

**Study & Evaluation Scheme of
M.A.(English) Era University,
Lucknow
Department of English**

Semester – IV

Course Code	Subject	Periods Per h/week - Sem			Evaluation Scheme Theory Mid Sem			End Sem Theory Exam	Subject total	Credit	Total Credit Points
		L	T	P	CT	TA	Total				
MA507	British Drama (Major)	3	1	0	10	15	25	75	100	4	4
MA508	British Poetry (Major)	3	1	0	10	15	25	75	100	4	4
MA509	British Novel (Major)	3	1	0	10	15	25	75	100	4	4
MA510	Aspects of Language (Minor)	3	1	0	10	15	25	75	100	4	4
MA511	Feminist Literary Theory and Criticism (Minor)	3	1	0	10	15	25	75	100	4	4
MA512	Value Added Course-Advertising	1	1	0	10	15	25	75	100	2	2
MA513	Master's Dissertation (Major)	1	1	0	10	15	25	75	100	2	2
								75	100	20	20
	(Online Tutorial for VAC)										
	*Select one Minor (choice)										

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Department of English
Era University, Lucknow
Course Outline
(2024-25)

Name of the Program	Masters in English		Year/ Semester:	Second /Fourth
Course Name	British Drama	Course Code	MA507	Type:- Theory
Credits	4		Total Hours	60
Evaluation Spread	Internal Assessment	25	End Term Exam	75
Type of Course	<input type="radio"/> Compulsory	<input checked="" type="radio"/> Core	<input type="radio"/> Creative	<input type="radio"/> Life Skill
Course Objectives	1. To learn structure, language and characterization of Ben Jonson's dramatic style and comedy. 2. To study the style, language and thematic issues in Bernard Shaw's drama. 3. Be able to critically learn themes, issues and analysis related to absurdism in Samuel Beckett's dramatic art. 4. To learn J.M. Synge's and Shakespeare's dramatic structure and style.			
Course Outcomes (CO): After the successful course completion learner will develop following attributes.				
Course Outcome (CO)	Attributes			
CO1	To understand and relate to Jonson's dramatic style and comedy in relation to structural and language usage.			
CO2	To be able to analyze Bernard Shaw's dramatic themes, language and style.			
CO3	Evaluate Samuel Beckett's dramatic art through his exclusive themes and issues.			
CO4	Ability to understand J.M. Synge's and Shakespeare's dramatic structure and style.			
Pedagogy	Interactive, discussion-based, student-centered, presentation.			
Internal Evaluation Mode	Mid-term Examination: 15 Class Test/Assignments/Presentation: 05 Marks Attendance: 05 Marks			
Session Details	Topic	Hours	Mapped CO	
Unit 1	Ben Jonson-The Alchemist Career of Ben Jonson and Drama Jonsonian Comedy and <i>The Alchemist</i> The Structure of <i>The Alchemist</i> Language and Characterization in <i>The Alchemist</i>	15	CO1	
Unit 2	Bernard Shaw-Pygmalion* Background of English Drama (Restoration Period to Bernard Shaw) Thematic Issues in <i>Pygmalion</i> Style and Language Dramatic Structure in <i>Pygmalion</i>	15	CO2	

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Unit 3	Samuel Beckett- <i>Waiting for Godot</i> Themes and Issues Critical Analysis* Absurdism*	15	CC
Unit 4	J.M. Synge- <i>The Playboy of the Western World</i> Themes and Issues Critical Analysis* William Shakespeare* The Balcony Scene from <i>Romeo and Juliet</i> * Macbeth Act 1 Scene 3: Witches Prophecies The Casket Scene: <i>The Merchant of Venice</i>	15	C
Total		60	

CO-PO and PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3	2	3	2	3	3	2	2	3
CO2	2	3	3	2	2	2	2	2	3	2	2	2
CO3	2	2	2	2	3	2	2	2	2	2	2	2
CO4	2	2	3	2	2	2	2	2	2	2	2	2

Strong contribution-3.

Average contribution-2.

Low contribution-1.

Suggested Readings:

Text- Books

Synge, J.M. *The Playboy of the Western World*. Maunsel and Company Ltd: Dublin. 1911. Print.

Reference Books

Para Text

[The Alchemist. by Ben Jonson \(gutenberg.org\)](#)
[Father of English Comedy – Ben Jonson as Dramatist & Famous Works \(testbook.com\)](#)
[How is Jonson's The Alchemist structured? - eNotes.com](#)
[The Project Gutenberg eBook of Pygmalion. by George Bernard Shaw](#)
[Waiting-for-Godot.pdf \(saylor.org\)](#)
[The playboy of the western world : A comedy in three acts \(archive.org\)](#)

Recapitulation & Examination Pattern

Structure of the Question Paper for End-Semester Examination:

- i. Attempt all questions.
 - ii. All parts of question no. 1 are compulsory. (10 x 0.5 = 5 Marks)
 - iii. Attempt all short notes from question 2. (5 X 2 = 10 Marks)
 - iv. Attempt any two parts out of the three parts in each of the question from 3 to 6. (7.5X 2= 15 Marks)
4 questions X 15= 60 Marks
 - v. All parts of a question must be answered together.
Total marks 5+10+60=75
- *Please refer to end-semester question paper sample.

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11/03/2024

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(Semester –End Exam- 75 Marks, Internal Assessment 25 Marks)

Internal Continuous Assessment:

Component	Marks	Pattern
Mid Semester	15	<p><u>Section A:</u> Contains 5 MCQs/Fill in the blanks/One Word Answer/ True-False type of questions. Each question carries 1 mark.</p> <p><u>Section B:</u> Contains 3 long answer type questions. Each question carries 5 marks. You have to attempt only 2 questions.</p>
Class Test/Presentation/Assignment	5	Class Test, Presentation and Assignments will fulfill 05 internal course grades. The details will be discussed in class.
Attendance/Behavior/Punctuality	5	Marks of attendance will be as per student's attendance.
Total Marks	25	

Course created by:

Dr Rupali Mirza

Ms. Syeda Saleha Jaffri

Dr. Mirza Aqeel Abbas

Approved by:

Signature:

V. Mehrobs
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**Department of English
Era University, Lucknow
Course Outline
(2024-25)**

Name of the Program	Masters in English			Year/ Semester:	Second /Fourth
Course Name	British Poetry	Course Code	MA508	Type:- Theory	Theory
Credits	4			Total Hours	60
Evaluation Spread	Internal Assessment	25		End Term Exam	75
Type of Course	<input type="radio"/> Compulsory	<input checked="" type="radio"/> Core	<input type="radio"/> Creative		<input type="radio"/> Life Skill
Course Objectives	<ol style="list-style-type: none"> 1. To study the key characteristics of the age of Chaucer and age of Renaissance in poetry. 2. To know the style and themes of Metaphysical poetry. 3. To learn comparative thematic study of age of Neoclassicism and Romantic Age. 4. To become acquainted with Victorian and Modernist poetic style. 				
Course Outcomes (CO): After the successful course completion learner will develop following attributes.					
Course Outcome (CO)	Attributes				
CO1	To understand age of Chaucer and age of Renaissance in their exclusive poetic style and themes.				
CO2	Be able to analyze concepts and themes of Metaphysical poetry.				
CO3	Critically evaluate and compare poems from Neoclassic and Romantic Age.				
CO4	Be able to analyze Victorian and Modernist poetic style.				
Pedagogy	Interactive, discussion-based, student-centered, presentation.				
Internal Evaluation Mode	Mid-term Examination: 15 Class Test/Assignments/Presentation: 05 Marks Attendance: 05 Marks				
Session Details	Topic			Hours	Mapped CO
Unit 1	The Age of Chaucer The General Prologue to The Canterbury Tales The Age of Renaissance Edmund Spenser: The Epithalamion			15	CO1
Unit 2	The Metaphysical Poets John Donne: A Valediction Forbidding Mourning* Andrew Marvell: To His Coy Mistress*			15	CO2

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Unit 3	The Age of Neoclassicism John Dryden: Mac Flecknoe The Romantic Age* William Blake: The Lamb*	15	CO
Unit 4	The Victorian Age Robert Browning: Poryphyria's Lover* The Modernist Poets W.B. Yeats: The Second Coming* T.S Eliot: The Wasteland	15	C
Total		60	

CO-PO and PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
CO1	2	2	3	2	3	2	3	2	3	2	2	3
CO2	3	2	3	2	2	3	2	2	3	2	2	2
CO3	2	2	2	2	2	2	2	2	2	2	2	2
CO4	2	2	2	3	2	2	2	2	2	2	2	2

Strong contribution-3.

Average contribution-2.

Low contribution-1.

Suggested Readings:

Text- Books

Reference Books

Para Text

The Canterbury Tales General Prologue: Part 1 Summary & Analysis | SparkNotes
Canterbury Tales prologue.pdf (dvusd.org)
Epithalamion by Edmund Spenser | Poetry Foundation
A Valediction: Forbidding Mourning by John Donne | Poetry Foundation
To His Coy Mistress by Andrew Marvell | Poetry Foundation
Mac Flecknoe by John Dryden | Poetry Foundation
The Lamb by William Blake | Poetry Foundation
Porphyria's Lover by Robert Browning | Poetry Foundation
The Second Coming by William Butler Yeats | Poetry Foundation
The Waste Land by T. S. Eliot | Poetry Foundation

Recapitulation & Examination Pattern

Structure of the Question Paper for End-Semester Examination:

- i. Attempt all questions.
- ii. All parts of question no. 1 are compulsory. (10 x 0.5 = 5 Marks)
- iii. Attempt all short notes from question 2. (5 X 2 = 10 Marks)
- iv. Attempt any two parts out of the three parts in each of the question from 3 to 6. (7.5X 2= 15 Marks)
4 questions X 15= 60 Marks

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- v. All parts of a question must be answered together.
 Total marks 5+10+60=75
 *Please refer to end-semester question paper sample.

(Semester –End Exam- 75 Marks, Internal Assessment 25 Marks)

Internal Continuous Assessment:

Component	Marks	Pattern
Mid Semester	15	<p>Section A: Contains 5 MCQs/Fill in the blanks/One Word Answer/ True-False type of questions. Each question carries 1 mark.</p> <p>Section B: Contains 3 long answer type questions. Each question carries 5 marks. You have to attempt only 2 questions.</p>
Class Test/Presentation/Assignment	5	Class Test, Presentation and Assignments will fulfill 05 internal course grades. The details will be discussed in class.
Attendance/Behavior/Punctuality	5	Marks of attendance will be as per student's attendance.
Total Marks	25	

Course created by:

Dr Rupali Mirza

Ms. Syeda Saleha Jaffi

Dr. Mirza Aqeel Abbas

Approved by:

Signature:

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Department of English
Era University, Lucknow
Course Outline
(2024-25)

Name of the Program	Masters in English			Year/ Semester:	Second /Fourth
Course Name	British Novel	Course Code	MA509	Type:-	Theory
Credits	4			Total Hours	60
Evaluation Spread	Internal Assessment	25		End Term Exam	75
Type of Course	<input type="radio"/> Compulsory	<input checked="" type="radio"/> Core		<input type="radio"/> Creative	<input type="radio"/> Life Skill
Course Objectives	<ol style="list-style-type: none"> To know the pathway for studying a Novel in terms of context, theme and characterization. To study prominent nineteenth century prominent British Novels. To decode the writings and style of Charles Dickens and George Eliot. To study the main themes and style of twentieth century British Novels. 				
Course Outcomes (CO): After the successful course completion learner will develop following attributes.					
Course Outcome (CO)	Attributes				
CO1	To be able to decode a novel on the basis of their structure, context, theme and characterization.				
CO2	To evaluate prominent nineteenth century prominent British Novels				
CO3	Be able to analyze the writings of Charles Dickens and George Eliot.				
CO4	Acquire understanding of themes and style of twentieth century British Novelists like Woolf.				
Pedagogy	Interactive, discussion-based, student-centered, presentation.				
Internal Evaluation Mode	Mid-term Examination: 15 Class Test/Assignments/Presentation: 05 Marks Attendance: 05 Marks				
Session Details	Topic			Hours	Mapped CO
Unit 1	Reading a Novel Novel and its Contexts Main Themes Characterization Motifs Critical Perspectives Narrative			15	CO1
Unit 2	Charlotte Bronte-Jane Eyre*(1847) Jane Austen-Pride and Prejudice (1813)			15	CO2

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Unit 3	Charles Dickens- <i>Great Expectations</i> * (1861) George Eliot- <i>Middlemarch</i> (1871)	15	CO
Unit 4	E.M. Forster- <i>A Passage to India</i> (1924) Virginia Woolf- <i>To the Lighthouse</i> (1927)	15	C
Total		60	

CO-PO and PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3	2	2	3	2	3	2	3	3
CO2	2	3	3	2	2	2	2	2	3	2	2	2
CO3	3	3	2	2	3	2	2	2	2	2	2	2
CO4	2	2	2	2	2	2	2	2	2	2	2	2

Strong contribution-3.

Average contribution-2.

Low contribution-1.

Suggested Readings:

Text- Books	Austen, Jane. <i>Pride and Prejudice</i> . Cambridge University Press: Cambridge U.K. 2006. Print.
Reference Books	Forster, E.M. <i>A Passage to India</i> . HBMC: New York. 1924. Print.
Para Text	<p>The Elements of a Novel Explained - How to Write a Novel (creative-writing-now.com)</p> <p>Jane Eyre: Full Book Summary SparkNotes</p> <p>book_X.pdf (cambridge.org)</p> <p>The Project Gutenberg eBook of Great Expectations, by Charles Dickens</p> <p>Unit-5.pdf (egvankosh.ac.in)</p> <p>A passage to India (fiction.us)</p> <p>To-the-Lighthouse-Etext-Edited.pdf (opentextbc.ca)</p>

Recapitulation & Examination Pattern

Structure of the Question Paper for End-Semester Examination:

- i. Attempt all questions.
- ii. All parts of question no. 1 are compulsory. (10 x 0.5 = 5 Marks)
- iii. Attempt all short notes from question 2. (5 X 2 = 10 Marks)
- iv. Attempt any two parts out of the three parts in each of the question from 3 to 6. (7.5X 2= 15 Marks)
4 questions X 15= 60 Marks
- v. All parts of a question must be answered together.
Total marks 5+10+60=75
*Please refer to end-semester question paper sample.

(Semester –End Exam- 75 Marks, Internal Assessment 25 Marks)

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Internal Continuous Assessment:

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Component	Marks	Pattern
Mid Semester	15	<p><u>Section A:</u> Contains 5 MCQs/Fill in the blanks/One Word Answer/ True-False type of questions. Each question carries 1 mark.</p> <p><u>Section B:</u> Contains 3 long answer type questions. Each question carries 5 marks. You have to attempt only 2 questions.</p>
Class Test/Presentation/Assignment	5	Class Test, Presentation and Assignments will fulfill 05 internal course grades. The details will be discussed in class.
Attendance/Behavior/Punctuality	5	Marks of attendance will be as per student's attendance.
Total Marks	25	

Course created by:
 Dr Rupali Mirza
 Ms. Syeda Saleha Jafri
 Dr. Mirza Aqeel Abbas

Approved by:
 Signature:

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R. Mirza 11/3/24
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**Department of English
Era University, Lucknow
Course Outline
(2024-25)**

Name of the Program	Masters in English			Year/Semester:	Second /Fourth
Course Name	Aspects of Language	Course Code	MA510	Type:-	Theory
Credits	4			Total Hours	60
Evaluation Spread	Internal Assessment	25		End Term Exam	75
Type of Course	<input type="radio"/> Compulsory	<input checked="" type="radio"/> Core		<input type="radio"/> Creative	<input type="radio"/> Life Skill
Course Objectives	1. To know the meaning and importance of language. 2. To learn the history of English language. 3. To know English Phonetics and Phonology. 4. To learn English morphology, syntax and sociolinguistics.				
Course Outcomes (CO): After the successful course completion learner will develop following attributes.					
Course Outcome (CO)	Attributes				
CO1	Use the underlying meaning of English language to decode situations and literary works.				
CO2	Have an understanding of the history of English language.				
CO3	To be able to pronounce words as per International Phonetic Alphabet. (IPA)				
CO4	To be able to apply English morphology, syntax and sociolinguistics.				
Pedagogy					
Internal Evaluation Mode	Mid-term Examination: 15 Class Test/Assignments/Presentation: 05 Marks Attendance: 05 Marks				
Session Details	Topic	Hours	Mapped CO		
Unit 1	Meaning and Importance of Language The Nature of Language Language and Thought	10	CO1		
Unit 2	History of English Language An Introduction Changes in Sound and Spelling Changes in Vocabulary Changes in Grammar	20	CO2		

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Unit 3	English Phonetics and Phonology The Speech Mechanism The Description and Classification of Consonants and Vowels Phonetic Transcription and Phonology The Consonants of English The Vowels of English (R.P.) Word Accent, Stress and Rhythm in Connected Speech Intonation	15
Unit 4	A. English Morphology The Study of Words Word formation in English B. English Syntax Basic Notions of Syntactic Constituents and Phrase Structures Types of Clauses and Sentences C. Introduction to Sociolinguistics Speech Community and Multilingualism Bilingualism	15
Total		60

CO-PO and PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	2	2	2	2	2	3	2	2	3
CO2	2	2	3	3	2	2	2	2	3	2	2	2
CO3	2	2	2	2	2	2	2	2	2	2	2	2
CO4	2	2	2	2	2	2	2	2	2	2	2	3
CO5	3	2	2	2	2	2	2	2	3	2	2	3

Strong contribution-1. Average contribution-2. Low contribution-1.

Suggested Readings:

Text- Books	<ol style="list-style-type: none"> Palmer, F.R., Grammar and Meaning, Cambridge University Press, 2008. Leech, G., Svartvik, J., A Communicative Grammar of English (3rd Edition), Pearson Longman Publication, 2003. Ford, E.C., Grammar in Interaction, Cambridge University Press, 2005. Roach, Peter. English Phonetics and Phonology. Fourth Edition. Cambridge University Press: Cambridge. 2009.
Reference Books	<ol style="list-style-type: none"> Choy, P., Clark, D.G., Basic Grammar and Usage (7th Edition), Cengage Publication, 2006. Swan, M., Practical English Usage (3rd Edition), Oxford University Press, 2003. Morenberg, M., Doing Grammar (3rd Edition), Oxford University Press, 2002.
Para Text	9780521897075 frontmatter.pdf (cambridge.org) – Sociolinguistics Syntax corrected.ppt (harvard.edu) crop.pdf (cambridge.org) - Morphology English Phonetics and Phonology (uoanbar.edu.iq)

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R. Mujib
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Recapitulation & Examination Pattern

Structure of the Question Paper for End-Semester Examination:

- i. Attempt all questions.
- ii. All parts of question no. 1 are compulsory. (10 x 0.5 = 5 Marks)
- iii. Attempt all short notes from question 2. (5 X 2 = 10 Marks)
- iv. Attempt any two parts out of the three parts in each of the question from 3 to 6. (7.5X2= 15 Marks)
4 questions X 15= 60 Marks
- v. All parts of a question must be answered together.
Total marks 5+10+60=75
*Please refer to end-semester question paper sample.

(Semester –End Exam- 75 Marks, Internal Assessment 25 Marks)

Internal Continuous Assessment:

Component	Marks	Pattern
Mid Semester	15	Section A: Contains 5 MCQs/Fill in the blanks/One Word Answer/ True-False type of questions. Each question carries 1 mark. Section B: Contains 3 long answer type questions. Each question carries 5 marks. You have to attempt only 2 questions.
Class Test/Presentation/Assignment	5	Class Test, Presentation and Assignments will fulfill 05 internal course grades. The details will be discussed in class.
Attendance/Behavior/Punctuality	5	Marks of attendance will be as per student's attendance.
Total Marks	25	

Course created by:

Dr Rupali Mirza

Ms. Syeda Saleha Jafri

Dr. Mirza Aqeel Abbas

Approved by:

Signature:

V. Mehrotra
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Department of English
Era University, Lucknow
Course Outline
(2024-25)

Name of the Program	Masters in English			Year/ Semester:	Second /Fourth
Course Name	Feminist Literary Theory and Criticism	Course Code	MA511	Type:-	Theory
Credits	4			Total Hours	60
Evaluation Spread	Internal Assessment	25		End Term Exam	75
Type of Course	<input checked="" type="radio"/> Compulsory	<input checked="" type="radio"/> Core	<input type="radio"/> Creative		<input type="radio"/> Life Skill
Course Objectives	<ol style="list-style-type: none"> To study feminist theory from eighteenth to twentieth century perspective. To know Kate Millet and Showalter in the light of twentieth century feminist theory. To learn about Simone de Beauvoir and Spivak's perspective on feminist theory and criticism. To decode the feminist theory of Judith Butler and Kamala Das. 				
Course Outcomes (CO): After the successful course completion learner will develop following attributes.					
Course Outcome (CO)	Attributes				
CO1	Acquisition and implementation of knowledge about feminist theory from eighteenth to twentieth century.				
CO2	To know twentieth century feminist theory from the perspective of Kate Millet and Showalter.				
CO3	Learn and use Simone de Beauvoir and Spivak's perspective of feminism.				
CO4	Utilize Judith Butler and Kamala Das's views on feminism to study other feminist literary works of relevance.				
Pedagogy					
Internal Evaluation Mode	Mid-term Examination: 15 Class Test/Assignments/Presentation: 05 Marks Attendance: 05 Marks				
Session Details	Topic			Hours	Mapped CO
Unit 1	Mary Wollstonecraft: A Vindication of the Rights Of Women (1792) Virginia Woolf: Selections from <i>A Room of One's Own</i> (1929)			15	CO1
Unit 2	Kate Millet: Sexual Politics (1969) Elaine Showalter: "Towards a Feminist Poetics" * (1979)			15	CO2

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Unit 3	Simone de Beauvoir: The Second Sex (1949) Gayatri Chakravorty Spivak: Can the Subaltern Speak?* (1985)	15	CO3
Unit 4	Judith Butler: Gender Trouble (1989) Kamala Das (Kamala Suraiyya Das) : A Childhood in Malabar (2003)	15	CO
Total		60	

CO-PO and PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3	3	3	2	2	3	3	2	3
CO2	3	2	3	2	2	2	2	3	3	2	2	2
CO3	2	2	2	2	2	2	3	2	2	2	2	2
CO4	2	3	2	2	2	2	2	2	2	2	2	2
CO5	2	3	2	2	2	2	3	2	3	2	2	3

Strong contribution-3,

Average contribution-2,

Low contribution-1,

Suggested Readings:

Text- Books

Butler, Judith. Gender Trouble. Routledge New York and London. 1999. Print.

Reference Books

Para Text

GENDER TROUBLE: Feminism and the Subversion of Identity (voidnetwork.gr)
 VINDICAT.PDF (pinkmonkey.com)
 A Room of One's Own (elte.hu)
 monoskop.org/images/c/c2/Millett_Kate_Sexual_Politics_1970.pdf
 Can the subaltern speak pdf (abahlali.org)
 a.dvi (chalmers.se)

Recapitulation & Examination Pattern

Structure of the Question Paper for End-Semester Examination:

- Attempt all questions.
- All parts of question no. 1 are compulsory. (10 x 0.5 = 5 Marks)
- Attempt all short notes from question 2. (5 X 2 = 10 Marks)
- Attempt any two parts out of the three parts in each of the question from 3 to 6. (7.5X 2= 15 Marks)
4 questions X 15= 60 Marks
- All parts of a question must be answered together.
Total marks 5+10+60=75
*Please refer to end-semester question paper sample.

(Semester –End Exam- 75 Marks, Internal Assessment 25 Marks)

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M.A. Alham
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Internal Continuous Assessment:		
Component	Marks	Pattern
Mid Semester	15	<p>Section A: Contains 5 MCQs/Fill in the blanks/One Word Answer/ True-False type of questions. Each question carries 1 mark.</p> <p>Section B: Contains 3 long answer type questions. Each question carries 5 marks. You have to attempt only 2 questions.</p>
Class Test/Presentation/Assignment	5	Class Test, Presentation and Assignments will fulfill 05 internal course grades. The details will be discussed in class.
Attendance/Behavior/Punctuality	5	Marks of attendance will be as per student's attendance.
Total Marks	25	

Course created by:

Dr Rupali Mirza

Ms. Syeda Saleha Jafri

Dr. Mirza Aqeel Abbas

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V. Mahol
11/3/24

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Name of the Program	Masters in English			Year/Semester:	Second /Fourth
Course Name	Value Added Course- Advertising	Course Code	MA512	Type:-	Theory
Credits	2			Total Hours	30
Evaluation Spread	Internal Assessment	25		End Term Exam	75
Type of Course	<input type="radio"/> Compulsory	<input checked="" type="radio"/> Core		<input type="radio"/> Creative	<input type="radio"/> Life Skill
Course Objectives	1. To introduce students to the world of Advertising. 2. To learn the significance of creativity in Advertising. 3. To know the nuances of visualization in Advertising. 4. To introduce students to successful advertising.				
Course Outcomes (CO): After the successful course completion learner will develop following attributes.					
Course Outcome (CO)	Attributes				
CO1	Have know-how about how the world of Advertising operates.				
CO2	To understand the significance of creativity and copyright in advertising.				
CO3	To understand the importance of visualization in Advertising.				
CO4	Learn the notions of successful advertising as per audience analysis.				
Pedagogy					
Internal Evaluation Mode	Mid-term Examination: 15 Class Test/Assignments/Presentation: 05 Marks Attendance: 05 Marks				
Session Details	Topic	Hours	Mapped CO		
Unit 1	Background of Advertising: What is Advertising? World and Indian perspective Advertising Agencies: Structure and functions	10	CO1		
Unit 2	Creativity in Advertising Writing for Different Media: Style and Formats Copywriting, Creative Writing, Copy and Art platform, Qualities of copy writer and Structure of Ad copy	20	CO2		

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Unit 3	Visualization in Advertising Elements and Principles of Design Typography, Logo, Illustration, Layout design, Graphics and Visual effects	15
Unit 4	Successful Advertising Campaign Target Audience Analysis Creating Advertising strategy and planning	15
Total		60

CO-PO and PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14
CO1	2	2	2	2	2	2	2	2	2	2	2	2	2	2
CO2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
CO3	2	2	2	2	2	2	2	2	2	2	2	2	2	2
CO4	2	2	2	2	2	2	2	2	2	2	2	2	2	2
CO5	2	2	2	2	2	2	2	2	2	2	2	2	2	2

(Strong contribution-5)

(Average contribution-2)

(Low contribution-1)

Suggested Readings:

Text- Books

Bly, Robert W "The Copywriter's Handbook" , 3 rd Edition, An Owl Book, HenryHalt & Company, New York. Print.
Arens, Bovee, "Advertising Excellence". Print.

Reference Books

Yeshin Tony, " Advertising", Thomson, CTPS ,China. 2006. Print.
Green, Jen " Advertising", Ethical Debates, Rosen Central, New York. 2012. Print.

Para Text

Recapitulation & Examination Pattern

Structure of the Question Paper for End-Semester Examination:

- i. Attempt all questions.
- ii. All parts of question no. 1 are compulsory. (10 x 0.5 = 5 Marks)
- iii. Attempt all short notes from question 2. (5 X 2 = 10 Marks)
- iv. Attempt any two parts out of the three parts in each of the question from 3 to 6. (7.5X 2= 15 Marks)
4 questions X 15= 60 Marks
- v. All parts of a question must be answered together.
Total marks 5+10+60=75

*Please refer to end-semester question paper sample.

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(Semester –End Exam- 75 Marks, Internal Assessment 25 Marks)

Internal Continuous Assessment:

Component	Marks	Pattern
Mid Semester	15	<p><u>Section A:</u> Contains 5 MCQs/Fill in the blanks/One Word Answer/ True-False type of questions. Each question carries 1 mark.</p> <p><u>Section B:</u> Contains 3 long answer type questions. Each question carries 5 marks. You have to attempt only 2 questions.</p>
Class Test/Presentation/Assignment	5	Class Test, Presentation and Assignments will fulfill 05 internal course grades. The details will be discussed in class.
Attendance/Behavior/Punctuality	5	Marks of attendance will be as per student's attendance.
Total Marks	25	

Course created by:

Dr Rupali Mirza

Ms. Syeda Saleha Jafri

Dr. Mirza Aqeel Abbas

Approved by:

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Course Name	Research Dissertation MA513		Semester: 4	From..... To.....
Credits	02		Total sessions	30 hours
Evaluation spread	Internal Continuous	25 marks	End Term Assessment of Project and External Viva	75 marks
Course Objective	<p>The project will provide the students with the know-how for learning mechanics of documentation and writing. They will be able to conduct an independent study on suggested topics after referencing available sources to write a detailed project and present it in the classroom environment. Research Dissertation can be on either of the paper offered by the student in Semester IV, under the supervision of the allotted guide. Each term paper should be approximately 5000-7000 words. Topics for the term papers will be decided by the Department of English, Era University, Lucknow. MLA Handbook latest edition is compulsory for following mechanics of writing.</p>			
Learning Outcome	<p>Student will able to:</p> <ul style="list-style-type: none"> • Learn to review literature • Learn mechanics of writing and documentation • It will provide a stepping stone for conducting research • Hands-on experience to write a research project under supervision 			
Pedagogy	Interactive, discussion-based, student-centered.			
Internal Evaluation Mode	Project submission and presentation.			
Session details	Topic			Hours
	The topic for project will be decided on the basis of choices provided by the Instructor and also on the basis of student's interest.			30

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