

VOCATIONALIZATION OF UNDERGRADUATE COURSES

S.Y.B.A. FUNCTIONAL ENGLISH

(w.e.f. 2020-21)

(Choice Based Credit System)

(70- Semester End Exam and 30- Internal Evaluation)

Each semester will have 03 credits for teaching. Each Credit is equal to 15 hours. Therefore this course shall have 45 teaching hours. In addition to that there shall be 03 hours allotted to Internal Evaluation. (03x15=45+3= 48 Hrs). It is equally applicable to both Papers of Functional English.

Course Contents

SYFE

Paper III: Advanced Writing Skills and Introduction to Electronic Media

Objectives:

- Enhancing students' ability to communicate in written mode
- Training students in extended writing in different formats
- Developing awareness about the need to change language according to situations
- Helping students to recognize the need for referencing
- Acquainting students to career options in electronic media and equipping them to be prepared for the same
- Making students aware of change in language use as per the nature of Media
- Giving students exposure to English language through on the job training
- Introducing students to various aspects of Blog writing
- Initiating students into research through scrape book

Semester III

Course Contents

Hours: 48 (45+3 for Internal Evaluation)

(Figures to the right indicate hours allotted per topic)

I Vocabulary Building and Basic Sentence Structures:	7
Students will learn affixation, homonyms, polysemy, hypernyms, one word substitutes, scrambled words and Basic Sentence Structures.	
II Register and Style:	7
Introduction to the concepts of Register and Style with appropriate examples.	
III Defining and Describing:	9
Distinction between defining and describing from the language point of view.	

Students will define and describe day-to-day things, places, persons, devices, tools etc. (Students will be given home assignments on task related to definitions & descriptions so also, they will paste sample passages/sentences of different style and register and analyze them in their journals)

IV Introduction to Creative Writing

What is Creative Writing?, Definition, Scope, features and elements of Creative Writing.

Writing descriptions, slogans and tag lines for advertisements of products and services. **10**

V Letter writing

Lay out of a letter, formal and informal letters and writing preparing resume/CV. **8**

VI Scrape Book 4

Students may be acquainted with the concept of scrape book, its usefulness and relevance. Students will prepare a scrape book on a topic of their interest.

Pattern of Evaluation

Internal Evaluation: 30 Marks

1. Mid-Semester Exam: 20 Marks
2. Scrape Book: 10 Marks

Question Paper Pattern (Semester III) 70 marks

- | | |
|--|----|
| Q1. Objective questions on vocabulary and sentence structures. | 14 |
| Q2. A paragraph/sentences to identify register/style. | 6 |
| Q3. a)Writing a formal letter and Resume/CV.
(08 Marks for the letter+4 Marks for Resume/CV) | 12 |
| Q3. b) Writing an informal letter. | 8 |
| Q4. a) Define Any TWO items out of Four | 8 |
| Q4. b) Describe Any TWO items out of Four | 8 |
| Q5. Questions on Creative Writing (06 Marks for Aspects of Creative Writing and
08 Marks for Practical Questions) | 14 |

Semester IV

Course Contents

Hours: 48 (45+3 for Internal Evaluation) (Figures to the right indicate hours allotted per topic)

- I. Writing Reports** **8**
Nature and structure of reports, Types of reports: visit reports, survey reports and reports on events.
- II. Writing Scripts for Compeering a Programme** **7**
Writing Scripts for Compeering a programme, functions, festivals etc.
- III. Introduction to Blog Writing** **7**
Introduction to Blog Writing (Discussions on various blog platforms viz. Wordpress, Blogspot.com/Blogger)
Types of Blogs: Features of different types of blogs like Travel, Recipe, Hobbies, Vlog- Video Blog, etc.
(3 contacts for teaching and 4 for classroom practicals)
- IV. Introduction to Electronic Media: A) Radio:** **8**
- a. Radio as Mass Media
 - b. Functions and structure of Radio Studio
 - i) Types of Radio programmes
 - a) Educational
 - b) Informative
 - c) Entertainment
 - d) Miscellaneous
- V. Introduction to Electronic Media:**
- B) TV:** **8**
- a. TV as Mass Media
 - b. TV Studio
 - i) Types of TV programmes
 - a) Educational
 - b) Informative
 - c) Entertainment

d) Miscellaneous

A visit to local/nearby TV channel and radio station should be arranged. Students have to write a report on the visit.

VI. Similarities and differences between Radio and TV as Mass Media with special reference to the use of language in both:

7

Pattern of Evaluation

Internal Evaluation	30 marks
Mid-Semester Examination	20 Marks
On the Job Training Report, Visit Report & Journals	10 Marks

Semester IV

Question Paper Pattern (Semester IV) **70 marks**

Q 1. Writing reports based on the given data. (any two out of 3)	16
Q 2. a) Writing a Script for a programme (1 out of 2)	10
Q 2. b) Questions on Blog Writing	10
Q 3. Questions on the Unit 4 (Radio) (2 out of 3)	12
Q 4. Questions on the Unit 5 (Television) (2 out of 3)	12
Q 5. Questions on role of radio/TV as Mass media, comparison between the two and other relevant issues (2 out of 3)	10

Important suggestions

It is strongly recommended that the Head of English Dept, Coordinator of Functional English and teachers in consultation with one another prepare an academic calendar planning details of activities, practicals and assignments for students at the beginning of the year for the benefit of both teachers and students. This will be helpful in case of any change in faculty mid-term and for the awareness in students about their internal work.

On the Job Training

Students will complete their on the job training during Semester IV. It has to be for at least 20 clock hours. The students may complete it at any place where they can use English such as ad agencies, newspapers group, primary/secondary schools, colleges etc. The student will be required to submit the completion certificate from the Institution on their letterhead duly signed by the certifying authority mentioning the details regarding English used during the period. The student will have to write a detailed report and submit it along with documentary evidence of the job done.

Suggestions for Teaching

- 1) The teacher will prepare a need-based list of words and students will be encouraged to add

to it. The teacher will help students acquire language through language games, quiz, pair/ group activities and creating situations in the classroom so as to enable them to collect and use appropriate words, proverbs, phrasal verbs etc. accordingly. Students will be encouraged to guess meaning in context. Attention should be drawn to appropriateness in word-use.

Students may be encouraged to collect samples of writings from various books and some of the samples may be discussed in the class with reference to above points.

2) Teacher's role should be to enable learning, rather than teaching. Students may be provided samples or encouraged to collect samples of various registers and styles.

3) Teacher will point out the difference between language skills required for defining and describing with the help of samples.

4) Teacher will encourage students to listen to/watch various programmes on radio/TV to observe the role of the anchor to understand use of language skills in these programmes.

Books recommended

- 1) **Modern English** N. Krishnaswamy (Macmillan, India)
- 2) **Strengthen Your English** Bhaskaran and Horsburgh (OUP)
- 3) **The New Oxford Guide to writing** Kane Thomas (OUP)
- 4) **Writing With a Purpose** Tikoo and Sasikumar (OUP)
- 5) **Working With Words** Gairns, R & redman S (CUP)
- 6) **Instant word Power** Norman Lewis (Penguin Random House)
- 7) **Word Power Made Easy** Norman Lewis (Penguin Random House)
- 8) **Words in Action** Martin Steinman (Harcourt Brace Jovanovich, Inc.)
- 9) **Strengthen Your Writing** Narayanswami, V.R. (Orient Blackswan Pvt Ltd)
- 10) **English for the Office** Peter Little (Financial Times Prentice Hall)
- 11) **English Language in Advertising** Pandya Indubala (Ajanta Publications)
- 12) **The art of Broadcasting** S.P.Jain (Intellectual Publishing House)
- 13) **Radio news writing and Editing** Carl Warren (Harper & Brothers)
- 14) **The Techniques of TV Production** G. Millerson (Focal Press)
- 15) **Mass Media Forces in our Society** Voelker, Francis H.; Voelker, Ludmila A.
- 16) **Advertising Made Simple** Jefkins Frank (Elsevier Science)
- 17) **Television and Radio News** Siller, Bob, Ted White (Macmillan)
- 18) **Basic Audio Visual Media** Shipra Kundra (Anmol)
- 19) **News writing & reporting for Today's Media** Itule et al (McGraw-Hill)
- 20) **Cliff's TOEFL** Michael A. Pyle
- 21) **Barron's TOEFL** Pamela J. Sharpe
- 22) **Television: an Introduction** Jonathan Bicknell
- 23) **Script to Screen** Sharda Koushik (Macmillan)
- 24) **Writing With Ease** Usha Pandit (Mindspring Publishing LLP)
(Writing Strategies-Creative Writing – Literature- Word Lists)
- 25) **How to Write a Good Advertisement** Victor Schwab (Wilshire Book Company)

- 26) **The One-Hour Content Plan** Kothand Meera (Createspace Independent)

FUNCTIONAL ENGLISH: SYBA

SYFE Paper IV Oral Communication in English: Intermediate & Key Competency Modules (Practical Paper)

Objectives

- Building confidence in communicative English through active participation
- Enabling students to learn through activities
- Introducing students to a wide variety of conversational situations, both formal and informal
- Creating awareness about what to say and when to say it
- Creating awareness about developing voice quality for effective oral communication
- Making students appreciate audio and video programmes
- Making students aware of proper use of body language during interaction or in video media

- Leading students to overall development of personality through key competency modules

- Acquainting Students with Digital/Online Learning Platforms
- Making students aware about language and etiquettes of Social Media

Semester III

Course Contents

II. **Hours: 48 (45+3 for Internal Evaluation)** (Figures to the right indicate hours allotted per topic)

A: Oral Communication in English

I- Non-verbal Communication: Importance of Body Language	3
II- Conversation in Formal and Informal Situations: Identifying formal/informal situations and using appropriate expressions to make conversation creative.	7
III- Reading out news from the newspaper:	5
IV- Talking in different situations: Formal and informal:	8
V- Compeering/anchoring a programme:	6
VI- Role playing	6
VII- Debating	5

B: Key competency Modules: **5**

I- Logical Thinking, Reasoning, Analytical Ability	
II- Introduction to various Digital Learning Platforms: Google Classroom, Google Meet, Zoom, YouTube etc.	

Pattern of Evaluation

Internal Evaluation	30 marks
Mid-Semester Examination (Practical)	20 marks
Class Practicals/Class Activity/ Home Assignment/Class Test based on Digital Learning Platform	10 marks
Question Pattern for Practical Exam (Semester III)	70 marks
Q1 Reading news from the news paper	10
Q2 Talking in a given formal situation (Pair activity)	10
Q3 Talking in a given informal situation (Pair/ group activity)	10
Q4 Role play or anchoring	10
Q5 Debating	10
Q6 Digital Learning Platforms (The Examiner will choose between Oral or Practical Questions as per the availability of Digital Platforms)	10
Non-verbal communication, key competency modules like logical thinking, reasoning, analytical ability to be tested with these platforms.	10

Semester IV

Course Contents

III. **Hours: 48 (45+3 for Internal Evaluation)** (Figures to the right indicate hours allotted per topic)

A: Oral Communication in English

I. Talk on a Particular Topic	6
II. Personal Interview: Preparing for an interview	6
III. Interviewing: Preparations for interviewing others	6
IV. Conducting Panel Discussion	6
V. Preparing and Presenting an Ad of a Product	6
VI. Opening/Closing a Radio/TV Programme	5
VII. Appreciation of a TV/Radio Programme With reference to its type, content, presentation: use of sounds/colours/music/ acting/ voice modulation/ (TV) long shots, close ups and total impact.	5

B: Key Competency Modules:

I- Abstract Thinking	5
II- Responsible and Conscious Use of Social Media Platforms like Facebook, WhatsApp, etc.	

Pattern of Evaluation

Internal Evaluation	30 marks
Mid-Semester Examination (Practical)	20 marks
Class Practicals/Class Activity/ Home Assignment/Class Test	10 marks

Semester IV examination Total marks **70 marks**

Question Paper Pattern

Q1 a) Appreciation of an audio programme (The center will keep two audio recordings (of about 15 minutes) ready out of which the external examiner will select one. It will be played twice. The external examiner will set appreciation questions based on the same for the students to give written response. 10

Q1 b) Appreciation of an audio-video programme. The procedure will be the same as above however the responses of the students will be oral. 10

Q2 Talk on Given Topic/ Situation (Individual Activity) 10

Q3 Interviewing (Pair Activity) 10

Q4 A. Preparing and presenting an Ad of a product (Group Activity) (Detailed specifications to be given in the question paper) 7

Q4 B. Panel Discussion (Group Activity) 7

Q5 Opening/Closing a Radio/TV Programme (Individual Activity) 6

Q6 Interaction/ Personal Interview with the Examiner (Key competency modules also to be tested) 10

Suggestions for Teaching

1) Careful listening is a prerequisite to effective speaking; hence teacher will provide classroom opportunities for students to listen to/watch variety of programmes and will also encourage them to attend speeches, interviews, group and panel discussions in college and outside.

2) Teacher will point out the importance of non-verbal communication through demonstration and with the help of pictures, cartoons etc.

3) Teacher will prepare a list of topics for talking in formal/informal situations, role-play, debate, panel discussion, conduct them in the class and make other students to observe and comment.

4) Teacher will organize and monitor mock interviews by allotting roles of interviewer and interviewee.

5) Teacher will provide and comment on the sample words, expressions used creatively in different ads pointing out the niceties and nuances of language used so as to enable students to use language creatively for making ads of their own. The teacher will also provide necessary details of

the products to be advertised by students.

- 6) Authentic and reliable web resources and hands on experience to be used for topics related to Digital Learning Platforms and Social Media.

Books Recommended

- 1) **Effective Communication and Public Speaking** Mundal, S.K. (Jaico Publishing House)
- 2) **Speaking Effectively** Jeremy, C, Rogerson P. et al (Cambridge)
- 3) **English Conversation Practice** Grant Taylor (Tata McGraw-Hill Education India)
- 4) **How to Speak without Fear** Natalie Rogers (Ward Lock)
- 5) **Conversation** Nalasco R.S. & Arthur L. (OUP)
- 6) **Advanced Conversational English** Crystal D. & Davy D. (Longman)
- 7) **Keep Talking** Klippel F. (Cambridge University Press)
- 8) **What to Say When** Huggins V.
- 9) **Spoken English** Bernard G
- 10) **English in Situation** O'Neill Robert (OUP)
- 11) **Success with English** Baird A. et al (Penguin Books)
- 12) **Success With English** Penguin Books, Course Book
- 13) **The Etiquette of Social Media** Kim, Leonard Createspace Independent Pub,2014
- 14) **Talk Like TED** Carmine Gallo (Macmillan)
- 15) **The Art of Public Speaking** Dale Carnegie (Prabhat Prakashan)
- 16) **The Definitive Book of Body Language** Allan Pease, Barbara Pease (**Random House**)
- 17) **Talk to Me: How to Ask Better Questions** Dean Nelson (Harper Perennial)
- 18) **How to Prepare for Gd and Interview** Hari Prasad (McGraw Hill)

Annexure-II

Structure/ Pattern of Syllabus: S. Y. B. A. (Vocational)

- 1) Title of the Course: **Functional English**
- 2) Introduction: **Pattern Semester**
- 3) Eligibility: **Should have offered Functional English at F.Y.B. A. and passed F.Y.B. A. as per Savitribai Phule Pune University Rules**
- 4) Examination:
 - A) Pattern of examination:
 - i) **70:30** (University Semester examination of 70 marks & Internal assessment of 30 marks). Details as per the syllabus.
 - ii) Pattern of the question paper: **As per the specimen given.**
 - B) Standard of Passing : **As per Savitribai Phule Pune University norms**
 - C) ATKT Rules : **As per Savitribai Phule Pune University norms**
 - D) Award of Class : **As per Savitribai Phule Pune University norms**
 - E) External Students : **As per Savitribai Phule Pune University norms**
 - F) Setting of Question paper/ Pattern of Question paper: **As per university norms**
 - G) Verification of Revaluation: **As per university norms**
- 5) Structure of the Course :
 - i) **Optional**
 - ii) Medium of instruction: **English**
- 6) Equivalence subject/ papers & Transitory Provision: Travel and Tourism:
Functional English
- 7) University terms : **As per Savitribai Phule Pune University Norms**
- 8) Subject wise Detail Syllabus : **Attached**
- 9) Recommended books : **Mentioned in syllabus.**