

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

B.A., B.Sc. Part III English Syllabus

With effect from June 2024

Sr. No.	Paper No.	Sem	Title	Evaluation Per semester UA+CA
1	--	V, VI	Compulsory English [Literary Mindscapes Volume I, II]	40+10 x 2
2	VII, XII	V, VI	Introduction to Literary Criticism	40+10 x 2
3	VIII, XIII	V, VI	British Literature	40+10 x 2
4	IX, XIV	V, VI	Indian English Literature	40+10 x 2
5	X, XV	V, VI	Literatures in English	40+10 x 2
6	XI, XVI	V, VI	Structure and Function of Modern English	40+10 x 2
7	--	VI	Certificate Course in "Content Writing and Editing in English Language"	80 + 20
			Total Marks	600 [+ 100]

- BoS in English, P.A.H. Solapur University, Solapur

PUNYASLAK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR



NAAC Accredited: B⁺⁺

2022

Name of the Faculty: Humanities

Name of the Course: B.A., B.Sc. English (Compulsory) Part- III

(Literary Mindscapes Volume 1, 2)

Semester: V & VI

With effect from June 2024

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Name of the Course: **B.A./B.Sc. Part III**

Name of the Paper: **Compulsory English**

Semester: V & VI

Preamble:

Significance of English Language Skills in the days of technology is the need of the hour. Strengthening the basic language skills of English language acquired in the previous years of under graduation is essential. Oral and written communication skills along with the soft skills are required in this global scenario. The aspirants for jobs in private, public sectors, and PG Courses have to clear English proficiency test. This course will be instrumental in preparing the learners in these areas.

Objectives of the Course:

1. Strengthening comprehension skills
2. Developing appreciation abilities for Literature
3. Strengthening oral & written communication skills
4. Galvanizing soft skills

Course Outcome:

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

1. Use oral and written English effectively
2. Appreciate literary language
3. Use English language in creative writing
4. Apply English language skills in clearing competitive examinations

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Name of the course: **B.A./B.Sc. Part III**

Name of the Paper: **Compulsory English**

Semester: V

Credits: 04

Lectures: 60

Unit 1: Prose

Lectures: 15

Credit: 01

1. I have Three Visions for India

A. P. J. Abdul Kalam

2. The Homecoming

Rabindranath Tagore

Unit 2: Poetry

Lectures: 15

Credit: 01

1. All the World is a Stage

William Shakespeare

2. The Queen's Rival

Sarojini Naidu

3. The Village School Master

Oliver Goldsmith

4. Money Madness

D. H. Lawrence

Unit 3: Grammar and Vocabulary

Lectures: 15

Credit: 01

1. Active and Passive Voice

2. Phrasal Verbs

Unit 4: 21st Century Skills

Lectures: 15

Credit: 01

1. 21st Century Skills

2. Types of 21st Century Skills

3. Learning Skills [The Four Cs]

Sources of Prose & Poems:

Prose 1. <https://www.studocu.com/in/document/yashwantrao-chavan-maharashtra-open-university/accountancy/prose-ihave-three-visions-for-india/34647022>

Poem 1. <https://www.poetryfoundation.org/poems/56966/speech-all-the-worlds-a-stage>

Poem 4. <https://poemotopia.com/d-h-lawrence/money-madness/>

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Name of the course: **B.A./B.Sc. Part - III**

Name of the Paper: **Compulsory English**

Semester: VI

Credits: 04

60 Lectures

Unit No: 1 – Prose

Lectures: 15

Credit: 01

- 1) The Responsibilities of Young Citizens
- 2) God Sees the Truth, but Waits

Lal Bahadur Shastri
Leo Tolstoy

Unit No: 2 – Poetry

Lectures: 15

Credit: 01

- 1) Endless Time
- 2) My Last Duchess
- 3) Ode to Beauty
- 4) Tree at my Window

Rabindranath Tagore
Robert Browning
John Keats
Robert Frost

Unit No: 3 - Grammar & Vocabulary

Lectures: 15

Credit: 01

- 1) Adverbials
- 2) Direct and Indirect speech

Unit No: 4 - Communication Skill

Lectures: 15

Credit: 01

- 1) Literacy Skills
- 2) Life Skills
- 3) Other Skills

Sources of Prose & Poems:

Prose <https://www.teachmint.com/tfile/studymaterial/class-2nd/englishcompulsory/literaryinsightspdf/15eeddfe-640a-472e-b4c1-e9dcce783bc8>

Poem 1. [Poems by Rabindranath Tagore.pdf](#)

Poem 4. <https://allpoetry.com/Tree-At-My-Window>

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Name of the Course: **B.A., B.Sc. English Part–III**

Name of the Paper: **Compulsory English**

Semester: **V & VI**

(2024-2025, 2025-2026, 2026-2027)

(CBCS Semester Pattern Syllabus *w. e. f.* 2024-25)

Semester	Paper No.	Title of Paper	No. of Lectures	College Assessments (Marks)	University Assessments (Marks)	Total Marks	Credits
V&VI	---	Compulsory English	60	10	40	50	04

Question Paper Pattern

Name of the Course: **B.A. B.Sc. Part III**

Name of the Paper: **Compulsory English**

SEM- V & VI

- Q. 1 Rewrite the following sentences by choosing the correct alternative.** 08 Marks
(Poetry, Prose & Grammar)
- Q. 2 Write answers in short (Any four out of six)** 12 Marks
(Prose & Poetry)
- Q. 3 Broad Question (Any One)** 10 Marks
(Communication skills)
- Q. 4 Broad Question** 10 Marks
(Communication skills)

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2022

Name of the Course: B.A. English Part-III

Name of the Paper: Introduction to Literary Criticism

Paper No. VII & XII

Semester – V & VI

With Effect from June 2024

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Name of the Course: B.A. English Part–III

Name of the Paper: Introduction to Literary Criticism

Paper No. VII & XII

Semester – V & VI

(With Effect from- June 2024-25, 2025-26, 2026-27)

Preamble:

It is a prime concern to inculcate the crucial skill of critical thinking among the students to lead them to a more balanced life. The ability to think critically and from multiple perspectives is very essential to make good evaluation and take the best decisions to lead a successful and satisfied life. The ability is quite needed for making the responsible good citizens. This paper aims at nourishing among the students the understanding of critical thinking: processes, terms, concepts, views, perspectives, approaches, theories, and practices. Keeping in view these basics, the paper includes the general understanding of the concept of criticism: meaning, nature, function, objectives, types, introductory history, and trends. So also, there is the inclusion of theories representing different eras as well as different perspectives.

Objectives:

1. To introduce the students to the basics of literary criticism.
2. To give the students an overview of the critical practices from traditional criticism
3. To acquaint the students with types of Literary Criticism
4. To develop in them a critical perspective and ability to relate and compare various critical approaches

Course Outcomes:

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

1. Understand the basics of literary criticism
2. Trace the development of critical practices from traditional criticism
3. Read and understand the representative theories/essays.
4. Know the different critical terms/concepts/trends/movements/schools of Literary Criticism
5. Look at a literary piece from different perspectives and relate them.

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Name of the Course: B.A. English Part-III

Name of the Paper: Introduction to Literary Criticism (Paper-VII)

Semester – V

Credits: 04

Lectures- 60

Unit 1. Literary Criticism: Basics

Credit: 01

Lectures 15

Literary Criticism: Definitions, Nature, Function, Qualifications of a good literary critic

Unit 2. Classical Criticism

Credit: 01

Lectures 15

Aristotle: Theory of Imitation, Theory of Catharsis

Unit 3. I. A. Richards

Credit: 01

Lectures 15

Four Kinds of Meaning

Unit 4. Types of Criticism (Introductory)

Credit: 01

Lectures 15

Comparative, Expressive, Feminist, Historical, Social, Textual, and Theoretical

References:

1. Abrams, M.H., Geoffrey Galt Harpham, Dictionary of Literary Terms and Literary Theory, Cengage Learning India Private Limited. 2015.
2. Barry, Peter. Beginning Theory: An Introduction to Literary and Cultural Theory, Manchester University Press, 2002
3. Brooks, Cleanth and Wimsatt, A Short History of Literary Criticism, Univ of Chicago Pr. 1983.
4. Butcher, S. H. (Trans.) The Poetics of Aristotle. Macmillan. 1902
5. Cuddon, J. A. Penguin Dictionary of Literary Terms and Literary Theory. Penguin Books. 1999
6. Daiches, David. Critical Approaches to Literature. Orient Longman Limited, 1984
7. Fowler, Roger and Peter Childs. The Rutledge Dictionary of Literary Terms. Taylor and Francis. 2005
8. Guerin, Wilfred L. A Handbook of Critical Approaches to Literature. Oxford University Press, 1999.
9. Hudson, W.H. An Introduction to the Study of Literature. Rupa Publications, India, 2015
10. Richards, I A. Practical Criticism,
11. Leech, G. N. A Linguistic Guide to English Poetry. Longman. 1969
12. Thorat, Ashok. Kumar Iyer et al. A Spectrum of Literary Criticism. Frank Bros. and Co. Ltd., 2001.
13. Wellek, Rene. and Austen Warren. Theory of Literature. Penguin Book Publications, 1948

Question Paper Pattern

Name of the Course: B. A. English Part III

Name of the Paper: Introduction to Literary Criticism

SEM- V

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

08

(Unit 2 Aristotle: Theory of Imitation/Catharsis, Unit 3 I. A. Richards' Four Kinds of Meaning.)

- 2. Answer any Four of the following questions (Any Four out of Six)** **12**

(Unit 4. Types of Criticism)

- 3. Answer the following question. (One out of Two)** **10**

(Unit 2 Aristotle: Theory of Imitation/Catharsis, Unit 3 I. A. Richard's Four Kinds of Meaning.)

- 4. Answer the following Question (Only One)** **10**

(Unit 1. Literary Criticism: Basics)

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Name of the Course: B.A. English Part-III

Name of the Paper: Introduction to Literary Criticism (Paper-XII)

Semester - VI

Preamble:

This paper aims at creating the awareness of the critical creed, multiple perspectives, theoretical bases and actual practice of relating theories, approaches, and perspectives to a literary piece. Further, the paper is an attempt to integrate theory with practice making the students able to think critically. With the application of theoretical knowledge in like-like situations, the students are expected to lead more balanced life. The introduction of wider range material is with the end to bridge the gap between lab and land and develop the practical knowledge and skill of the students. The inclusion of approaches, representative theories and practical criticism would enhance the capabilities of the students. The practical criticism included in the syllabus is with the aim to make students more intensive and practice-oriented.

Objectives:

1. To introduce different approaches to the students.
2. To make the students aware of theoretical diversity.
3. To enable the students to understand different literary devices.

Course Outcomes:

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

1. To identify the features of different critical approaches.
2. To understand an essay from romantic criticism.
3. To understand an essay from 20th century literary criticism
4. To understand literary devices.

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Name of the Course: B.A. English Part-III

Name of the Paper: Introduction to Literary Criticism (Paper-XII)

Semester - VI

Credits: 04

Lectures: 60

Unit 1. Critical Approaches to Literature Credit: 01

Lectures 15

I. Biographical Approach to Literature

II. Feminist Approach to Literature

III. Sociological Approach to Literature

Unit 2. Romantic Criticism

Credit: 01

Lectures 15

William Wordsworth's 'Preface to Lyrical Ballads' (1802)

Unit 3. Twentieth Century Criticism

Credit: 01

Lectures 15

T. S. Eliot's 'The Function of Criticism'

Unit 4. Literary Devices/Terms

Credit: 01

Lectures 15

Plot, Setting, Characterization, Point of View, Tone; Exposition, Complication, Rising Action, Resolution, Protagonist, Antagonist.

References:

1. Barry, Peter Beginning Theory: An Introduction to Literary and Cultural Theory, Manchester University Press, 2002
2. Brooks, Cleanthes and Robert Penn Warren. Understanding Poetry. Heinle and Heinle Publishers, U.S., 1976
3. Daiches, David. Critical Approaches to Literature. Orient Longman Limited, 1984
4. Richards, I. A. Practical Criticism. London, 1929
5. Eliot, T S. Selected Essays. Faber and Faber.1932
6. Eliot, T.S. Selected Essays 1917-1932, Harcourt, Brace and Company. 1932
7. Eliot, T. S. Selected Essays. Faber. 1999
8. Evans, Robert. Critical Approaches to Literature: Moral. Salem Press. 2017
9. Harpham, Geoffrey and Abrams M.H. A Glossary of Literary Terms. Cengage Learning, 2015.
10. Leech, G. N. A Linguistic Guide to English Poetry. Longman. 1969
11. Lennard, John. The Poetry Handbook: A Guide to Reading Poetry for Pleasure and Practical Criticism, Oxford Publication. 1996
12. Richards, I. A. Practical Criticism. London, 1929
13. Sethuraman, V.S. and C. T. Indra, T. Sriraman, Practical Criticism, Macmillan Publishers India Limited, 1990
14. Tyson, Lois. ENGL A337 Critical Approaches to Literature. Taylor & Francis. 2018
15. Warren, Austin, and Wellek, René. Theory of Literature. Penguin Book Publications, 1948

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Name of the Course: B. A. English Part-III

Name of the Paper: Introduction to Literary Criticism

Semester: V & VI

(2024-2025, 2025-2026, 2026-2027)

(CBCS Semester Pattern Syllabus w. e. f. June, 2024)

Semester	Paper No.	Title of the Paper	No of Lectures	College Assessment Marks	University Assessment Marks	Total Marks	Credits
V & VI	VII & XII	Introduction to Literary Criticism	60	10	40	50	04

Question Paper Pattern

Name of the Course: B. A. English Part III

Name of the Paper: Introduction to Literary Criticism (Paper-XII)

SEM- VI

Q. 1. Rewrite the following sentences by choosing the correct alternative from given below. 08 Marks

(Unit 2. William Wordsworth's 'Preface to Lyrical Ballads' (1802) and Unit 3. T. S. Eliot's 'The Function of Criticism')

Q. 2. Answer any Four of the following questions (any four out of Six) 12 Marks

Unit 4: Literary Devices/Terms

Q. 3. Answer the following question. (One out of Two) 10 Marks

A) Unit 2. William Wordsworth's 'Preface to Lyrical Ballads'

Or

B) Unit 3. T. S. Eliot's 'The Function of Criticism')

Q. 4. Answer the following Question (Only One) 10 Marks

(Unit 1. Critical Approaches to Literature)

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2022

Name of the Faculty: Humanities

Name of the Course: B. A. (English) Part-III

Name of the Paper: British Literature

Paper No. – VIII & XIII

Semester – V & VI

With effect from June 2024

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

B.A. English Part III

Name of the Paper: **British Literature**
Semester V & VI

Preamble:

British literature is widely read and interpreted worldwide. It is necessary for the students to be introduced to different literary forms practiced by the writers in the British literary tradition. This paper is aimed at getting the students further acquainted with some more writers and their representative texts from British Literature.

Objectives:

1. To acquaint the students with the major genres of British Literature
2. To introduce various movements and major contribution to British literature
3. To enhance literary, linguistic and aesthetic competence of the students

Course Outcomes:

By the end of the course the students will:

- Gain knowledge about stylistic strategies and diction of British literature.
- Be able to explore the creativity and the human experiences in fiction, poetry and drama.
- Be able to cultivate aesthetic and ethical values in life through literary texts.
- Gain knowledge of appreciating major trends and traditions of British literature.

Name of the Course: **B.A. English Part–III**

Name of the Paper: **British Literature (Paper-VIII)**

Semester V

CREDITS: 04

60 LECTURES

Survey Topics: Credit 01

Lectures 15

1. **Characteristics of Elizabethan Stage**
2. **Romance and Fantasy in English Novels**

Poems: Credit 01

Lectures 15

1. Edmund Spenser: *Ice and Fire*
2. John Donne: *Lovers' Infiniteness*
3. William Shakespeare: *True Love*
4. John Milton: *When I Consider How my Light is Spent*
5. George Herbert: *The Flower*

Drama: Credit 01

Lectures 15

1. William Shakespeare: *Antony and Cleopatra*

Novel: Credit 01

Lectures 15

1. Thomas Hardy: *Tess of the d'Urbervilles*

References:

1. Shakespeare, William, *Antony and Cleopatra*, Rupa & Co 2004.
2. Hardy, Thomas, *Tess of the d'Urbervilles*, Paperback, 2021.
3. David Scott Kastan, ed. *The Oxford Encyclopedia of British Literature*, Oxford University Press, 2003.
4. Ford Boris, *The Pelican Guide to English Literature*, Penguin Books, 1955.
5. Green, David (Ed.), *The Winged Word* MacMillan Publishers India Pvt Ltd. 2016.
6. Herbert J. C. Grierson *A Critical History of English Poetry*, London, Hogarth Press, 1946.
7. Kettle, Arnold, *An Introduction of Novel*, Universal Book Stall, Vol 1 & 2.
8. Mundra J.N., and Mundra S.C. (1998), *A History of English Literature*, Vol. I, II, III.

Name of the Course: **B.A. English Part–III**

Name of the Paper: **British Literature (Paper-XIII)**

Semester: VI

CREDITS: 04

60 LECTURES

Survey Topics: Credit 01

15 Lectures

1. Victorian Poetry
2. Victorian Novelists

Poems: Credit 01

15 Lectures

1. Robert Browning: *Meeting at Night*
2. Tennyson: *Come into the Garden, Maud*
3. Matthew Arnold: *Shakespeare*
4. C.G. Rossetti: *A Christmas Carol*
5. G.M. Hopkins: *Spring*

Drama: Credit 01

15 Lectures

1. John Osborne: *Look Back in Anger*

Novel: Credit 01

15 Lectures

1. Charles Dickens: *Oliver Twist*

References:

1. Osborne, John. *Look Back in Anger*, Pearson Education. 2011.
2. Hobsbawm, Charles. *A reader's Guide to Charles Dickens*, Syracuse University Press. 1998.
3. Dickens, Charles. *Oliver Twist*, Rupa Publications India. 2012.
4. David Scott Kastan, ed. *The Oxford Encyclopedia of British Literature*. Oxford University Press, 2003.
5. Ford Boris. *The Pelican Guide to English Literature*. Penguin Books, 1955.
6. Green, David (Ed.), *The Winged Word*. MacMillan Publishers India Pvt Ltd. 2016.
7. Herbert J. C. Grierson. *A Critical History of English Poetry*. London, Hogarth Press, 1946.
8. Kettle, Arnold. *An Introduction of Novel*. Universal Book Stall, Voll& II.
9. Mundra J.N., and Mundra S.C. (1998) *A History of English Literature*, Vol. I, II, III.

Name of the Course: **B.A (English) Part–III**

Name of the Paper: **British Literature**

Semester V & VI

(2024-2025, 2025-2026 & 2026-2027)

(CBCS Semester Pattern Syllabus *w.e.f.* June 2024)

Semester	Paper No.	Title of Paper	No. of Lectures	College Assessment	University Assessment	Total Marks	Credits
V	VIII & XIII	British Literature	60	10	40	50	04

Question Paper Pattern

Name of the Course: **B. A. English Part III**

Name of the Paper: **British Literature VIII, XIII**

SEM- V & VI

- Que-1- Multiple Choice Questions.** (8 Marks)
(Poetry, Drama & Novel)
- Que-2- Short Answer Type Question.** (12 Marks)
(2 Survey Topics & 4 Poetry)
- Que-3- Broad Question with an internal option. (A or B).** (10 Marks)
(Drama)
- Que-4- Broad Question.** (10 Marks)
(Novel)

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2022

Name of the Faculty: Humanities

Name of the Course: B. A. English Part - III

Name of the Paper: Indian English Literature

Paper No. – IX & XIV

Semester: V & VI

With effect from June 2024

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Name of the Course: **B. A. English Part- III**

Name of the Paper- [IX & XIV]: **Indian English Literature**

Semester: V & VI

Preamble: -

In continuation with the study of early 20th century representative Indian English writers/writings covering major literary genres in B. A. Part-2, the students are further initiated into getting acquainted with the development of Indian English Literature in late 20th century with the focus on the select authors and their representative texts.

Objectives of the course:-

1. To introduce to the students the socio-cultural and intellectual background of the post-independence Indian English Literature.
2. To acquaint undergraduates with different literary genres as practiced by representative Indian English writers in early post-independence period.
3. To help students to understand, interpret variety of themes and styles as reflected in the prescribed texts.

Course Outcomes:-

By the end of the course, students will:

1. Understand gradual development of Indian English Literature in the latter half of the 20th century.
2. Get acquainted with important themes & issues through study of texts prescribed.
3. Get acquainted with Indian ethos as revealed through prescribed texts.
4. Be able to interpret and analyse on their own & further nurture interest in the study of Indian literatures, especially Indian English Literature.

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Name of the course: **B.A. English Part III**

Name of the Paper: **Indian English Literature (Paper-IX)**

Semester: V

Credits: 04

Lectures: 60

(I) Survey Topics- (Credit-01)

(Lectures-15)

1) Salient Features of Modern Indian English Poetry.

(With reference to the poems prescribed).

2) Salient Features of Modern Indian English Drama.

(With reference to the translated Indian plays in English).

(II) Poems Prescribed- (Credit-01)

(Lectures-15)

1) **Nissim Ezekiel**- Poet, Lover, Birdwatcher

2) **Arun Kolatkar**- Between Jejuri and Railway Station

3) **Shiv K. Kumar**- Letter from New York

4) **Jayant Mahapatra**- Dawn at Puri

5) **A. K. Mehrotra**- Letter to a Friend

(III) Drama-(Credit-01)

(Lectures-15)

1. **Garbo** Mahesh Elkunchwar

(Collected Plays of Mahesh Elkunchwar) (Oxford India Paperbacks, 2010.)

(IV) Fiction- (Credit-01)

(Lectures-15)

1. **The Guide** R K Narayan (Viking Press US)

List of Reference Books-

- 1) K. R. Iyengar-*Indian Writing in English*. (Sterling Pub.)
- 2) M. K. Naik-*A History of Indian English Literature*. (Sahitya Akademi New Delhi-1982)
- 3) Bruce King: *Three Indian Poets: Nissim Ezekiel, A. K. Ramanujan, Dom Moraes* (OUP-1991)
- 4) M. K. Naik-*Indian English Poetry: From Beginning to 2000*.
- 5) Meenakshi Mukherjee- *The Twice Born Fiction*. (Pencraft, New Delhi)
- 6) N. Bharucha & Vilas Sarang (ed)- *Indian English Fiction-1980-90- An Assessment*.
- 7) Siddhartha Sharma- *Arun Joshi's Novels: A Critical Study*. (Atlantic Pub.)
- 8) A. N. Dwivedi- *Studies in Contemporary English Drama*.
- 9) Kaustav Chakraborty- *Indian Drama in English*.
- 10) Natesan Sharada Iyer- *Musings on Indian Writing: Drama*. (Sarup & Sons, 2007).

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Course Name: **B. A. English - Part-III**

Paper Name: **Indian English Literature** (Paper No. XIV)

Semester-VI

Credits: 04

Lectures: 60

(I) Survey Topics- (Credit-01)

(Lectures-15)

1) Salient features of post-modern Indian English Poetry.

(With reference to the poems prescribed)

2) Salient features of post-modern Indian English Novel.

(With reference to the Diasporic Indian English Novel)

(II) Poems Prescribed- (Credit-01)

(Lectures-15)

1) **A. K. Ramanujan**- Looking for a Cousin on a Swing

2) **Dilip Chitre**- Felling of Banyan Tree

3) **Eunice De Souza**- Feeding the Poor at Christmas

4) **Manohar Shetty**- Animal Planet

5) **Mamta Kalia**- Tribute to Papa

(III) Drama- (Credit-01)

(Lectures-15)

1. **Hayavadana** - Girish Karnad. (Oxford University Press)

(IV) Fiction- (Credit-01)

(Lectures-15)

1. **The Namesake** - Jhumpa Lahiri. (Mariner Books-Reprint-2004)

List of Reference Books-

- 1) A. K. Mehrotra (Edi), *Ten Twentieth Century Indian English Poets*. (Oxford University Press-2001).
- 2) Menka, Shivdasani (Edi). *Anthology of Contemporary Indian Poetry* - (Big Bridge Press -2013).
- 3) Bruce, King. *Three Indian Poets Nissim Ezekiel, A. K. Ramanujan, Dom Moraes*. (OUP-1991).
- 4) Kaustav, Chakraborty. *Indian Drama in English*.
- 5) Natesan Sharada Iyer, *Musings on Indian Writing: Drama* (Sarup & Sons,2007)
- 6) Dr. S. S. Upase. *Power in Karnad's Plays*.
- 7) Nandkumar. *Indian English Drama: Study in Myths*.
- 8) N. Bharucha & Vilas Sarang (Edi). *Indian English Fiction 1980-90- An Assessment*.
- 9) Viney Kirpal (Edi). *The Post-modern Indian English Novel-Interrogating the 1980s & 1990s*. (Allied Publication -1996).
- 10) N. Hazarika, Johnson, Day (Edi.). *Contemporary Indian Women Writers in English: Critical Perspectives*. (Pencraft -2015)
- 11) Angshuman Kar (Edi.). *The Contemporary Indian Diaspora: Literary & Cultural Representation* (Rawat Pub. 2015).

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Name of the Course: **B. A. English Part–III**

Name of the Paper: **Indian English Literature**

Semester: **V & VI**

(CBCS Semester Pattern Syllabus *w. e. f.* 2024-25)

Semester	Paper No.	Title of Paper	No. of Lectures	College Assessment (Marks)	University Assessment (Marks)	Total Marks	Credits
V & VI	IX & XIV	Indian English Literature	60	10	40	50	04

Question Paper Pattern

Name of the Course: **B. A. English Part III**

Name of the Paper: **Indian English Literature**

SEM- V & VI

- Que-1- Multiple Choice Questions.** (8 Marks)
(Poetry, Drama & Fiction)
- Que-2- Short Answer Type Question.** (12 Marks)
(Survey Topics & Poetry)
- Que-3- Broad Question (A or B).** (10 Marks)
(Drama)
- Que-4- Broad Question.** (10 Marks)
(Novel)

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2022

Name of the Faculty: Humanities

Name of the Course: B. A. English Part - III

Name of the Paper: Literatures in English

Paper No. – X & XV

Semester: V & VI

With effect from June 202

PUNYASHLOK AHILYADEVJI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

Name of the Course: **B. A. English –III (Semester V)**

Name of the Paper: **Literatures in English**

Paper- **X, XV**

Semester- **V & VI**

Preamble:

Many outstanding literary figures from different part of the world have been contributing and enriching literature. As English is the World Language, it is essential to introduce World Literature to B.A. III year students so as to get acquainted with these literary exponents and take an opportunity to study cultures, society, language and tradition depicted by them in their works.

Objectives:

1. To develop a clear understanding of the key concepts of world literature
2. To expose students to alternative literature produced in the world
3. To provide an exposure to various writers from the entire world
4. To familiarize students with the different literary tradition of the world
5. To help students understand and respond to literary texts of different time and period

Course Outcome:

By the end the course, the students will:

1. Understand Literature from the world around.
2. Understand the salient features of postcolonial fiction and absurd theatre.
3. Be able to respond critically to world literatures in English.
4. Apply the skill of appreciation of literature from different cultural backdrops.

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

Name of the Course: **B. A. English –III (Semester V)**

Name of the Paper: **Literatures in English (Paper-X)**

Semester: V

CREDITS: 04

60 LECTURES

I) Survey Topics: (Credit: 01)

Lectures (15)

1. Characteristic Features of the Dystopian Literature with reference to the Novel prescribed
2. Characteristic Features of the 20th Century Drama with reference to the work prescribed

II) Novel (Credit: 01)

Lectures (15)

George Orwell: **1984** (Secker & Warburg, 1949)

III) Drama (Credit: 01)

Lectures (15)

Tennessee Williams: ***The Streetcar Named Desire*** (Delhi Open Books, 2019)

IV) Poems: (Credit: 01)

Lectures (15)

1. Pablo Neruda: ***If You Forget Me***
2. Amrita Pritam: ***The Will***
3. Louise Gluck: ***The Wild Iris***
4. Max Ehrmann: ***Desiderata***
5. Czeslaw Milosz: ***Account***
6. Edgar Allen Poe: ***A Dream within a Dream***
7. Li Po: ***Drinking Alone in the Moonlight***

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

Name of the Course: **B. A. English –III**

Name of the Paper: **Literatures in English (Paper-XV)**

Semester: VI

CREDITS: 04

60 LECTURES

I) Survey Topics: (Credit: 01)

Lectures (15)

1. Characteristic Features of Nigerian Novel with reference to prescribed text
2. Characteristic Features of Afro-American drama with reference to prescribed text

II) Novel: (Credit: 01)

Lectures (15)

Ngozi Adichie: *The Purple Hibiscus* (Fourth Estate, 2005.)

III) Drama: (Credit: 01)

Lectures (15)

Lorraine Hansberry: *A Raisin in the Sun* (Vintage, 2004)

IV) Short Story: (Credit: 01)

Lectures (15)

1. William Somerset Maugham: *The Luncheon*
2. Guy de Maupassant: *The Necklace*
3. Sudha Murthy: *How I Taught My Grandmother to Read*
4. Franz Kafka: *Wedding Preparation in the Country*
5. Maxim Gorky: *Twenty-Six Men and a Girl*

List of References:

1. George Orwell: 1984

- Primary Source:
 - Orwell, George. *1984*. Secker and Warburg, 1949.
- Secondary Source:
 - Bloom, Harold, editor. *George Orwell's 1984*. Chelsea House Publishers, 2000.

2. Tennessee Williams: The Streetcar Named Desire

- Primary Source:
 - Williams, Tennessee. *A Streetcar Named Desire*. New Directions, 1947.
- Secondary Source:
 - Berkowitz, Gerald M. *The Cambridge Companion to Tennessee Williams*. Cambridge University Press, 1997.

3. Pablo Neruda: If You Forget Me

- Primary Source:
 - Neruda, Pablo. "If You Forget Me." *Selected Poems*. Translated by Nathaniel Tarn, Houghton Mifflin Harcourt, 1970, pp. 140-141.
- Secondary Source:
 - Poirot, Luis. *The Poetry of Pablo Neruda*. Columbia University Press, 1982.

4. Amrita Pritam: The Will

- Primary Source:
 - Pritam, Amrita. "The Will." *The Skeleton and Other Writings*. Translated by Khushwant Singh, Penguin Books, 1991, pp. 83-87.
- Secondary Source:
 - Singh, Khushwant. *Amrita Pritam: A Biography*. Penguin Books India, 2006.

5. Louise Gluck: The Wild Iris

- Primary Source:
 - Glück, Louise. *The Wild Iris*. Ecco Press, 1992.
- Secondary Source:
 - Vendler, Helen. *The Breaking of Style: Hopkins, Heaney, Graham*. Harvard University Press, 1995.

6. Max Ehrmann: Desiderata

- Primary Source:
 - Ehrmann, Max. "Desiderata." *The Poems of Max Ehrmann*. Sunflower Press, 1927, pp. 45-46.
- Secondary Source:
 - Webber, Craig S. *The Legacy of Max Ehrmann: A Collection of Essays*. iUniverse, 2004.

7. Czeslaw Milosz: Account

- Primary Source:
 - Milosz, Czeslaw. "Account." *The Collected Poems: 1931-1987*. Translated by Robert Hass, Ecco Press, 1988, pp. 269-270.
- Secondary Source:

- Fagen, Robert. *Milosz: A Biography*. Oxford University Press, 2011.

8. Edgar Allan Poe: A Dream within a Dream

- Primary Source:
 - Poe, Edgar Allan. "A Dream within a Dream." *The Complete Poems and Stories of Edgar Allan Poe*. Edited by Arthur Hobson Quinn, Anchor Books, 1975, pp. 529-530.
- Secondary Source:
 - Meyers, Jeffrey. *Edgar Allan Poe: His Life and Legacy*. Cooper Square Press, 1992.

9. Li Po: Drinking Alone in the Moonlight

- Primary Source:
 - Li Po. "Drinking Alone in the Moonlight." *Selected Poems of Li Po*. Translated by David Hinton, New Directions, 1996, pp. 14-15.
- Secondary Source:
 - Hinton, David. *The Selected Poems of Li Po*. New Directions, 1996.

10. Ngozi Adichie: The Purple Hibiscus

- Primary Source:
 - Adichie, Chimamanda Ngozi. *The Purple Hibiscus*. Fourth Estate, 2005.
- Secondary Source:
 - Okoye, Mary. *Chimamanda Ngozi Adichie: The "Purple Hibiscus" and "Half of a Yellow Sun"*. Prestige Books, 2010.

11. Lorraine Hansberry: A Raisin in the Sun

- Primary Source:
 - Hansberry, Lorraine. *A Raisin in the Sun*. Vintage, 2004.
- Secondary Source:
 - Bloom, Harold, editor. *Lorraine Hansberry's A Raisin in the Sun*. Chelsea House Publishers, 2009.

12. William Somerset Maugham: The Luncheon

- Primary Source:
 - Maugham, W. Somerset. "The Luncheon." *The Short Stories of William Somerset Maugham*. Vintage, 1999, pp. 3-7.
- Secondary Source:
 - Morgan, Ted. *Maugham*. Random House, 1980.

13. Guy de Maupassant: The Necklace

- Primary Source:
 - Maupassant, Guy de. "The Necklace." *The Necklace and Other Tales*. Dover Publications, 1992, pp. 1-7.
- Secondary Source:
 - Falbo, Mark. *The Short Stories of Guy de Maupassant: A Critical Introduction*. Twayne Publishers, 1984.

14. Sudha Murthy: How I Taught My Grandmother to Read

- Primary Source:
 - Murthy, Sudha. "How I Taught My Grandmother to Read." *Wise and Otherwise: A Salute to Life*. Penguin Books, 2006, pp. 3-9.
- Secondary Source:

- Koul, Charu. *Sudha Murthy: The Grandmother of Indian Literature*. Rupa Publications, 2018.

15. Franz Kafka: Wedding Preparation in the Country

- Primary Source:
 - Kafka, Franz. "Wedding Preparation in the Country." *Franz Kafka: The Complete Stories*. Edited by Nahum N. Glatzer, Schocken Books, 1971, pp. 379-382.
- Secondary Source:
 - Gray, Ronald. *Franz Kafka*. Oxford University Press, 2004.

16. Maxim Gorky: Twenty-Six Men and a Girl

- Primary Source:
 - Gorky, Maxim. "Twenty-Six Men and a Girl." *Twenty-Six Men and a Girl and Other Stories*. Translated by Alexander Bakshy, George H. Doran Company, 1919, pp. 1-16.
- Secondary Source:
 - Haimon, Edwin. *The Making of Maxim Gorky: Biography of the Celebrated Russian Novelist, and Playwright*. Kennikat Press, 1973.

17. Andrews, W., F. Foster and T. Harris (eds). *The Oxford Companion to African American Literature*. Oxford, 1997.

18. Nayar, Pramod K. (2008): *Postcolonial Literature: An Introduction*. Pearson a. Longman, New Delhi, India. Print.

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

Name of the Course: B.A. English Part–III

Name of the Paper: Literatures in English

Semester: V & VI

(2024-25, 2025-26 & 2026-27)

(CBCS Semester Pattern Syllabus w.e.f. June, 2024)

Semester	Paper No	Title of the Paper	No. of Lectures	(Theory) College Assessment (Marks)	University Assessment (Marks)	Total Marks	Credits
V	X	Literatures in English	60	10	40	50	04
VI	XV	Literatures in English	60	10	40	50	04

Question Paper Pattern

Name of the Course: B. A. Part III

Name of the Paper: Literatures in English

SEM- V & VI

Que.1 Rewrite the following sentences by choosing the correct alternative. 08 Marks

(Novel, Drama & Poems/Short Stories)

Que. 2 Write the answers in short. (Any Four out of Six) 12 Marks

(Survey Topics, Poems/Short Stories)

Que.3 Broad question (any one) 10 Marks

(Drama)

Que. 4 Broad question. 10 Marks

(Novel)

PUNYASHLOK AHILYADEVII HOLKAR SOLAPUR UNIVERSITY, SOLAPUR



NAAC Accredited: B⁺⁺

2022

Name of the Faculty: Humanities

Name of the Course: B. A. English Part-III

Name of the Paper: Structure and Function of Modern English

Paper No.-XI & XVI

Semester: V & VI

With effect from June 2024

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR
B.A. English Part-III

Name of the Paper: **Structure and Function of Modern English (Paper-XI)**

Semester: V

Preamble:

The paper, as its name suggests, introduces the students to various structures of modern English and their functions. It familiarizes them with the inter-relations of the units in a structure. It aims to help them frame and analyze structures and use appropriate words and expressions to convey various meanings.

Objectives:

1. To acquaint the students with the open and closed classes of words
2. To acquaint them with the structures and functions of phrases, and enable them to analyse phrases
3. To acquaint them with the elements of clause
4. To acquaint them with the major forms of clause
5. To acquaint them with the basic clause patterns
6. To introduce them to a few varieties of English.

Course Outcomes:

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

1. Identify the class of words
2. Know the structure and function(s) of phrases and analyse them
3. Identify clause elements
4. Construct sentences using basic clause patterns
5. Know various varieties of English.

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

B. A. English–III

Name of the Paper: **Structure and Function of Modern English**

(Paper-XI)

Semester: V

Credits: 04

Lectures: 60

Unit No:1: Words

(Credit: 01)

(Lectures:15)

1. Open and closed word classes
2. Three approaches to the study of open word classes
3. Analysis of open and closed word classes

Unit No.2: Phrases

(Credit: 01)

(Lectures: 15)

1. Structure of Phrases.
2. Main Phrase and Subordinate Phrase
3. Classes of Phrase: NP, PP, GP, AjP, AvP and VP
4. Analysis of Phrases

Unit No.3 Clauses

(Credit: 01)

(Lectures: 15)

1. Elements of Clause
2. Finite and non-finite clauses
3. Types of Main Clause: Declarative Clause, Interrogative Clause and Imperative Clause
4. Active and passive Clauses
5. Structure of finite and non-finite clause
6. Basic Clause Patterns

Unit No.4: Varieties of English

(Credit: 01)

(Lectures: 15)

1. Native and non-native varieties of English
2. National Varieties
3. Social varieties [Sociolects]
4. Regional Varieties [Dialects]
5. Varieties according to medium
6. Varieties according to subject matter
7. Varieties within variety
8. Standard English
9. Interference Varieties

Books Recommended:

1. Leech, Geoffrey, Margaret Deucharand, Robert Hoogenraad. *English Grammar for Today*. London: Palgrave, 1982.
2. Quirk, Randolph and Sidney Greenbaum. *A University Grammar of English*. Hong Kong: Longman, 1993.
3. Greenbaum, Sidney and Randolph Quirk. *A Student's Grammar of the English Language*. New Delhi: Pearson Education, 2009.
4. Greenbaum, Sidney. *Oxford English Grammar*. New Delhi: OUP, 2009.
5. Lyons, John. *Language and Linguistics: An Introduction*. Cambridge University Press, 2009.
6. Joshi, Manohar. *English Grammar For All*. Kolhapur: Phadke Prakashan, 2024.

Question Paper Pattern

Name of the Course: **B. A. English Part III**

Name of the Paper: **Structure and Function of Modern English Semester: V**
(Paper No. XI)

Time: Marks: 40

Instructions:

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

Q.1 Choose the correct alternative. 08 Marks

(Eight multiple type questions will be set on all the topics)

Q.2 Answer any four of the following in brief. 12 Marks

(Three questions will be set on the topic *Words* and three questions will be set on the topic *Varieties of English*)

Q.3. Two broad answer type questions will be set on the topic *Clauses*.

(Any one out of two)

10 Marks

Q. 4. Answer the following question.

10 Marks

(One broad answer type question will be set on the topic *Phrases*)

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

B.A. English Part–III

Name of the Paper: **Structure and Function of Modern English**

Semester V

(2024-2025, 2025-2026 & 2026-2027)

(CBCS Semester Pattern Syllabus *w.e.f.* 2024-25)

Sem.	Paper No	Title of the Paper	No. of Lectures	C A Marks	UA marks	Total marks	Credits
V	XI	Structure and Function of Modern English	60	10	40	50	04

CA: College Assessment

U A: University Assessment

PUNYASHLOK AHILYADEVJI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR
B. A. English –III

Name of the Paper: **Structure and Function of Modern English**

(Paper-XVI)

Semester: VI

Credits: 04

Lectures: 60

Preamble:

The paper, as its name suggests, introduces the students to various structures of modern English and their functions. It familiarizes them with the inter-relations of the units in a structure. Moreover, it makes them realize how language varies according to the medium in which it is put, the relationship or the relative distance between the addresser and the addressee(s), and the function it fulfils in communication. It aims to help them use correct structures, and use appropriate words and expressions to convey various meanings.

Objectives:

1. To acquaint the students with the classification of sentence
2. To acquaint them with the processes of subordination and coordination
3. To acquaint them with the structures and functions of subordinate clauses
4. To introduce them to the basic and derived structures
5. To introduce them to discourse analysis with reference to mode, tenor and domain
6. To introduce them to some concepts in semantics

Course Outcomes:

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

1. Identify the simple and complex sentences
2. Know the difference between subordination and coordination and analyse subordinate clauses
3. Derive structures from the basic ones
4. Analyse a discourse with reference to its mode, tenor and domain
5. Identify lexical relations.

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

B. A. English–III

Name of the Paper: **Structure and Function of Modern English**

(Paper-XVI)

Semester: VI

Credits: 04

Lectures: 60

Unit No.1: Subordination and Coordination (Credit:01) (Lectures:15)

1. Kinds of Sentences: Simple and Complex
2. Subordinate Clauses (SCI)
3. Structure of Subordinate Clauses
4. Functions of Subordinate Clauses
5. Classification of Subordinate Clauses: Finite (Tensed) and Non-finite (Tenseless)
6. Kinds of Subordinate Clauses: Noun Clauses, Adverbial Clauses, Relative Clauses, Comparative Clauses, and Prepositional Clauses
7. Subordination: Direct and Indirect
8. Coordination

Unit No.2: Basic and Derived Structures (Credit:01) (Lectures:15)

1. Basic and Derived Structures
2. 'Missing' Elements
3. Split Constituents
4. Double Analysis
5. Style and transformation

Unit No.3: Discourse Analysis (Credit:01) (Lectures: 15)

1. Dimensions of Discourse: Mode, Tenor, and Domain
2. Mode: Speech and Writing
3. Speech and Writing: Which Comes First?
4. Functions of Writing and Speech
5. The Form of Speech and Writing
6. Linguistic Characteristics of Speech and Writing
7. An analysis of Spoken and Written Discourse
8. Tenor 9. Tenor and Discourse
10. Domain 11. Domain and Discourse

Unit No.4: Semantics in English (Credit: 01) (Lectures: 15)

1. Lexical semantics (Word Relations)
2. Synonymy 3. Antonymy
4. Polysemy 5. Homonymy
6. Hyponymy 7. Homophony

Books Recommended:

1. Leech, Geoffrey, Margaret Deuchar and Robert Hoogenraad. *English Grammar for Today*. London: Palgrave, 1982.
2. Quirk, Randolph and Sidney Greenbaum. *A University Grammar of English*. Hong Kong: Longman, 1993.
3. Greenbaum, Sidney and Randolph Quirk. *A Student's Grammar of the English Language*. New Delhi: Pearson Education, 2009.
4. Greenbaum, Sidney. *Oxford English Grammar*. New Delhi: OUP, 2009.
5. Leech, Geoffrey, and Jan Svartvik. *A Communicative Grammar of English*. Delhi: Longman, 2002.
6. Lyons, John. *Language and Linguistics: An Introduction*. Cambridge University Press, 2009.
7. Lyons, John. *Semantics*. Cambridge University Press, 1977
8. Widdowson, H.G. *Discourse Analysis*. OUP: 2007
9. Palmer, F. R. *Semantics*. Cambridge University Press, 1981.
- 10 Yule George, *The Study of English Language* CUP 2008.
11. Joshi, Manohar. *English Grammar For All*. Kolhapur: Phadke Prakashan, 2024.

Question Paper Pattern

B. A. Part III

Name of the Paper: **Structure and Function of Modern English**

Semester: VI

(Paper No. XVI)

Time:

Marks: 40

Instructions:

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

Q.1 Choose the correct alternative.

08 Marks

(Eight multiple type questions will be set on all the topics)

Q.2 Answer any four of the following in brief.

12 Marks

(Three questions will be set on the topic *Basic and Derived Structures* and three questions will be set on the topic *Semantics*)

Q.3. Two broad answer type questions will be set on the topics

Subordination and Coordination (Any one out of two)

10 Marks

4. Answer the following question.

10 Marks

(One broad answer type question will be set on the topic *Discourse Analysis*)

PUNYASHLOK AHILYADEVJI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

Name of the Course: **B.A. (English) Part–III**

Name of the Paper: **Structure and Function of Modern English**

Semester: VI

(2024-2025, 2025-2026 & 2026-2027)

(CBCS Semester Pattern Syllabus *w.e.f.* 2024-25)

Sem.	Paper No	Title of the Paper	No. of Lectures	C A Marks	UA marks	Total marks	Credits
VI	XVI	Structure and Function of Modern English	60	10	40	50	04

CA: College Assessment

U A: University Assessment

Punyashlok Ahilyadevi Holkar Solapur University, Solapur



**NAAC Accredited: B⁺⁺
2022**

Name of the Course: B.A. English Part–III

Name of the Paper: Certificate Course

Title: Content Writing and Editing in English Language

Semester VI

With Effect from June 2024

P.A.H. Solapur University, Solapur
B.A. Part III English
Certificate Course in
Content Writing and Editing in English Language
Semester VI
With effect from June 2024

Credits: 04

Allotted Lectures: 60

1.1 Preamble:

In this course, the students will study how to write and edit content in English. The course will examine different types of content writings. Consistent, engaging, and high-quality content impacts the audience more than any other technique. Content writing allows your brand to create cohesive pieces of information. Consistency, especially in brand messaging, is one of the significant factors to determine the growth and success of your business. An editor will find themselves planning, coordinating and editing material for publication at newspaper, magazine, publishing house or other organization This course offers the writing and editing skills to train aspiring-content writers and editors.

1.2 Objectives of the Course:

1. To inculcate the content writing and content editing skills among the students
2. To help the students comprehend different types of content writing
3. To help the students apply the abilities of editing the content in English

1.3 Learning Outcomes of the Course: At the end of the course the students will

- Understand the significance of content writing a career.
- Get abreast of various types of content writing and their formats.
- Execute the abilities of editing the content in English language.

**Certificate Course in
Content Writing and Editing in English Language
B. A. Third Year: Semester- VI
Course Structure**

Sem	Paper	Title of Paper	Number of Lectures (Theory + Library Work)	Internal Evaluation (IE)	End Semester Evaluation (ESE)	Total Marks	Credits
Sixth	---	Content Writing and Editing in English Language	45+15=60	20	80	100	04
Total	---	---	60	20	80	100	04

B.A. Part III English
Certificate Course in
Content Writing and Editing in English Language -Semester-VI

Credits: 04

45 Lectures + 15 Library Work= 60

Unit: I Introduction to Content Writing and Editing

15 Lectures

- Origin and need of content writing
- Career in content writing
- Types of content writings
- The Concept of Content Marketing
- Difference between Academic and Content Writing

Unit: II Structuring and Writing Quality Content

15 Lectures

- Brainstorming and Collection of Material
- Proof Reading Techniques
- How to Structure a Book and ensure content Quality?
- Documentation and Formatting

Unit: III Copy Writing, Sales, Advertising and Promotion.

15 Lectures

- Writing Newsletters, Product Descriptions and PressReleases
- Importance of Page Layout and Text Outline
- Effective Writing Techniques
- Writing Articles
- Mistakes to Avoid

Unit: IV – Digital Content Writing

15 Lectures

- Video scripts
- Email newsletters
- Keynote speeches
- Social media posts
- Podcast titles
- Web page copy
- YouTube video descriptions
- Blog

Reference: A. Z. Gill, Content Writing: A helpful Guide
