



BENGALURU CENTRAL UNIVERSITY

SYLLABUS FOR B.A(Vocational) (Communicative ENGLISH)

**CHOICE BASED CREDIT SYSTEM
(SEMESTER SCHEME)**

2019-2020 onwards

PROPOSAL FOR COMMUNICATIVE ENGLISH SYLLABUS FOR BA VOCATIONAL

Marks Allotment per Semester

Theory: 70 Marks

Internal Assessment: 30 Marks

Practicals: 35 Marks

Practicals Internal Assessment: 15 Marks

On the Job Training to be done at the end of II and IV Semesters.

Reports to be submitted in the III and V Semesters: 50 Marks

Objectives

- To develop communicative competence in students.
- To train and equip the students to meet the requirements of the job market.
- To gear them to enter the corporate world and media.
- To hone their proper pronunciation, structure, appropriate use and style of English.
- To give them an insight into the working, operation and technicalities of different media and give practical exposure of the same.

I Semester

Paper 1: Introduction to Basics of Grammar

Module 1	
Parts of Speech	4 Hrs.
Module 2	
Concord	2 Hrs.
Module 3	
Tenses	4 Hrs.
Module 4	
Prepositions	2 Hrs.
Module 5	
Common Errors by Non- Native Speakers	2 Hrs.
Module 6	
Active and Passive Voice	4 Hrs.
Module 7	
Dialogue to Narrative	2 Hrs.
Module 8	
English for Communication	8 Hrs.
• Communication	
• Barriers of Communication	
• Kinds of Communication	
• Introducing and Greeting	
• Making Requests	
• Asking for and giving Permission	
• Giving Instructions and Directions	
• Participating in Conversations	
• Describing people, events, places etc.	

- Expressing regret
- Ending a Conversation
- Expressing opinions, views
- Offering Help

Module 9

Vocabulary

4 Hrs.

- Words often confused and misused
- Synonyms and Antonyms
- Homophones and Homonyms
- Phrasal Verbs and Idioms

Practicals – 50 Marks (35+15)

8 Hrs.

Practical exam to be conducted for 35 Marks.

15 Marks for Internal Assessment.

- Error Identification in Listening Comprehension
- Error Identification in Reading Comprehension

I Semester

Paper 2: Phonetics and Spoken English

Module 1

- What is Phonetics?
- Production of Speech Sounds
- Air-stream mechanism
- Organs of Speech
- Articulatory System

4 Hrs.

Module 2

Classification of Speech Sounds

8 Hrs.

- Consonants
- Vowels –Pure Vowels and Diphthongs

Module 3

Basic Principles of Phonology

2 Hrs.

- Allophones
- Minimal Pairs

Module 4

Syllable

4 Hrs.

- Syllable Structure
- Composition of the syllable
- Consonant Cluster

Module 5

Word Accent

4 Hrs.

- Word accent/stress
- Sentence stress

Module 6

Intonation 2 Hrs.

Module 7

Native languages influence on English in India 2 Hr.

Module 8

Transcription 6 Hrs.

Practicals – 50 Marks (35+15) 8 Hrs.

Practical exam to be conducted for 35 Marks.

15 Marks for Internal Assessment.

- Transcription
- Listening Comprehension
- Fluency Reading 10 Marks
- Speaking 10 Marks

II Semester

Paper 3: Reading Comprehension and Composition

Module 1

Reading Comprehension

8 Hrs.

- Skimming and Scanning
- Taking the students from answering short passages with factual questions to long passages that have inferential questions
- Identifying the tone, topic sentence and supporting sentences
- Rearranging sentences in a paragraph

Module 2

4 Hrs.

- Formal Letter Writing
- E-mail

Module 3

Paragraph Writing: Reflective, Descriptive, Narrative and Argumentative

8 Hrs.

- Writing short paragraphs
- Introduce students to various topics
- Description of a picture that is presented

Module 4

Dialogue Writing

4 Hrs.

Module 5

Analysis of Issue and Arguments

4 Hrs.

Module 6

Writing Summary

2 Hrs.

Module 7

Para Jumble

Para Completion

Odd man Out

4 Hrs.

Practicals – 50 Marks (35+15)

6 Hrs.

Practical exam to be conducted for 35 Marks.

15 Marks for Internal Assessment.

Reading Comprehension

Listen to audio clips and write a summary (Poem and Lecture)

Integrated and Independent Writing

II Semester

Paper 4: Language and Basics of Linguistics

Module 1

The Study of Language

8 Hrs.

- What is Language?
- Characteristics of Language
- Difference between Human and Animal Communication
- Functions of Language

Module 2

4 Hrs.

- What is Linguistics?
- Branches of Linguistics
- Relationship between the branches of linguistics

Module 3

6 Hrs.

- Definition, morph, morpheme and allomorph; inflection versus derivation; Free and Bound Morpheme
- Morphology as a study of word formation: common word forming processes
- Word formation: compounding, Reduplication, use of prefixes, use of suffixes, conversion borrowing, acronyms

Module 4

4 Hrs.

Semantics

- Definition,
- What is meaning?
- Lexical meaning and grammatical meaning

Module 5

10 Hrs.

Sociolinguistics

- Language, culture and society
- Speech-communities
- language and culture
- language, dialect and idiolect
- sociolinguistic variation
- bi/multilingualism

Practicals – 50 Marks (35+15)

8 Hrs.

Practical exam to be conducted for 35 Marks.

15 Marks for Internal Assessment.

Analyzing the language techniques in Prose and Poetry.

III Semester

Paper 5: Writing for the Media: Print

Module 1

Introduction to Print Media

4 Hrs.

- a. Origin and growth of Newspapers in India
- b. Structure of a Newspaper organization
- c. News Agencies
- d. Kinds of Journalism

Module 2

Major Newspapers, Magazines, tabloids

2 Hrs.

Module 3

Headlines

2 Hrs.

- a. Kinds of Headlines
- b. Writing Headlines for news reports

Module 4

News Report

2 Hrs.

- Types of News Writing
- Writing Reports

Module 5

Features

4 Hrs.

- Kinds of features
- Converting news reports to features
- Writing features

Module 6

Interviews and Profiles

4 Hrs.

- Types of Interviews
- Interviews of people from various fields

Module 7

Photo Essay

2Hrs.

Module 8

Writing for Magazines

4 Hrs.

Module 9

Film Review

4 Hrs.

- Watching a movie critically
- Practice reading reviews
- Identifying styles of reviews
- Write reviews

Module 10

Editorial Writing

4 Hrs

Practicals – 50 Marks (35+15)

8 Hrs.

Practical exam to be conducted for 35 Marks.

15 Marks for Internal Assessment.

Page making to be taught.

A lab Journal to be brought out.

20 Marks for Lab Journal .5 Marks for Viva.

Group activity 5 in a group

Short film to be shown and a review to be written: 10 Marks

III Semester

Paper 6: New Media Writing

Module 1

Social Media & Society

2 Hrs.

Module 2

Content Writing

2 Hrs.

- Kinds of Content
- Description

Module 3

Technical Writing

12 Hrs.

- Writing Descriptions of gadgets and processes
- General and safety instructions
- Preparing checks lists
- General Report writing
- Project Report writing

Module 4

Blogs

4 Hrs.

Module 5

Profile for Social Media

2 Hrs.

Module 6

Caption, hash tags and Twitter handling

6 Hrs.

Hash Tag activism

Module 7

4 Hrs.

Copy Editing

Proof Reading and Editing

Practicals – 50 Marks (35+15)

8 Hrs.

Practical exam to be conducted for 35 Marks.

15 Marks for Internal Assessment.

Writing Blogs on given topics

Product Description (Technically describing a given product eg. Rice Cooker)

IV Semester

Paper 7: Writing for the Electronic Media

Module 1	4 Hrs.
<ul style="list-style-type: none">• Introduction to radio and television as a media of Communication.• Radio and Television genres – Soaps, sitcoms, reality shows, game shows, news, features	
Module 2	
Radio News	4 Hrs.
Prioritization – Regional/National News Writing	
Module 3	
RJ Script	2 Hrs.
Module 4	
Radio Features	4 Hrs.
Module 5	
Radio Play	4 Hrs.
Module 6	
Public Service announcements	2 Hrs.
Module 7	
Radio Jingles/sign in/sign out	2 Hrs.
Module 8	2 Hrs.
Interviews (TV and Radio)	
Module 9	2 Hrs.
Podcast	
Module 10	8 Hrs.
Brief Introduction of History of Television in India and the World:	
<ul style="list-style-type: none">• Growth and development of television in India (From B/W to the present)• Television genres – Soaps, sitcoms, reality shows, game shows, news, features• T V News and Feature	

Practicals – 35 Marks (35+15)

6 Hrs.

A 10 minute radio program is to be produced in groups 3. Components to be included are

- a) Play /Feature
- b) Jingle
- c) PSA
- d) RJing

IV Semester

Paper 8: Creative Writing

Module 1	
Short story writing	4 Hrs.
Module 2	
Writing for Children and Young Adults	6 Hrs.
Module 3	
Book Review	2 Hrs.
Module 4	
Writing Speeches	2 Hrs.
Module 5	
Diary Writing	2 Hrs.
Module 6	
Writing different kinds of reviews eg. Art	4 Hrs.
Module 7	
Travel Writing	6 Hrs.
<ul style="list-style-type: none">• Brief history of travel writing• Read travel blogs• To write a travelogue with inputs	
Module 8	
Limericks/Haiku Poetry	4 Hrs.
Module 9	
Brochures	4 Hrs.
Practicals – 50 Marks (35+15)	6 Hrs.
Practical exam to be conducted for 35 Marks.	
15 Marks for Internal Assessment.	
Techniques of storytelling to be taught	
Writing a short story on a given theme and narrating the same story (storytelling).	
20 Marks for story writing and 15 Marks for narrating.	

V Semester

Paper 9: Advertising and New Media

Module 1

History of Advertising - 19th Century to present day

8 Hours

Objectives

Techniques of Advertising

Scope and challenges of Advertising

Factors influencing Advertisements (Local, National and Global)

Emergence of Ad agencies

Recent trends

Ethics

Advertising an idea and product

Module 2

Types of Advertising and formats

10 Hours

- Billboards, Hoardings,
- Flyers, Banners, Aerial Ads
- Radio Ads
- TV Commercials
- Mailers – Online/Offline, Mobile Ads (SMS Ads)
- Print Ads
- Online

Module 3

Copy Writing

8 Hours

- Layout and types, Designs, Typography, Calligraphy, Word Expressions, Colour, Theme
- Tag line, Signature lines, logo,
- Creative Brief, Check-list for Copy-Writing

Module 4

2 Hrs.

Advertising and positioning on You Tube and Social Media

Module 5

Brand Building:

6 Hrs.

- Brand Positioning, Promotional Strategies
- Top 10 Brands and their strategies

Practicals – 50 Marks (35+15)

6 Hrs.

Practical exam to be conducted for 35 Marks.

15 Marks for Internal Assessment.

To make a 10 minute presentation to promote a product or service or conduct a social awareness drive by using any four platforms mentioned in Module 2.

Marks would be based on content, language, kinesics, presentation, theme and colour scheme.

V Semester

Paper 10 Entrepreneurial Development Program

As per University Syllabus

Practicals – 50 Marks (35+15)

Practical exam to be conducted for 35 Marks.

15 Marks for Internal Assessment.

Project + Viva

VI Semester

Paper 11: Film Making

Module 1

8 Hrs.

- Growth and development of cinema from 1890 (World cinema)
- Motion Pictures
- Feature film
- Use of Animation
- Genres (Comedy, Romantic, Action, Horror, Biopics, Period Cinema)
- Kinds of cinema and its characteristics (Commercial, Art and Parallel Cinema)

Module 2

Brief History of Indian Cinema

6 Hrs

- Silent film, Feature Film and development of Regional Cinema
- Film Institutes in India
- T V News and Feature

Module 3

Cinematography

8 Hrs.

- Scene, Shot and Sequence
- Camera angles, Camera Movement, Image Size, Techniques, Continuity, Cutting, Close-ups and Composition
- Invention and Advancement of Cameras
- Profiles of famous cinematographers (Names to be suggested)

Module 4

Stages of Film-Making

8 Hrs

- Pre-Production – Ideation, scripting, location, Casting, shooting schedule etc.,
- Production Stage – Actual shooting, preparation and challenges
- Post-Production – Dubbing, Sound-recording, Editing (Apps/Software), Re-shooting, screening, SFX and Promotion of the film.

Practicals – 50 Marks (35+15)

10 Hrs.

Practical exam to be conducted for 35 Marks.

15 Marks for Internal Assessment.

A short film/documentary/docu drama to be made for 5 -8 minutes.

Film 25 Marks. Viva 10 Marks

VI Semester

Paper 12: Cultural Studies

Module 1

Introduction to Cultural Studies

Module 2

New Media and Culture

Module 3

Graphic Novel

Module 4

Thriller

Module 5

Myth

Essays to be decided

Practicals – 50 Marks (35+15)

Practical exam to be conducted for 35 Marks.

15 Marks for Internal Assessment.

I Semester

Paper 1: Introduction to Basics of Grammar

Max Marks: 70

Time: 3 Hours

Section A

1. Questions on Basics of Communication. 2x4=8
2. Listed below in the following sentence are a few words. Depending on their usage in the sentence, identify the part of speech to which they belong. 05
3. Fill in the blank with an appropriate word. 05
4. Fill in the blanks with the correct form of the word given in brackets (verbs). 06
5. Join the following sentences to make one complete sentence without using and, but or so. 05
6. Rewrite the sentences according to the given instructions. 05
7. Identify the errors in the following sentences. 05
8. Select the correct alternative from the given choices. (Sentences) 05

Section B

1. Vocabulary (Synonyms, Antonyms, Eponyms etc. context based) 10

Section C

1. To be tested on Voice. 05
2. To be tested on reported speech, 05
3. On module 8. 06

Practicals

- Error Identification in Listening Comprehension
- Listening and correcting the errors (Audio) 10
- Reading Comprehension (Audio) 15
- Editing a piece of writing 10

I Semester

Paper 2: Phonetics and Spoken English

Time: 3 Hours

Max. Marks: 100

I. Write short notes on the following.

2x5=10

1. Distinguish between phonetics and phonology.
2. What are the different organs of speech.
3. What are Monophthongs?
4. What is a syllable? Give examples.
5. What are content words and grammatical words?
6. Define stress/word accent with examples.
7. What are consonant clusters? Give two examples.

II. Answer the following in 100-150 words.

5X3=15

1. Write a note on classification and distribution of vowel sounds.
2. Describe in detail classification of consonants in English.
3. Define Intonation and elaborate on different tone groups.
4. What are diphthongs? How are they different from pure vowels? Discuss giving examples.
5. What are Fricatives? Describe the fricatives of English.

III. Give three term label for the following underlined vowels and diphthongs.

05

- a) slang b) often c) intuitive d) changes e) letter.

IV. Give three term label for the following underlined consonants.

05

V. Syllabify and state how many syllables are there in each word.

05

VI. Mark primary stress in the following words.

05

VII. Mark appropriate tone/ intonation on the following sentences.	05
VIII. Find minimal pair from the words given below	05
IX. Match the following words with correct prefixes and suffixes.	05
X. Fill in the blanks	05
XI. True or False	05

Practicals

1. Transcription (primary stress and tone marking)	15 marks
2. Fluency Reading	10 marks
3. Speaking	10 Marks

II Semester

Paper 3: Reading Comprehension and Composition

Time: 3 Hours

Max. Marks: 70

1. Paragraph writing	5x2=10
2. Formal letter / E Mail	10
3. Writing a Summary	10
4. Writing on an Issue based topics	10
5. Para Jumble	15
Para Completion	
Odd man Out	
6. Dialogue Writing	5x2 =10
7. Reading Comprehension	10

Practicals

Picture Interpretation	05
Listen to audio clips and write a summary (Poem and Lecture)	10
Integrated and Independent Writing.	10
Reading Comprehension (IELTS pattern)	10

II Semester

Paper 4: Language and Basics of Linguistics

Time: 03 hours

Max Marks: 70

1. Write short notes on the following. 2x5=10
2. Answer the following in 100-150 words 5x4=20
3. Answer the following in 200 words 1x06=06
4. Find free and bound morpheme in the following paragraph. 05
5. Correct usage of prefixes and suffixes 05
6. Various ways of new word formation (conversion, compound formation, reduplication, clipping, acronyms, blends, borrowings) 05
7. Match the following. 05
8. Fill in the blanks 05
9. True or False 05
10. Identify Language errors in the following sentences. 04

Practicals

1. Read the following passage and answer the questions given below (10) marks
 - a) Comment on the central idea of the passage. In which sentence(s) does the central idea occur?
 - b) Write a short paraphrase of the entire passage.
 - c) What is the structure of the paragraph and the link between the two paragraphs in terms of ideas and structural devices used?

2. Language analysis in poetry
Words, rhyme pattern structure (stylistics)

25 marks