

### Course Activities

1. **Case Study Analysis:** Examine media portrayals of mental health in films, news, and social media.
2. **Media Literacy Workshop:** Acquire strategies for the critical analysis of mental health messages.
3. **Group Discussions:** Debate ethical considerations in mental health reporting.
4. **Reflection Journals:** Assess personal media consumption and its effects on mental well-being.
5. **Project:** Create a mental health awareness campaign using ethical media strategies.



**University of  
Kerala**

<b>Discipline</b>	<b>COMMUNICATIVE ENGLISH</b>				
<b>Course Code</b>	UK3VACENG203				
<b>Course</b>	<b>Literature, Communication and Personal Development</b>				
<b>Type of Course</b>	<b>VAC</b>				
<b>Semester</b>	II				
<b>Academic Level</b>	200 - 299				
<b>Course Details</b>	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	2	-	2	4

<b>Pre-requisites</b>	
<b>Course Summary</b>	The course utilises insights from the world of literature and concomitant cultural domains to aid personality development among students. It aims at cultivating attributes that are essential for personal, professional, and social advancement, including communicative abilities, a growth mindset, emotional intelligence, and leadership skills

**Detailed Syllabus:**

<b>Mod ule</b>	<b>Un it</b>	<b>Content</b>	<b>H rs</b>
<b>I</b>		<b>Etiquette and Effective Communication</b>	<b>12</b>
	1.	Braithwaite, E.R “Chapter 9,” <i>To Sir, With Love</i> , Vintage, 2005. <a href="https://ia601801.us.archive.org/9/items/the-sir-with-love-by-braithwaite/The-Sir-With-Love%20by%20braithwaite_text.pdf">https://ia601801.us.archive.org/9/items/the-sir-with-love-by-braithwaite/The-Sir-With-Love%20by%20braithwaite_text.pdf</a>	
	2.	<i>English, Vinglish</i> . Directed by Gauri Shinde, Eros, 2012.  <a href="https://archive.org/details/english-vinglish_202209">https://archive.org/details/english-vinglish_202209</a>	
		<b>Suggested Reading/Viewing:</b> <ul style="list-style-type: none"> <li>Lewis, Cara Beth. “Etiquette Series: Social Etiquette in Everyday Conversation,” <i>Bladen Online</i>, 2022, <a href="https://bladenonline.com/etiquette-series-social-etiquette-in-everyday-conversations/">https://bladenonline.com/etiquette-series-social-etiquette-in-everyday-conversations/</a></li> <li>Roberts, Sienna. “What is Effective Communication: Principles and Importance”, Knowledge Academy, 2025, <a href="https://www.theknowledgeacademy.com/blog/what-is-effective-communication/">https://www.theknowledgeacademy.com/blog/what-is-effective-communication/</a></li> <li>Dr. Shashi Tharoor and Prof. A. Khyrunnisa at 250th meeting of Trivandrum Toastmasters (Articulation - the road to empowerment), <a href="https://youtu.be/Qr_aK8NYhRw?si=ChfOuWi7VUdMuWpK">https://youtu.be/Qr_aK8NYhRw?si=ChfOuWi7VUdMuWpK</a></li> </ul>	

<b>II</b>	<b>Resilience and Growth Mindset</b>		<b>12</b>
	3	Tennyson, Alfred. "Ulysses." <i>Poetry Foundation</i> , <a href="https://www.poetryfoundation.org/poems/45392/ulysses">https://www.poetryfoundation.org/poems/45392/ulysses</a>	
	4	Grit: The Power of Passion and Perseverance   Angela Lee Duckworth   TED, <a href="https://youtu.be/H14bBuluwB8?si=DWGXpipKIAVdVsGb">https://youtu.be/H14bBuluwB8?si=DWGXpipKIAVdVsGb</a>	
		<b>Suggested Reading:</b> <ul style="list-style-type: none"> <li>• Henley, William Ernest. "Invictus", <i>Poetry Foundation</i>, <a href="https://www.poetryfoundation.org/poems/51642/invictus">https://www.poetryfoundation.org/poems/51642/invictus</a></li> <li>• "Insights Book Summary: Mindset: The Psychology of Success", <a href="https://www.edelweissmf.com/Files/Insights/booksummary/Book%20Summary%20Mindset.pdf">https://www.edelweissmf.com/Files/Insights/booksummary/Book%20Summary%20Mindset.pdf</a></li> </ul>	
<b>III</b>	<b>Emotional Intelligence</b>		<b>12</b>
	5	Chekhov, Anton. "Home", <i>Project Gutenberg</i> , <a href="https://www.gutenberg.org/files/57333/57333-h/57333-h.htm#Dlink2H_4_0007">https://www.gutenberg.org/files/57333/57333-h/57333-h.htm#Dlink2H_4_0007</a>	
	6	Narayanan, R.K. "The Doctor's Word."  <a href="https://www.ssgopalganj.in/online/E-Books/CLASS%20VII/Malgudi%20Days%20-%20R.%20K.%20Narayan.pdf">https://www.ssgopalganj.in/online/E-Books/CLASS%20VII/Malgudi%20Days%20-%20R.%20K.%20Narayan.pdf</a>	
		<b>Suggested Reading:</b> <ul style="list-style-type: none"> <li>• Dylan, Bob. "Blowin' in the Wind", <a href="https://youtu.be/YIJeNTZwa_w?si=1NUp7RWa3dTU5R4C">https://youtu.be/YIJeNTZwa_w?si=1NUp7RWa3dTU5R4C</a></li> <li>•</li> <li>• How to Improve Your Emotional Intelligence. <i>Harvard Division of Continuing Education</i>, 2019,</li> </ul>	

		<a href="https://professional.dce.harvard.edu/blog/how-to-improve-your-emotional-intelligence/#What-Are-the-Components-of-Emotional-Intelligence">https://professional.dce.harvard.edu/blog/how-to-improve-your-emotional-intelligence/#What-Are-the-Components-of-Emotional-Intelligence</a>	
<b>IV</b>	<b>Lessons in Leadership</b>		<b>12</b>
		Kipling, Rudyard. "If—," <i>Poetry Foundation</i> . <a href="https://www.poetryfoundation.org/poems/46473/if—">https://www.poetryfoundation.org/poems/46473/if—</a>	
		<i>Dead Poets Society</i> (1989) Dir.Peter Weir  <a href="https://archive.org/details/dead-poets-society-1989-1080p-blu-ray-x-264-aac-ozlem_202402">https://archive.org/details/dead-poets-society-1989-1080p-blu-ray-x-264-aac-ozlem_202402</a>	
		<p><b>Suggested Reading:</b></p> <ul style="list-style-type: none"> <li>• Mclean, Andy. "Five things Shakespeare can teach you about leadership." Institute of Managers and Leaders, 2019. <a href="https://managersandleaders.com.au/five-things-shakespeare-can-teach-you-about-leadership-2/">https://managersandleaders.com.au/five-things-shakespeare-can-teach-you-about-leadership-2/</a></li> <li>• What is ethical leadership: characteristics and examples. Beyond, 2025. <a href="https://www.esade.edu/beyond/en/what-is-circular-economy/">https://www.esade.edu/beyond/en/what-is-circular-economy/</a></li> <li>• Marr, Bernard. "10 Most Important Leadership Skills For The 21st Century Workplace (And How to Develop Them). Forbes, 2022. <a href="https://www.forbes.com/sites/bernardmarr/2022/07/26/10-most-important-leadership-skills-for-the-21st-century-workplace-and-how-to-develop-them/">https://www.forbes.com/sites/bernardmarr/2022/07/26/10-most-important-leadership-skills-for-the-21st-century-workplace-and-how-to-develop-them/</a></li> </ul>	
<b>V</b>	<b>Practicum</b>		<b>12</b>
		<p>Group discussions - individual presentations on notable films or literary narratives, and the lessons to be learnt from them. -</p> <p>Reflective written assignments on utilising personal setbacks for self-growth</p>	

**Course Outcomes**

No.	Upon completion of the course, the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Gain conceptual understanding of basic aspects of personality development, like communication skills, emotional intelligence, growth mindset, leadership skills, etc	R, U	1,6
CO2	Improve linguistic proficiency and communicative competence	U, Ap,C	1,6
CO3	Develop an awareness and appreciation of literary narratives in various styles and genres	Ap, E	2,3
CO4	Evaluate literary and film narratives as a tool for self-growth	E, C	6
CO5	Become critical readers, capable of discerning and analysing ethics, cultural values, and lessons embedded in literary narratives	E, C	3,5

**R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create**

*Note: 1 or 2 COs/module*

**Name of the Course:**

**Credits: 2:0:1 (Lecture: Tutorial: Practical)**

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Gain conceptual understanding of basic aspects of personality development, like communication skills, emotional intelligence, growth	PSO 1,6	R, U	C	L	

	mindset, leadership skills, etc					
2	Improve linguistic proficiency and communicative competence	PSO 1,6	U, Ap,C	F,C	L	P
3	Develop an awareness and appreciation of literary narratives in various styles and genres	PSO 2,3	Ap, E	C,P	L	
4	Evaluate literary and film narratives as a tool for self-growth	PSO 6	E, C	P	L	P
5	Become critical readers, capable of discerning and analysing ethics, cultural values, and lessons embedded in literary narratives	PSO 3,5	E, C	P,M	L	P

**F-Factual, C- Conceptual, P-Procedural, M-Metacognitive**

**Mapping of COs with PSOs and POs :**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
<b>CO 1</b>	1						1					
<b>CO 2</b>		2				2		1		3		

<b>C O 3</b>		2					2					
<b>C O 4</b>					3		3	2			1	1
<b>C O 5</b>				3	3				2	2		

**Correlation Levels:**

<b>Level</b>	<b>Correlation</b>
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

- Quiz
- Assignment
- Seminar
- Midterm Exam
- Final Exam

**Mapping of COs to Assessment Rubrics :**

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓	✓	✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓	✓	