journalism.
- To inculcate the students with the concept and importance of ethical and responsible Journalism.

**Course Details:**

**Unit 1- Freedom of Speech and Expression:** Provisions in Indian Constitution for Media Freedom of Expression, Features, Scope & Reasonable restrictions and Importance of Article 19; Provisions of Declaring Emergency, its impact on media; Reporting legislature and Parliamentary Privileges; Press Commissions and their Recommendations.

**Unit 2: Acts and Laws:-** History of Press Laws in India; Contempt of Courts Act 1971; Law of defamation; Sedition; Official Secrets Act 1923, Right to Information Act; Press and registration of Books Act 1867; Working Journalists and other newspapers employees (Conditions of service and Miscellaneous Provisions) Act, 1955; Intellectual property right legislations; media and public interest litigation; Copy Rights Act; Indecent Representation of Women (Prohibition) Act 1986; Consumer Protection Act, Drugs and Magic Remedies (Objectionable Advertisements) Act,

**Unit 3: Laws for Print, Broadcast and Digital Media:-** Cinematograph Act, 1953; Prasar Bharti Act; Cable TV Network Regulation Act; TRAI; Digitalization and Conditional Access System (CAS), BRAI, BCCC (Broadcasting Content Complaints Council); ASCI, NBA; The need for Cyber Laws, IT Act

**Unit 4 – Media Ethics:** Media's ethical problems including privacy, right to reply, sting operations Guarding against communal writing and sensational and yellow journalism, Freebies, bias, coloured reports; Role of Press Council of India and its broad guidelines for the press, paid news; Editors Guild of India; Trade Union Rights in Media; Cross Media Monopoly and Cross Media Ownership.

**Pedagogy for Course Delivery and Activities for Evaluation:**

- The course is delivered through theory as well as various audio visual aids, case studies etc.
- Each student or group of students will be presenting case-study analysis on media related legal cases and acts through PPT or Research Paper presentation mode.
- A workshop by any legal advisor is encouraged.

**Booklist:**

1. Introduction to the Constitution of India, Durga Das Basu, SC Sarkar & Sons Pvt Ltd, Calcutta, 1966
2. Constitution of India, I.S. Vidyasagar, ABD Publishers, Jaipur, 2006

3. Law of the Press, DD Basu, Prentice Hall, New Delhi, 2006
4. Freedom of Press: Under the Indian Constitution, BR Sharma, Deep and Deep publications, New Delhi, 1993
5. Contemporary India: Economy, Society & Polity, Reena Marwah, Ameeta Motwani & Tanuja Sachdev, Pinnacle, New Delhi, 2009
6. Makers of Modern India, Ed. Ramachandra Guha, Penguin, New Delhi, 2010
7. Press Laws and Media Ethics, Anil K. Dixit, Reference Press, Delhi, 2006
8. The Muzzled Press, KS Padhy, Kanishka Publishers, New Delhi, 1994
9. Journalistic Ethics, PK Menon, Pointer Publishers, Jaipur, 2005
10. Indian Journalism: Keeping It Clean, Alok Mehta, Rupa, New Delhi, 2007
11. First Draft: Witness to the Making of Modern India, B.G. Verghese, Westland Limited, 2010
12. When News was New, Terhi Rantanen, Wiley-Blackwell, West Sussex, 2009
13. The International Libel Handbook: A Practical Guide for Journalists, Ed. Nick Braith Waite, Butterworth-Heinemann Ltd, Oxford, 1995
14. Media Communication Ethics, Louis Alvin Day, Wadsworth CENGAGE Learning, New Delhi, 2006
15. Press, Media and telecommunication Laws Containing Acts, Rules, Orders and Regulations, Universal Law Publishing Company, New Delhi, 2008
16. Principles and Ethics of Journalism and Mass Communication, YK D'souza, Commonwealth Publishers, New Delhi, 1998
17. Good News, Bad News: Journalism Ethics and the Public Interest, Jeremy Iggers, Westview Press, Oxford, 1998
18. Only the Good News: The Law of the Press in India, Rajeev Dhavan, Manohar Publications, New Delhi, 1987

**Sardar Patel University**  
**B.A. (Advanced) – English Medium**  
**SEMESTER 6**

**UA06CEJM24 - Event Management (Practical) (4 Credits, 60 hours)**

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**Objectives:**

- To help students understand the concept and significance of Event Management
- To understand the various dimensions of Event Management
- To comprehend linkage with industry by engaging students in real-time event management practical exercises.

**Course Outline**

**Unit-1 Events - Need and Management:** Understanding Events, Types of Events & Event Management; Events as a communication tool; Events as a marketing tool; Why do we need events? Growing importance of events like exhibitions, seminars and conventions worldwide; Elements of Event Management - Event Infrastructure, Organizers, Sponsors, Logistics.

**Unit-2 Creating an Event:** Conceptualization and Planning; The Nature of Planning, Project Planning, Planning the Setting, Location and Site; The Operations Plan, The Business Plan, Developing the Strategic Plan; Events for the Organization and Event Organization structure; The Committee Systems, Committee and Meeting Management

**Unit-3 Programming and Service Management:** Programme Planning, The Elements of Style; Developing a Program Portfolio, The Programme Life Cycle, Scheduling; Generating Revenue like Fund-Raising, Grants, Merchandizing and Licensing, Food and Beverage Sales etc.; The Price of Admission, Sponsorship Financial Management, The Budget and Cost-Revenue Management, Cash Flow Management, Accounting, The Key Financial Statements, Measures of Financial Performance, Financial Controls.

**Unit-4 Evaluation and Assessment:** Market Research to understand Why People Attend Events, Consumer Research on Events, Visitor Surveys; The Sampling Method, Attendance Counts and Estimates, Market Area Surveys; Communications-Reaching the Customer The Communication Mix, Developing and Communicating a Positive Image; Evaluation and Impact Assessment: Evaluation Concepts, Observation Techniques and Applications, Evaluation of Costs and Benefits

**Assessment for Internal and External Exams:-**

- Students will have to plan and organize various intra-college events falling in the semester 6.
- Students will be divided in to four groups based on skill sets under the supervision of the teacher and will be assigned to handle one major event by each group.
- The students will have to carry a thorough research for providing creative ideas and themes for the events, distribution of workload, budget preparation, fund rising, logistics and stage management, other props (if required), hospitality, mass media and social media coverage, post event management, feedback analysis, and report writing etc.
- The overall output will be evaluated for the externals of 60 marks based on the outcome of the event and the individual and team report submitted during viva.
- Internal evaluation for 40 marks depends on the project proposals, status of the projects for the respective events.

**Reading List:**

1	Event Management	Sita Ram Singh	2016
2	Event Planning & Management	Diwakar Sharma	2004
3	Event Marketing and Management	Sanjaya Singh Gaur & Sanjay V.Saggere	Reprint, 2014
4	Event Planning & Management	Diwakar Sharma	Reprint 2009

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 6**  
**UA06SEJM21 – Research Project II (10 Credits 90 Hrs)**

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**Objective:**

The objective of the research project is to help the student develop ability to apply various concepts, tools and techniques to solve day-to-day life problems.

**Types of research Project (any of one of these)**

- Dissertation Writing: Case study, Field study (Empirical Study), Survey, Experiment, Qualitative and/or Quantitative study. (Same rules are applicable as mentioned in the semester V)

(Or)

- Three Short Films with minimum of 5 minutes time span for each movie on any relevant theme (or) different themes approved by the concerned guide.

(Or)

- One Documentary movie with a minimum of 20 minutes time span.

(Or)

- One Radio Production with a minimum of 20 minutes time span.

(Or)

- News Bulletin in English with a minimum of 15 minutes time span.

(Or)

- One photo story on any theme with a minimum of 12 minutes time span with proper Background music and narration.

**Selection of research project:**

Students are guided to select research projects of the area of their specialization in consultation with concerned faculty in charge.

**General Rules:**

All the project works mentioned are individual projects, though the help of team can be taken for production assistance.

**Submission Project Report:**

- Two CDs of the production work are to be submitted to the Institute and one copy may be retained by the student.
- The Institution will have the rights to upload them in the archives, or social media platforms of the Institute, or share with the students for further analysis and discussion.

**Assessment procedure:**

**Internal exam -40 Marks**

Assessment will be based on work done during the semester for pre-production, production and post production phases.

**External exam – 60 Marks**

One external examiner and one internal examiner will be evaluating the research project for a maximum of 60 marks. 40 Marks for the dissertation 20 Marks for the Viva-voce.