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UNIVERSITY OF MUMBAI
No.UG/ 269 of 2007.

CIRCULAR:-

A reference is invited to the Ordinances, Regulations and Syllabi relating to the Bachelor of Mass Media (B.M.M.) degree course vide Pamphlet No. 318 and to this office Circular No.UG/222 of 2002 dated 20th May, 2002 and the Principals of the affiliated colleges in Arts and Professor-cum-Director, Institute of Distance Education are hereby informed that the recommendation made by the Ad-hoc Board of Studies in Bachelor of Mass Media (B.M.M.) at its meeting held on 4th April, 2007 has been accepted by the Academic Council at its meeting held on 13th April, 2007 vide item No. 4.34 and that in accordance therewith the syllabus at the First Year of Bachelor of Mass Media (Sem.I and II) examination is revised as per Appendix and that the same has been brought into force with effect from the academic year 2007-2008.

MIIMBAI-400 032

11th June, 2007

To,

The Principals of the affiliated colleges in Arts, and Professor-cum Director,
Institute of Distance Education.

for I/c REGISTRAR

A/C/4.34/13.4.2007

No.UG/ 269 -A of 2007

11th June, 2007.

Copy forwarded with Compliments for information to:-

- 1) The Dean, Faculty of Arts.
- 2) The Chairperson, Ad-hoc Board of Studies in Bachelor of Mass Media (B.M.M.)

for I/c REGISTRAR

Copy to :-

The Director, Board of College and University Development, the Deputy Registrar (Eligibility and Migration Section), the Director of Students Welfare, the Executive Secretary to the Vice-Chancellor, the Personal Assistant to the Pro-Vice-Chancellor, the Registrar and the Assistant Registrar, Administrative sub-center, Ratnagiri for information.

The Officer on Special Duty and Controller of Examinations (10 copies), the Finance and Accounts Officer (2 copies), Record Section (5 copies), Publications Section (5 copies), the Deputy Registrar, Enrolment, Eligibility and Migration Section (3 copies), the Deputy Registrar, Statistical Unit (2 copies), the Deputy Registrar (Accounts Section), Vidyanagari (2 copies), the Deputy Registrar, Affiliation Section (2 copies), the Director, Institute of Distance Education, (10 copies) the Director University Computer Center (IDE Building), Vidyanagari, (2 copies) the Deputy Registrar (Special Cell), the Deputy Registrar, (PRO), the Assistant Registrar, Academic Authorities Unit (2 copies) and the Assistant Registrar, Executive Authorities Unit (2 copies). They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above



UNIVERSITY OF MUMBAI



**Revised Syllabus for
Bachelor of Mass Media
First Year B.M.M.
(Semester I & II)**

(With effect from the academic year 2007-2008)

Subject	:	EFFECTIVE COMMUNICATION SKILLS-I
Paper	:	I
Objectives	:	To equip students, who already have competence in language structure and basic abilities in reading and writing, with the higher level skills of: 1) Close, critical reading of informative and discursive texts 2) Effective presentation in writing (concise statement, use of appropriate organizational and rhetorical patterns and style) 3) Efficient oral communication 4) To equip students with structured and analytical thinking skills 5) To teach presentation skills and effective use of presentation aids

The course will build on the communicative English course introduced at Stds. XI and XII, and aim at training students to use English correctly and effectively

(N.B: The course will be spread over two semesters)

Skills to be acquired:

- 1) **Reading:** Ability to
 - i. Read with fluency and speed
 - ii. Skimming and scanning
 - iii. Identify, collect and reorder relevant information from factual discourse, from a given perspective or for a given purpose; to isolate fact from opinion
 - iv. Recognizing aspects of language, particularly
 - Vocabulary
 - Grammatical structure
 - Textual organization, aspects of linkage (coherence and cohesion)

(8)
- 2) **Writing:**
Ability to produce language which is factual (e.g. reports, minutes, agendas, notices) (8)
- 3) **Editing and Summarizing:** (6)
 - Restatement of a given text with a view to
 - Shortening, summarizing
 - Making matter and organization more focused
- 4) **Oral communication:** Training in achieving (8)
 - Correctness in pronunciation and sentences stress

- Communication with fluency, naturalness, confidence and sensitivity to audience

(From: Interaction in shared planning of written work: Presentation of the outcome of a discussion; participation in oral interaction in informal/professional contexts [dialogues, debate, interview, office meeting, panel discussion, etc.])

N.B: Familiarity with the phonetic script will enable students to use the pronunciation section of the dictionary more effectively

5) Thinking:

- i. Errors in thinking (8)
 - Partialism
 - Time scale
 - Egocentricity
 - Prejudices
 - Adversary thinking
 - Magnitude errors
 - Extremes
- ii. Concept of Left Brain and Right Brain thinking (2)
- iii. Left Brain thinking – Logical, analytical and structured thinking; critical thinking (2)
- iv. Thinking Aids or tools (2)
- v. PMI [plus, minus, interesting] (2)
- vi. APC [Alternatives, possibilities, choices] (2)
- vii. Patterns as a framework for thinking (2)

Internal Assessment: Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation / Power point / Audio – Visual presentation / Oral Presentation

Title of the books

TITLE OF THE BOOKS	AUTHOR OF THE BOOK
<u>Recommended for teachers</u>	
Phase Blue: A Systems Approach to College: English, Science Research Sociates, 259 East Erie St.Chicago, nois, 1970	Hogins, J.B & Yarber, R.E
Writing Prose: Techniques &	Kane, T.S & others, L.J. Doughty,

Purposes, New York: Oxford University Press, 1980 -	P.P.Thorton, J.G
TEACHING MATERIAL	
1. GENERAL	
1) Study Strategies. N.Delhi: Oxford University Press, 1979	Grellet. F
2) ELT Cell, University of Bombay, Note making & Composition Exercises, 1979	
	Bhaskar, W.S & Prabhu, N.S
4) Communication Skills in English: Examination Papers, 1987	Bellare, Nirmala & Martin, J.R
2. READING	
1) Developing Reading Skills, Cambridge University Press. 1990	Freeman, Sarah
2) Reading & Thinking in English. 4 Vols. (Vol.1 for the lowest level, Vol.4 for the highest level), The British Council. OUP. 1979-1981	Saraswathi, V
3) English Through Reading, Vols 1 & 2, OUP. 1998	Narayanaswamy. V.R
4) Reading and Study Strategies. Vols 1 & 2. OUP. 1998	
3. WRITINGS	
1) Factual Writing: Exploring & Challenging Social Reality. OUP. 1990	
2) Study Writing: A Course in Written English for Academic and Professional Purposes. Cambridge University Press. 1987	
3) Written Communication. Orient Longman. 1977	
4) Organized Writing Book 1&2. Orient Longman	
4. THINKING	
1) Teaching Thinking. Penguin Books. 1986	De Bono. Edward
2) De Bono's Thinking Course, BBC Books, 1996	De Bono. Edward
3) Serious Creativity. Penguin Books. 1992	De Bono. Edward
4) The Mind Map Book, BBC Books, 1995	Buzan. Tony

Subject : **FUNDAMENTALS OF MASS COMMUNICATION**

Paper : **II**

OBJECTIVES : 1) To introduce students to Communication Models and expose them to the various aspects of Mass Communication
2) To develop a critical understanding of Mass Media, its potentialities and impact.

1. Definitions of Communication.

• Understanding the elements and process of Communication. (2)

2. Functions of Communication

3. Barriers to Communication (4)

4. Types of Communication

• Verbal and Non-verbal; Interpersonal and Group Communication; Mass (4)

Communication, Telecommunications; Interactive Digital Communication. (6)

5. Nature and Characteristics of Mass Communication

Technological and non-technological Mass Communication (6)

- Formal organization
- Gatekeeping
- Operating expenses
- Working for profit

Mahatma Gandhi, Chairman Mao and Martin Luther King as mass communicators.

6. Basic Communication Models: Lasswell's SMCRE Model, Osgood and Schramm's Circular Model, Shannon and Weaver's Telecom Model. (4)

7. An overview of the Media Industries.

8. History, Practices and Values of Mass Media (4)

- Evolution of Mass Communication - From Gutenberg to the Internet (2)
- Cultural impact of radio and TV (2)
- The digital revolution (2)
- Media Convergence - Social Implications (2)
- Fragmentation and isolation (2)
- Information Revolution and overload (2)
- Communication Revolution (2)
- New Media - Impact on mass media (2)

9. Impact of Mass Media

- On Development (10)
- On Women
- On Violence
- On Sex (pornography)
- On Education.

Booklist:

1. Srinivas R Melkote and H Leslie Steeves: Communication for Development in the Third World, New Delhi: Sage, 2nd Edn. 2001.
2. John Fiske: Introduction to Communication Studies, London/New York: Methuen, 1982.
3. Uma Narula: Mass Communication Theory and Practice, New Delhi: Haranand, 1994.
4. N. Andal; Communication theories and models.
5. Thomas Friedman: The World is Flat: A Brief History of the Globalized World in the 21st Century, New Delhi: Penguin Books, 2005.
6. Dr. Keval Kumar's *An introduction to Mass Communication*.
7. P.C. Chatterji: Broadcasting in India, New Delhi: Sage, 2nd Edn. 2000.
8. Rangaswamy Parthasarthy: Journalism in India, New Delhi: Stirling Publishers, 1987.
9. Srinivas R Melkote and Sandhya Rao (Eds.): Critical issues in Communication: Looking Inward for Answers, Sage 2001.
10. Biagi, Shirley, *Media/Impact: An Introduction to Mass Media*, 6th ed : Thomsor. Wadsworth. 2003
11. Dominick, Joseph R, *The Dynamics of Mass Communication: Media in the Digital Age*, 7th ed.: McGraw Hill. 2002
12. Folkerts. Jean and Stephen Lacey, *The Media in Your Life*, 3d ed.: Pearson Education, 2004
13. McQuail, Denis, *McQuail's Mass Communication Theory*, 5th ed.: Vistaar Publications. 2005
14. Rodman. George, *Making Sense of Media: An Introduction to Mass Communication*: Longman Publishing Group, 2000.

SEMESTER I

Subject	:	INTRODUCTION TO COMPUTERS
Paper	:	III
Objectives	:	1) To equip the students with a general understanding of Computer basics for everyday use. 2) To train them to use this understanding to supplement their presentation skills.

2 sessions

- I. Computer Basics
 1. Basic structure of a PC
 2. Types of computers
 3. I - P - O cycle / booting
 4. Input / process / output devices (definition)
 5. Memory, storage, storage devices
 6. User Interface
 7. Differences between high level languages and softwares
- II. Networking Basics
 1. Introduction to networks
 2. Types of networks (peer to peer, client server, lan, man, wan, gan, vpn etc.)
- III. Introduction to internet
 1. History
 2. Services (email, search engines, ftp, etc.)
 3. Client server technology
 4. URL and parts of a url
 5. Searching on the web
 6. Marketing on the web
 7. Introduction to web designing, development
 8. Internet security, viruses, spyware, freeware, etc
- IV. Text and Document Editing and Presentation
 1. Word
 1. Creating, saving documents
 2. Editing documents (formatting characters, lines and paragraphs, section and page breaks, headers and footers, toc, index)
 3. Language tools (spelling, grammar, thesaurus)
 4. Inserting images, cut, copy, paste
 5. Creating columns
 6. Tables
 7. Mail merge
 - Excel -- 6 hrs
 1. Introduction to spreadsheet, rows, columns, cell address
 2. Workbook, worksheet
 3. Entering data

4 sessions

4. Formulae, functions
5. Editing sheets
6. Formatting
7. Finding, replacing and filling data
8. Database management, sorting
9. Charts

3. Powerpoint -- 6 hrs

1. Introduction to presentations, create, save
2. Types of presentation layouts
3. Slides, outlines, slide sorter, presentation
4. Formatting
5. Tables, cliparts, pictures, organisation charts, charts etc.
6. Animation (preset, custom)
7. Setting up slide show, timings, on click, hyperlinks etc.
8. Powerpoint presentation, powerpoint show

V Introduction to designing

3 sessions

1. Types of communication
2. What is a design
3. Types of design
4. Colour theory
5. Hierarchy in a design
6. Typography (fonts & typefaces, types of fonts)
7. Observation & visualisation, perspective

VI Page Layouting (Pagemaker Indesign/Quarkxpress)

6 sessions

1. Introduction to different pagelayouting software
2. Tools, menus
3. Creating page layouts for different media (flyers, brochures, books, newspapers etc.)

VII Video editing

6 sessions

VIII Video compositing

X Coreldraw

22 sessions

1. Introduction to vector graphics, difference between vector and bitmap images
2. Introduction to tools
3. Importance of different sizes or layouts
4. Bezier tool and it's importance
5. Learning tools (all tools of the toolbox)
6. Creating brochures, letter heads, envelopes, visiting cards
7. Advertisement layouts
8. Cartoons, caricatures, products
9. Working with Images, giving effects to images

Internal Assessment: Group Project / Individual Project / Book Review/
Class Test / Case Study / Presentation { Power point / Audio – Visual
presentation / Oral Presentation}

Reference Books:

1. Learn Microsoft Office in 24 hrs
2. CorelDraw :
 - a. CorelDraw 12/13 in Simple Steps: By Dream Tech
 - b. CorelDraw _ A official Guide: By Dream Tech
 - c. CorelDraw 12 Training Guide: B.P.B.
3. Photoshop
 - a. CS2 in Simple steps : Ey Dream Tech
 - b. CS2 Bible: By Dream Tech
 - c. Photoshop Savvy: By Dream Tech
 - d. Down and Dirty Tips & Tricks: Tech Media
4. Indesign
 - a. CS2 Bible : Tech Media
 - b. Classroom in a book : Tech Media
5. QuarkXpress
 - a. 5 for windows and mac : Tech Media
 - b. Visual Quickstart Guide : Tech Media
6. Premiere
 - a. Classroom in a book : Tech Media
7. After Effects
 - a. Classroom in a book : Tech Media
8. Flash
 - a. Simple steps: By Dream Tech
 - b. A tutorial Guide: Tech Media
 - c. Creative Web Animation : Brooks Ptauton
 - d. Foundation Flash . S.P.D. Publication
9. Dreamweaver
 - a. How to do Dreamweaver 8 – A beginners guide: By Dream Tech
 - b. Dreamweaver 8 – in simple steps: By Dream Tech
 - c. Dreamweaver 8 Bible: By Dream Tech

SEMESTER I

Subject : **INTRODUCTION TO 20TH CENTURY WORLD HISTORY**

Paper : **IV**

OBJECTIVES :
1) To acquaint the students with comprehensive understanding of the important ideas and events that have shaped world history.
2) To look at Media responses to these ideas/events (wherever possible)

1. Transition from Medieval to Modern Europe: 10 Lectures

- a. Renaissance
- b. Reformation
- c. Geographical discoveries

2. Age of Revolutions: 8 Lectures

- a. American war of Independence
- b. French Revolution
- c. Industrial revolution

3. 19th Century Imperialism: 6 Lectures

- a. Analysis, motives, attitudes, celebrations and objectives
- b. Asia – with special reference to India and China
- c. Scramble for Africa

4. World Wars and the end of Western Dominance 12 Lectures

- a. World War I – causes, course, consequences, media response
- b. Russian revolution
- c. Interwar period- Great Depression, Rise of dictatorship in Italy and Germany
- d. World War II- causes, course, consequences, media response

5. Bi-Polar to Multi-Polar world 8 Lectures

- a. United Nations
- b. Decolonialisation – Asia and Africa
- c. Cold War

6. Emergence of New World Order: 6 Lectures

- a. Break up of Soviet Russia
- b. U.S.A as super power
- c. The emergence of European Union

Book List:

Sr. No.	Name of the Author	Title	Publisher	Date
1.	Reeves Thomas C.	Twentieth – Century America – A Brief history	Oxford University Press	2000
2.	Blanning T.C.W. (Editor)	The Oxford History of Modern Europe	Oxford University Press	1996
3.	Tucker Spencer C.	The Second World War	Palgrave Macmillan - New York U.S.	2004
4.	Merriman John	A history of Modern Europe (from the Renaissance to Present)	W.W Norton and Co. - New York U.S.	2000
5.	Hobsbawm Eric	The Age of Revolution	Vintage Books - New York U.S.	1996
6.	Cameron Euan (Editor)	Early Modern Europe	Oxford University Press	2001

List of books for Cold War and European Union

1. "The Making of the Second Cold War" by Fred Halliday, Published by Verso Editions and NLB, London.
2. "Cold War & Co existence: Russia, China & The US" by William E. Griffith, Published by Prentice Hall Inc., N.J.
3. "The United States & the Origins of the Cold War (1941-1947)", by John Lewis Gaddis, Published by Columbia University Press, N.Y.
4. "Towards a new Cold War" by Noam Chomsky, Published by the New Press, N.Y.
5. "European Union – Asia Relations in the 21st Century: Problems, Prospects & Strategies", Ed. By Naveed Ahmad Tahir, Published by The European Union (Brussels) & The Hanns Seidel Foundation (Islamabad).
6. "European Union & India: A study in North South Relations" by D. K. Giri, Published by Concept Publishing Company, New Delhi.
7. "The Government & Politics of the European Union, 6th Edition, by Neill Nugent, Published by Duke University Press.

SEMESTER I

Subject : INTRODUCTION TO SOCIOLOGY
Paper : V

OBJECTIVES :

1. To provide an understanding of the basic sociological concepts and perspectives relevant to mass media
2. To make the students aware of Indian Society's Socio-cultural diversity and their responsibility as media personnel
3. To sensitize the students to the values and issues of contemporary Indian society
4. To know the various segments within the Indian society with reference to their ethos and aspirations
5. To understand the role of the media in a changing social environment
6. To create an awareness of the social milieu in which youth and media operate

SYLLABUS OUTLINE :

CHAPTER	TOPIC	NO. OF LECTURES
Topic I	Introduction to Sociology	6
Topic II	Socialization and Culture	8
Topic III	Basic concepts of Sociology	4
Topic IV	Social Interaction	8
Topic V	Social Control	8
Topic VI	Collective Behaviour	8
Topic VII	Social Change	8

DETAILED SYLLABUS :

Topic I

INTRODUCTION TO SOCIOLOGY

- Sociology as a Science
- The Sociological Imagination
- Practical Utility for Media students

Topic II

SOCIALIZATION AND CULTURE

- Concept of Society
- Process of Socialization
- Agencies of Socialization with special reference to Media
- Concepts in Culture
 - ❖ Norms
 - ❖ Values
 - ❖ Sub culture
 - ❖ Counter culture
 - ❖ Relativism
 - ❖ Ethnocentrism
 - ❖ Culture shock
 - ❖ Culture lag
 - ❖ Culture conflict
 - ❖ Xenocentrism

Topic III

BASIC CONCEPTS OF SOCIOLOGY

- Institutions
- Family and Marriage
- Social Stratification
 - ❖ Caste
 - ❖ Class
 - ❖ Gender
 - ❖ Age
- Religion
 - ❖ Ethnicity
 - ❖ Minority

Topic IV

SOCIAL INTERACTION

- Social Groups
- Status and Role
- Social interaction as a process
 - ❖ Cooperation, assimilation, Competition, conflict, accommodation

Topic V

SOCIAL CONTROL

- Formal and informal agents of social control
 - 1) Role of Media
 - 2) Law and administration
 - ❖ Copyright
 - ❖ Intellectual property right
 - ❖ Censorship with regard to films and advertisements
 - ❖ Trademark
 - ❖ Patent
 - ❖ Royalty
 - ❖ Defamation
 - ❖ Right to Information

Topic VI

COLLECTIVE BEHAVIOUR

- Forms of Collective Behaviour
- Role of Media In Projecting Movements

Topic VII

SOCIAL CHANGE

- Shifting of Cultural Values, Beliefs, Ideals in Indian Society
- Leadership, Education, Media & Youth as a Driving Force of Social Change
- Changing Norms & Social Relationships in Indian Society as depicted in the written & other media

Internal Assessment: Group Project / Individual Project / Book Review/
Class Test / Case Study / Presentation { Power point / Audio – Visual
presentation / Oral Presentation}

BIBLIOGRAPHY

1. Giddens Anthony: Sociology, Polity Press, Ed 2 London 1999.
2. Schaefer Richard: Sociology, McGraw Hill, 2005.
3. Kumar Keval J: Mass Communication In India, Jaico Publishing House, 2003.
4. Leslie, Larson, Gorman: Sociology, Oxford University Press, 1998.
5. Kingsley Davis: Human Society, The Macmillan Company, New York, 1948, 1949.
6. Sagarin Edward (Ed): Sociology, The Basic Concepts, Holt, Rinehart & Winston, U.S.A.
7. Horton & Hunt: Sociology, Mc Graw Hill, Kogakusha Ltd.
8. Abraham M Francis: Contemporary Sociology-An Introduction to Concepts & Theories.
9. Bertrand A: Basic Sociology

SEMESTER I

Subject	:	ECONOMICS
Paper	:	VI
OBJECTIVES	:	1) To provide a brief overview of the various Micro Macro Economic concepts essential for -

SECTION I- MICROECONOMICS

1. Distinction between Microeconomics and Macroeconomics and their relevance to media students. (2)
2. Demand- Law of Demand: Reasons and exceptions to the law of demand, Determinants of demand. (3)
3. Elasticity of Demand: Price, Income, Cross and Promotional elasticities; Significance of the elasticity concept for a firm. Simple numerical problems based on the elasticity concept. (3 to 4)
4. Production Function: Economies and Diseconomies of scale- Internal and External. (2)
5. Costs: Types of Costs- Money and Real, Fixed vs. Variable, Opportunity costs, Implicit and Explicit costs, Depreciation, Manufacturing vs. Selling costs. Significance of these cost concepts for a firm. (3)
6. Revenue: Total, Average and Marginal Revenue under Perfect Competition and Monopoly. (3)
7. Supply: Concepts of stock and supply; Factors affecting supply; backward bending supply curve of labour. (2)
8. Objectives of a firm: Profit, Sales Maximization and Growth objectives; Break-even analysis. (2)
9. Markets: Perfect Competition, Monopoly, Monopolistic Competition- Features. (5 to 6)

SECTION II – MACROECONOMICS

1. Concepts of national income and their interrelationships. (2)
2. Union Budget: Structure (3)

3. Inflation and Deflation: Meaning and Types. (2)
4. Financial Markets: Capital and Money markets; Institutions and instruments. (4)
5. Balance of Payments: Concept, Current and Capital account. (4)
6. Indian Economy: Structural reforms in India (privatization and liberalization), issues of capital account convertibility, public sector disinvestments, India and the WTO. (03)

Internal Assessment: Group Project / Individual Project / Book Review/
Class Test / Case Study / Presentation { Power point / Audio – Visual
presentation / Oral Presentation}

REFERENCES

- Samuelson, Paul: Economics (16th edn.)
- Stonier & Hague: A textbook of economic theory (latest edn.)
- Mishra & Puri: Indian Economy (Latest edn.)
- Sundaram & Dutt: Indian Economy. (Latest edn.)

SEMESTER II

Subject : **Effective Communication Skills-2**
Paper : **I**
Objectives : To advance the communication skills acquired in the first semester.

Reading: Ability to

(6)

1. To understand concepts and arguments in discursive prose. Analyze and assess its strengths and weaknesses
2. Recognize features of language, such as –
 - vocabulary
 - grammatical structures
 - textual organization, aspects of linkages in text (coherence and cohesion)
 - style: colloquial, formal, ornate, bare; concise diffuse tone, i.e. the feeling behind the writing e.g. neutral, ironic, humorous, angry, bias and point of view, neutral, slanted.

Writing : Ability to produce language which is

1. Closely reasoned and/or persuasive; analysis and interpretation of concepts or claims from different angles (e.g. editorials, letters to the Editor, Public appeal, debate, speech)
2. **Effective use of language in media with special focus on magazine writing and report writing**
3. **Teach Discourse Analysis to enhance writing skills – emphasis on frequently occurring mistakes in student writing, corrective measures for the same; encourage perspective-based writing**
4. **Book Reviews**

(14)

Editing & Summarizing: Restatement of a given text with a view to editing for linguistic and stylistic purposes (8)

Oral Communication: Training in achieving knowledge of the conventions of conversation and social interaction (such as appropriate forms of address and reference, how to convey compliment, gratitude, etc.) and oral interaction in semi-formal/formal situations (8)

Thinking:

- Lateral thinking- Ways of thinking, brainstorming as a tool, lateral thinking and creativity
- Mind mapping – integrating Left and Right brain thinking
- Mind mapping and radiant thinking
- Problem solving using lateral thinking and mind mapping skills (8)

Internal Assessment: Group Project / Individual Project / Book Review/
Class Test / Case Study / Presentation { Power point / Audio – Visual
presentation / Oral Presentation}

New books recommended:

- Writer's Digest Handbook of Magazine Article Writing
- Writing Logically, Thinking Critically (2nd edition) – Shella Cooper and Rosemary Patton
- Written Communication in English – Sarah Freeman
- Graphic Design in Computer Age: Presentations for Professional Communication – Bill Murphy

Subject : **Political Concepts and Indian Political System**

Paper : **II**

Objectives :

- 1) To acquaint the students with fundamental political concepts essential for understanding political systems and theories.
To orient students on Indian Constitution and the functioning of Indian Political System.
- 2) To provide the students with a strong base on the 'Indian Concepts' and to expose them to the complexities of Indian Political Systems.

Concepts

4 lectures

State
Society
Nation

Forms of Government

4 lectures

Democracy
Non-Democratic forms of government

Ideologies

4 lectures

Liberalism
Socialism

Indian Constitution

16 lectures

Brief History
Salient Features and Philosophy
Fundamental Rights
Directive Principles of State Policy and Fundamental Duties
Parliamentary System

Political Dynamics

22 lectures

Political Parties-Features and significant Political Parties

Semester: II

Subject : Principles of Marketing
Paper : III
Objective : To provide the students with an understanding of the fundamentals of marketing management

Syllabus Outline:

Introduction

- Marketing Process
- Marketing Environment
- Marketing Research & Information
- Consumer Behaviour
- Business Buyer Behaviour

Marketing Strategy & Marketing Mix

- Market Segmentation
- Product Mix
- Price Mix
- Place Mix
- Promotion Mix
- Marketing in the Digital Age

Responsible Marketing & Ethics

Detailed Syllabus Outline:

Part I – Introduction

Meaning, Evolution, Marketing Process

Marketing Environment

lectures: 5

Micro Environment: Suppliers, Intermediaries, Employees, Competitors, Customers, Publics

Macro Environment: Demographic, Economic, Natural, Technological, Political, Cultural

Marketing strategies for managing changing marketing strategies

Marketing Research & Information

lectures: 5

Market Research Process, methods, importance

Market information system – internal data, market intelligence

Customer Relationship Management

Consumer Buyer Behaviour

lectures: 5

Basic consumer behaviour model, factors affecting consumer behaviour, impact of changing consumer behaviour on marketing

Business Buyer Behaviour

Business buying process, Participants in business buying process, B2B, B2C

Part II Marketing Strategy & Marketing Mix

Market Segmentation

lectures: 4

Segmenting Consumer & Business Markets, Methods, Requirements for effective segmentation

Target marketing - Process & Strategies

Product Mix

lectures: 5

Meaning, Levels of Product, Types of product, launching new product, branding, product line & range, product mix decision

Marketing strategies for service firms

Price Mix

lectures: 4

Meaning, methods, factors affecting product pricing decision, modern pricing strategies, global competitive markets

Place Mix

lectures: 5

Meaning, Channel levels, factors affecting channel selection



Retailing – types of retailers, the retail chain concept
Wholesaling – types of wholesalers, trends in wholesaling

lectures: 5

Promotion Mix

Meaning, Components – Advertising, Sales Promotion, Public relations, Publicity,
Personal selling, Direct marketing

Effective product communication process

Integrated Marketing Communications – Process, Need

Marketing in the Digital Age

lectures: 2

Customisation of marketing mix, major forces shaping the marketing decision in the
digital age

III Responsible Marketing & Ethics lectures: 2

Socially responsible marketing, marketing ethics, cause related marketing

The internal assessment modes for the subject can be market research, book review, case
study, marketing quiz.

Internal Assessment: Group Project / Individual Project / Book Review/
Class Test / Case Study / Presentation {Power point / Audio – Visual
presentation / Oral Presentation}

REFERENCES BOOKS:

Principles of Marketing (Eleventh edition) - Philip Kotler, Publishers Prentice Hall.
Marketing- an introduction- Gary Armstrong and Philip Kotler, Publishers Prentice Hall.

Introduction to Psychology

Subject :

IV

Paper :

Objectives:

- To provide an understanding of the basic concepts of Psychology and its relevance to mass media

1) Evolution of Psychology

(8)

- Definition
- Schools of Psychology
- Branches of Psychology
- Research methods

2) Personality

(8)

- Psychoanalytical theory-Freud
- Behaviorist theory - Skinner
- Cognitive theory-Bandura
- Humanistic theory- Maslow

3) Motivation and Emotion

(8)

- Hierarchy of Needs
- Motivation and Behavior
- Components of Emotion
- Emotional quotient

4) Cognition

(8)

- Thinking
- Stages in Memory
- Learning and Classical conditioning
- Social Cognition

5) Perception

(8)

- Social Perception
- Social Influence
- Visual Depth perception
- Auditory
- Gestalt
- Sensory

6) Attitude

(8)

- Attitude formation- Theories
- Attribution
- Attribution Bias
- Cognitive dissonance
- Prejudice
- Organizational Behavior Definition
- Organizational Structure & Culture
- Leadership

Internal Assessment: Group Project / Individual Project / Book Review/
Class Test / Case Study / Presentation {Power point / Audic – Visual
presentation / Oral Presentation}

References

Introduction to Psychology- Atkinson and Hilgard-9th Edition
Introduction to Psychology- Benjamin Lahey- 5th Edition

(Details of the
publishers)

Semester II

Subject : Principles of Management

Paper : V

Objectives : To acquaint the students with the fundamentals of management in media related organizations.

Syllabus outline:

1. Introduction to Management
2. Management Today
3. Environment and Ethics
4. Planning and Decision Making
5. The Organising Process.
6. Motivation and Leadership.

Detailed Syllabus:

1. Introduction to Management for media organisations: (4 Lectures)

- What is Management?
- Management Functions
- Management Levels.
- Management Skills
- Traditional and Professional Management.

2. Management Today (6 Lectures)

- The Classical Management Perspective
- Behavioural Management Perspective
- Contemporary Management Perspective.

3. Environment and Ethics: (4 lectures)

- Organisational environment (QWL) and its influence on management practices today.
- The ethical and social context of management.

4. Planning and Decision Making: (4 lectures)

- Basic elements and process of planning and decision making.
- Types of Plans Management by objectives (MBO).

5. The Organising Process; (8 Lectures)

- Defining Organising Process and Structure
- Formal and Informal Organisations
- Departmentation
- Span of Management
- Delegation and Decentralisation.

- Managing change in an organisation.

6. Motivation and Leadership (8 Lectures)

- Understanding Motivation
- Theories of Motivation
- Nature of Leadership
- Theories of Leadership and Styles of Leadership.

7. Staffing (6 lectures)

- Recruitment- meaning and sources
- Selection – meaning and process
- Training
- Performance appraisal

The remaining 10 lectures should be used for internal assessment which can include case study, book review, role play, organizational survey, business quiz. Topics must be accompanied by class exercises, suitable case studies and current management examples.

Internal Assessment: Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation {Power point / Audio – Visual presentation / Oral Presentation}

Suggested Titles for Reference Books and Authors of the Book.

1. Management - Ninth Edition - Publisher Harold Koontz, Heinz Weihrich
McGraw Hill International Editions
2. Management - Sixth Edition - Stephen P. Robbins, Publisher Prentice, Mary Coulter
3. Management - Sixth Edition John R. Schermerhorn, Jr.
4. Management - Sixth Edition - Stoner J. A. F., Freeman A.

Semester II

Subject : Introduction to English Literature
Paper : VI
Objectives :

1. Through literature help students evolve into more thinking, aware, sensitive human beings; to deepen and widen their understanding of themselves and of life. These qualities should be the foundation of a good media person.
2. To expose students to good writing to help them to become effective communicators.
3. To introduce students to the various genres of literature, and to the elements pertaining to each.
4. To develop the ability in students to critically analyze texts.

Prescribed Texts:

Novel:

(10)

Alan Paton : Cry, the Beloved Country

OR

Arundhati Roy: The God of Small Things

Drama:

(8)

Tennessee Williams: A Streetcar Named Desire

OR

Peter Shaffer: Equus

Short Stories:

- | | |
|--|-----|
| Mrinal Pandey: "Girls" | (2) |
| Ismat Chughtai: "Chauthi ka Jaura" | (2) |
| Shashi Deshpande: "My Beloved Charioteer" | (2) |
| William Faulkner: "A Rose for Emily" | (2) |
| Ernest Hemingway: "Hills Like White Elephants" | (2) |
| E.M. Forster: "The Other Side of the Hedge" | (2) |
| D.H. Lawrence: "The Rocking-Horse Winner" | (2) |

Poetry:

- | | |
|--|-----|
| G.M. Hopkins : "Spring and Fall" | (2) |
| W.B. Yeats: "Sailing to Byzantium" | (2) |
| Dylan Thomas: "Poem in October" | (2) |
| T.S. Eliot : "The Journey of the Magi" | (2) |

Robert Frost: "Mending Wall"
 T. Roethke: "My Papa's Waltz"
 Nissim Ezekiel: "Background, Casually"
 Arun Kolatkar: "The Old Woman" from *Jejuri*

(2)
 (2)
 (2)
 (2)

Internal Assessment: Group Project / Individual Project / Book Review/
 Class Test / Case Study / Presentation { Power point / Audio – Visual
 presentation / Oral Presentation }

Reference Books:

- Abrahms, M.H. 2004 . A Glossary of Literary Terms. London: Harcourt Brace & Co.
- Cunliffe, Marcus, Ed. 1987. The Penguin History of English Literature: American Literature Since 1900 . London: Penguin Books.
- Ford, Boris, Ed. 1983 . The New Pelican Guide to English Literature. Vols. 7, 8, 9. London: Penguin Books
- Guerin, Wilfred L. *et al.* 2004. A Handbook of Critical Approaches to Literature. New York. London: OUP.
- King, Bruce .1987. Modern Indian Poetry in English . New York. Oxford: OUP ,
- Naik, M.K. 1982. A History of Indian English Literature. New Delhi: Sahitya Akademi.
- Walsh, William. 1990. Indian Literature in English. London: Longman Literature in English Series.

Robert Frost: "Mending Wall"
T. Koethke: "My Papa's Waltz"
Nissim Ezekiel: "Background, Casually"
Arun Kolatkar: "The Old Woman" from *Jejuri*

(2)
(2)
(2)
(2)

Internal Assessment: Group Project / Individual Project / Book Review/
Class Test / Case Study / Presentation { Power point / Audio – Visual
presentation / Oral Presentation }

Reference Books:

Abrahams, M.H. 2004 . A Glossary of Literary Terms. London: Harcourt Brace &
Co.

Canliffe, Marcus, Ed. 1987. The Penguin History of English Literature: American
Literature Since 1900 . London: Penguin Books.

Card, Boris, Ed. 1983 . The New Pelican Guide to English Literature. Vols. 7, 8, 9.
London: Penguin Books

Guerin, Willfred L. *et al.* 2004. A Handbook of Critical Approaches to Literature. New
York, London: OUP.

King, Bruce .1987. Modern Indian Poetry in English . New York. Oxford: OUP ,

Nair, M.K. 1982. A History of Indian English Literature. New Delhi: Sahitya Akademi.

Walsh, William. 1990. Indian Literature in English. London: Longman, Literature in
English Series.

Semester II

Introduction to English Literature

Subject :

VI

Paper :

Objectives :

- To learn to appreciate good writing by reading literary works of well-known writers
- To develop social consciousness and political awareness, as well as reading and writing skills, all these being essential requirements for those aiming to specialise in media studies.

Detailed Syllabus:

Novel:

Drama:

Poetry:

- Chinua Achebe
- John Osborne
- Wilfred Owen
- W.B. Yeats
- Langston Hughes
- Sylvia Plath
- Nikki Giovanni
- A.K. Ramanujan
- Arun Kolatkar

THINGS FALL APART LOOK BACK IN ANGER

- "Strange Meeting"
- "A Prayer For My Daughter"
- "I, Too, Sing America"
- "Daddy"
- "Africa"
- "Of Mothers, Among Other Things"
- "Jejuri"

Short Stories:

- Sadat Hasan Manto
- Mahasweta Devi
- Ismat Chughtai
- Charlotte Perkins Gilman
- Edgar Allen Poe

TOBA TEK SINGH DRAUPADI THE QUILT THE YELLOW WALLPAPER THE PIT AND THE PENDULUM

Booklist :

Title of the Book	Author of the Book
American Literature since 1900 . Vol..9 of the Penguin History of Literature , Penguin Books, 1993	Cunliffe Marcus, ed,
• The Pelican Guide to English Literature, Vol.s. 5,6,7, Penguin Books, 1962	Ford Boris, ed.
• Modern Indian Poetry in English , OUP, 1987	King Bruce
• Twice Born fiction, Educational Books India Ltd, New Delhi, 1971	Mukherjee Meenakshi
• English Literature : An Introduction for Foreign Readers, Macmillan, 1973.	Rees R. J.
• Indian Literature in English , Longman Literature in English Series 1990.	Walsh William



Semester II

Subject	:	Introduction to Hindi Literature
Objectives	:	To learn and appreciate good writing by reading the literary works of well-known writers. Through such reading to develop a social consciousness and political awareness and also the skills of creative writing. The command over language and ability of impressive expression is essential requirement for media studies.

Detailed Syllabus: Prescribed text : 23 Hindi Kahaniyan
Edited by Jainendra Kumar
Published by Lokbharathi Prakashan
5A, Mahatma Gandhi Road, Allahabad-1

The following stories to be studied :

Title of the Book	Author of the Book
• Kaphan	Premchand
• Usne Kaha Tha	Chandradhar Sharma Guleri
• Gunda	Jayashankar Prasad
• Sharanagat	Vrindavanlal Verma
• Tai	Vishwambharnath Sharma Kaushik
• Kaki	Siaramsharan Gupta
• Installment	Bhagavati Charan Varma
• Makril	Yaspal
• Tatsat	Jinendra Kumar
• Huk	Chandragupta Vidyalankar
• Deachi	Upendranath Ashok
• Rahman Ka Beta	Vishnu Prabhar
• Laila Ki Shadi	Radhakrishna
• Saabun	Devijendranath Mishra
• Gadai	Rangeya Raghava

✓ Reference Books :

Title of the Book	Name of the Author	Published By
Kahani Nai Kahani	Namwar Singh	Lokbharati Prakashan, Allahabad
Kahani Ki Nai Boomika	Kamleshwar	Shabdakar, Delhi
Hindi Kahani Ki Kachana Praksiya	Parmanand Shrivastav	G. Rantham Kanpur
Sankalin Kahannika	Ganbaprasad Vimal	Sushma Pustkalaya, Delhi
Hindi Sahitya Ka Doodra Itihas	Dr. Bachan Singh	Radhakrishna Prakashan, Delhi

Subject
Semester
Objectives

I Introduction to Marathi Literature

II (Paper VI)

To introduce the students to major trends in Modern Marathi Literature (i.e. Narrative and lyrical forms). Through such reading, to create a better understanding of the society and culture around, consisting of a variety of life-styles, and different views and attitudes towards life. To develop linguistic, literary and cultural competence which is absolutely essential for those who intend to specialize in media studies.

Detailed Syllabus:

[3] कथानक/ निवेदनात्मक साहित्यकृती :

- | | |
|--------------------|--|
| १. जी. ए. कुळकर्णी | - केरी [कथा] |
| २. शंकर पाटील | - देणा [कथा] |
| ३. बाबूराव दशगुल | - जेव्हा मी जात चोरली होती [कथा] |
| ४. गौरी देशपांडे | - आता कुठं जाशील टांळंभट्टा [कथा] |
| ५. रंगनाथ पठारे | - ईश्वर मृतात्म्यास शांती देवो! [कथा] |
| ६. प्र. के. अत्रे | - गाडगेबाबा [व्यक्तिचित्र] |
| ७. इरावती कर्वे | - डॉयफ्रेड [ललित लेख] |
| ८. पु. ल. देशपांडे | - सखाराम गटके [व्यक्तिचित्र] |
| ९. गंगाधर गाडगीळ | - तरंगता दिवस [प्रवास लेख] |
| १०. अनिल अवचट | - सुरेखा दळवी आणि
सिंदी यन्त्रवळ [व्यक्तिचित्र] |

[ब] कविता :

- | | | |
|--------------------|---|-------------------------------------|
| १. कुसुमाग्रज | - | ती छपेची |
| २. बा. ती. मर्देकर | - | सकाळी उठोनी चहा कोफी घ्याची |
| ३. पु. शि. रेगे | - | गंधरेखा |
| ४. चिंदा करंदीकर | - | माझ्या मना बन दगड |
| ५. इंदिरा संत | - | मृणमयी |
| ६. नारायण सुर्वे | - | एक आम्हीच असे निघालो |
| ७. दिलीप चित्रे | - | चित्र |
| ८. नामदेव टोताळ | - | मलाही दारिद्र्याचं स्वतंत्र शेत आहे |
| ९. अनुराधा पाटील | - | मी या गाथात आले तेव्हा |
| १०. नीरजा | - | कोंडमारा |

निवडलेल्या साहित्यकृती ज्यात समाविष्ट आहेत त्या मूळ ग्रंथांची संदर्भसूची -

[अ]

- | | | |
|---|---|---|
| १. पिंगळाचैव [कथासंग्रह] | - | जी. ए. कुळकर्णी
[पॉप्युलर प्रकाशन, मुंबई, १९७७] |
| २. जन [कथासंग्रह] | - | शंकर पाटील
[मौज प्रकाशन, मुंबई, १९६३] |
| ३. देवळा मी जात चोरली होती
[कथासंग्रह] | - | बाबुराव वांगूल
[अभिनव प्रकाशन, मुंबई, १९६३] |
| ४. आहे हे अर्त आहे [कथासंग्रह] | - | गौरी देशपांडे
[मौज प्रकाशन, मुंबई, १९८६] |
| ५. हुशियर मृतात्म्यास शांती देवो
[कथासंग्रह] | - | रंगनाथ पठारे
[शब्दालय प्रकाशन, श्रीरामपूर, १९९१] |
| ६. निवडक अत्रे | - | संपादक बाळ सामंत
[कॉन्टिनेंटल प्रकाशन, पुणे, १९६७] |
| ७. गंगाजल [ललित लेख संग्रह] | - | इरावती कर्वे
[देशमुख प्रकाशन, पुणे, १९७२] |
| ८. व्यक्ति आणि वल्ली
[व्यक्तिचित्रे] | - | पु. ल. देशपांडे
[देशमुख प्रकाशन, १९६२] |
| ९. साता समुद्रापलिकडे [प्रवातवर्णन] | - | गंगाधर गाडगीळ
[तुविचार प्रकाशन मंडळ, पुणे, १९५९] |
| १०. कार्यरत [कार्यकर्त्यांची व्यक्तिचित्रे] | - | अनिल अंबडट
[मॅजिस्टिक प्रकाशन, मुंबई, १९९७] |

[३] कविता संग्रह :

१. मराठी माती
२. मर्ढेकरांची कविता
३. गंधरेखा
४. मृदुगंध
५. मैदी
६. माझे विद्यापीठ
७. कविता
८. गोलपिठा
९. . . . तरीही
१०. देवा

- कुसुमाग्रज - [देशमुख आणि कंपनी, पुणे, १९६१]
- बा. सी. मर्ढेकर [मौज प्रकाशन, मुंबई, १९५९]
- पु. शि. रेगे [मौज प्रकाशन, मुंबई, १९५३]
- विंदा करंदीकर [मौज प्रकाशन, मुंबई, १९५४]
- इंदिरा सतत [मौज प्रकाशन, मुंबई, १९५५]
- नारायण सुर्वे [पॉप्युलर, प्रकाशन, मुंबई, १९६६]
- दिलीप चित्रे [मौज प्रकाशन, मुंबई, १९६०]
- नामदेव दसाळ [आराधना प्रकाशन, मुंबई, १९७२]
- अनुराधा पाटील [कुशा प्रकाशन, औरंगाबाद, १९८५]
- नीरजा [नीलकंठ प्रकाशन, पुणे, १९९४]

Subject

: INTRODUCTION TO GUJARATI LITERATURE

Semester

: II

Objectives

: To learn to appreciate good writing by reading the literary works as well known writers. Through such reading to develop a social consciousness, Political awareness and individual talent to appreciate good writing, as well as reading and writing skills. All these being essential requirements for those aiming to specialize in Media studies.

૧૧. નજરું લાગી - હરીન્દ્ર દવે
૧૨. જસલ મેર - ગુલામ મહોમ્મદ શીખ
૧૩. અવાજ ને ખોદી કાઢાતો નર - લાલશંકર ઠાકર
૧૪. વદીની રેતમાં - આદિત્ય મન્સુરી
૧૫. કુણોને તોડવા બેઠું - મનોજ અંડરિયા
૧૬. બરફનાં પંખા - અમિત મેર
૧૭. તમને ફૂલ દીધાનું યાદ - રમેશ પરિખ
૧૮. મારી આંખે - રાવળ પરેલ.
૧૯. જટાયુ - ચિત્તાંશુ અશ્વથામ
૨૦. સાંભરે - દલપત પઠિયાર
- આજના માણસની ગર્જન - જ્યાદવ લક્ષી.

Vartayan (Collection of Short stories)
 Pannalal Patel and Chhantal Madia
 Editors: Suresh Dalal, Jaya Mehta.
 S.N.D.T. Women's University, Mumbai

વાર્તાયન: પન્નાલાલ પરેલ અને ચુનાલાલ મડિયા
 સંપાદકો: સુરેશ દલાલ, જયા મહેતા
 એસ. એન. ડી. ટી. વિમેન્સ યુનિવર્સિટી, મુંબઈ

This list of books as text books of reference for the paper in the subject Introduction to Gujarati literature at B.M.M. Semester Examination to be held in the year

Reference books.

સંદર્ભ સૂચિ :

૧. મઢિયાનું ઁનોરાજ્ય. સંપાદકો : ઉમાશંકર જોષી જોષી.
વાડીલાલ ડાંગલ, સરાલંત દોશ અને અન્ય
વોશ એન્ડ કંપની, અમદાવાદ ૧૯૭૦

૫ળા લાલનું પ્રદાન. સંપાદકો : રઢુવીર યોદશી અને
અન્ય

ગુજરાતી સાહિત્ય પરેક્ષ, અમદાવાદ.

ગુજરાતી કવિતાનો સામ્વાદ — સુરેશ જોષી
પ્રાર્થ પ્રકાશન, અમદાવાદ.

કવિ અને કવિતા — હરિન્દ દલે :

વોશ એન્ડ કંપની — અમદાવાદ

કાવ્ય નો પથ — સુરેશ દલાલ.

એસ. એન. ડી. ઢી. પિમેન્સ યુનિવર્સિટી, મુંબઈ.

Subject : INTRODUCTION TO LITERATURE IN SINDHI

Objectives : To familiarise the student with aspect of Sindhi Literature.
To develop communication skills in Sindhi.

Syllabus Outline : General study of History of Sindhi Literature.
Forms of Literature (Prose & Poetry)
Correct Usages of Languages and translation
Functional Language.

Detailed Syllabus:

I. General Study of History of Sindhi Literature :

- A brief introduction to its origin and development
- Salient features of literature in different periods.
- Modern trends in literature.

II Forms of Literature (Prose & Poetry)

Prose Form: Novel, Short story, Drama and Essay

Poetry Forms: Epic, story-based poems, lyrics, Ghazal and free verse.

III. Correct usage of language and translation:

- Structure of language.
- Idioms and phrases.
- Language skills.

IV Functional Language :

Noting, drafting , review , critical appreciation ,types of letters.

V Comprehension ,composition and illustration of ideas.

✓ Reference Books.

Title of the Book	Author of the Book
• Sindh Ji Adabi Tarikh Part - I	Mohd. Siddiq Memon
• Sindh Ji Mikhtasir Tarikh	Abdul Jabbar Junejo
• History of Sindh Literature	L. H. Ajwani
• Adabi Usool	Mangharam Malkani
• Sindhi Pahaka aim Muhavra – Hik Abhyas	Dr. Murlidhar Jethani
• Sahitya Ji Parkh-	Nagdish Kachhazim

Subject: INTRODUCTION TO LITERATURE IN SANSKRIT

SEMESTER II

Objectives: To create awareness of Indian culture and its glorious past

Topics & Selected verses

Syllabus Outline:

1. Brief information regarding the Veda-s and a study of some Vedic *mantra-s*
2. Brief information regarding Smṛti-s and a study of few verses from Manusmṛti and Yājñavalkyasmṛti
3. Philosophy of Upanishads & five Acharya-s
4. Verses throwing light on the guidelines of successful life
5. Political Thought

Detailed syllabus:

1. Brief information regarding the Veda-s and the following six Vedic *mantra-s* - 25marks

i) *Bhadram Karṇebhiḥ*.... (Rgveda. I. 89. 8)

ii) *Indram Mitram*..... (Rgveda I. 164. 40)

iii) *Gāyatri mantra* (Rgveda III. 62. 10)

v) *Sāmanasya Hymn* (Rgveda X. 191. 2, 4)

vi) *Dyauh Sāntih* (Vājasaneyi Saṁhitā 36-17)

2. Smṛiti texts

-15marks

A brief information regarding Smṛiti-s and the following verses-

Manusmṛti IV. 156 - 161

Manusmṛti VI. 87 - 92

Yājñavalkyasmṛti . 6 - 8

3. Philosophy of the Upanishads & the general idea of the philosophy of five Acharya-s

- 25 marks

(a) The main philosophical tenets of the Upanishads in general and the ideas contained in the following Upanishadic extracts in particular --

Īśavāsyopaniṣad. 1, 2, 6 (ॐ ईशावास्यमिदं सर्वं ---- लिप्यते नरे॥
(यस्मिन्सर्वणि ---- एकत्वं मनुष्यतः॥)

Kathopaniṣad II. 23 (नायमात्मा प्रवचनेन लभ्यो --- तन्नं स्वाम्॥)

Bṛhadāranyaka Up. II. 4. 5 (आत्मा वा अरे सर्वं विदितम्।)

II. 4. 11 (स यथा सर्वसामं पां समुद्रं --- वेदानां
वागेकाग्रम्॥)

II. 4. 14 (यत्र हि द्वैतमिव भवति --- केन
विजानीयात्।)

Muṇḍaka Up. I. 1. 4 (द्वे विद्ये वेदितव्ये --- तदक्षरमाक्षिगम्यते)

(b) A general idea of Vedānta Philosophy as expounded by Shankaracharya, Ramanujacharya, Vallabhacharya and Nimbarkacharya & Madhvacharya.

Verses throwing light on the guidelines for successful life
Selected Verses from Nitisataka of Bhartṛhari

10 marks

- i) Yeṣām na vidyā - na tapo na dānam.... येषां न विद्या न तपो न दानं...
- ii) Ārabhyate na khalu vighnabhayena nīcāih.... आरभ्यते न खलु विघ्नभयेन नीचैः...
- iii) Re re cātaka sāvadhānamanasā..... रे रे चातक सावधानमनसा....
- iv) Vipadi dhairyamathābhyudaye.... विपदि धैर्यमथाभ्युदये....
- v) Pāpānivarayati yojayate hitāya.... पापान्निवारयति योजयते हिताय...
- vi) Manasi vacasi kāye.... मनसि वचसि काये...
- vii) Ratnairmahārhaistutuṣurna devāḥ.... रत्नैर्महार्हैस्तुतुषुर्न देवाः...
- viii) Kvacat bhūmau śayyā kvacidapi ca.... क्वचित् भूमौ शय्या क्वचिदपि च...
- ix) Nindantu nītinipunā yadi vāstuvantu.... निन्दन्तु नीतिनिपुणा यदि वा स्तुवन्तु
- x) Keyurā na vibhūṣayanti puruṣam.... केयूरा न विभूषयन्ति पुरुषम्...

Political Thought regarding

Saptangarajya, Taxation, Espionage system and Ruler (reflected in Kautilya's Arthashastra)

- 25marks

A brief knowledge of grammar of Sanskrit language will be desirable.

** **

Reference Books---

1. History of Indian Literature – M.Winternitz Vol.I, Pt.I
2. History of Sanskrit Literature – Macdonelli pages 1-100
3. Vedanta Philosophy – S.K.Belvaikar pages 25- 83
4. State & Administration in Ancient India- A.S. Altekar
5. Kautilya Arthashastra Ed. & translated by R.P.Kangle Vol.s I & II

(Relevant chapters)

Semester II

Subject : INTRODUCTION TO LITERATURE IN GERMAN

Objectives : To provide the students with an overview of the corresponding periods through exemplary texts of various genres.

Syllabus Outline

Genres to be studied

- I. DRAMA
- II. SHORT STORIES
- III. POETRY
- IV. GERMAN LITERATURE IN INTERNET

Detailed Syllabus:

- I. DRAMA
 1. Johan Wolfgang von Goethe-
(Part of a scene only) "DER PAKT MIT DEM TEUFEL "
Faust Mephistopheles Dialog im
Studierzimmer aus " FAUST ERSTER TEIL
- II. SHORT STORIES (KURZGESCHICHTEN)
 1. Heinrich Böll ANEKDOTE ZUR SENKUNG DER
ARBEITSMORAL
 2. Hermann DER MECHANISCHE DOPFERGANGER
 3. Wolfgang Borchert DAS BROT
 4. Gunter Grass DIE ROLLTREPPE
 5. Franz Kafka DER NACHBAR
- III. POETRY (LYRIK)
 1. Joseph von Eichendorff MONANACHT
 2. Heinrich Heine DIE LORELEI
 3. Bertolt Brecht AN DIE NACHGEBRORENEN

1970.

4. INTER NATIONES: SHORT STORIES GELESEN UND INTERFRIETIERT.
BONN.

5. DAOMAR GRENZL; LESEHEFTE, ERNST KLETT VERLAG, 1987.

III POETRY

1. & 3. DIETRICH KRUSCHE : MT DER ZEIT BONN. INTER NATIONS
1. AUGLAGE, 1990.

2. KARL KROLOW DEUTSCHE GEDICHTE , ERSTER BAND
FRANKFURT/MAIN (INSEL VERLAG) 1984. S. 469.

IV. GERMAN LITERATURE IN INTERNET.

WEBSITE :

Internet Links. : German Online.

1. German literature online (19 century German stories):

www.lehman.cuny.edu/depts/langlit/gerlit.htm

2. German language, culture, politics in German and English.

3. German literature : <http://german.miningco.com/education/german/msublit.htm>

4. German literature:

<http://german.miningooo.com/education/german/gi/dynamic/offsite.htm?site=http://sp3.k12.ino.us/khs/german/germany/literature/dtlit.htm>

5. About Goethe and Goethe's Fausti :

<http://simsrv.cs.uni-augsburg.de/digbib/indedx.html>

6. Franz Kafka: <http://www.bibliothek.uni-augsburg.de/digbib/index.html>

Basic Requirement :

The students opting for German Literature should have passed either Higher Secondary with German as a second language or the Certificate Course in German offered by the University of Mumbai or Gill of Max Muller Bhavan.

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