TYBA
Annexure-II

Structure/ Pattern of Syllabus must be as follows:

1) Title of the Course: Functional English (Vocational)
2) Introduction: Pattern- Annual
3) Eligibility: Should have offered Functional English (Vocational) at F.Y.B A & S.Y.BA and passed as per University rules
4) Examination
   A) Pattern of examination
      i) 80-20 University semester examination of 80 marks & Internal assessment of 20 marks. Details as per syllabus
      ii) Pattern of the question paper: As per specimen given
   B) Standard of Passing : As per University norms
   C) ATKT Rules : As per University norms
   D) Award of Class : As per University norms
   E) External Students : Not allowed
   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: Functional English (Vocational)
7) University terms: As per University norms
8) Subject wise Detail Syllabus : Attached
9) Recommended books: : Mentioned in the syllabus
Functional English: TYBA

Paper V  Introduction to Print Media and Writing for Mass Media & Key Competency Modules

Objectives

• Acquainting students to new career options and equipping them to be prepared for the same
• Preparing students for various careers in language like translation, technical writing, writing for mass media, advertising, free lancing
• Creating awareness about language change from one media to the other
• Encouraging students to observe, compare and analyze the language activities of media through exposure
• Providing them with basic data required for skills like translation especially related to media.

Term I
Course content

Lectures: 48 (Figures to the right indicate lectures allotted per topic)

A An Introduction to Print Media and Writing for Mass Media

I Writing News : 8

i) Elements of News- head line, intro, date line, lead, 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) Comparison of news appearing in different news papers with special reference to language
v) Comparison of news items appearing in print and electronic media with special reference to language
vi) Difference between writing for Newspaper and Radio & TV with reference to Language

II Letters to Editors expressing views on given data: 10

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 Changing Verbal Aspect of an Advertisement: 10

i) use of effective, precise and catchy language
ii) Innovativeness
iii) Difference between Advertisement in Print Form and in Electronic Media from Language point of view
IV Writing Book Reviews:
   i) Nature of book review
   ii) Characteristics and purpose of book review
   iii) Review and critical analysis

B Key competency Modules: 8
   i) Stress, Time and conflict Management
   ii) Introduction to Right to Information
   iii) Creative Thinking

Term II
Course content
Lectures: 48 (Figures to the right indicate lectures allotted per topic)

V An Introduction to Print Media and Writing for Mass Media
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

VI Technical Writing: 10
   i) Nature of technical writing
   ii) Relevance of technical writing
   iii) Technical writing as a career

VII Translation with reference to mass media: 10
   i) Study of the translated words given in the provided list for their effective use while writing for Media
   ii) Study of the translated phrases of drafting and noting given in the provided list for their effective use while writing for Media
   iii) Translating given text from Hindi/Marathi into English and vice-versa

VIII Film Review: 10
   i) Major types of films- Documentaries and Feature films
   ii) Essentials of a film: a) Story and plot
       b) Script and dialogue
       c) Direction
       d) Acting
       e) Cinematography
       f) Music
   iv) Writing film reviews with reference to the above points

Suggestions for Teaching

1) Teacher's role should be to enable learning, rather than teaching.

2) Teacher as facilitator will provide samples for all subtopics prescribed for Paper V and also encourage students to collect samples
3) Teacher will encourage students to listen to/watch various programmes on radio/TV to observe the role of the anchor/compere and make them talk about her/his language skills

4) Teacher will encourage students to collect news from different newspapers

5) Teacher may encourage students to maintain a file of news/articles/features appearing on the same subject in different papers/magazines/weekly etc and compare them from language point of view.

6) It will be commendable if the teacher could arrange screening of films for students and encourage discussion

7) Teacher can use local resources to collect material and can have fruitful collaborations with group/agencies engaged in similar kind of activities

Paper V: Introduction to print media and writing for mass media & Key Competency Modules

Evaluation Pattern

Internal Assessment 20
Annual Exam 80

Total Marks 20

A)  
   i) Students will collect book reviews and film reviews (at least one each) from newspapers/magazines and will write comments on them from the point of view of the language and content 10 marks
   ii) Students will collect at least 5 different types of advertisements in print and will write comments on the effectiveness of language 10 marks
   iii) Student will write at least one article and/or feature on any topic of interest. (At least two drafts each). (Let students be encouraged to publish it, at least in the college magazine) 10 marks
   iv) Attendance, regularity and participation in departmental activities 10 marks

Marks of i to iv above, will be reduced to 20
(All the above will be produced at the time of the practical examination of Paper VI)

B) Term End Examination 60 marks

to be reduced to 20 marks

Total of A and B to be reduced to 20 marks

Pattern for Term End Examination Total marks 60

Q1 Writing a letter to the editor, based on given data 10
Q2 Writing a book review 10
Q3 Changing the verbal aspect of a given Advertisement 10
Q4 Changing verbal aspect of news from prints so as to suit audio/ audio-visual media 10
Q5A short notes/ short answer questions on topic I (2 out of 4) 10
Q5 B Writing news based on given data 10

Annual Examination Total marks 80
Q1 writing news based on given data/ changing verbal aspect of an advertisement 15
Q2 Short note/short answer question on Topic V (2/4) 10
Q3 A Short note/short answer question of theoretical nature on Topic VI (2/4) 10
   B Conversion of given specifications into a technical text 5
Q4 A Giving Marathi/Hindi words/phrases for the English term 10
   B Translating given text into English and vice-a versa 10
Q5 A Short note/ short answer question based on topic VI (2/4ii) 10
   B writing a film review 10

Books Recommended
- The Structure of Technical English  A.J. Herbert
- News Writing and Reporting for Today’s Media  Itule Bruce
- An Introduction to Journalism  Carole Fleming
- Mass Communication in India  Keval Kumar
- Television news Writing and Reading  H.H.MustafaJaidi
- Newspaper Feature Writing
- Newspaper an Introduction
- The Cinema as Art  Ralph Stephenson, Jean debrix
- How Films are Made  Khwaja Ahemad Abbas
- Vyavaharik Marathi  Univ. of Pune Publication
- Vyavaharik Marathi  Phadke prakashan, Kolhapur
OBJECTIVES

- Encouraging students to thrash out the possibility of self employment
- Providing them with basic sources of information regarding SSI
- Promoting the idea of self employment through field work, study reports and interviews
- Leading students to overall development of personality through key competency modules
- Initiating students into research through project report
- Furnishing basic information about ethics, business ethics, role of an individual in society so as to develop a value-base among students through Key Competency Modules
- Exposing students to work environment and work experience through visits and field work
- Creating a possibility of focused writing in the field of their interest

Term I

Lectures: 48 (Figures to the right indicate lectures allotted per topic)

Course Content

Unit I: Entrepreneurship Development

- Meaning and Concept of Entrepreneurship Development
- Factors affecting the growth of Entrepreneurship
- Benefits of Being an Entrepreneur
- Qualities of an Entrepreneur
- SWOT Analyses
- Functions of an Entrepreneur

Unit II

- Promotional steps for starting a Small Scale Industry
- Meaning, definition and types of SSI
- Role of the Government in promoting SSI
- Sources of Information: Practical

Practical

- District Industry Centre, MIDC, MS SSI Development Corporation, National Institute of E and Small Business Development (IESBUD), National E Development Board (NEDB), E D Institute of India (EDII), State Industrial Development Bank (SIDBI), MSEB, office of the Charity Commissioner
Unit II Service Industries:
- meaning, definition and scope,
- process of registration: small scale and service industries
- Similarities and difference between small scale and service industries

Unit III
Techno Economic Feasibility Assessment
- Primary Project Report
- Detailed Project Report
- Techno Economic Feasibility Report

Unit IV
- Personnel Management
- Meaning and Definition
- Recruitment and Selection
- Training

Unit V
- Legal Aspects
- Basic Knowledge of Income tax, sales tax, VAT
- Factory Act and Payment of wages Act, shop act

Unit VI
Motivational Stories of Two Successful Entrepreneurs: Practical: Field work as well as reading biographies/autobiographies.

Practical

<table>
<thead>
<tr>
<th>Sr No</th>
<th>Title of the Practical</th>
<th>Objective</th>
<th>Mode</th>
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<tbody>
<tr>
<td>1</td>
<td>Experiences of Entrepreneur</td>
<td>Identification of Entrepreneurial Qualities</td>
<td>Interview</td>
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<tr>
<td>2</td>
<td>Pitfalls of Entrepreneurship</td>
<td>Problems faced by an Entrepreneur</td>
<td>Interview</td>
</tr>
<tr>
<td>3</td>
<td>Preparation of a project report</td>
<td>Understanding Techno Economic Feasibility Assessment</td>
<td>Project work</td>
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<tr>
<td>4</td>
<td>Modern Management Techniques</td>
<td>Technique to study/survey the development of an Industry</td>
<td>Visit</td>
</tr>
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Key Competency Modules
- Managing Professional Challenges
- General and professional Ethics
Term II A

I. Voice Culture, Voice Modulation: breath-control, sharpness, and volume of voice, pitch variation, pronunciation and intonation

   The above will be tested in the external practical exam for 5 marks from the overall performance.

II. Preparing News Bulletin for Radio/TV containing international, national, regional, local and sports news

   This bulletin will be prepared by students themselves and will not be downloaded. Students will work on it for the term and keep it ready before final practical exam for reading. A copy of the same will be submitted to the dept beforehand. (The students may be encouraged to transcribe their script phonemically)

III. Speech of about 5 to 7 minutes on a given topic.

   Students will be encouraged to hear public speeches and write analysis of the same in their journal from the point of view of language, organization of thought, expressions of ideas and emotions, informative ness, use of illustrations, quotations, body language, effectiveness etc. They may be given a list of topics for practice as well as to write the outline plan of the speech they will make.

IV. Talking in a group - a ‘free-talk’ activity to test spontaneity, naturalness, vocabulary, initiation, cooperation, consistency in expressing opinion etc

B Project Report or exercises in creative performance in any one area of language-use studied in FE Syllabi

Suggestions for Teaching

1) Extensive use of newspapers, radio and TV in the classroom is necessary

2) Teacher, with the help of the Head and Coordinator will plan the field and other activities beforehand and will prepare academic calendar

3) Students will be encouraged to spend more time with the department for fruitful activity

4) Guest lectures may be arranged from time to time

5) There will be insistence on students attending public speeches/ internet may be used for the same in absence of public functions

6) For project students must be able to use all the 4 language skills

7) As an option to project they may be encouraged to do exercise in any one area of language use studied in SY/TYFE syllabi; for example a student interested in newspaper may write articles, features, news of different types, letters to editors to show his/her proficiency in using language comfortably in that particular area. He may be encouraged to write several different headlines for the same news to show his creativity or a student interested in trying his/her language skills in the field of advertising may write copy of ads of different types (eg. Domestic, cosmetics, health drinks, social cause) for different media. The respective dept/college may give a certificate for such a student showing proficiency of language skills required for a particular vocation
Evaluation Pattern

Internal Assessment 20
Annual Exam 80

Internal Assessment (Term Work) total Marks 20
A) Practicals based on Units III & IV (Speech and talking in a group) of term II
20 marks
Participation in visits/activities 20 marks
Total to be reduced to 20 marks

B) Term End Examination 60 marks
Total to be reduced to 20 marks
Total of A and B to be reduced to 20 marks

Pattern for Term End Examination:
5 questions of 12 mark each covering the entire portion.

Annual Examination (Practical) 80 marks

Pattern for the Annual Question paper
A:
Q1 Reading news for TV/Radio – the students will present the News bulletin they have
prepared as term work 10
Q2 Interaction with the examiner: regarding reports prepared on ED practical 20

B:
Viva on Project Report 50

Books recommended
• Structures and Strategies:
• An Introduction to Academic writing Davis, Lloyd & Mackry, Susan
• Entrepreneurship Development: G.R. Basotia / K K Sharma.
• Strengthen Your English
• Writing Reports