



UNIVERSITY OF CALCUTTA

Notification No. CSR/57/2026

It is notified for information of all concerned that in terms of the provisions of Section 54 of the Calcutta University Act, 1979, (as amended), and, in the exercise of his powers under 9(6) of the said Act, the Vice-Chancellor has, by an order dated 25.05.2026, approved the Syllabus (including Question Patterns) of Communicative English (Core Vocational) under CCF, 2022.

The above shall take effect from the Even Semester Examinations, 2026 and onwards.

SENATE HOUSE

Kolkata-700073

27.05.2026

Prof.(Dr.) Debasis Das

Registrar

UNIVERSITY OF CALCUTTA
BA (Major)
Communicative English Syllabus
Under CCF

To train and prepare students to seek and find employment in the corporate, media, English language teaching, and content writing sectors.

To develop communicative competence in students.

To impart knowledge, ideas, and concepts related to the technicalities of proper pronunciation, structure, appropriate usage, and style of the English language, as well as its application in various areas of communication.

To expose students to employment opportunities, challenges, and job roles.

To enable students to conduct independent surveys, collect and analyses data, and prepare and present reports and projects.

To guide students in establishing self-employment strategies.

COURSE STRUCTURE

	DSCC	SEC	Credits
SEM I	DSCC 1 Reading and Writing Competence	SEC 1 Writing for Business Communication	DSCC 1 = 4 SEC 1 = 4
SEM II	DSCC 2 Content Writing	SEC 2 Travel Writing	DSCC 2 = 4 SEC 2 = 4
SEM III	DSCC 3 Introduction to English Phonetics and Phonology DSCC 4 Introduction to Language in Society	SEC 3 Entrepreneurial Thinking	DSCC 3 = 4 DSCC 4 = 4 SEC 3 = 4
SEM IV	DSCC 5 Listening and Speaking Competence DSCC 6 Introduction to Communication Theory DSCC 7 Fundamentals of English Language Teaching DSCC 8 Creative Writing		DSCC 5 = 4 DSCC 6 = 4 DSCC 7 = 4 DSCC 8 = 4
SEM V	DSCC 9 Mass Media: History, Contemporary Developments and Impact DSCC 10 Newspaper Report and Feature Writing DSCC 11		DSCC 9 = 4 DSCC 10 = 4 DSCC 11 = 4 DSCC 12 = 4

	Public Relations and Advertising DSCC 12 Script Writing for Radio and Television		
SEM VI	DSCC 13 Soft Skills DSCC 14 Introduction to Language Online DSCC 15 Technical Project and Report Writing		DSCC 13 = 4 DSCC 14 = 4 DSCC 15 = 4
SEM VII	DSCC 16 Introduction to Human Resource Management OR Translation Studies and Publishing OR Studying and Analyzing Film COMPULSORY INTERNSHIP Introduction to Human Resource Management OR Translation Studies and Publishing OR Studying and Analyzing Film OR Media/ Corporate Internship		DSCC 16 = 4 COMPULSORY INTERNSHIP = 16

SEM VIII	SURVEY-BASED RESEARCH PROJECT ON CONTEMPORARY SOCIO-ECONOMIC ISSUES		SURVEY PROJECT = 16 VIVA = 4

MARKS DIVISION

FOR ALL DSCC PAPERS:

Theory – 75 marks

Tutorial – 25 marks

FOR ALL SEC PAPERS:

Theory – 75 marks

Tutorial – 25 marks

University of Calcutta
Four Year Undergraduate Syllabus for Communicative
English (2023)
Course Structure

DISCIPLINE SPECIFIC COMPULSORY / CORE

SEMESTER 1

DSC 1: 4 CREDITS – Th-3+1Tu

READING AND WRITING COMPETENCE

Course Objectives

To develop students' understanding of accurate grammatical usage and enhance their command over the structural aspects of English.

To familiarize students with different reading strategies and improve their ability to interpret, analyse, and critically engage with texts.

To cultivate effective writing skills across multiple forms, enabling students to express ideas with clarity, coherence, and creativity.

To introduce students to the principles and practices of copyediting and proofreading, preparing them for professional and academic writing contexts.

To enhance students' sensitivity to language, style, and correctness in written communication.

Topics Include:

Unit A: Accurate Drafting Technique

- Copy Editing
- Proof Reading
- AI Tools used to enhance Accurate Drafting
- AI Tools to identify Plagiarism

Unit B: Reading Comprehension

- Skimming and Scanning
- Identifying Main Ideas
- Drawing Inferences
- Summarizing
- Critical Reading

Unit C: Writing Composition

- Précis
- Composition: Reflective, Descriptive, Narrative and Argumentative
- Dialogue Writing

Unit D: Accurate Grammatical Usage

- Common Grammatical Errors
- Sentence Structure
- Phrasal Verbs and Idioms
- Word Class: Lexical and Functional Category
- Understanding American Expressions

RECOMMENDED READINGS:

- A Practical English Grammar – A.J. Thomson, A.V. Martinet – OUP
- Function in English – Jon Blundell et al – OUP
- Oxford Practice Grammar – John Eastwood – OUP
- A Remedial English Grammar – F.T. Wood
- Word Power Made Easy – Norman Lewis – Penguin
- Intermediate English Grammar – Raymond Murphy – CUP
- Advanced Grammar in Use – Martin Hewings – CUP
- Practical English Usage – Michael Swan – OUP
- Oxford Word Skills – OUP
- Functions of English – Lee Jones – CUP
- Practice Makes Perfect: Advanced English Reading and Comprehension – Diane Engelhardt – McGraw Hill
- Write Rightly: A Course for Sharpening Your Writing Skills – Geetha Rajeevan – CUP
- Writing with a Purpose – C. Tickoo and J. Sasikumar – OUP

EVALUATION PATTERN:

End semester theoretical examination: 75 marks

Unit A: Copyediting and Proofreading

One Long question of 10 marks out of two (1x10) =10

Proofreading- 10

Unit B: Reading Comprehension: 10 marks

Unit C: Writing Competence: 30 marks

Unit D: Grammar and vocabulary: 15 marks- objective type questions.

Tutorial: 25 marks on Unit C and/or A

COURSE OUTCOMES:

By the end of the course, students will be able to:

- Demonstrate proficiency in grammatical accuracy, including the correct use of idioms, proverbs and word classes
- Apply different reading techniques (skimming, scanning, intensive, and extensive reading) to comprehend and analyse texts effectively.
- Identify main ideas, draw logical inferences, and produce concise summaries of given texts.
- Exhibit competence in various forms of writing—reflective, descriptive, narrative, and argumentative—using appropriate structure and style.
- Compose clear and coherent sentences, dialogues, and précis with attention to precision and brevity.
- Understand the roles and responsibilities of a copy editor and apply basic editing techniques to improve written texts.

SEC 1: FOR SEMESTER 1

WRITING FOR BUSINESS COMMUNICATION

Course Objectives:

- To develop formal writing skills
- To introduce business communication formats
- To enhance professional correspondence abilities

Topics Include:

- Business Letters
- Writing Memos
- Writing Minutes
- Writing Agenda
- Writing Circulars
- Writing Notices
- Writing CV
- E-communication
- AI Tools to improve Business Communication

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

EVALUATION PATTERN

End-Semester Theoretical Examination: 75 Marks

1. Write two business letters (enquiry / order / complaint / apology / reference) (1×10=10)
2. Write a memo on any given topic (10)
3. Write notice, agenda and minutes of a meeting (20)
4. Write job application with CV (15)
5. Write a circular (business or sales) (10)
6. Write an e-mail on any given topic (10)

Tutorial: 25 Marks

PowerPoint Presentation on any syllabus-related topic

COURSE OUTCOMES:

- To develop formal writing skills
- To introduce business communication formats
- To enhance professional correspondence abilities

SEMESTER 2

DSC 2 (4 CREDITS – TH 3+1 P)

CONTENT WRITING

Course Objectives

- To introduce students to the fundamentals and importance of content writing.
- To familiarize them with different types and formats of content.
- To provide basic knowledge of blogging and career opportunities in content writing.

Topics Include:

- Definition and Importance of Content Writing
- Types of Content Writing – Copy Writing, SEO Writing, Ghost Writing, Technical Writing, Long-form Content Writing, E-mail Marketing, Content Scriptwriting, Social Media Marketing
- Skills Required for a Content Writer
- Prospects of Content Writing as a Career Option
- Plagiarism in Content Writing and Means to Avoid It
- Writing Blogs (Food, Fashion, Music, Beauty, Film, Travel etc.)
- Steps of Blogging – Choosing a Blog Name, Getting Your Blog Online, Blog Designing and Customizing, Publishing Your First Post
- Writing News Articles for the Web
- Content Writing as Profession (Internship) for Exit at the End of Semester 2

RECOMMENDED READINGS:

- 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 – Chip Heath and Dan Heath, Random House, 2007

EVALUATION PATTERN

End Semester Theoretical Examination: 75 Marks

1. Long Answers: $15 \times 2 = 30$
2. Short Notes: $5 \times 4 = 20$
3. Writing Newspaper Article for the Web – 10 Marks
4. Writing Blog – 15 Marks

Practical: 25 Marks

Internship project based on content writing internship to be submitted at the end of the semester.

Course Outcomes

- Understanding of Key concepts and types of Content Writing.
- Produce clear and engaging content for various platforms.
- Apply essential writing skills suited to audience and purpose.
- Create blogs and basic web content.

SEC 2: FOR SEMESTER 2

TRAVEL WRITING

Course Objectives

- To introduce forms of travel writing.
- To develop descriptive and narrative skills.
- To familiarize students with tourism writing and planning.
- To explore gender perspectives in travel.

Topics include:

- Writing Travelogues
- Writing Travel Diaries
- Writing Blogs on Tourist Attractions
- Gender and Travel
- Preparing Itineraries
- Personal Narratives
- Tour Plan and Advice
- Travel and Tourism Advertisement

RECOMMENDED READINGS:

- Indian Tourism: Beyond the Millenium – Gyan Publishing House
- Fundamentals of Tourism and Travel – L.K. Singh – Isha Books
- Tourism Management – Global Vision Publishing House
- The Cambridge Companion to Travel Writing – Peter Hulme – CUP

- The Cambridge Introduction to Travel Writing – Tim Youngs – CUP

EVALUATION PATTERN:

End-Semester Theoretical Examination: 75 Marks

1. Writing one travelogue or travel diary entry (15)
2. Writing a blog on tourist attractions of a specific place (15)
3. Preparing a travel itinerary (10)
4. Preparing a travel advertisement (10)
5. Writing short notes: any 5 out of 7 (5×5 = 25)

Tutorial: 25 Marks

Writing and presenting a travelogue with suitable pictures / Travel Vlogs

Course Outcomes

- Write travelogues, diaries, and blogs.
- Prepare itineraries and travel plans.
- Create travel advertisements.
- Understand travel writing as narrative and cultural expression.

SEMESTER 3

DSC – 3 (4 CREDITS – TH 3+1TU)

INTRODUCTION TO ENGLISH PHONETICS AND PHONOLOGY

Course Objectives:

- To introduce the articulatory and acoustic aspects of English sounds
- To develop understanding of phonology and sound patterns
- To train students in transcription and pronunciation

Topics include:

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

8. Word Accent and Stress

9. Sentence Stress and Intonation

RECOMMENDED READINGS:

- A Textbook of English Phonetics for Indian Students – T. Balasubramanian – Macmillan Publications
- The Phonetics and Phonology of English: A Handbook – D. Thakur – Bharati Bhawan 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

EVALUATION PATTERN

End Semester Theoretical Examination: 75 Marks

1. Write any 10 short questions out of 15 ($2 \times 10 = 20$)
2. Write short notes on 3 out of 5 ($3 \times 5 = 15$)
3. Long Answer: One out of Two (10)
4. Put Stress Marks on 4 words out of 6 (4)
5. Minimal Pair Difference ($2 \times 3 = 6$)
6. Phonemic Transcription of a Passage or Dialogue (10)
7. Orthographic Transcription (10)

Tutorial: 25 Marks

On transcription, stress and intonation

Course Outcomes:

- Students will identify and produce English sounds accurately
- Students will apply phonetic transcription skills
- Students will understand stress and intonation patterns

DSC 4 (4 CREDITS – Th-3+1Tu)

INTRODUCTION TO LANGUAGE IN SOCIETY

Course Objectives:

- To introduce sociolinguistic concepts
- To study language variation
- To explore language and identity

Topics Include:

- Definition and Scope
- 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, Linguistic features, Non-linguistic features and domains of Register
- Style
- Slang, jargon
- Code switching and code-mixing
- Varieties of English: British, American, Australian, Caribbean, Indian

RECOMMENDED 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

EVALUATION PATTERN:

End Semester Theoretical Examination: 75 Marks

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

Tutorial: 25 Marks

Presentation on any topic of the syllabus

Course Outcomes:

- Students will analyse language in social contexts
- Students will identify dialects and registers

SEC 3: FOR SEMESTER 3

ENTREPRENEURIAL THINKING

Course Objectives:

- To introduce entrepreneurship concepts
- To develop business planning skills
- To encourage innovation

Topics Include:

- Introduction to Entrepreneurship
- Difference between Entrepreneur and Intrapreneur
- Need for Entrepreneurial Thought
- Qualities of an Entrepreneur
- Entrepreneurial Styles: Case Studies of Entrepreneurs
- Challenges of Entrepreneurship and Problem Solving
- Creating a Small-Scale Business: How to open a business, formulating a business plan, applying for loans, creating a business budget plan
- Running a Business: Steps, managing human resource – recruitment, selection, training
- Environmental Awareness and Entrepreneurship

RECOMMENDED READINGS:

- Introduction to Entrepreneurship: Methodologies and Practices – Xu Xiaozhou – Springer, 2020
- Introduction to Entrepreneurship – Gary Gorman et al., Pearson, 1999
- An Introduction to Entrepreneurship – Eamonn Butler – London Publishing Partnership, 2020

EVALUATION PATTERN

End-Semester Theoretical Examination: 75 Marks

1. Two long questions ($15 \times 2 = 30$)
2. Short questions: five out of seven ($5 \times 5 = 25$)
3. Five objective type questions out of seven ($5 \times 2 = 10$)
4. Case Study (10)

Tutorial: 25 Marks

Presentation on any topic from the syllabus.

Course Outcomes:

- Students will design business plans
- Students will understand entrepreneurial challenges
- Students will apply problem-solving skills

SEMESTER 4**DSC 5 (4 CREDITS – Th-3+1P)****LISTENING AND SPEAKING COMPETENCE****Course Objectives**

- To develop listening and speaking skills.
- To enhance pronunciation and fluency.
- To build conversational competence.

Topics Include:

- 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
- Listening for specific information
- Listening to a conversation, speech and lecture
- Listening for global information
- Loud Reading for pronunciation and fluency
- Situational Conversation
- Extempore

RECOMMENDED 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:

End Semester Theoretical Examination: 75 Marks

1. Long answer: 5 out of 7 (5×10 = 50)
2. Short notes: 5 out of 7 (5×5 = 25)

Practical: 25 Marks

Listening Test from a text including pre and post listening questions (8)

Extempore on current, socially relevant topics (7)

Situational Conversation (10)

Course Outcomes

- Understanding and applying listening strategies effectively.
- Communicate clearly in different contexts.

DSC 6 (4 CREDITS – Th-3+1Tu)

INTRODUCTION TO COMMUNICATION THEORY

Course Objectives

- To introduce communication theories and processes.
- To understand language and its functions.

Topics Include:

- Communication: Definition, process, models
- Types of Communication: verbal, non-verbal, internal, external
- Elements of communication
- Barriers of communication
- 7Cs of communication
- Designing Effective Communication
- Feedback in Communication
- Origins of language theory
- Language vs. communication
- Spoken language and Sign language
- Communicative functions of language

RECOMMENDED READINGS:

- Communication and Language Skills – I.A. Daniel – Cambridge Scholars Publishing
- An Introduction to Language – 5th Edition, George Yule – CUP

EVALUATION PATTERN

End Semester Theoretical Examination: 75 Marks

1. Long answer: 4 out of 7 ($4 \times 10 = 40$)
2. Short notes: 5 out of 7 ($5 \times 5 = 25$)
3. Short answers: 5 out of 7 ($2 \times 5 = 10$)

Tutorial: 25 Marks

Project on any topic from the syllabus

Course Outcomes

- Explain communication models and barriers.
- Apply principles of effective communication.
- Comprehend and perform different functions of language effectively.

DSC 7 (4 CREDITS – Th-3+1P)

FUNDAMENTALS OF ENGLISH LANGUAGE TEACHING

Course Objectives:

- Knowing about language learning and language acquisition, methods and approaches of teaching English as second language.
- Differentiating between the different ESL methods
- Framing lesson plans based on four skills of language
- Learning to design test papers and the concept of evaluation.

Topics Include:

- Aims and objectives in language teaching
- Teaching listening
- Teaching speaking
- Teaching reading
- Teaching writing
- Lesson planning
- Testing and Evaluation

Internship as a 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.

(Semester 4 Exit Internship)

RECOMMENDED READINGS:

- 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
- Teaching and Learning English: A Source Book for Teachers and Teacher Trainers – M.L. Tickoo – Orient Black Swan Publications

EVALUATION PATTERN:

End Semester Theoretical Examination: 75 Marks

1. Long answer: 4 out of 7 ($4 \times 10 = 40$)
2. Short notes: 5 out of 7 ($5 \times 5 = 25$)
3. Short answers: 5 out of 7 ($2 \times 5 = 10$)

Practical: 25 Marks

Internship project to be submitted on completion of Conversational Tutor Internship

Course Outcomes

- Design lesson plans.
- Teach language skills effectively.
- Conduct basic evaluation.

DSC 8 (4 CREDITS – Th-3+1Tu)

CREATIVE WRITING

Course Objectives

- To develop creative expression.
- To introduce literary writing forms.

Topics Include:

- 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 – William Strunk Jr. & E.B. White – Pearson, 1999

EVALUATION PATTERN:

End Semester Theoretical Examination: 75 Marks

1. Long answer: 4 out of 7 ($4 \times 10 = 40$)
2. Short notes: 5 out of 7 ($5 \times 5 = 25$)
3. Short answers: 5 out of 7 ($2 \times 5 = 10$)

Tutorial: 25 Marks

Preparing a written script on any topic from the syllabus

Course Outcomes

- Write stories, poems, and scripts.
- Develop characters and plots.
- Experiment with creative genres.

SEMESTER 5

DSC 9 (4 CREDITS – Th-3+1Tu)

MASS MEDIA: HISTORY, CONTEMPORARY DEVELOPMENTS AND IMPACT

Course Objectives

- Knowing about various forms of media, their use, history and contributions
- Understanding the socio-cultural impact of media

Unit 1: Introduction to Mass Communication

Mass Media: forms, function, socio-cultural impact

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 Media

Radio as mass medium: History – AIR, AM/FM/Campus Radio

Types of Radio Programmes: news, features, talk, interviews

RJ as a profession

Television: SITE / Prasar Bharti / Satellite TV / Cable TV / Educational

Types of TV Programmes: News, Talk Shows, Panel Discussions, Interviews, Soap Operas, Documentaries, Commentary, Reality Shows

RECOMMENDED 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 – Vir Bala Aggarwal, V.S. Gupta
- Mass Communication and Journalism in India – D.S. Mehta – Allied Publishers
- Encyclopaedia of Journalism and Mass Communication – O.M. Gupta
- Mass Communication in India: A Sociological Perspective – J.V. Vilanilam
- Mass Communication and Journalism in India – Dalpat Singh Mehta
- 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

EVALUATION PATTERN:

End Semester Theoretical Examination: 75 Marks

Unit 1: Mass Communication

1. Two long questions out of three ($6 \times 2 = 12$)

Unit 2: Print Media

2. Write short notes on any three out of five ($3 \times 5 = 15$)
3. Write one long answer on any one out of two (10)

Unit 3: Radio and Television

1. Two long questions on Radio and TV out of four (2×10)
2. Two short notes on Radio and TV out of three ($2 \times 5 = 10$)
3. Objective Type Questions (8)

Tutorial: 25 Marks

PowerPoint presentation on any topic from the syllabus

Course Outcomes

- Analyse media structures and functions.
- Evaluate media impact on society.
- Differentiate between forms of media, their histories and use
- Understand evolving Electronic and digital media.

DSC 10 (4 CREDITS – Th-3+1Tu)

NEWSPAPER REPORT AND FEATURE WRITING

Course Objectives

- To develop journalistic writing skills.
- To introduce reporting forms and styles.
- To highlight aspects of ethical writing and photojournalism

Topics Include:

- Reporting different news stories
- Feature articles
- Importance and types of headlines
- Writing letters to the editor of a newspaper
- Classified advertisements
- Photo journalism and caption writing

RECOMMENDED 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 PATTERN:

End-Semester Theoretical Examination: 75 Marks

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

Tutorial: 25 Marks

Project on photojournalism and caption writing

Course Outcomes

- Write news reports and features.
- Create headlines, captions and editorials.
- Understand media writing formats.

DSC 11 (4 CREDITS – Th-3+1Tu)

PUBLIC RELATIONS AND ADVERTISING

PUBLIC RELATIONS:

Course Objectives

- To introduce PR and advertising concepts.
- To teach various forms of PR writing and advertisement design.

Topics Include:

- 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
- Classified and display advertisements
- Advertising vis-à-vis PR and marketing

RECOMMENDED READINGS:

- A Handbook of Mass Communication and Journalism – Vir Bala Aggarwal
- Handbook of Public Relations and Communications – Philip Lesly – Tata McGraw 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

EVALUATION PATTERN:

End-Semester Theoretical Examination: 75 Marks

A. Public Relations

1. Two long questions out of three (2×10)
2. Three short notes out of five (3×5 = 15)
3. Write one press release out of two (10)

B. Advertising

4. One long question out of two (10)
5. Five short questions out of six (5×2 = 10)
6. Write two classifieds out of three (2×5 = 10)
7. Prepare one display advertisement on any product or service (10)

Tutorial: 25 Marks

PPT presentation of an advertising campaign for a product or service including these steps: SWOT analysis of the product and company, budget planning, identifying target customers, defining the product and message, creating a logo and slogan, choosing the media, and preparing marketing materials to promote the product.

Course Outcomes

- Write press releases.
- Design advertisements.
- Understand PR tools and ethics.

DSC 12 (4 CREDITS – Th-3+1P)

SCRIPT WRITING FOR RADIO AND TELEVISION

Course Objectives

- To develop media presentation skills.
- To train in the skills of interviews, PSA and compering.

Topics Include:

Unit 1: Radio Script Writing

- Various types of scripts
- 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
- Storyboard writing – television commercials (camera angles & movements, transitions, graphics and special effects)
- Script writing for TV on matters of public interest

Unit 3: Practical

- Announcements
- Demonstration
- Commentary
- Hosting.

RECOMMENDED READINGS:

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

EVALUATION PATTERN:

End-Semester Theoretical Examination: 75 Marks

1. Long answer type question based on stages of production (10)
2. Creating a storyboard for a Television commercial / talk show (15)
3. Creating a storyboard for a radio commercial / talk show (15)
4. Creating a television programme format (10)
5. Write short notes on the syllabus (5×5 = 25)

Practical: 25 Marks

1. Public Service Announcements (5)
2. News Reading: Radio and TV: (5)
3. Commentary of an event OR Demonstration of a product to be launched in the market. (8)

4. Hosting a talk show/ Radio/ TV panel discussion. (7)

Course Outcomes

- Conduct interviews and talk shows.
- Present news effectively.
- Engage in public communication.

SEMESTER 6

DSC 13 (4 CREDITS – Th-3+1P)

SOFT SKILLS

Course Objectives

- To develop interpersonal skills.
- To enhance employability.

Topics Include:

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

RECOMMENDED READINGS:

- Keep Talking – Friederike Klippel – CUP
- Speaking Power Point: The New Language of Business – Bruce K. Gabriella
- Presentation Zen – Garr Reynolds
- Slideology: The Art and Science of Creating Great Presentations – Nancy Duarte
- Bridging the Soft Skills Gap – Bruce Tulgan
- Personality Development and Soft Skills – Barun Mitra
- Communication Skills – Sanjay Kumar
- Professional Speaking Skills – Aruna Koneru – OUP

EVALUATION PATTERN:

End-Semester Theoretical Examination: 75 Marks

1. Long answer: 4 out of 7 ($4 \times 10 = 40$)
2. Short notes: 5 out of 7 ($5 \times 5 = 25$)
3. Short answers: 5 out of 7 ($2 \times 5 = 10$)

Practical: 25 Marks

Mock Interview (10)

Group Discussion (15)

Course Outcomes

- Demonstrate leadership and teamwork.
- Perform in interviews and discussions.
- Deliver effective presentations

DSC 14 (4 CREDITS – Th-3+1Tu)

INTRODUCTION TO LANGUAGE ONLINE

Course Objectives

- To explore digital English language use.
- To study internet communication trends and challenges.

Topics Include:

- 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 READINGS:

- 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:

End-Semester Theoretical Examination: 75 Marks

1. Short questions based on new words, trending usages and evolving interactive patterns with changing phraseology (5×3 = 15)
2. Internet slangs and new-age informal correspondence: Short answer-based questions (2×5 = 10)
3. Long-answer based questions (2×10 = 20 marks)
4. Case studies: Twitter, Pinterest, Instagram, etc. (15)
5. Questions on social impacts and effects with examples (15)

Tutorial: 25 Marks

PowerPoint presentation on any topic from the syllabus

Course Outcomes

- Analyse internet language and slang.
- Understand social media communication
- Comprehend social media ethics and ethical use of language

DSC 15 (4 CREDITS – Th-3+1P)

TECHNICAL PROJECT AND REPORT WRITING

Course Objectives

- To develop technical writing skills.
- To introduce report and proposal writing.

Topics Include:

Unit I

- Fundamentals of Technical Writing
- Importance of Technical Communication
- Elements of Effective Technical Writing
- Difference between Technical, Creative and Journalistic Style of Writing
- Objectives and Characteristics of Technical Communication
- Forms of Technical Communication

Unit II

- Types of Reports
- Types of Proposals

Unit III

- Writing a project report for an internship

Recommended Readings:

- *Technical Communication: Principles and Practice* by Meenakshi Raman & Sangeeta Sharma
- *Technical Communication: A Practical Approach* by William Pfeiffer, Kaye Adkins, Pearson
- *Practical Strategies for Technical Communication* by Mike Markel, Stuart A. Selber, Bedford/st Martins

Internship as a Media / Corporate Intern. (Semester 6 Exit 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 the certificate received from their company.

EVALUATION PATTERN:

End-Semester Theoretical Examination: 75 Marks

1. Writing technical reports ($15 \times 2 = 30$)
2. Short questions: five out of seven ($5 \times 5 = 25$)
3. Five objective type questions out of seven ($5 \times 2 = 10$)
4. Case Study (10)

Practical: 25 Marks

Students must carry their On-Job Training Reports to their practical examination centres

Evaluation of project report (20)

Viva based on reports (5)

Course Outcomes

- Write structured reports.
- Apply technical communication principles.

SEMESTER 7

DSC 16 (4 CREDITS- Th-3+1P)

Introduction to Human Resource Management

Course Objectives

- To introduce HR concepts and functions.
- To understand workplace communication.

Topics Include:

- Definition of human resource management
- Scope and function
- Qualities
- Roles and responsibilities
- Challenges
- Ethics
- Tools and techniques available to a human resource manager
- Recruitment and Selection
- Training and Development
- Performance Appraisal and Employee Maintenance
- HR in the world of digital media
- HR and communication
- Future of HR
- Case studies of HR managers

Course Outcomes

- Explain HR roles and processes.
- Analyse recruitment and training methods.

Recommended Readings:

- *An Introduction to Human Resource Management*- Butterworth-Heinemann, 2000.
- *Introduction to Human Resource Management*- Paul Banfield, Rebecca Kay, 2012.
- *An Introduction to Human Resource Management*- Wendy Bloisi, McGraw-Hill Education, 2007
- *An Introduction to Human Resource Management*- Nick Wilton, Sage, 2013.

Evaluation Pattern:

End-Semester Theoretical Examination: 75 marks

Two long questions (15x2=30)

Short questions five out of seven (5x5=25)

Five objective type questions out of seven (5x2=10)

Case study (10)

Tutorial: 25 marks

Project on any topic from the syllabus **OR** project report on internship in HR

OR

Translation Studies and Publishing (4 CREDITS- Th-3+1P)

Course Objectives

- To introduce the theory and practice of translation.
- To develop skills in translating different types of texts.
- To familiarize students with editing and publishing processes.
- To create awareness of ethics in translation and publishing.

Topics Include:

- Translation as a Skill
- History of English Translation in India
- Components of Translation
- Stages of editing in Translation
- Types of Editing—Developmental Editing and Copy Editing
- Common Errors in Translation
- Equivalence in Translation
- Translation in Prose, Poetry, and Essays.
- Basics of Publishing
- Publishing Ethics—Author permission and Translation, Copyright, Publishing a Translated piece in Print form and Digital form, Publishing and Images.

Course Outcomes

- Translate prose, poetry, and other texts effectively.
- Understand concepts like equivalence and translation strategies.
- Identify and correct common errors in translation.

Recommended Readings:

- *A Handbook of Translation Studies*- Bijoy Kumar Das Atlantic Publishers
- *Introducing Translation Studies*- Jeremy Munday Routledge
- *Fundamentals of Writing*- Paul Lima
- *Everybody Writes*- Ann Handley
- *Transcreations: Some Experiments on Tagore Songs*- Jyoti Bhattacharya, Kolkata: Gangchil
- *In Other Words: A Coursebook on Translation*-Mona Baker, Routledge, 2001
- *A Linguistic Theory of Translation*- J.C..Cafford, London: OUP, 1965.
- *Translation and Understanding*- Sukanta Chaudhuri, New Delhi: OUP.

Evaluation pattern:

End-Semester Theoretical Examination: 75 marks

- Long answer type question on history of translation, components and skills, publishing basics, ethics, translation in prose, poetry, and essays, editing, errors in translation (3 out of 5) (15x3=45)
- Write short notes: (5x4=20)
- Translational differences in the fields of fiction and nonfiction, and print media(5x2=10)

Tutorial: 25 marks

Project on any topic from the syllabus

OR

STUDYING AND ANALYZING FILM (4 CREDITS- Th-3+1P)

Course Objectives

- To introduce the history and evolution of cinema.
- To develop an understanding of film language and aesthetics.
- To enable critical analysis of films.

Topics Include:

- History of Indian cinema
- History of world cinema
- Censorship
- Indian cinema as an academic domain with reference to representation, politics and ideology
- Introduction to Film as Text
- Film Language and Aesthetics
- Film Narrative and Structure
- Film Analysis and Review Writing
- Cinematography & lighting: Types of shots; Camera angles, placement, movement, types of lenses; basics of lighting
- Film Analysis and Review Writing

Course Outcomes

- Analyse films using cinematic concepts and techniques.
- Understand narrative structure and visual storytelling.
- Write critical film reviews.
- Recognize elements like cinematography, lighting, and editing.

Recommended Readings:

- *History of Indian Cinema* – Renu Saran
- *How to Read a Film* - James Monaco
- *Film Art: An Introduction* - David Bordwell and Kristin Thompson
- *Grammar of the Shot* by Roy Thompson & Christopher J. Bowen
- *History of Narrative film* by David A. Cook
- *Our Films & Their Films* by Satyajit Ray
- *Selected essays from Movies & Methods* by Bill Nichols

Evaluation pattern:

End-Semester Theoretical Examination: 75 marks

Two long questions (15x3=45)
Short questions four out of seven (5x4=20)
Five objective type questions out of seven (5x2=10)

Tutorial: 25 marks

Project on any topic from the syllabus

COMPULSORY INTERNSHIP (16 Credits)

Internship based on Human Resource Management for 12 weeks

OR

Internship based on Translation and Publication (As a Translator/Copy Editor) for 12 weeks

OR

Internship based on Film Production and Appreciation for 12 weeks

OR

Internship in the corporate sector or media industry for 12 weeks

Evaluation pattern:

End Semester Evaluation of detailed Project Report based on Internship- 300 marks

Viva based on Project Report: 100 marks

SEMESTER 8

Survey-Based Research Project on Contemporary Socio-Economic Issues

Project Work (16 Credits) + Project Viva Voce (4 Credits) = Total 20 Credits

Course Objectives

- To introduce research methodology.
- To develop analytical and academic writing skills.

Topics Include:

- Basic concepts of research methodology: definition, scope, and types of research
- Formulation of research questions and objectives
- Preparation of hypothesis statements
- Methods of data collection (survey, questionnaire, interviews)
- Data organization and interpretation
- Basic tools for data analysis
- Referencing and note-taking techniques
- Bibliography preparation (MLA/APA or relevant style)

Course Outcomes

- Formulate research questions.
- Conduct surveys, gather and analyse data.
- Write structured research reports.

Evaluation Pattern

End semester Evaluation of Project Report – 400 marks

Viva based on Report —100 marks