



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI
UG PROGRAMMES



OPEN AND DISTANCE LEARNING (ODL) PROGRAMMES

(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023-2024
ONWARDS)

B.A. ENGLISH

Semester	Course	Title of the Course	Course Code
IV	Part I- Languages (Tamil)	தமிழும் அறிவியலும்	J1TL41
	Part II- Languages (English)	General English-IV	J2EN41
	Core – VII	World Literature in Translation	JMEN41
	Core - VIII	Aspects of Language and Linguistics	JMEN42
	Elective - IV	Translation: Basic concepts and Practice	JEEN41
	Skill Enhancement Course-V	English for Business	JSEN41
	NMC / Substitute Paper	Copy Writing and Digital Marketing	JNEN41
	Value Education	Value Based Education (Common)	JVBE41

தமிழும் அறிவியலும்

அலகு-1	தமிழரின் அறிவியல் சிந்தனைகள்
<ul style="list-style-type: none"> • அறிவியலும் மனித வாழ்வும் • ஐந்திணைப் பகுப்பும் சூழலியலும் • தொழில்நுட்ப மேலாண்மை • நீர் நில மேலாண்மை 	
அலகு-2	பழந்தமிழ் இலக்கியங்களில் அறிவியல் சிந்தனைகள்
<ol style="list-style-type: none"> 1. நிலவியல் 2. உலோகவியல் 	

<ol style="list-style-type: none"> 3. வானவியல் 4. உயிரியல் 5. உளவியல் 	
அலகு-3	இடைக்கால இலக்கியங்களில் அறிவியல் சிந்தனைகள்
<ol style="list-style-type: none"> 1. காப்பியங்களில் அறிவியல் 2. சிற்றிலக்கியங்களில் அறிவியல் 3. உரைநூல்களில் அறிவியல் 	
அலகு-4	இணையத் தமிழ்
<ol style="list-style-type: none"> 1. இணையத் தமிழ் பயன்பாடு - அறிமுகம் 2. இணையத்தமிழ்க் கல்விக்கழகம் 3. இணைய நூலகம் 4. செயற்கை நுண்ணறிவியல் 5. தமிழ்நாட்டு அறிவியல் ஆளுமைகள் 	
அலகு-5	கடிதம் எழுதுதலும் கட்டுரை எழுதுதலும்
<ul style="list-style-type: none"> • உறவு முறைக் கடிதப் பயிற்சி • அலுவலகக் கடிதப் பயிற்சி • விண்ணப்பப் படிவம் எழுதும் பயிற்சி • தன் விவரப் படிவம் எழுதும் பயிற்சி • கருத்து விளக்கக் கட்டுரைகள் எழுதும் பயிற்சி • பத்திரிகைகளுக்குக் கட்டுரை எழுதும் பயிற்சி 	
Text books	

Reference Books

1. தமிழர் வேளாண்மை மரபுகள் - இல).செ.கந்தசாமி
- 2. சங்க இலக்கியத்தில் வேளாண் சமுதாயம், பெ.மாதையன், நியூ செஞ்சுரி புக் ஹவுஸ்
3. தமிழில் அறிவியல் இதழ்கள்சாமுவேல்- ரா.பார்வேந்தன் ஃபிஷ்கிறீன் பதிப்பகம், கோவை
4. அறிவியல் தமிழ் - பதிப்பாசிரியர் இராதா செல்லப்பன்,பாரதிதாசன் பல்கலைக்கழகம், திருச்சிராப்பள்ளி.
5. இணையத் தமிழ் வரலாறு, மு.பொன்னவைக்கோ, பாரதிதாசன் பல்கலைக்கழகம்
6. இணையத் தமிழ், சந்திரிகா சுப்பிரமணியம் - சந்திரோதயம் பதிப்பகம்

7. இணையமும் இனிய தமிழும் - துரை. மணியரசன், இசை பதிப்பகம்
8. கணினித் தமிழ், இல. சுந்தரம் - விகடன் பிரசுரம்
9. மாண்புமிகு மண், பாமயன், வம்சி புக்ஸ்
10. தமிழ் இலக்கியத்தில் அறிவியல் சிந்தனைகள் வானதி பதிப்பகம், சென்னை

World Literature in Translation

UNIT	Details
I	Dante- <i>Ulysses 'Last Voyage</i> Johann Wolfgang von Goethe – <i>The Violet</i> Victor Hugo- <i>Tomorrow at Dawn.</i> Khalil Gibran- <i>Your Children are not Your Children.</i>
II	Pablo Neruda- <i>If you for get me.</i> Ovid – <i>Pyramus and This be.</i> Alexander Pushkin- <i>The Gypsies.</i> Horace- <i>Satires</i> (On Discontent) Gabriel Okara – <i>The Mystic Drum</i> Jean Arasayanagam- <i>Two Dead Soldiers</i>
III	Walter Benjamin- <i>Unpacking My Library</i> Montaigne- <i>On Friendship.</i>
IV	Marie Clements- <i>The Unnatural & Accidental Women.</i> Samuel Beckett - <i>Waiting for Godot.</i>
V	Gabriel García Márquez – <i>A Very Old man with Enormous Wings.</i> Ivan S. Turgenev - <i>The District Doctor.</i> Antoine de Saint-Exupéry- <i>The Little Prince.</i>
References Books	Angelou, Maya. <i>The Complete Poetry.</i> Random House, 2015.
	Benjamin, Walter, and Martin Jay. <i>Unpacking My Library.</i> 2010.
	Bercovici, Konrad. <i>The Story of the Gypsies.</i> Pickle Partners Publishing, 2017.
	Bolton, David. <i>The Pot of Gold by Plautus.</i> Lulu.com, 2019.
	Clements, Marie Humber. <i>The Unnatural and Accidental Women.</i> Talon books Limited, 2005.

ASPECTS OF LANGUAGE & LINGUISTICS

UNIT	Details
I	George Yule- <i>Introduction to Study of Language</i> Ralph Fasold & Jeff Connor-Linton: <i>An Introduction to Language and Linguistics</i>
II	David Holmes-Theory of Communication –From <i>Communication Theory</i> Alfred Solomonick - General Semiotics - From <i>The Theory of General Semiotics Linguistics, Sign, Language & Culture Language & Writing.</i>
III	Ferdinand De Saussure- <i>Introduction to Saussurian Structuralism</i> – <i>Course in Linguistics</i> Daniel Jones – <i>Introduction to Phonology & Morphology</i> – (Gimson’s Pronunciation of English) Noam Chomsky – <i>Syntax & Semantics from Syntactic Structures</i>
IV	Peter Roach: Computing in Linguistics & Phonetics- Introductory Reading.
V	F.T.Wood – Linguistic Changes-English Language Varieties- Idiolect, Dialect, Pidgin & Creole Tej K. Bhatia, William C. Ritchie Editor(s): - Bilingualism / Multilingualism – <i>The Handbook of Bilingualism and Multilingualism</i> Alexander Clark, Chris Fox, and Shalom Lappin-Natural Learning Process – <i>The Handbook of Computational Linguistics and Natural Language Processing</i>
Reference Books	Mc Luhan, Eric, and Marshall Mc Luhan. <i>Theories of Communication</i> . Peter LangPubIncorporated,2011. Sakoda, Kent, and Jeff Siegel. <i>Pidgin Grammar</i> .BessPress,2003. Bloom, Leonard. <i>Language</i> . University of Chicago Press,1984. Saussure, Ferdinand. <i>Course in General Linguistics</i> . Open Court Publishing, 1986.Yule,George. <i>The Study of Language</i> . Cambridge University Press, 2010.

TRANSLATION : BASIC CONCEPTS AND PRACTICE

UNIT	Details
I	Origin and Development of Translation in Global perspective
II	Origin and Development of Translation and its Present Scenario.
III	Important Institutions of Translation(some important Translators and their works)
IV	Basics of Translation and Translation Studies–An Introduction
V	Objectives and Importance of Translation
References Books	Carmen Millán, Francesca Bartrina, The Rout ledge Handbook of Translation Studies,(2013), Rout ledge Taylor and Francis Group, London and New York

ENGLISH FOR BUSINESS

UNIT	Details
I	Business English Definition and Difference
II	Highlights/ Significance /Essentials of Business English
III	Needs of Business English
IV	The role of Business English in English language Learning-Education as an instrumental factor in learning Business English.
V	Economic Development through Business English
References Books	Strapasson, G. (2015). Needs Analysis And English For Business Purposes. Language Arts English/Portuguese College Final course assignment-Federal University of Technology- Paraná. Curitiba. 2015.

COPY WRITING AND DIGITAL MARKETING

UNIT	Details
I	<p>SEO and Copy writing to develop a company</p> <ul style="list-style-type: none"> • The Basics of SEO Copywriting • Why Does Your Business Need SEO Copy Writing? • Optimizing Your Content with SEO Copywriting
II	<p>“HOBO” A Super Simple Secret Formula!</p> <ul style="list-style-type: none"> • A Beginner's Guide to Copywriting and SEO • What is H.O.B.O, the Super Simple Secret Copywriting Formula? • Effective Sales Approaches You Can Incorporate Into Your Sales Process
III	<p>Online Marketing</p> <ul style="list-style-type: none"> • Internet Marketing for Growth • Understanding Web Content • Secrets to Selling with Emotional Content • Psychological Triggers of Copywriting • Search Engine Optimization –SEO
IV	<p>Online Reputation Management</p> <ul style="list-style-type: none"> • 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
V	<p>Digital Campaigns</p> <ul style="list-style-type: none"> • What is a Campaign? • Marketing Campaign • Digital Marketing Campaign • SEO Campaign • Social Media Campaign
Prescribed Text	<p>1. <i>Content and Copywriting Secrets: Learn SEO Content Writing and How to Create a Compelling Promotional Content to Win More Clients.</i> Goldink Books, 2021.</p>
	<p>2. Odameet al. <i>Digital Marketing: The New Rules of Digital Marketing. Digital Marketing Made Simple, Learn Latest Skills, Techniques and Strategies.</i> Litmux.com, 2018.</p>

VALUE BASED EDUCATION

(Common Syllabus)

UNIT	Details
I	<p>Introduction to Value based Education</p> <p>a. Value: meaning and Classification b. Value based Education: Meaning, Characteristics, Components and Contents c. Value Erosion and Inculcation: Value crises in social life, economic life, and political life - Value inculcation: need and importance - Role of Parents and Teachers in inculcating values.</p>
II	<p>Harmony in Being and Living</p> <p>a. Harmony of the self (I) with the body: Nurturing of the body- Understanding myself as co-existence of the self and the body- Understanding needs of self and needs of the body- Understanding the activities in the self and activities in the body. b. Harmony in the Family, Society and Nature: Family as a basic unit of human interaction and values in relationships - Affection, care, guidance, reverence, Glory, gratitude, and love – Harmony in society: Justice preservation, Production Work, Exchange Storage Harmony in nature: four orders in nature- The holistic perception of harmony in existence.</p>
III	<p>Social Issues, Social Justice and Human Rights</p> <p>Social issues – causes and magnitude - alcoholism, drug addiction, poverty, Unemployment Social Justice: Definition and need – factors responsible for social injustice: caste and gender – contributions of social reformers. Human Rights: Concept and Principles of human rights – human rights and Indian constitution – Rights of Women and children – violence against women</p>
IV	<p>Values and Mass Media</p> <p>Mass media: Meaning, functions and characteristics – Effects and Influence on youth and children – Media Power – socio, cultural and political consequences of mass mediated culture - consumerist culture – Globalization – new media-prospects and challenges – Role of media in value building</p>
V	<p>Ethics</p> <p>Ethics: Meaning and importance Social ethics: tolerance, equity, justice for all, sensitivity towards mankind, love for nature and creatures, nationalism-love for nation, pride for nation, Honour to the law, Indian culture and traditions – Civic Sense: Being a good civilian Professional Ethics: Dedication to work and duty – Commitment to the Profession.</p>

Reference	<ol style="list-style-type: none"> 1. Allport, G.W., Vernon, P.E., and Lindzey, G. (1970) study of values, Buston: Houghton Mifflin. 2. Centaral Board of Secondary Education (1997), Value Education: A Handbook for Teachers, Delhi: Central Board of Secondary Education. 3. Delors, J. (1996), Learning: The Treasure within- Report of the International Commission on Education for the Twenty-First Century, Paris: UNESCO. 4. Morris, Charles W. (1956). Varieties of Human Values. Chikago: University of Chicago Press. 5. Shukla, R.P.(2005). Value Education and Human Rights. Sarup& Sons, New Delhi 6. Satchidananda. M.K. (1991), "Ethics, Education, Indian Unity And Culture" – Delhi, Ajantha Publications 7. Saraswathi. T.S. (Ed) 1999. Culture", Socialisation And Human Development: Theory, Research And Application In India" – New Delhi Sage Publications. 8. Venkataiah. N (Ed) 1998, "Value Education" New Delhi Ph. Publishing Corporation. 9. Chakraborti, Mohit (1997) "Value Education: Changing Perspectives" New Delhi: Kanishka Publications. 10. Adithya Shetty and K.Pushpanandan Rao (2000): as quoted in Jayarami Reddy, B., (2010): "Values of B.Ed. teacher trainees in relation to certain psycho-sociological variables in Andhra Pradesh", Unpublished Ph.D. Thesis, Department of Education, S.V.University, Tirupati, 11. Amareswaran, N. (2009): "Moral values of intermediate students", Published Ph.D. Thesis, Department of Education, S.V. University, Tirupati. 12. Chetty, K. M. (2004): "Perspective of value oriented education" paper presented at UGC National Seminar on value oriented education, organized by Dept. of education, S.V.University, Tirupati. 13. Chhaganlal, Nandini Man Sukhbai (1992): "A study of the value, adjustment, attitude in the teaching profession and academic achievement of researchers' children as compared to non-teachers children". [Ph.D. Edu. Saurashtra University] 14. Mahatma Gandhi at Wardha Conference (1937) : as quoted in Gawande, E. N., (1994): "Value oriented education vision for better living", Sarup and Sons Publishers 4740/23, Amsari Road, Darya Colony, New Delhi, p. 9. 15. Mohan Reddy (2011): "An analytical study of attitude of intermediate students towards value oriented education in relation to certain psycho-sociological variables", Ph.D. theses, S.V.University, Tirupati. 16. Rajasekhar Reddy (2002) quoted in Nagarjuna, T.I. (2009): "A study of attitudes of DIET students towards value oriented education in relation to intelligence, personality and other variables", Published Ph.D. Thesis, Department of Education, S.V. University, Tirupati. 17. Rajagopal (1989) quoted in Yella Reddy, B. (2009): "A study of moral judgment of intermediate students in relation to certain factors", Published Ph.D. thesis, S.V.University, Tirupati. 18. Awasthi D. Value based Education is the only solution to the problem of Crisis of Moral Values among the youth of India. Retrieved from: worldwide, 2014. journals.com/gra/file:php? 2014. 1411110022_81.pdf. 19. Brubacher, J.S. Modern Philosophies of Education, McGraw Hill Book
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	<p>Company, INC, New York, 1950, Pp.93-95.</p> <p>20. Chetty, K.M., Value Education: A Conceptual Analysis, 70th Session of Indian Philosophical Congress, Haridwar, 1995, Pp.3-4.</p> <p>21. Dr. Jangaiah, C. Values Classification, APH Publishing Corporation, New Delhi, 1998, .</p> <p>22. Prahallada, N.N, Value Education in India. Association of Indian Universities, New Delhi, 2000.</p> <p>23. Rohidekar, S.R. Inculcation of values-how? APH Publishing Corporation, New Delhi, 1998.</p> <p>24. Seshadri, C. Education in Values, APH Publishing Corporation, New Delhi, 1998, Pp.47- 48.</p>
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