

STRATEGIC PLAN

(2019-2024)



Department of Literature & Languages
J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY,
YMCA, FARIDABAD

(Formerly YMCA University of Science and Technology)

NAAC 'A' Grade accredited State University

Sector-06, Delhi Mathura Road, Faridabad -121006 (Haryana)

ABOUT THE DEPARTMENT

The **Department of Literature and Languages** offers MA (English) and PhD (English) programmes. The department under its PG Programmes has introduced **futuristic** courses like Graphic Novel Writing and **elite** ones like Visual Arts in Europe as lab/project work promoting **literary sojourns** into allied disciplines with courses like Film Studies and Travel Writing. The department has an established **language lab** for ICT enabled learning in tune with the contemporary corporate world. Furthermore, this department caters to all other faculties offering Mandatory, Audit and Open Elective Courses in English, Communication Skills, Soft Skills and Personality Development and **Modern Science Writing and Journalism**.

Enthused by a pioneering spirit, the department expresses its earnest interest in undertaking research and academic activities proposed to encourage the pursuit of Literature and Liberal Arts. We have a strong faculty profile with teachers serving on regular as well as adjunct basis.

Our Master of Arts in English is a full-time two-year degree programme designed to provide the students with intensive exposure to Literature in English language. It aims to entrench students in contemporary literary theory and ultimately, help students articulate their narratives and critiques better. Further, it seeks to create interest in independent literary pursuits for career in academics, research and industry.

At the same time, the programme has been planned to encourage **life-long learning** by harnessing the intellectual advantage gained from the course. Specifically, the course seeks to equip the students to undertake critical reading and writing that ably resists authorial and discursive influences. The students are enthused to explore texts and contexts to better grasp the reigning and marginal socio-cultural concerns.

VISION

Our vision establishes a department with an academically stimulating atmosphere that encourages a spirit of inquiry informed by contemporary literary and socio-cultural concerns.

MISSION

- To provide an exposure to canonized as well as marginalized literary texts.
- To introduce students to literary and critical theories and practice.
- Help them take economic, social, legal and political considerations when visualizing the role of trans-media pursuits in improving quality of life.

- To help students identify their area of interest so that they can navigate ultimately towards their area of specialization.
- To synergize the efforts of its competent faculty towards imparting intellectual confidence that aids comprehension.
- It will be our constant endeavour to provide an exposure to the literary canon as well as marginalized literary texts.

PROGRAMME EDUCATIONAL OBJECTIVES

- PEO-1.To provide students with a sound foundation in literary concepts necessary to formulate, analyze and articulate narrative expressions.
- PEO-2.To equip students to use the literary and critical skills learnt during the course for creative productions.
- PEO-3.To create interest in independent literary pursuits for further career in academics, research and industry.
- PEO-4.To motivate students towards life-long learning that uses the intellectual advantage gained from the course to understand the world better.
- PEO-5. To make the students aware of the importance of historical contexts and ideological drifts.

PROGRAMME OUTCOMES (POs) FOR MA (English)

PO	A student with a Master’s degree in English will be able to:
PO1	Literary knowledge: Apply knowledge of literary texts and contexts to critique texts.
PO2	Textual analysis: Identify, formulate, review literature and analyze texts to interpret narrative and discursive concerns.
PO3	Design /development of creative /literary productions: Design productions focused on trans-media story-telling/translations/folk literature oriented towards contemporary concerns.
PO4	Conduct investigations of discursive and narrative problems: Use critical theory and practices to investigate narrative constructs.
PO5	Modern tool usage: Support creative writing and narrative skills to create storyboards for experimental productions.
PO6	The littérateur, scholar and society: Apply reasoning informed by the contextual knowledge to assess socio- cultural issues and the consequent responsibilities relevant to a literary person.
PO7	Environment and sustainability: Understanding the importance of considering environmental concerns while engaging with other prominent theories.
PO8	Ethics: Attempt at objective analysis while understanding the extent of subjectivity involved in all evaluations; prioritize earnest literary investigation over rhetoric.
PO9	Individual and team work: Function effectively in diverse teams, and in multidisciplinary settings in collaborative writing.

PO10	Communication: Articulate, clearly and persuasively, literary concepts and theories learnt during the course.
PO11	Project Management and finance: Execute guided projects that may have significant social value.
PO12	Life- long learning: Ability to engage in independent research and lifelong learning.
PROGRAMME SPECIFIC OUTCOMES (PSOs) FOR MA(English)	
PSO1	To undertake critical reading and writing that is able to transcend authorial and discursive influences.
PSO2	To apply the knowledge of literary texts and contexts for better comprehension of socio-cultural concerns.

STRATEGIC GOALS

- Our programmes will be in tune with the new trends in Digital Humanities. We seek to establish a Centre-of-Excellence in research starting with the MA programme and culminating in our PhD programme.
- In the Masters Programme, we shall lay emphasis on Major and minor projects as well as electives that shall direct the students towards a well-identified and formulated area of specialization to be undertaken/ pursued for their individual PhD theses.
- A **multi-tiered activity program** aimed at enhancing students' skills will be launched. It shall include activities on Academic, Research and Public-Policy levels. For instance, Translation projects may be offered as **application-based certificate courses**; Graphic designing on related themes will also be part of projects/minors.
- For **research**, comparative study across historical lines and cultures will be considered; for inspired policy-making target groups will be decided and professional help sought accordingly- these will begin on an **experimental** basis as training and internships and be recommended **as policy programs only in case of measured and established success**. Thus, many full-blown activities may feature as minor courses/projects/ internships/workshops with pertinent Major programs fostering intensive application-based academics.
- Our PhD Programme is research intensive and introduces students to tools required for in-depth analyses. The scholars would be able to independently use tools (like Voyant,

SPSS) for discursive or thematic analyses after the completion of coursework. We seek to build a research forte in New Historicism and Cultural Studies.

SWOC Analysis

Our strengths outnumber our weaknesses though with a plethora of opportunities available that favour our USP, namely Digital Humanities, the department could make rapid strides and achieve set landmarks faster with timely and effective address of the understandable concerns.

Strengths

- The Masters in English programme carries a **perennial appeal** and has been part of universities faculties the world over. Despite temporal flux, this particular programme has prospered and been **embraced by universities across the globe**.
- The particular course offered by the university has been designed to immerse the students still deeper into the treasure house of world literature sweeping across races, geographical areas, cultures and times.
- The courseware offers a **vivacious spectrum** of readings and literary works, blending the canonized with the marginalized.
- This Masters programme equips students to use the **literary and critical skills** learnt during the course for creative productions.
- At the same time, this programme has the unique dimension of being conscious of **international corporate demands** giving a sweeping exposure to the students, through a **string of elective subjects, audit courses and dissertations**, to skills required in the work-a-day world of professionals.
- We adopt a unique curriculum that balances academic pursuits with economic, social, legal and political considerations when visualizing the role of literature across media in improving quality of life.
- To realize the mission of **Digital Humanities** the department has held several online webinars.
- The department has been able to use ICT platforms effectively to create **outreach programmes**. We have been able to make our programmes inclusive and create international audience and national interest for them through open access to our expert lectures and events.
- Our expert lecture series and VAC courses had an **international appeal** and were well-appreciated for the interest and extent of its audience.
- The department has offered **Value-Added Courses** to its students: VAC on Transmedia Storytelling (completed) and VAC on Human Ethics (launched).
- Integrated MOOC Course through SWAYAM platform.
- Library resources created by the department faculty members i form of audio lectures and shared PPTS.

- **Major Projects and Minor Projects** with well-laid out research paper **templates and evaluation parameters**.
- **Field Visits** are part of MA **lab work**.
- **Performances and Recitations** by students are encouraged for a holistic literary atmosphere.
- Students encouraged to make **paper presentations** and **PPTs** in seminars.
- **Recognition** of good performances by students.
- **Quiz contests** integrated as regular features in our online programmes.
- Teachers are proficient with use of **online resources and platforms** like Google classroom, Zoom, DLMS, Google forms and apps like *Scratch* and *Quizziz*.
- Expert lecture series (general as well as subject-specific orientations) are held regularly to enhance literary and research acumen.
- The **newsletters** *Renaissance* and *Simulacra* operating on university/faculty level are the department's initiatives.
- The department runs **blogs** for the university and faculty.
- **Interactive sessions** are held to foster creative and critical thinking.
- Students are part of university level **orientation programmes and ice-breaking sessions**.
- **Career counselling** sessions are arranged at regular intervals.
- **Gender sensitivity** training is a constant endeavour and expert lectures as well as courses have been designed in the direction.
- Great number of girl students enrolled.
- Ability to work by **resource sharing**.
- National Days are celebrated and department contributes to government **flagship missions**.
- Well-drafted Pos, PEOs, and Cos.
- Timely attendance compilation.
- Coordinated flow of information on ERP and to IQAC.

Weaknesses

- More teaching posts are required to be sanctioned.
- Greater space and infrastructure to provide for dedicated classrooms, labs and performance/exhibition arena.
- Well-equipped staff is required for assistance.
- The programme is in fledgling state and needs repeated and energetic publicity campaigns for its promotion.

Opportunities

- The entry of English language into the **digital media** proved to be the crossing of the Rubicon moment for world communication as interactive language on the web began revealing the assimilative strengths of English that is geared to adopt, adapt and

metamorphose in consonance with the way humans express themselves and perceive literature and writing in general. So, our students are furnished with options to gain skills in the allied areas of media editing, writing, and photography. Our programme harnesses the competence of courses like Mass Communication and Journalism and BSc (Animation) through market-oriented value-added courses.

- As we plan to cultivate Digital Humanities as the unique proposition of this department, the multiplication and intensive use of ICT platforms has proven to be a blessing for the initiative.
- COVID -19 has been a disguised blessing as well as exploration of new teaching methodologies is concerned.
- While many pursue an MA programme in English as an indulgence into the rich world of literature, or with a view to pursue research in literature, others find it a gratifying option to be exercised for a full-fledged career in English Language teaching, Literature or Media.
- Therefore, apart from teaching, the students would have ample career opportunities in the following sectors:
- Content Development
 - Editorials
 - Translation
 - IELTS faculty
 - Publishing Industry
 - English Journalism
 - Spoken English Trainers
 - Personality Development and Soft Skill Trainers
 - Creative Writing
 - Advertising and Public Relations

Along with intellectual breadth spruced up by exposure to literary theory and criticism, familiar with the Queen's English that still holds charm and conversant with Oxford English exuding an elite aura, a scholar in this discipline is dressed for success as English but competes with itself and thus, continues to prove matchless.

Concerns/ Challenges

- This university is a premiere institution recognized for its STEM strengths, it will be a challenge to create a niche space and well-recognized name for the Department of Literature and Languages dedicated to a different discipline. Hand-holding and special attention shall be much required in the fledgling period for the department to develop to its immense potential.
- Teaching students the concept of research.
- Lack of resources including human resource.
- Low input in terms of student strength.
- Getting students to be avid readers, eloquent speakers and prolific writers.

- Training students to write well-composed subjective essays and answers.

Special Challenges:

- Though digital platforms can be effectively used for teaching and learning, they are not substitutes but complements for face-to-face interaction. Post-COVID-19 safety protocols and availability of rooms shall be necessary for effective learning.
- Implementing COVID SOPs.
- Training students to write well-composed subjective essays and answers when greater training in terms of MCQ has been given in prevalent scenario.

ACTION PLAN

PG students need to be taught both pedagogical and research skills, these shall be learnt through a holistic approach involving a balance of exposure to expert opinion, self-learning through performances / recitals/ presentations and examples led by teachers. In nutshell, the plan is to teach through lectures, hands-on training, and by example. We shall arrange to use ICT as an optimized aid to learning.

It is sought to make the seminars as the platforms where students can gauge their efficacy as future teachers and research scholars.

Students need to be made proficient in digital media.

Students need to be taught the ropes of making excellent presentations.

Error-free and speedy typing is a great asset and students need constant encouragement to type out their own research papers using good vocabulary.

Department is soon to launch a web channel on Youtube that offers all recordings archived so far.

Department shall hold VAC, special courses, expert lectures, workshops and training programmes for all –round development of students.

2019-20

- Hold STCs/ FDPs in Communication Skills.
- Hold workshop for exposure to language lab.
- Move proposals to get budgets for the department.
- Hold the mandatory orientation and career counselling sessions.
- To propose to get Professor ‘Chairs’ sanctioned for the university in the discipline of literature.
- Hold formal seminars with paper presentations by students over and above weekly Seminar lectures/meetings/hours.
- Hold workshops to expose students to Visual Arts in Europe (pottery-making and relief art with European motifs compared to Indian motifs/ local traditions).

- Hold a seminar on Disaster Management.

2020-21

- Hold the mandatory orientation and career counselling sessions.
- Hold a webinar/seminar/VAC on Transmedia Storytelling or Emergent genres.
- Hold workshop in Graphic Novel Writing.
- Hold creative writing workshops.
- Add research papers to department profile.

2021-22

- Hold the mandatory orientation and career counselling sessions.
- Seminar /webinar /workshop on Shakespeare.
- Seminar/webinar/ course in the area of Cultural Studies.
- Hold an international conference in Transmedia storytelling.
- Hold a webinar on Forensic Linguistics.
- Hold expert lecture series in American literature including Ninteenth-Century American literature, Harlem renaissance, Afro-American and Native American literature.
- Plan MUN/ Youth Parliament/ Debates/ Declamations.
- Add research papers to department profile.

2022-23

- **Hold the mandatory orientation and career counselling sessions.**
- Hold an international conference/ expert lecture series / workshop in Digital Humanities.
- Hold a performance on Shakespeare to celebrate the birth anniversary of the Bard-of-Avon.
- Hold a webinar on Ecocriticism and Ecofeminism.
- Hold lecture series on Russian literature including Tzarist, Soviet and post-Soviet periods.
- Hold lecture on Folk literature and art across cultures.
- Add research papers to department profile.