

Functional English – B.A.T.Y. Semester-V

Paper V: Introduction to Print and Electronic Media

Objectives:

1. To prepare students for new career options such as writing for mass media, technical writing and translation
2. Create awareness among the learners about language change from one medium to the other
3. Encourage them to observe, compare and analyze the language activities of media through exposure
4. To initiate them to write film and book reviews

Course content

Unit I: Writing News

- i) Elements of News: headline, introduction, main body etc
- ii) Characteristics of News: clarity, precision, simplicity, objectivity, credibility, authenticity, etc
- iii) Types of News: political, commercial, sports, social, cultural, local, regional, international, etc
- iv) Writing news for print media

Unit II: Print and Electronic Media

- i) Comparison of news appearing in different newspapers with focus on language
- ii) Comparison of news appearing in print and electronic media with focus on language
- iii) Difference between writing for Newspaper and Radio and Television
- iv) Writing news for electronic media

Unit III: Letters to Editors

- i) Letters to editors and their relevance for the news paper, for the writer and for the society
- ii) Structure of letters to editors- salutation, reference and date of the news item, consistent and logical expression of opinion, appropriate and effective use of language, precision
- iii) Writing letters to editors of print media
- iv) Writing letters to anchors/editors of electronic media

Unit IV: Advertisement

- i) Verbal aspects of an advertisement – use of effective, precise and catchy language
- ii) Innovativeness
- iii) Difference between advertisements in print form and in electronic media from the language point of view
- iv) Writing advertisements for print and electronic media

Unit V: Writing Book Reviews

- i) Nature of book review
- ii) Characteristics and purpose of book review
- iii) Review and critical analysis
- iv) Writing a book review

Evaluation Pattern (40/10)**Paper V: Introduction to Print and Electronic Media**

Q.1. Questions based on Unit I (one out of two)	10 marks
Q.2. Questions based on Unit II (one out of two)	10 marks
Q.3. Question based on Unit III (one out of two)	10 marks
Q.4. Short notes based on Units IV and V (two out of four)	10 marks

Internal assessment: 10 marks

- 1) Students will have to write a review of one standard book 05 marks
- 2) Students will have to transcribe/transliterate one advertisement from its electronic version to the print form 05 marks

Books Recommended:

India's Newspaper Revolution	Robin Jeffery	Oxford University Press	2000
Mass Communication in India	Keval J. Kumar	Jaico Publishers	2000
Making News	Uday Sahay	Oxford University Press	2006
Here is the News	Rangaswamy	Sterling Publishers	1994
History of Indian Journalism	J. Natrajan	Publications Divisions Ministry of I&B, GoI	1997
The Press in India	G N S Ragahvan	Gyan Books	1994

Companion to Media	Angharod Valdivia	Blackwell Publisher	2004
Satellite Invasion in India	S. C. Bhatt	Gyan Books	1994
Communication for Development	Melkote and Steeve	Sage Publications	2001
The Indian Media	Vanita Kohli	Sage	2006
Basic News Writing	Mencher M William	C Brown Publishers	1989
India's Communication	Singhal and Rogers	Sage	2001
Mass Communication and Journalism in India	D.S. Mehta	Allied Publishers	1992
Whose News?	Ammu Joseph	Sage	1996
This is All India Radio	U. L. Baruah	Publications Divisions Ministry of I&B, GoI	1983
The Structure of Technical English		A.J. Herbert	
News Writing and Reporting for Today's Media		Itule Bruce	
An Introduction to Journalism		Carole Fleming	
Television news Writing and Reading		H.H.MustafaJaidi	
The Cinema as Art		Ralph Stephenson, Jean debrix	
How Films are Made		Khwaja Ahemad Abbas	

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Paper VI: Introduction to English Language Teaching

Objectives:

1. Create awareness among the learners about language acquisition process
2. Encourage them to observe, compare and analyze the language acquisition and language learning processes
3. To introduce them to English language teaching and testing
4. To acquaint them with different approaches, methods and techniques of ELT

Unit I: Status of English in India

- i) The Advent of English in India
- ii) Three-Language Formula
- iii) English as a Link Language, Library Language and an International Language
- iv) English as the Language of Administration, Law and Mass Communication

Unit II: Second Language Acquisition-The Natural Approach

- i) Theoretical Assumptions
- ii) The Acquisition-Learning Hypothesis
- iii) The Monitor Hypothesis, The Natural Order Hypothesis
- iv) The Input Hypothesis, The Affective Filter Hypothesis

Unit III: Approaches, Methods and Techniques for ELT

- i) Grammar-Translational Method
- ii) The Direct Method
- iii) Structural-Situational Method/Approach
- iv) The Communicative Approach
- v) The Eclectic Method

Unit IV: Teaching English at Primary and Secondary Level

- i) Developing Listening and Speaking Skills
- ii) Rhymes, Songs, Story telling
- iii) Listening comprehension
- iv) Modelling Speech: Classroom Techniques

Prescribed Texts:

- i) Aslam, Mohammad (2009) *Teaching of English*. New Delhi: Cambridge University Press India Pvt. Ltd. under Foundation Books imprint
- ii) Jadhav, B. S. (2011) *Teaching English: The Use of Support Materials*. Hyderabad: Orient Blackswan Pvt. Ltd.
- iii) Nagaraj, G. (1996) *English Language Teaching: Approaches Methods Techniques*. Calcutta: Orient Longman Ltd.
- iv) Richards, J. C. and Rogers T S (1995) *Approaches and methods in language teaching*. Cambridge: CUP

Evaluation Pattern (40/10)

Paper VI: Introduction to English Language Teaching

Q.1. Questions based on Unit I (one out of two)	10 marks
Q.2. Questions based on Unit II (one out of two)	10 marks
Q.3. Questions based on Unit III (one out of two)	10 marks
Q.4. Questions based on Unit IV (one out of two)	10 marks

Internal assessment: 10 marks

Students are to conduct a session on developing Listening and Speaking Skills (based on Unit IV). They are to demonstrate how they will teach the school children.

Functional English – B.A.T.Y. Semester-V

Paper VII: Project Work

Any project that will encourage the students to enhance their language skills

Project will be for 40 marks

Oral/Viva for 10 marks

Functional English – B.A.T.Y. Semester-VI

Paper VIII: Introduction to Print and Electronic Media

Course content

Unit I: Writing Articles and Features

- i) Difference between articles and features
- ii) Selection of topic of relevance
- iii) Readability and interest
- iv) Writing Radio talks/ simple conversations based on certain themes to be developed in a radio play

Unit II: Technical Writing

- i) Nature of technical writing
- ii) Relevance of technical writing
- iii) Technical writing as a career
- iv) Writing scripts for TV News bulletin

Unit III: Newspaper middles and Editorials

- i) Content of the editorials
- ii) Style of writing
- iii) Content of the middles
- iv) Analyzing the editorials and middles

Unit IV: Film Review

- i) Characteristics of Documentaries and Feature films
- ii) Story, plot, script, dialogue
- iii) Direction, production, cast
- iv) Cinematography, music
- v) Writing film reviews with reference to the above points

Evaluation Pattern (40/10)

Paper VIII: Introduction to Print and Electronic Media

Q.1. Questions based on Unit I (one out of two)	10 marks
Q.2. Questions based on Unit II (one out of two)	10 marks
Q.3. Question based on Unit III (one out of two)	10 marks
Q.4. Short notes based on Unit IV (two out of four)	10 marks

Internal assessment: 10 marks

Film review for 10 marks

Books Recommended:

India's Newspaper Revolution	Robin Jeffery	Oxford University Press	2000
Mass Communication in India	Keval J. Kumar	Jaico Publishers	2000
Making News	Uday Sahay	Oxford University Press	2006
Here is the News	Rangaswamy	Sterling Publishers	1994
History of Indian Journalism	J. Natrajan	Publications Divisions Ministry of I&B, GoI	1997
The Press in India	G N S Ragahvan	Gyan Books	1994
Companion to Media	Angharod Valdivia	Blackwell Publisher	2004
Satellite Invasion in India	S. C. Bhatt	Gyan Books	1994
Communication for Development	Melkote and Steeve	Sage Publications	2001
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Television news Writing and Reading		H.H.MustafaJaidi	
The Cinema as Art		Ralph Stephenson, Jean debrix	
How Films are Made		Khwaja Ahemad Abbas	

Functional English – B.A.T.Y. Semester-VI
Paper IX: Introduction to English Language Teaching

Unit I: Teaching English at Primary and Secondary Level

- i) Developing Reading and Writing skills
- ii) Reading techniques: Skimming, Scanning
- iii) Intensive and Extensive Reading
- iv) Reading Defects and Improving Reading Ability

Unit II: Developing Writing Skills

- i) Improving Handwriting
- ii) Writing Activities
- iii) Writing Descriptions
- iv) Summarizing

Unit III: Teaching English at Tertiary Level

- i) Teaching of Prose and Poetry
- ii) The Textbook: Impact of Over-dependence
- iii) Fine-tuning the Use of Textbooks
- iv) Supplementation: Enriching and Expanding Textbook Materials

Unit IV: Teaching English at Tertiary Level

- i) Testing English
- ii) Aptitude Test, Proficiency test, Achievement Test and Diagnostic Test
- iii) Subjective and Objective testing, Discrete items tests
- iv) Qualities of a Good Test

Prescribed Texts:

- i) Aslam, Mohammad (2009) *Teaching of English*. New Delhi: Cambridge University Press India Pvt. Ltd. under Foundation Books imprint
- ii) Jadhav, B. S. (2011) *Teaching English: The Use of Support Materials*. Hyderabad: Orient Blackswan Pvt. Ltd.
- iii) Nagaraj, G. (1996) *English Language Teaching: Approaches Methods Techniques*. Calcutta: Orient Longman Ltd.
- iv) Richards, J. C. and Rogers T S (1995) *Approaches and methods in language teaching*. Cambridge: CUP

Evaluation Pattern (40/10)

Paper IX: Introduction to English Language Teaching

Q.1. Questions based on Unit I (one out of two)	10 marks
Q.2. Questions based on Unit II (one out of two)	10 marks
Q.3. Questions based on Unit III (one out of two)	10 marks
Q.4. Questions based on Unit IV (one out of two)	10 marks

Internal assessment: 10 marks

Students are to frame a test for the tertiary level students (based on Unit IV). They are to frame any one of the given tests for forty marks.

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Paper X: Project Work

Any project that will encourage the students to enhance their language skills

Project will be for 40 marks

Oral/Viva for 10 marks