

# MANONMANIAMSUNDARANARUNIVERSITY-TIRUNELVELI UG PROGRAMMES

# OPENANDDISTANCELEARNING(ODL)PROGRAMMES

# (FORTHOSEWHOJOINEDTHEPROGRAMMESFROMTHEACADEMICYEAR2023-2024 ONWARDS)

# **B.A. ENGLISH**

Semester	Course	Title of the Course	Course Code	Credits
	Core-IX	Authors in Focus	JMEN51	4
	Core–X	Women's Writing	JMEN52	4
	Core-XI	Indian Writing in Translation	JMEN53	4
<b>X</b> 7	Core-XII	Indigenous Literature	JMEN54	4
V	Elective-V	English for Competitive Examinations	JEEN51	3
	Elective-VI	Fundamentals of Academic Writing	JEEN52	3
	NMC/Substitute Paper	Copy Writing and Digital Marketing	JNEN51	3

# **AUTHORS IN FOCUS**

UNIT	Details	
I	Aristotle- Life and works.	
	Introduction	
	DeAnima (OntheSoul) - Books I-III-Pages1-49 "Poetics"-	
	Chapters 1-5	
II	Charles Dickens -Life & Works	
	Introduction <i>David</i>	
	Copperfield Christmas	
	Carols	
III	Rabindranath Tagore - Life & Works	
	"Gitanjali"-Introduction	
IV	Jane Austen- Life & Works	
	Sense and Sensibility	
V	Dignifying science: stories about women scientists/written	
·	By Jim Ottaviani and illustrated by Donna Barr[etal.].	
	Text	
	Books	
(Latest		
Editions)  Barnes, Jonathan, and Professor of Ancient Philosophy Jonathan Barnes. <i>Aristotle:</i>		
1.	A Very Short Introduction. Oxford Paperbacks, 2000.	
1.	11 / Cly Short Ith Guachon. Oxford I approaches, 2000.	
2.	Fabiny, Sarah. Who Was Jane Austen? Penguin, 2017.	

# WOMEN'S WRITINGS IN ENGLISH & IN TRANSLATION

UNIT	Details
I	Toru Dutt - Our Casuarina Tree. Elizabeth Browning- How do I love thee? Sappho-Hymn to Aphrodite Judith Wright–Eve to the daughter
II	Gwendolyn Brooks - Boy Breaking Glass. Avvaiyar- Worth Four Crores (Give, Eat & Live) On Reading Haiku – Elizabeth Searle Lamb Rupi Kaur-The Healing (Milk& Honey)
III	Virginia Woolf - A Room Of One's Own.  https://gutenberg.ca/ebooks/woolfv-aroomofonesown/woolfv-aroomofonesown-00-e.html  Clarissa Pinkola Estés - Women Who Runs with Wolves  https://islingtonpeoplestheatre.co.uk/site/assets/files/1194/women who run wit  h the wolves estes clarissa z-lib org.pdf
IV	Kate Chopin– Awakening <a href="https://pages.pomona.edu/~vis04747/h21/readings/The_awakening.pdf">https://pages.pomona.edu/~vis04747/h21/readings/The_awakening.pdf</a> Caro L Churchill –Top Girls
V	Aphra Behn–Oroonoko <a href="https://web.english.upenn.edu/~cavitch/pdf-library/Behn_Oroonoko.pdf">https://web.english.upenn.edu/~cavitch/pdf-library/Behn_Oroonoko.pdf</a> L. M. Montgomery - Anne of Green Gables <a href="https://www.argentina.gob.ar/sites/default/files/anne_of_the_green_gables_mon_togomery.pdf">https://www.argentina.gob.ar/sites/default/files/anne_of_the_green_gables_mon_togomery.pdf</a> Louisa May Alcott - Little Women <a href="https://ieltsdaily.ir/static/downloads/LITTLE%20WOMEN.pdf">https://ieltsdaily.ir/static/downloads/LITTLE%20WOMEN.pdf</a> Sandra a Cisneros - The House on Mango Street <a href="https://cdnsm5ss3.sharpschool.com/UserFiles/Servers/Server_4204286/Image/Grade9%20HouseOnMango.pdf">https://cdnsm5ss3.sharpschool.com/UserFiles/Servers/Server_4204286/Image/Grade9%20HouseOnMango.pdf</a> Margaret Atwood – Surfacing <a href="https://books.google.gm/books?id=P5F01jg9kHwC&amp;printsec=frontcover&amp;sourc">https://books.google.gm/books?id=P5F01jg9kHwC&amp;printsec=frontcover&amp;sourc</a>
	e=gbs_atb#v=onepage&q&f=false

Text Books (Latest Editions)		
1.	Gilbert, Sandra M., and Susan Gubar. <i>The Norton Anthology of Literature by Women</i> . W. W. Norton,2007. (2VolumeSet)	
2.	Olson, S. Douglas. <i>The "Homeric Hymn to Aphrodite" and Related Texts.Walterde</i> Gruyter, 2012.	

# INDIAN WRITING IN TRANSLATION

UNIT	Details	
I	Kalidasa- The Loom of Time. Excerpts from Mahabharata –Tr. & Ed. Van Buitenen (106 –169) Ilango Adigal - <i>The Book of Vanci</i> . –Silappathikaaram Book 3Tr.R. Parthasarathy Thirukkural–Tr. Rajaji Kurunthogai (Five verse seach for one Tinai)–Sangam Literature– A.K Ramanujam	
II	Where The Mind Is Without Fear, Gitanjali, Far Below Flowed Jumna, Fruit Gathering, Song85-TheGardener.	ALL by TAGORE
	Sarojini Naidu-The Soul "sprayer. Nissim Ezeikel-The Railway Clerk. A.K. Ramanujam - The Striders Arun Kolatkar -An Old Woman	
III	Theory of Value A Collection of Readings-(33-40) from GARLAND Chapter 6-Bharata Natya Shastra (100-118) Tr. Manmohan GhoshVol.1Hindu View of Life – Sarvepalli Radhakrishnan Vanishing Landmarks–Nirad C. Chaudri	
IV	Badal Sircar-Evam Indrajit Girish Karnad Tughlaq	
V	How the Raja"s Son won the Princess Labam–Indian FairyTales by Joseph Jacob Monday Morning, M.C.C., Before the Examinations from Swami & His Friends – R.K. Narayan Arjun-Sunil Gangopadhyay	

Text Books (Latest Editions)		
1.	Modern Indian Writing in Translation, Edited by DhananjayKapse,2016	
2.	Short Fiction from South India, Edited by Subashree Krishnaswamy and K. Srilata, 2007	

# **ENGLISH FOR COMPETITIVE EXAMINATIONS**

UNIT	Details
I	Reading Comprehension,
II	Expansion of Proverbs, Essay Writing.
Ш	Spot the Errors
IV	Homonyms, Idioms and Phrases, Jumbled Sentences,
V	Determiners, Kinds of Sentences (Assertive, Imperative, Interrogative and Exclamatory), Punctuation, CV Writing and Cover letter.

Text Books (La	Text Books (Latest Editions)	
	English for Competitive Examinations-R.P. Bhatnagar & Rajal Bhargava	
1.		
2.	Remedial Grammar-F.T. Wood	

# FUNDAMENTALS OF ACADEMIC WRITING

UNIT	Details	
I	Writing as a Process-Pre-writing strategies, while-writing strategies, post-writing strategies; developing writing through extended practices; developing reflective abilities & meta-awareness about writing.	
п	Sentence Skills-Sentence structure; S-V agreement; modifiers; sentence fragments; commas coordination; subordination; parallelism; making complete, logical comparisons; avoiding wordy phrasing; V-T sequence.	
Ш	Structuring Paragraphs -Topic sentence; supporting details; unity & coherence; Methods of development (Examples, comparison & contrast, process, definition, cause& effect, division & classification)	
IV	Structuring Essays-Introduction; development of body; conclusion; description, narration, exposition; argumentation.	
V	Content editing and substantive editing: Proof reading, copy-editing (involves an intensive check of word choice, style & sentence structure, comprehension and terminologies) & substantive editing (to resolve content ambiguity, to eliminate language errors, to improve structure, and to enhance the overall comprehension of the paper); features of written English	

Text Books (Latest Editions)		
1.	Zemach, Dorothy E.& Rumisek, LisaA. Academic Writing from Paragraph to Essay. London: Macmillan	
2.	Langan, John. 2001. Sentence Skills with Readings. Boston: Mc Graw Hill.	

# COPY WRITING AND DIGITAL MARKETING

### UNITI

### SEO and Copy writing to develop a company

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

#### UNITII

# "HOBO" A Super Simple Secret Formula!

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

#### UNITIII

# **Online Marketing**

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

### **UNITIV**

### **Online Reputation Management**

- Corporate Reputation and Image 1
- What is the Impact of Social Media on PR?
- Online Reputation Management
- Brand Reputation Management Strategies
- Building Corporate Reputation and Image

# **UNITV**

# **Digital Campaigns**

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

### **Prescribed Text**

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

#### INDIGENOUS LITERATURE

### UNIT I:INTRODUCTION TO INDIGENOUS LITERATURE

- Definitions: Indigenous, Adivasi, First Nations, Aboriginal, Native
- Oral vs. Written Traditions
- Colonization and Language Suppression
- Indigenous Knowledge Systems and Storytelling Practices

### **UNIT II: POETRY**

- No More Boomerang-Oodgeroo Noonuccal
- War Lee Maracle
- To the Rest of India from Another Indian Esther Syjem

# **UNIT III: SHORT STORIES**

- Draupadi Mahasweta Devi
- The Adivasi Will Not Dance (Chapter 10) Hansda Sowvendra Shekhar

### **UNIT IV: NOVEL**

- Arrow of God- Chinua Achebe
- Aranyer Adhikar (Rights over the Forest)– Mahasweta Devi

#### **UNIT V: DRAMA**

- Mother of 1084 Mahasweta Devi
- Budhan (From Painted Words: An Anthology of Tribal Literature) G.N. Devy

#### SUGGESTED TEXT:

- Devy, G. N. Indigenous Imaginaries: Literature, Region, Modernity
- Devi, Mahasweta. "Mother of 1084." *Five Plays*. Trans. by Samik Bandyopadhyay. Seagull, 2011.
- ---. "Draupadhi." Breast Stories. Ed. Gayathri Chakrovarty Spivak. Seagull, 2014.
- Devy, G. N., "Drama: Budhan." *Painted Words: An Anthology of Tribal Literature*. Penguin Books, 2002.PDF file.
- Kuokkanen, Rauna. Reshaping the University: Responsibility, Indigenous Epistemes, and the Logic of the Gift. UBC Press, 2007. PDF file.

Shekhar, Hansda Sowvendra. The Adivasi Will Not Dance. Speaking Tiger, 2015. PDF file.

### **WEB SOURCE:**

- $\bullet \quad https://www.writersworkshopindia.com/books/many-sides-of-many-stories/.$
- https://www.staff.vu.edu.au/syson/1002/oodgeroo.html.
- https://poetryinvoice.ca/read/poems/war.