

SEMESTER 1

Generic Elective Paper 1: Academic Writing and Composition

Course Level Learning Outcomes:

Some of the course learning outcomes that students of this course are required to demonstrate run thus:

- develop a comprehensive understanding of the theoretical and practical aspects of business communication
- develop both basic and advanced skills in communication : writing precis and reports
- demonstrate through their speech and writing, appropriate communication with definite Introduction, Interjection & Conclusion
- communicate at different levels of social and receptive domains
- perform appropriate effective communication in different locations

Course Content:

The texts suggested here are in addition to those in the CBCS syllabus. Some texts/portions have been changed keeping in view the Course Level Learning Outcomes (CLLO) as well as global guidelines in the LOCF documents. Stakeholders, as already suggested, may make amendments in the finalization of the corpus as well as the points raised in the CLLO.

Unit 1:

Structuring an argument:

Essay writing – Introduction, Interjection and Conclusion

Unit 2:

Writing in one's own words:

Precis writing (a passage of 1000 + words into one – third its length)

Paraphrasing

Unit 3:

Social and business language of communication:

Letter writing, Application writing

Suggested Readings:

Liz Hamp-Lyons and Ben Heasley, Study writing: A Course in Writing Skills for Academic Purposes (Cambridge: CUP, 2006).

Renu Gupta, A Course in Academic Writing (New Delhi: Orient BlackSwan, 2010).

Ilona Leki, Academic Writing: Exploring Processes and Strategies (New York: CUP, 2nd edn, 1998).

Gerald Graff and Cathy Birkenstein, They Say/I Say: The Moves That Matter in Academic Writing (New York: Norton, 2009).

Eastwood, John. (2005) Oxford Practice Grammar. Oxford, OUP
Wallace, Michael. (2004). Study Skills. Cambridge, CUP

End term Semester Examination and distribution of marks:-

	F.M. 70
1. Essay in about 500 words (one from a choice of three)	1x20=20
2. Precis writing	1x10=10
3. Paraphrasing (unseen poem)	1x15=15
4. Letter Writing (one from choice of two)	1x15=15
5. Application writing	1x10=10

Internal Assessment: 30 Marks

The Continuous Internal Assessment (CIA) carrying 30 Marks shall have following components:

On the basis of written class / unit test. (The questions will be Critical / Objective / Explanatory type from the prescribed texts): 15

Project / Assignment / Paper Reading / Poster / Quiz / Seminar: 10

Classroom attendance and active participation with leadership qualities, good manners, discipline and articulation in routine class instructional deliveries: 05

SEMESTER 2

Generic Elective Paper 2: Language, Literature and Culture

Course Level Learning Outcomes:

Some of the course learning outcomes that students of this course are required to demonstrate run thus:

- see literature as a fine form of expression.
- use literature for analysis to understand the use of language
- see language as a major source of transmitting culture
- show the understanding of literature in the form of extrapolation (see the relevance of a story, poem, play etc in their own lives)
- show how cultures and languages are interrelated especially through their presentation of differences .

Course Content:

The texts suggested here are in addition to those in the CBCS syllabus. Some texts/portions have been changed keeping in view the Course Level Learning Outcomes (CLLO) as well as global guidelines in the LOCF documents. Stakeholders, as already suggested, may make amendments in the finalization of the corpus as well as the points raised in the CLLO.

Unit 1: Language:

Articles, Prepositions, Conjunction, Verbs.

Unit 2: Literature:

a) Poems:

Maya Angelou: *Still I Rise*

James Patrick Kinney: *The Cold Within*

Nissim Ezekiel: *Night of the Scorpion*

Leigh Hunt: *Abou Ben Adhem*

b) Short Stories:

Ruskin Bond: *A Face in the Dark*

R K Narayan: *The Tiger's Claw*

O Henry: *Hearts and Hands*

Ernest Hemingway: *Old Man at the Bridge*



End term Semester Examination and distribution of marks:-

F.M. 70

- | | |
|---|----------|
| 1. Grammar (fill in the blanks) | 10x1=10 |
| 2. a) Two critical questions of equal value from prescribed poems to be attempted out of a choice of three. | 2x10= 20 |
| b)Two critical questions of equal value from prescribed short stories to be attempted out of a choice of three. | 2x15= 30 |
| c) Objective questions from the prescribed texts.
(5 questions 2 marks each) | 5x2=10 |

Internal Assessment: 30 Marks

The Continuous Internal Assessment (CIA) carrying 30 Marks shall have following components:

On the basis of written class / unit test. (The questions will be Critical / Objective / Explanatory type from the prescribed texts): 15

Project / Assignment / Paper Reading / Poster / Quiz / Seminar: 10

Classroom attendance and active participation with leadership qualities, good manners, discipline and articulation in routine class instructional deliveries: 05



SEMESTER 3

Generic Elective Paper 3: Media And Communication Skills

Course Level Learning Outcomes:

Some of the course learning outcomes that students of this course are required to demonstrate run thus:

- develop the professional ability to communicate information clearly and effectively in all kinds of environment and contexts.
- demonstrate practical skills of various types of media writing, reviews, reports, programmes and discussions.
- demonstrate their familiarity with the new media, its techniques, practices of social media and hypermedia.
- critically analyze the ways in which the media reflects, represents and influences the contemporary world.
- identify avenues for a career in print and electronic media.

Course Content:

The texts suggested here are in addition to those in the CBCS syllabus. Some texts/portions have been changed keeping in view the Course Level Learning Outcomes (CLLO) as well as global guidelines in the LOCF documents. Stakeholders, as already suggested, may make amendments in the finalization of the corpus as well as the points raised in the CLLO.

Unit 1: Print Media:

- a) Journalistic report writing (about 300 words)
- b) Editorial / Feature Writing:
News Report / Book Review/ Film Review (in about 300 words)

Unit 2: Electronic media

- a) Types of Social Media
- b) Introduction to Cyber Media

Unit 3: Advertisement

- a) Types of Advertisement
- b) Advertising Ethics

Suggested Readings:

Bel, B. et al. Media and Mediation. New Delhi: Sage, 2005.

Bernet, John R, Mass Communication, an Introduction. New Jersey: Prantice Hall, 1989.
 Stanley J. Baran and Davis, Mass Communication Theory: Foundations, Ferment and Future. Boston: Wadsworth Cengage Learning, 2012.
 John Fiske, Introduction to Communication Studies. London: Routledge, 1982.
 Katherine Miller, Communication theories: Perspectives, Processes and Contexts. New York: McGraw Hill, 2004.
 Michael Ruffner and Michael Burgoon, Interpersonal Communication. New York & London: Holt, Rinehart and Winston 1981. UGC Document on LOCF English 95
 Kevin Williams, Understanding Media Theory. London & New York: Bloomsbury, 2015.
 V.S. Gupta, Communication and Development. New Delhi: Concept Publication, 2000.

End term Semester Examination and distribution of marks:-

F.M. 70

- | | |
|---|---------|
| 1. Journalistic report writing (one from a choice of two) | 1x15=15 |
| 2. Editorial writing (one from a choice of two) | 1x15=15 |
| 3. Two questions of equal value to be attempted from Unit 2 out of a choice of three. | 2x10=20 |
| 4. Two questions of equal value to be attempted from Unit 3 out of a choice of three. | 2x10=20 |

Internal Assessment: 30 Marks

The Continuous Internal Assessment (CIA) carrying 30 Marks shall have following components:

On the basis of written class / unit test. (The questions will be Critical / Objective / Explanatory type from the prescribed texts): 15

Project / Assignment / Paper Reading / Poster / Quiz / Seminar: 10

Classroom attendance and active participation with leadership qualities, good manners, discipline and articulation in routine class instructional deliveries: 05

SEMESTER 4

Generic Elective Paper 4: Contemporary India: Women and Empowerment

Course Level Learning Outcomes

Some of the course learning outcomes that students of this course are required to demonstrate run thus:

- see literature as a fine form of expression – female voices in India
- use literature for analysis to understand the use of language
- see language as a major source of transmitting culture
- how the understanding of literature in the form of extrapolation (see the relevance of a story, poem, play etc in their own lives)

Course Content

The texts suggested here are in addition to those in the CBCS syllabus. Some texts/portions have been changed keeping in view the Course Level Learning Outcomes (CLLO) as well as global guidelines in the LOCF documents. Stakeholders, as already suggested, may make amendments in the finalization of the corpus as well as the points raised in the CLLO.

Unit 1: Poetry

Kamla Das: *A Hot Noon at Malabar*

Toru Dutt: *Our Casurina Tree*

Sarojini Naidu: *The Bangle Sellers*

Unit 2: Short Stories

Ismat Chughtai: *Kallu*

Sudha Murthy: *The Supermen* (from *The Magic Drum and Other Favourite Stories*)

Kamla Das: *Hiramoni*

Unit 3: Novel

Kamla Markandaya: *Nectar in a Sieve*

End term Semester Examination and distribution of marks:-

F.M. 70

- | | |
|---|---------|
| 1. Objective (Questions from Unit 1, 2 & 3) | 10X1=10 |
| 2. Two Questions of equal value to be attempted from Unit 1 from a choice of three. | 2x10=20 |
| 3. Two Questions of equal value to be attempted from Unit 2 from a choice of three. | 2x10=20 |
| 4. One Questions of equal value to be attempted from Unit 3 from a choice of three. | 1x20=20 |

Internal Assessment: 30 Marks

The Continuous Internal Assessment (CIA) carrying 30 Marks shall have following components:

On the basis of written class / unit test. (The questions will be Critical / Objective / Explanatory type from the prescribed texts): 15

Project / Assignment / Paper Reading / Poster / Quiz / Seminar: 10

Classroom attendance and active participation with leadership qualities, good manners, discipline and articulation in routine class instructional deliveries: 05