



# UNIVERSITY OF CALCUTTA

## Notification No. CSR/25/19

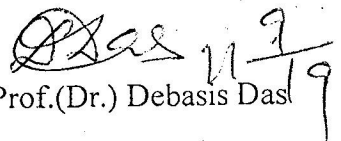
It is notified for information of all concerned that the Syndicate in its meeting held on 27.08.2019 (vide Item No.08) approved the new revised syllabus for the B.A. Courses of Studies in Communicative English (Major) under CBCS, incorporating some modifications of previous notification (CSR/12/18, dt. 04.6.18) as laid down in the accompanying pamphlet.

The above shall take effect from the Odd Semester Examinations, 2019.

SENATE HOUSE

KOLKATA-700 073.

The 30th August, 2019

  
Prof.(Dr.) Debasis Das  
Registrar (Acting)

Jayal  
2.9.19

## **SEMESTER 1**

**CC1 – 6 CREDITS (5 CREDITS THEORY AND 1 CREDIT TUTORIAL)  
(Course Code: ENG-M-CC-1-1-TH/TU)**

### **PHONETICS AND PHONOLOGY**

1. The production of speech sounds
  - Air stream mechanism
  - Human Organs of Speech
  
2. Phonology
  - The phoneme
  - Allophones
  - Symbols and transcription
  
3. Vowels
  - English Short Vowels
  - English Long Vowels
  - Diphthongs
  - Triphthongs
  
4. Voicing and Consonants
  - English plosives
  - Fortis and lenis
  
5. Fricatives and Affricates
  - Production of fricatives and affricates
  - The fricatives of English
  - The affricates
  
6. Nasals and other Consonants
  - Nasals
  - Lateral
  - Approximants
  
7. The syllable
  - Syllabic Consonants
  - Consonant Clusters

#### **Readings:**

- A Textbook of English Phonetics for Indian Students – T. Balasubhramanian- Macmillan Publications
- The Phonetics and Phonology of English: A Handbook – D Thakur – BharatiBhawan Publication
- Better English Pronunciation – J.D. O'Connor – Cambridge University Press

- English Phonetics and Phonology – Peter Roach – Cambridge University Press
- Pronunciation Practice Activities – Martin Hewings – Cambridge University Press
- An Outline of English Phonetics- Daniel Jones
- English Pronouncing Dictionary- Daniel Jones
- A Course in Phonetics- Peter Ladefoged
- English Pronunciation in Use- Martin Hewings- Cambridge University Press
- Intonation in Context- Barbara Bradford & David Brazil

**Final Semester examination: 65 marks**

1. Write any 10 short questions out of 15 (2×10=20)
2. Write short notes on 3 out of five (3×5=15)
3. Long answer one out of two. (10)
4. Transcribe 4 words out of 6 (4)
5. Minimal pair difference (2 out of 4) (2×3=6)
6. Phonemic transcription of a passage or dialogue (10)

**Attendance: 10 marks**

**Internal Examination:** Question paper based evaluation related to the components of the syllabus: 10 marks

**Tutorial: 15 marks (any one)**

1. A. Transcribe a given passage and read aloud with proper pronunciation, stress and intonation. (8 marks)  
B. Worksheet based test on pronunciation like vowel and homophone discrimination, circle silent letters, pairing homophones, identifying types of consonants and vowels from a list, gap filling etc (7)
2. Students are asked to watch a video and then they are tested through a worksheet on correct pronunciation, stress and intonation based on the video (15 marks)

**CC2 – 6 CREDITS (5 CREDITS THEORY AND 1 CREDIT TUTORIAL)**  
**(Course Code: ENG-M-CC-1-2-TH/TU)**

**GRAMMAR AND USAGE**

- Accurate Grammatical Usage
- Words often confused and misused
- Synonyms and antonyms
- Understanding American expressions
- Common Grammatical Errors
- Phrasal Verbs and Idioms
- Word Class: Lexical and Functional Category
- Sentence Structure
- Verbs – Classification
- Infinitive and Gerund
- Voice

- Concord

### Readings:

- A Practical English Grammar – A.J. Thomson, A.V. Martinet – Oxford University Press
- A Handbook of English Grammar and Usage – D. Thakur – BharatiBhawan Publication
- Function in English- Jon Blundell et al- OUP
- Oxford Practice Grammar – John Eastwood – Oxford University Press
- A Remedial English Grammar – F.T. Wood
- Word Power Made easy- Norman Lewis- Penguin Publishers
- Intermediate English Grammar- Raymond Murphy- Cambridge University Press
- Advanced Grammar in Use- Martin Hewings- Cambridge University Press
- Living English Structure (5<sup>th</sup> Edition)- W. Stannard Allen- Pearson Publications
- Oxford Pocket Basic English Use- Michael Swan- OUP
- Basic English Usage- Michael Swan- OUP
- Practical English Usage- Michael Swan- OUP
- Oxford Word Skills- OUP
- Functions of English- Lee Jones- Cambridge
- Cambridge Phrasal Verbs Dictionary
- English Vocabulary in Use- McCarthy
- The Oxford New Essential Thesaurus
- Grammar Practice Activities- Penny Ur

### Final Semester Examination: 65 marks

1. Do as directed (1/2 x10=5)
2. Identify and explain the errors, then correct the incorrect sentences (2x5=10)
3. Identify the odd one out with reason (grammar and vocabulary items) (2x5=10)
4. Choose the correct option pertaining to idioms, words and grammatical items (1/2 x10=5)
5. Write meaningful sentences with correct word order from scrambled sentences (1x5=5)
6. Match columns for synonyms, antonyms, idioms, meanings of American expressions etc.(1/2x10=5)
7. Complete the gaps in a report or dialogue with appropriate words to test grammaticality and acceptability (1/2x10=5)
8. Make sentences with idioms ,phrasal verbs and words often confused and misused (2x5=10)
9. Replace single verbs with phrasal verbs (1x5=5)
10. Identify word class (1x5=5)

### Attendance: 10

**Internal examination:** Objective type question paper related to the components of the syllabus: **10 marks**

### Tutorial: 15 marks (any one)

1. Writing assignment from given cues like pictures, maps, charts, instructions, opening sentence etc.(15 marks)
2. Assemble a portfolio by marking a grammatical assignment(5marks), vocabulary exercise(5marks), writing exercise(5marks) given over a period of time within the semester
3. Correcting a passage or dialogue - grammar items and vocabulary.(15 marks)

## **SEMESTER 2**

**CC3 –6 CREDITS (5 CREDITS THEORY AND 1 CREDIT TUTORIAL)  
(Course Code: ENG-M-CC-2-3-TH/TU)**

### **SOCIOLINGUISTICS**

#### **Learning Objectives and Expected Outcome:**

- To impart knowledge about the appropriateness, grammaticality and acceptability of the English language
- To assist the students in learning the concepts of register, style and jargon as well as the various varieties of English

At the end of the semester the students will be able to:

- Differentiate between acceptable and unacceptable sentences in English
  - Apply and use various kinds of jargons and register as per context
- Accent and dialect
  - Regional and social dialects
  - Official language, mother tongue
  - Speech community
  - Bilingualism and Multilingualism
  - Lingua franca – link language
  - Standard language (R P) and Dialects
  - Language contact- Pidgin, Creole
  - Register: Speech Situation, Types, Linguistics features, Non-linguistic features and domains of Register.
  - Style
  - Slang, jargon
  - Code switching and code-mixing
  - Varieties of English: British, American, Australian, Caribbean, Indian

#### **Readings:**

- Introduction to Socio-Linguistics- Ronald Wardhaugh
- Introduction to Socio-Linguistics- Ralph Fasold
- Introduction to Socio-Linguistics- R.A Hudson
- Oxford Introduction to Language Study: Sociolinguistics – Bernard Spolsky – OUP
- A Glossary of Sociolinguistics – Peter Trudgill – Oxford University Press

**Question pattern of Final Semester Examination: 65 marks**

1. Write short notes (any 5 from 7: 5x4=20)
2. Long answer one out of two (1x10=10)
3. Point out the differences between socio-linguistic terms with examples (any 4 out of 6, 4x4=16)
4. Analyzing a text for field, tenor, mode, setting with communicative language markers (2x4=8)
5. Identify and give examples of different kinds of register(5)
6. Give examples of different varieties of English -American, British, Australian, Caribbean (1x6=6)

**Attendance: 10**

**Internal examination:** Question paper based evaluation related to the components of the syllabus: 10 marks

**Tutorial: 15 marks**

Paper presentation on any sociolinguistic topic in the syllabus.

**CC4 – 6 CREDITS (4 CREDITS THEORY AND 2 CREDIT PRACTICAL)**  
**(Course Code: ENG-M-CC-2-4-TH/P)**

**LISTENING AND SPEAKING COMPETENCE****Learning Objectives and Outcomes:**

- To facilitate the learners in acquiring listening and speaking competence
- To assist the learners in independent language comprehension and production
- To make the students aware of the different communicative functions of English

At the end of the semester the students will be able to:

- Listen to a text and identify specific and global information
  - Read aloud a text with proper stress and intonation
  - Enact a dialogue on a specific situation with proper contextual language markers and turn taking
  - Speak independently on a given topic
- Listening and feedback: the hearing listening distinction, stages of listening process, types of listening, variables affecting listening
  - Developing Listening Skills: understanding gist, main points, deduce meaning.
  - Communicative Functions
  - Listening for specific information
  - Listening to a conversation, speech and lecture
  - Listening for global information
  - Loud Reading for pronunciation and fluency

- Situational Conversation
- Extempore

**Readings:**

- The Four Skills for Communication –Josh Sreedharan – Foundation Books
- Communicative English – E. Sureshkumar and P. Sreehari – Orient Blackswan
- Study Listening- Tony Lynch- Cambridge University Press
- Communicate 2- Keith Marrow and Keith Johnson
- Speaking Effectively- Jeremy Comfort- Cambridge University Press
- Resource Books for Teachers- Listening- Goodith White- OUP
- Resource Books for Teachers- Conversation- Rob Nolasco- OUP

**Evaluation Pattern****A : Theory (50)**

Questions from the theoretical portion.

**B : Practical (30)**

1. Listening Test from a text including pre and post listening questions (10)
  2. Extempore on current, socially relevant topics.(10)
  3. Situational Conversation (10)
- Internal Assessment : Loud Reading for pronunciation and fluency(10)
  - Attendance 10

- **SEMESTER 3**

**CC5 – 6 CREDITS (5 CREDITS THEORY AND 1 CREDIT TUTORIAL)**  
**(Course Code: ENG-M-CC-3-5-TH/TU)**

**ENGLISH COMPREHENSION & COMPOSITION**

- Reading Comprehension – Skimming and Scanning, Identifying Main Ideas, Drawing inferences
- Summarizing
- Precis
- Reports
- Article Writing
- Expansion Writing
- Composition: Reflective, Descriptive, Narrative and Argumentative
- Dialogue Writing

**Recommended Readings:**

- *Write Rightly: A Course for Sharpening Your Writing Skills*, GeethaRajeevan, CUP
- *Writing with a Purpose*, C. Tickoo and J. Sasikumar, OUP

**Final semester Examination: 65 marks**

- 1. Write a précis with title: 8+2 marks
- 2. Write an expansion on any one out of three, within 400-450 words: 10 marks
- 3. Write an article on any one out of three, within 300 -350 words, for a magazine: 10 marks
- 4. Write a dialogue on any one out of two, within 400-450 words:10 marks
- 5. Write a composition on any one out of three topics 300 words: 10 marks
- 6. Unseen passage for comprehension:
  - a. 3 short questions: (1x3= 3marks)
  - b 1 question to draw inference: 3marks
  - c. Summarize the passage: 4marks
  - d. 3 words from the passage to test vocabulary (synonyms and antonyms):3marks
  - e. Give a suitable title: 2marks
- **Internal Assessment: 10 marks** question paper based assessment on any given topic from the syllabus
- **Tutorial: 15 marks**
  - 1. Prepare a summary of a given passage (7 marks) 2. Write a composition on any given topic (8marks)

Attendance 10 Mark's

**CC6 - 6 CREDITS (5 CREDITS THEORY AND 1 CREDIT TUTORIAL)**



(Course Code: ENG-M-CC-3-6-TH/TU)

## TECHNICAL ENGLISH AND COPY EDITING

### Learning Objectives and Expected Outcomes:

- To train the students in technical writing in English in writing descriptions of gadgets, preparing texts and reports as well as comprehending technical texts
- To prepare the students in content writing and copy editing

At the end of the semester the students will be able to:

- Write descriptions of gadgets and prepare technical reports
- Prepare a content, proof read and edit it appropriately

### Unit 1: Technical English

- Survey Report Writing

### Unit 2: Copy Editing

Scope and needs

- Various types of scripts
- Qualities and duties of a copy writer
- Steps of copy editing
- Interaction with the author
- Title and cover description
- Main features
- Incorporating illustrations
- Copy rights
- Dealing with Multi authorship
- In house manuals
- Proof reading and editing

### Readings:

- Technical Writing- Gearson
- English for Technical Communication- Sudarshan, C. Savitha- Cambridge University Press
- Tech Talk- Vicky Hollett and John Sydes- OUP
- Technical English 2 Course Book- David Bonamy- Pearson Publications

**Question pattern of final semester examination: 65 marks**

Questions based on syllabus

**Attendance: 10 marks**

**Internal assessment (10 marks):** Question paper based evaluation related to the components of the syllabus

**Tutorial (15 marks):**

**CC7 – 6 CREDITS (5 CREDITS THEORY AND 1 CREDIT TUTORIAL)**  
**(Course Code: ENG-M-CC-3-7-TH/TU)**

### **ENGLISH LANGUAGE TEACHING**

#### **Learning Objectives and Expected Outcomes:**

- To train the learners in the various approaches and methods in language teaching
- To impart knowledge about lesson planning and language testing

At the end of the semester the students will be able to:

- Apply strategies to teach the skills of listening, speaking, reading and writing
  - Design lesson plans
  - Plan and implement language tests
- Aims and objectives in language teaching
  - Teaching listening
  - Teaching speaking
  - Teaching reading
  - Teaching writing
  - Lesson planning
  - Testing and Evaluation
  - **Unit 2: Conversational English Tutor:** Students have to teach spoken English for a period of one month to a student and prepare a report for evaluation which should include the student's profile, lesson plan, daily/weekly detailed report, progress made by the student taught, constraints faced etc.
- RECOMMENDED READING
  - Techniques and Principles in Language Teaching- Larsen-Freeman & Anderson- OUP
  - A Course in Language Teaching- Penny Ur- CUP
  - Approaches and Methods in Language Teaching- Jack C. Richards & T.S. Rodgers- Cambridge University Press
  - English Language Teaching – Geetha Nagaraj – Orient Blackswan

- **M. L. Tickoo Teaching and learning English: A source book for teachers and teacher trainers Orient Black Swan Publications**

**Final semester Examination: 65 marks**

**Questions based upon the syllabus**

- **Internal assessment: 10 marks**  
Viva
- **Tutorial: 15 marks**  
Evaluation of project
- Attendance 10

**SECA – (1) TRAVEL WRITING AND REVIEW WRITING – 2 CREDITS (Course Code: ENG-M-SECA-3-1-TH/TU)**

#### **Unit A**

- Writing Travelogues
- Writing Travel-Diaries
- Writing Blogs on Tourist Attractions etc
- Gender and Travel
- Itineraries
- Personal narratives
- Tour Plan, and advice
- Travel and Tourism Advertisement

#### **Unit B**

- Review of TV Shows
- Style, Presentation and Technique
- Book Review
- Film Review

#### **Music Review**

- Review of Any Event

#### **RECOMMENDED READINGS:**

- Indian Tourism : Beyond the Millenium .Gyan Publishing House
- Fundamentals of Tourism and travel. L. K. Singh. Isha Books.

- Tourism Manage. Global Vision Publishing House
- The Cambridge Companion to Travel Writing. Peter Hulme.
- The Cambridge Introduction to Travel Writing. Tim Youngs

Evaluation Pattern : 80 marks

1. Two long questions from Unit A 1. 2 and 3. (6x2=12)

2. Prepare an itinerary (5)

3. Write a personal narrative (5)

4. Prepare an advertisement for a travel agency (2x5=10)

6. Plan a short tour for specified traveler (6)

7. One question on style and technique of Review Writing (10)

8. One question on writing a review of Book or Film (15)

9. One question on writing a review on Music/T V Show or Event (15)

Internal assessment (10): Present a tour package covering important sights of a place(5)

Review a book or film of your choice (5)

Attendance:10

or

**(2) CONTENT WRITING – 2 CREDITS (Course Code: ENG-M-SECA-3-2-TH/TU)**

- Blogs (food, fashion, music, beauty, film, travel etc)
- News articles for web
- Need for content writing
- Plagiarism

RECOMMENDED READING

- Content Strategy for the Web, Second Edition. New Riders. 2012
- Everybody Writes : Your go-to-guide to Creating Ridiculously Good Content. Ann Handley. Wiley
- Made to Stick : Why some ideas survive and Others Die. Random House. 2007. Chip Heath and Dan Heath.

End semester examination 80 marks

1. Two long answer type questions (10x2=20)
2. Creating news for the web from given cues (5x4=20)
3. Writing a blog (20)
4. Digital news writing. (20)

Internal: 10 marks

Question based on syllabus

Attendance 10

## **SEMESTER 4**

**CC 8 – 6 CREDITS (5 CREDITS THEORY AND 1 CREDIT TUTORIAL)**

**(Course Code: ENG-M-CC-4-8-TH/TU)**

### **PR & ADVERTISING**

- Public relations
- Meaning and definition
- Essentials of public relations
- Principles of public relations
- Methods of public relations (tools)
- PR Ethics

- Press release
  - Press conferences
  - Future of PR
  - Functions of advertising
  - Elements of advertising
  - Selection of advertising media
  - Outdoor advertising
  - Indoor advertising
  - Formulation of an advertising campaign
  - Types of Advertisements
  - Classifieds and display advertisements
  - Advertising vis-à-vis PR and marketing
- **RECOMMENDED READING**
  - A Handbook of Mass Communication and Journalism- Vir Bala Aggarwal
  - Handbook of Public relations and communications - Philip Lesly Tata Mcgrew Hill
  - Public relations in India -D. S. Mehta Allied publications
  - Corporate Public relations- K Balan Allied publications
  - Advertising made simple Frank Jefkins
  - Advertising today: The Indian context- S. Dutta
  - Creative Advertising- theory and practice- G. Dyor

**Final semester Examination: 65 marks**

**A. Public relations**

1. Two long questions out of three (2x6)
2. Three short notes out of five (3x4)
3. Write one press release out of two (6)

**B. Advertising**

4. One long question out of two (7)
5. Four short questions out of five (4x2)
6. Write two classifieds out of three (2x5)
7. Prepare one display advertisement on any product or service 10

**Internal assessment: 10 marks** question paper based evaluation relating to the syllabus

**Tutorial: 15 marks**

PPT presentation of an advertising campaign for a product or service by including these steps: SWOT analysis of the product and company, Plan the budget, Identify the target customers, Define the product and message, Create a logo and a slogan, Choose the media and prepare marketing materials to promote your product.

Attendance 10

**CC9 – 6 CREDITS (5 CREDITS THEORY AND 1 CREDIT TUTORIAL)**  
**(Course Code: ENG-M-CC-4-9-TH/TU)**

**MASS COMMUNICATION AND MASS MEDIA: PRINT, ELECTRONIC, DIGITAL  
AND NEW MEDIA**

**Learning Objectives and Expected Outcomes:**

- To impart ideas and concepts about communication strategies, psychological and sociological impact of media on society.
- To give students knowledge about print media and the various sources and types of news

At the end of the semester the students will be able to:

- Recognize the various types of communication, the barriers to communication and the various forms and functions of mass media
- Identify the various forms and sources of news in print media
- Write captions, letters to the editor and post editorial material.
- Understand and realize the impact of media on society

**Unit 1: Mass communication**

- Features of mass communication and effects of mass media

**Unit 2: Print Media**

- News agencies: press trust of India
- Impact of Newspaper on Society
- Paid news
- Yellow journalism
- Organizational structure of Newspaper
- Sources of News

**Unit 3: Electronic, Digital and New Media**

**Learning Objectives and Expected Outcomes:**

- To impart knowledge about the various forms of electronic media
- To train the students in radio and television programme genres
- To facilitate learning about the online platforms and online content writing

At the end of the semester the students will be able to:

- Identify the types of radio and television programme
- Know the various design and layouts of radio and television programme
- Understand the qualities of a radio and television anchor and presenter

**Radio and Television:**

- Fundamentals of Radio and TV
- Writing Scripts for Radio and TV Programme/Radio Jockey
- Role and Qualities of News Presenter and Anchor, Body Language, Tone and Fluency

**New Media**

- Internet and its uses
- Social media

**Readings:**

- Journalism: Principles and Practice- Tony Harcup- Sage Publications
- An Introduction to Mass Communication in India- Keval J Kumar – Jaico publishers
- Handbook of Journalism and Mass Communication – VirBala Aggarwal, V.S. Gupta
- Mass Communication and Journalism in India – D.S. Mehta – Allied publishers
- Encyclopedia of Journalism and Mass Communication- O M Gupta
- Mass Communication in India: A Sociological Perspective- J.V Villanilam
- Mass Communication and Journalism in India- Dalpat Singh Meheta
- McQuail's Mass Communication Theory- Dennis McQuail- Sage Publication
- Textbook of Mass Communication and Media- Joshi and Uma
- Broadcasting in India- P.C. Chatterjee- Sage Publications
- Radio and Television- K.M Srivastava- Sterling Publications
- Understanding Digital Culture- Vincent Miller- Sage Publications

**Final semester Examination: 65 marks**

- **Unit 1: Mass Communication**
- 1. One long question out of two (6)
- **Unit 2. Print Media**
- 2. Write short notes on any three out of five (3x3)
- 3. Write a long answer on any one out of two (10)
- **Unit 3: Radio and Television**
- 4. Two long questions on Radio and TV out of four (2x10)
- 5. Two short notes on Radio and TV out of three (2x3)
- 6. Objective type questions (8)
- **Unit 4: New Media**



- 7. One long answer out of two questions (6)
- **Internal Assessment:** Set a question paper from the components of the syllabus (10 marks)
- **Tutorial: 15 marks**
- Present a term paper on any topic from the syllabus
- Attendance 10

**CC10 – 6 CREDITS (4 CREDITS THEORY AND 2 CREDITS PRACTICAL)  
SOFT SKILL DEVELOPMENT AND POWERPOINT PRESENTATION  
(Course Code: ENG-M-CC-4-10-TH/P)**

- Soft Skills: Communication: Verbal and Non-Verbal, Self-Motivation, Leadership, Responsibility, Teamwork, Problem Solving, Decision-Making, Ability, Time Management, Negotiation and Conflict Resolution, Persuasion
- **Mock interview**
- **Group discussion**
- PowerPoint Presentation: techniques and application

**RECOMMENDED READINGS**

- Keep Talking:Friederike Klippel ,CUP
- **Speaking power point. The new language of business by Bruce k Gabriella.**
- **Presentation Zen by Garr Reynolds.**
- **Slide:ology:The Art and Science of Creating Great Presentations. Nancy Duarte**
- **Bridging the Soft Skills Gap by Bruce Tuglan.**
- **Personality Development and Soft Skills. BY Braun Mitra.**
- **Communication skills by Sanjay kumar**
- Professional speaking Skills:Aruna Koneru,OUP

Evaluation pattern

Theory (50)

- Questions to be framed on soft skills and power point presentation techniques

Practical

- Mock interview(15)
- Group Discussion (15)
- Internal Assessment (10):PowerPoint Presentation on job or career related set topic
- Attendance 10

**SECB: (1) BUSINESS ENGLISH COMMUNICATION – 2 CREDITS  
(Course Code: ENG-M-SECB -4-1-TH/TU)**

1. **Communication in Business**
  - i. Role of communication in the business world
  - ii. Patterns of business communication
2. **Business Correspondence**
  - i. Business letters
  - ii. Writing memos
  - iii. Writing minutes
  - iv. Writing agenda
  - v. Writing circulars
  - vi. Writing notices
  - vii. Writing CV
  - viii. E-communication
3. **Writing Project Reports**
  - i. Types of report
  - ii. Writing a project report
4. **Oral Communication**
  - i. Placement interview
  - ii. Presentation skills

**Recommended Readings:**

- Bhatia, R.C., *Business Communication*, New Delhi: Ane Books Pvt Ltd
- Scot, O., *Contemporary Business Communication*, New Delhi: Biztnatra

Parikh, J.P. *et al*, *Business Communication: Basic Concepts and Skills*, Hyderabad: Orient Blackswan

**Final Semester Examination: 80 marks**

- 1. One long question on Communication in Business out of two: 8 marks
- 2. Write a business letter (enquiry/ order/complaint//apology/reference):10marks
- 3. Write a memo on any given topic: 10marks
- 4. Write notice, agenda and minutes of a meeting: 12marks
- 5. Write job application with CV: 10 marks
- 6. Write a circular (business or sales):10marks
- 7. Write an e-mail on any given topic: 6 marks
- 8. Write a long question on project report :( 14 marks)
- **Attendance: 10 marks**

Internal assessment 10 marks: Power Point Presentation on any business communication related topic

**or**

**(2) PLAN AND BUDGET WRITING– 2 CREDITS (Course Code: ENG-M-SECB-4-2-TH/TU)**

- **Planning, estimate, resources and expenditure.**
- **Writing a proposal.**
- **Budgeting.**

EVALUATION:

End semester evaluation(80 marks)

1.long question 2x10=20

2.short questions 5x6=30

3.writing a proposal 15

4.preparing a budget 15

Internal: 10 marks

Question based on syllabus

Attendance 10

## **SEMESTER 5**

**CC11 – 6 CREDITS (4 CREDITS THEORY AND 2 CREDITS PRACTICAL)  
(Course Code: ENG-M-CC-5-11-TH/P)**

### **INTERVIEWING TECHNIQUES, TALK SHOW, NEWS READING AND WRITING, PUBLIC SERVICE ANNOUNCEMENT, COMMENTARY AND COMPERING**

#### **Learning Objectives and Expected Outcomes:**

- To help students to enhance their creative skills in media reading, writing, compering, presenting
- To prepare students to act as media professionals in the electronic and digital media

At the end of the semester the students will be able to:

- Prepare and present news for radio and television
- Present and market commercial products
- Design and present radio or television talk shows and discussions
- 
- Practical:
  - News writing and reading- radio and television
  - Public service announcements
  - Making commentary or demonstration (with visual aids)
  - Compering (in given situations), making a speech or radio/ T.V panel discussion

A. Mock Interviews:

Types of Interviews; Structured, Unstructured , Problem solving or Case Interview , Panel Interview.

Areas of enquiry: Telephone Interview, Art of Interviewing: Research Planning, Training, Questions, Writing the piece.

**B. Talk Show:**

- TV and Radio Programming
  - Late night talk shows vs Day time shows
  - How to structure a Talk Show
  - Political Talk Shows
  - Issue based Talk show
  - Comedy Talk shows
  - Talk show hosts and hosting
- 
- News writing and reading- radio and television
  - Public service announcements
  - Making commentary or demonstration (with visual aids)
  - Compering (in given situations), making a speech or radio/ T.V panel discussion

**Readings:**

- Cambridge English for the Media- Nick Caramella, Elizabeth Lee- Cambridge University Press
- Talking Trash: The Cultural Politics of Day Time TV Talk Shows: NYU Press. Julie Engel Manga.
- Icons of Talk: The Media Mouths that Changed America. Donna L Harlper, Green Wood Press.
- Television Talk Shows: Discourse, Performance, Spectacle- Andrew Tolson, Lawrence Erl. Baum Associates.
- Talk Fiction: Literature and The Talk Explosion –Irene Kacandes, university of Nebraska Press.
- The Essential Job Interview Handbook –Jean Baur, Jacio publishing House.
- Interview Skills. D.S.Paul, Manpreet Kaur.
- Soft Skills- K Alex, S Chand.

**Evaluation pattern:**

- Theory(50 )
- Questions based on interviewing techniques, soft skills, News writing from given cues
- Practical(30)
- Public service announcements :2 (3+3=6)
- News reading :Radio and TV (3+3=6)
- Commentary of an event or Demonstration of a product to be launched in the market (8)
- Hosting a Talk show/Radio / TV panel discussion (10)

Internal assessment: 10 marks

Question based on syllabus

Attendance 10

**CC12 – 6 CREDITS (4 CREDITS THEORY AND 2 CREDITS PRACTICAL)**  
**(Course Code: ENG-M-CC-5-12-TH/P)**

**ON JOB TRAINING AND INTERNSHIP REPORT WRITING**

**Learning Objectives and Expected Outcomes:**

- To enable students to experience and gain job skills in the corporate and media sector
- To allow for practical application of the knowledge gained in the previous semesters
- To aid students to realize the demands and expectations of the employment sector and build adaptability and negotiation tactics
- To explore the various employment options
- To understand the technicalities of English language teaching

At the end of the semester the students will be able to:

- Note and observe personal experience in the internship period and prepare a report
- Develop adaptability and job skills through adequate exposure to the employment sector

**Unit 1: Corporate/ Media Internship:** Students have to undergo an internship for a period of one month in a corporate or media house and prepare a report for evaluation which must include their company/ job profile, daily/weekly detailed report, experience gained, constraints faced and original copy of their certificate received from their company.

Evaluation pattern:

Theory (50)

- One long question (20)
- Short questions three out of five (5x3=15)
- Five objective type questions out of seven (5x3=15)

Practical (30)

- Students must carry their on-job training reports to their practical examination centres
- Evaluation of project report (20)
- Viva based on reports (10)

- Internal Assessment: Mini presentation on any one report 10 Marks  
Attendance 10 Marks

**DSEA (Any one of the following)**

**1NEWSPAPER REPORT AND FEATURE WRITING– 6 CREDITS**  
(5 CREDITS THEORY AND 1 CREDIT TUTORIAL)  
(Course Code: ENG-M-DSEA-5-1-TH/TU)

- Reporting Different News Stories
- Feature Articles
- Importance and Types of Headlines
- Letters to the Editor
- Classified advertisements
- Photo journalism & caption writing

**Readings:**

- Reporting and Editing Practice- Sourin Banerjee
- News Reporting and Editing- K M Srivastava- Sterling Publishers
- Editing Manual- Sourin Banerjee
- Outline of Reporting- M K Joseph

**Evaluation:**

End semester- 65 marks

1. Reporting a news story based on cues (10 marks)
2. Writing a feature article on a given topic (10 marks)
3. Putting newspaper headlines on two given news stories. (5x2=10)
4. Writing a letter to the editor. (10)
5. Writing short notes on concepts related to the paper. (5x3=15)
6. Writing snippets based on given topics (5x2=10)

Tutorial: 15 marks

Photo journalism and caption writing

Internal : 10 marks

Question paper based evaluation

Attendance 10

**Or**

**2 TV AND RADIO SCRIPT WRITING – 6 CREDITS**  
(5 CREDITS THEORY AND 1 CREDIT TUTORIAL)

(Course Code: ENG-M-DSEA-5-2-TH/TU)

**Unit 1: Radio Script Writing**

- LIVE studio broadcast
- Field reporting: qualities and skills
- Storyboard
- Writing radio commercials, interviews, talk shows and studio discussions

**Unit 2: Television Script Writing**

- TV programme format
- Reporting skills and editing
- Documentary production techniques
- Storyboard writing- television commercials and talk shows (camera angles & movements, transitions, graphics and special effects) and script writing for TV documentary on matters of public interest.

**Readings:**

- Broadcasting in India- P.C. Chatterjee- Sage Publications
- Carrol Fleming- the Radio handbook- Routledge Publications
- Radio and Television- K.M Srivastava- Sterling Publications
- Writing and Production for Television and Film- John Riber- Sage Publications

Evaluation:

End semester examination: 65 marks

1. Long answer type question based on stages of production. (10)
2. Creating a storyboard for a Television commercial/ talk shows. (15)
3. Creating a storyboard for a radio commercial/talk shows. (15)
4. Creating a television programme format. (10)
5. Write short notes on the syllabus. (5x3=15)

Tutorial: 15 marks

Making a television documentary of 3 to 5 minutes on a socially relevant topic.

Or,  
Making a television programme script on a socially relevant topic.

Internal: 10 marks

Questions based on syllabus.

Attendance 10

**DSEB: (Any one of the following)**

**1 – TRANSLATION STUDIES – 6 CREDITS**  
(5 CREDITS THEORY AND 1 CREDIT TUTORIAL)  
(Course Code: ENG-M-DSEB-5-1-TH/TU)

- Translation as a Skill
- History of English Translation in India
- Components of Translation
- Common Errors and Editing
- Translation in Fiction and Non-fiction

RECOMMENDED READINGS

- **A handbook of Translation studies- Bijoy Kumar Das Atlantic Publishers**
  - **Introducing Translation studies- Jeremy Munday Routledge**
  - **Fundamental of writing- Paul Lima**
  - **Everybody writes- Ann Handley**
  - Jyoti Bhattacharya, Transcreations: Some Experiments on Tagore Songs, Kolkata: Gangchil
  - Mona Baker, In other Words: A Coursebook on Translation, Routledge, 2001
  - J.C..Cafford, A Linguistic Theory of Translations, London: OUP, 1965.
  - Sukanta Chaudhuri, Translation and Understanding. New Delhi: OUP.
- Evaluation:
    1. Long answer type question on history of translation, components and skills (2 out of 3) (10+10=20)
    2. Write short notes: (5x4=20)
    3. Correct errors in a passage (10 marks)
    4. Translational differences (in the fields of fiction and nonfiction, and print media)(5x3=15)

Tutorial: 15 marks

Provide subtitles to an audio or video clip or present a term paper.



Internal: 10 marks  
 Question based on syllabus  
 Attendance 10

**2 – FILM STUDIES – 6 CREDITS**  
 (5 CREDITS THEORY AND 1 CREDIT TUTORIAL)  
 (Course Code: ENG-M-DSEB-5-2-TH/TU)

- Indian and Global Cinema
- Censorship
- Indian Cinema as an Academic Domain with Reference to Representation, Politics and Ideology

RECOMMENDED READINGS

- **History of Indian cinema by Renu Saran**
- **How to Read a film .Book by James Monaco**
- **Film Art: An Introduction by David Bordwell, David and Thompson Bordwell, and Kristin Thompson**

Evaluation:

End Semester Examination: 65 marks

1. Long answer type questions (3 out of 4= 10x3=30)
2. Write short notes: (5x3=15)
3. Short answer type answer in one or two sentences: (1x5=5)
4. Analyzing a film of your choice based on content/theme, popularity and techniques used.(15)

Tutorial: 15 marks

Film screening and on-spot review

Or, Analysis of a film based on genres like children's films, animation, biopics, Sci-fi, Romantic comedies etc.

Internal: 10 marks

Question based on syllabus

Attendance 10

**SEMESTER 6**

**CC13 – 6 CREDITS (5 CREDITS THEORY AND 1 CREDIT TUTORIAL)**  
 (Course Code: ENG-M-CC-6-13-TH/TU)

## ENTREPRENEURSHIP DEVELOPMENT

### **Learning Objectives and Expected Outcomes:**

- To impart knowledge about various opportunities and means of being self-employed
- To assist students to grasp the qualities of an entrepreneur
- To make the students of the contribution of financial, human and material resources in the making of a successful business.

At the end of the semester the students will be able to:

- Articulate the concept of an entrepreneur
- Know and select the ways to manage finance and human resource
- Prepare a project plan and a business plan
- Identify the sources and methods of funding

### **Unit 1: ENTREPRENEURSHIP BUILDING:**

- Meaning-importance psychological sociological factors and distinctive competence
- Entrepreneurship process
- Identification of opportunities
- Choice of technology
- Make or buy decision
- Biography of Indian entrepreneurship
- Status of worldwide entrepreneurship
- Need scope and characteristics of entrepreneur special schemes for technical entrepreneurs, STED
- Social responsibility and business ethics
- Environmental awareness
- Human resource management
- Management of self and understanding human behavior
- Leadership
- Motivational attitude belief
- Assessment
- Organization-psychological-transactional approach and analysis
- Creativity
- Problem solving
- Strength-weakness-opportunity and threat techniques (SWOT)
- Decision markers
- Stress management-positive reinforcement
- Recruitment
- Selection
- Training

### **1. TECHNOLOGY MANAGEMENT**

- Criteria for principles of product, selection and development
- Choice of technology and plant equipment
- Energy requirement and utilization
- Plant layout and process planning for the product
- Quality control/ quality assurance and testing of the product
- Production management: elements of production process, production planning and control, product developing testing facilities, patents, quality assurance, time control and cost control, total quality management
- Material purchasing management: materials planning and budgeting, source selection and public buying, value engineering, value analysis, economic ordering quantity, inventory control, linkage with import and export management

### **2. PROJECT FORMULATION**

- Needs, scopes and approaches
- Stages and methodology project identification, selection of a project format, project report writing
- Analysis and evaluation of a project report
- Critical decision making area-money-market-people
- Interaction with appraisal authority and financial institutions, project outline of relevant professions
- Economic viability and financial feasibility
- Business and industrial laws, labour relations
- Entrepreneurs and society, changing concept of social responsibility, shift to ethics, institutionalizing and challenge of relativism

### **Unit 2: FINANCIAL MANAGEMENT:**

- Institutions, financial procedure and financial incentives, banking norms as in vogue
- Financial ratio and their significance
- Costing and pricing
- Knowledge of capital market and mobilization thereof
- Funds flow and cash flow concept

### **1. MARKETING MANAGEMENT**

- Exposure to demand based, resource based, import substitutes and export promotion industries
- Market survey techniques
- Elements of marketing and sales management
- Nature of product and market strategy, packing and advertising, after sales services
- Touch of Import-Export procedure and methods

- Analyzing marketing opportunities, planning marketing strategy, forecasting marketing mix, advertising the marketing program and sales management

## **2. MONITORING AND FOLLOWUP:**

- Sickness in small scale industries and their remedial measures
- Coping with uncertainties and managing the situation

## **3. DATA BASE MANAGEMENT:**

- Books of accounts, financial statement
- Creation of data base/ management information system (MIS)

## **4. STATUTORY PROVISION:**

- Licensing, registration – Municipal by laws and Insurance coverage
- Important provision by factory Act, Sales of Good Acts, Partnership Acts
- Pollution control and Environmental Act
- Income Tax, Sales Tax and Excise Rules

## **5. KNOWLEDGE INPUT:**

- Industrial and economic policy declared by Govt. from time to time

### **Readings:**

- Enterprise and Entrepreneur by DilipGangopadhyay
- Entrepreneurial Development by Dr. S.S. Khanka – Chand publication

### **Final semester Examination: 65 marks**

- **Unit 1: Entrepreneurship building**
- 1. Three long questions out of five (5x3=15)
- 2. Four short notes out of six (4x4=16)
- **Unit 2: Financial management**
- 3. Three long questions out of five (6x3=18)
- 4. Four short notes out of six (4x4=16)
- **Attendance: 10 marks**
- **Internal Assessment:** Objective/MCQ type questions
- **Tutorial: 15 Marks**
- Design a bankable project within 15 to 20 A4 pages
- OR
- Present a term paper on any topic related to the subject

**CC14 – 6 CREDITS (4 CREDITS THEORY AND 2 CREDITS PRACTICAL)**  
**(Course Code: ENG-M-CC-6-14-TH/P)**

### **RESEARCH PROJECT**

### **Learning Objectives and Expected Outcomes:**

- To enable the students to understand various methods of qualitative and quantitative research
- To help students to understand data collection and analysis
- To help students to write and present a project and defend their hypothesis

At the end of the semester the students will be able to:

- Conduct an independent field survey
- Collect and analyze data
- Present and defend their findings

### **Unit 1: Basic concepts of Research Methodology**

- Referencing and note taking
- Bibliography preparation
- Preparing hypothesis statement
- Data collection and analysis

### **Unit 2:**

- Project (Socio-economic survey) :topics of research should be of social and economic relevance
- Viva: Students must carry their research projects to their examination centres
- Students have to present a survey report on any one of the many socio-economic problems. The report shall have to contain 30 to 40 typed pages and shall have to be presented in bound form during the University examination. It should also contain endorsement of the teacher guide, head and the principal of the college.
- The report shall generally include the following:
  - a. Introduction of the topic
  - b. Purpose: aims and objectives of the project
  - c. Methods used: shall use listening, speaking, reading and writing skills
  - d. Data collection: preparation of questionnaire- 10 to 15 questions in each questionnaire for 5 categories of people to be interviewed. Ten persons are to be interviewed in each category.
  - e. Findings: graphical representation of the findings of the questions and each category along with interpretations
  - f. Constraints faced during the project
  - g. Conclusion
  - h. Bibliography

### **Readings:**

- Research Methodology- C. Kothari

Evaluation pattern

- End semester examination: Theory(50)
- Questions to be based on Unit 1
- Practical (30)
- Viva of individual students based on their research project.
- **Attendance: 10 marks**
- **Internal assessment: 10 marks**

Mini presentation on the topic chosen for Socio- economic Survey Project .

### **DSEA (Any one of the following)**

#### **1CRITICAL READING AND UNDERSTANDING GENRES – 6 CREDITS** (5 CREDITS THEORY AND 1 CREDIT TUTORIAL) (Course Code: ENG-M-DSEA-6-1-TH/TU)

- Genre Analysis
- Exploration: Genre, Elements of Literature
- Analysis: Point of View, Characters, , Setting, Themes
- Choosing Articles and Applying the Reading Methods to Identify the Key Ideas
- Critical Reading and Analytical Reading Method
- Pre-Reading, Annotating, Outlining, Summarising, Finding Oppositions

#### RECOMMENDED READINGS

**The Accidental Creative. How to be Brilliant at a Moments Notice by Todd Henry**

**A Linguistic Guide to English Poetry. Geoffrey Leech. CUP.**

**A Linguistic Guide to English Prose . Geoffrey Leech and M.Short. CUP.**

Final evaluation : 65 marks

1. Long answer related to the theoretical concepts of critical reading. (10)
2. Write 4 short notes on concepts of different literary and non-literary genres and terms (5x4=20)
3. Identifying key ideas from a passage and representing them diagrammatically through flowcharts, vent diagrams or tree diagrams. (10)
4. Identifying main and supporting arguments from a passage and summarizing them. (10)
5. Analyzing a given passage based on point of view, characters, setting and themes.  
(15)

Tutorial: 15 marks

Applying critical reading strategies to a fiction or non-fiction book and presenting a complete analysis based on given criteria.

Internal: 10 marks

Short answer type question paper based

Attendance 10

**2 DISCOURSE ANALYSIS – 6 CREDITS**  
**(5 CREDITS THEORY AND 1 CREDIT TUTORIAL)**  
**(Course Code: ENG-M-DSEA-6-2-TH/TU)**

- Text Types (Newspaper, Magazines, Journals, Advertisements, Short Stories)
- Discourse Markers, Anaphora, Cataphora, Co-Reference and Deixis
- Central and Supporting Ideas – Topic Sentences
- Signposting
- Investigating and Analysing Discourse

RECOMMENDED READINGS

1. Johnstone, B. (2002). *Discourse analysis*. USA, UK: Blackwell
2. Gee, J. P. (1999). *An Introduction to discourse analysis. Theory and method*. London, New York: Routledge
3. Wood, L. A. & Kroger, R. O. (2000). *Doing discourse analysis: Methods for studying action in talk and text*. UK, USA, India: Sage.
4. Yule, G. & Brown, G. (1983). *Discourse analysis*. New York, New Rochelle, Melbourne, Sydney: Cambridge University.
5. Wetherell, M., Taylor, S. & Yates. S. J. (2001). *Discourse Theory and Practice. A Reader*. London, New Delhi: Sage Publications.

Final evaluation: 65 marks

Questions based on the syllabus

Tutorial : 15 marks

- Project on presenting the discourse markers of a particular text from a book, or magazine, or newspaper .

Internal: 10 marks

Short questions based on syllabus

Attendance 10

**DSEB: (Any one of the following)**

**1 – LANGUAGE ONLINE – 6 CREDITS**  
**(5 CREDITS THEORY AND 1 CREDIT TUTORIAL)**  
**(Course Code: ENG-M-DSEB-6-1-TH/TU)**

- Oral language
- Spread of Internet Language – Cultural Transmission through Memes etc
- Pinterest
- Case Study: Twitter Instagram
- Effects of Internet on English Language
- New Vocabulary – Examples of New Words
- Internet Slang and Survival

RECOMMENDED READING

- **Instant Messaging and Internet Slang Lexicon. Ray Meyers Jr. PocketCrib, 2008**
- **Understanding Internet Slang. John Appleseed.**
- **The Farlex Idioms and Slang dictionary. Farlex International**
- **Language and the Internet. David Crystal. Cambridge University Press**

Evaluation pattern for end semester examination of 65 marks

1) Short questions based on new words, trending usages and evolving interactive patterns with changing phraseology. 5×2=10 marks



2) Internet slangs and new-age informal correspondence. Short answer-based questions.  $2 \times 5 = 10$  marks.

2) Long-answer based questions. ( $2 \times 10 = 20$  marks)

3) Case studies : Twitter, Pinterest, Instagram, etc. 10 marks

4) Questions on social impacts and effects with examples. (15 marks)

Attendance = 10 marks

Question-paper based evaluation for internal assessment. 10 marks.

Tutorial : 15 marks

Presentation on any topic from the syllabus.

**2-CREATIVE WRITING – 6 CREDITS**  
(5 CREDITS THEORY AND 1 CREDIT TUTORIAL)  
(Course Code: ENG-M-DSEB-6-2-TH/TU)

- Writing Short Story, Poetry, Free Verse, Plays, Script, Autobiography
- Creating Characters
- Plots
- Writing for Children (Fantasy)
- Comic Script Writing
- Writing Diaries/Journals
- 

RECOMMENDED READINGS

**On Writing Well : The classic guide to writing non-fiction. William Zinsser. Harper Perennial**

**Writing Tools. Peter Clark. Hachette Book Group USA**

**The elements of Style. Pearson. 1999. William Strunk Jr. & E.B. White**

Question pattern of the end semester examination of 65 marks.

- 1) Descriptive writing. (Long answer type pattern for short stories, fiction writing, poetry, daily journals etc.) 20 marks
- 2) Short features.  $10 \times 2 = 20$
- 3) Comic strip writing to context and illustrations. 15 marks

- 4) Short scripts on a given context (skit format for advertisements, street plays and screenplay framework) 10 marks.

Attendance 10 marks

Internal Assessment : Question paper-based evaluation on syllabi modules. 10 marks

Tutorial : 15 marks (Any 1)

- 1) Children's Literature & Autobiographical memoirs based on provided cues and contexts.
- 2) Script-writing for plays, serialized fiction shows and advertisements.
- 3) Prose-poetry, terribly tiny tales and writing to provided literary prompts.
- 4) Diary entries.