

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 : 12

- 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: 12

- 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

Internal Assessment (Term Work)

total Marks 20

A)

i) Students will collect book reviews and film reviews (at least one each) from news papers /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

20marks

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

**Paper VI Entrepreneurship development, Project Report & Oral Communication
in English: advanced (Practical Paper)**

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

5

5

- 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

4 +2 Practical

- 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**
- 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:	4
<ul style="list-style-type: none"> • meaning, definition and scope, • process of registration: small scale and service industries • Similarities and difference between small scale and service industries 	
Unit III	15
Techno Economic Feasibility Assessment	
<ul style="list-style-type: none"> • Primary Project Report • Detailed Project Report • Techno Economic Feasibility Report 	
Unit IV	3
<ul style="list-style-type: none"> • Personnel Management • Meaning and Definition • Recruitment and Selection • Training 	
Unit V	7
<ul style="list-style-type: none"> • Legal Aspects • Basic Knowledge of Income tax, sales tax, , VAT • Factory Act and Payment of wages Act, shop act 	
Unit VI	8
Motivational Stories of Two Successful Entrepreneurs: Practical: Field work as well as reading biographies/ autobiographies.	

Practical

Sr No	Title of the Practical	Objective	Mode
1	1Experiences of Entrepreneur	Identification of Entrepreneurial Qualities	Interview
2	2Pitfalls of Entrepreneurship	Problems faced by an Entrepreneur	Interview
3	Preparation of a project report	Understanding Techno Economic Feasibility Assessment	Project work
4	Modern Management Techniques	TechniqueTo study/survey the development of an Industry	Visit

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 2

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 12

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. 12

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, informativeness, 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 12

B Project Report or exercises in creative performance in any one area of language-use studied in FE Syllabi 10

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	20marks

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