

PANJABUNIVERSITY

Outlines of tests, syllabi and courses of reading in the subject of Functional English in Semester System (Vocational Undergraduate Level examination (2023-24)

VOCATIONAL COURSES IN FUNCTIONAL ENGLISH AT THE UNDERGRADUATE LEVEL

Revised syllabus

1. **Subject Title** : Functional English (15 weeks/semester)

2. **Objectives:**

Optional course in functional English is a job-oriented course. Its main objective is to motivate fresh graduates to seek self appointment as well as to inculcate in them the spirit of entrepreneurship. The course is intended to break new grounds in teaching of purposeful Functional English thereby offering more scope in comparison to the existing Optional English courses at the undergraduate level. It aims at training enterprising youngsters in communication at various levels by providing proficiency in Speech Skills, Oral Skills, Writing Skills and Study skills. Additionally, being broad-based, it aims to make youngsters self-sufficient, self-reliant and confident so that they can opt for their own enterprise or take up employment in new upcoming areas.

3. **Job Potentials:**

A. Establish Private Enterprise like:

- a) Tutorial Centers
- b) Consultancy Services
- c) Human Resource centers for Service Industry
- d) Video Filming centers
- e) Small Radio Programme Production Centers
- f) Print and Graphic Art Centers

B. Seek Employment as:

- a) Interviewer with TV/Radio/Newspaper
- b) News Reader/Scriptwriter with TV/Radio/Newspaper
- c) Compere with TV/Radio
- d) Commentator with TV/Radio
- e) Announcer with TV/Radio
- f) Documentary Narrator/script writer with TV/Radio
- g) Feature Writer with Newspaper
- h) Receptionist (with Govt. such as Public Relations Dept. or with Private Sector such as Tourism Industry)
- i) Secretary (with similar to (h)).
- j) Desk officer/Office Assistant

- k) Sales Representatives (with Electrical/Electronic Good's companies and similar set-ups)

4. Permissible combination of subjects including prerequisite of admissions:

Admission pre-requisite: Students should have studied English as one of the subjects at the plus 2 level. Preference should be given to English medium students.

Combination of Subjects: Of the other two subjects, one should necessarily be English and the other any subject.

5. Syllabus components:

B.A.Part-I

Semester I : Speech Skills
Semester II : Writing Communication Skills and Study Skills

B.A.Part-II

Semester III : Radio journalism +Broadcast Presentation.
Semester IV : T.V Journalism:

B.A.Part-III

Semester V : Print Journalism
Print journalism I +Print journalism-II
Semester VI : Office communication for business:
Office communication for the Business-I +
Office Communication for Business-II.

Unit Cost for 30 students :

Books/journals : Rs 10,000/-(Rs. Ten Thousand)

Equipment : Language Laboratory [Rs. 10,00,000/ - (Rs. Ten Lakh)
for Studio, Video, TV, VCP etc.]

Building: 3 Lecture Rooms.

1 Laboratory

1 Library

6. This is a self-sufficient course. However, higher studies can be pursued in the other two subjects offered by the students.
7. Each paper separately states the objectives, course contents, suggestions for teaching/testing mode of examination and bibliography.

FUNCTIONAL ENGLISH

B.A. Part I

Semester I 06 hours per week including theory and Practical

Semester II 06 hours per week including theory and Practical

Paper	Subject	Marks
Communication Skills:		
Semester I	Speech Skills	45 (Theory)
	Oral Communication Skills	45 (Practical)
Writing Communication Skills:		
Semester II	Writing Communication Skills and Study Skills	90 (THEORY)
	Total Marks	180

FUNCTIONAL ENGLISH

B.A. Part II

Semester III 06 hours per week including theory and Practical

Semester IV 06 hours per week including theory and Practical

Paper	Subject	Marks
Radio Journalism:		
Semester III	Radio Journalism	45 (Theory)
	Broadcast Presentation	45 (Practical)
T.V. Journalism:		
Semester IV	T.V. Journalism I	45(Theory)
	T.V. Journalism II	45(Theory)
	Total Marks	180

FUNCTIONAL ENGLISH

B.A. Part III

Semester V 06 hours per week including theory and Practical
 Semester VI 06 hours per week including theory and Practical

Paper	Subject	Marks
Print Journalism:		
Semester V	Print Journalism I	70 (Theory)
	Print Journalism II	20 (Viva)
Office Communication for Business:		
Semester VI	Office Communication for Business 1 Office Communication for Business II	45 (Practical) 25 Viva 20 Training
On the job training : at one of the places given below	Total Marks	180

Visit to: Radio Station, Tutorial Academy, Any Service Industry Centre, T.V. Station, Newspaper Office etc.

OUTLINE OF TESTS SYLLABI AND COURSES OF READING FOR FUNCTIONAL ENGLISH (SEMESTER SYSTEM) AT THE UNDERGRADUATE LEVEL EXAMINATION 2023-24

SEMESTER I: Speech Skills

Theory: 45 Marks

Practical: 45 Marks

Objectives:

- * To familiarize learners with the functioning of English - English sounds through listening in the Language Lab
- * To enable learners to achieve accuracy in oral production by encouraging the use of the pronouncing dictionary
- * To enable learners to achieve an optimum level of intelligibility and fluency in speech
- * To enhance learners ability of communication in the spoken mode with accuracy and fluency for various functions

Course Contents:

Unit I	To be tested in Theory- phonetic symbols for Consonants, Vowels and Diphthongs and their place and name of Articulation.
Unit II	the Syllable: Definition, Types and Division of Syllabus
Unit III	Weak forms and constructions
Unit IV	Word stress
Unit V	Sentence Stress: Pause and Juncture
Unit VI	Intonation: Patterns of Intonation in simple sentence types

Mode of Examination for Theory:

Unit I	Greeting/Introduction/Leave taking
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Unit II	Making /Granting /Refusing requests
Unit III	Making inquiries/ Giving/Withholding information; Giving directions/withholding information.
Unit IV	Describing people, processes, procedures, objects; Narrating events
Unit V	Extending/Accepting/Declining Invitation
Unit VI	Making complaints and suggestions/Apologizing/Offering Excuses
Unit VII	Negotiating; Persuading people/ Expressing Dissent and Caution.
Unit VIII	Offering Emotional Support/ Motivating People/ Expressing Condolences
Unit IX	Making Announcements/Public Addressing

Suggestion for teaching:

Emphasis is to be placed on the use of spoken language rather than on theory. Once the learners are familiar with the speech sounds, patterns of stress and intonation, they must be given intensive practice in these areas.

It must be made clear that the model of pronunciation is not strictly RP, learners should follow the dictionary as closely as possible but whenever there are differences between RP and Sound used in Indian English, and these differences can be accepted if they do not interfere with intelligibility and clarity of speech. (Teachers may not insist on a perfect articulation of RP sounds).

Use one of the Modes: Face to face or Telephone or interaction with public for each Unit

Use Styles: Informal and formal for each unit

Listening comprehension should be given due emphasis and should be tested in practical examination.

Mode of examination

Written : 45 Marks

Practical : 45 Marks

Int. Assessment: 10 Marks

Total : 100 Marks

[Written giving symbols for sounds, breakings words into syllables, Marking stress in words and sentences, etc.

Practical Speaking and listening tasks. Without transcribing them

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Sethi.J. & P.V..

Dhamija

Prentice Hall, N.Delhi,1992

SEMESTER II Writing: Communication Skills and Study Skills

Written: 90 Marks
Int. Assessment: 10 Marks
Total: 100 Marks

Objectives:

To enhance learners' ability of communication in the written mode with accuracy and fluency

To train learners in the use of specific formats of written discourse

To introduce learners to the fundamentals of study skills

To familiarize learners with the study skills to collect, classify & retrieve information from different sources and to record and store it

Course Contents:

		Marks
Unit I	Note making/Précis writing	15
Unit II	Paragraph writing: Types, Formats and structural organization of different types of paragraphs: Informative, Descriptive, Narrative, Argumentative	10
Unit III	Letter writing: Formal and Informal	10
Unit IV	Transcoding information <ul style="list-style-type: none"> - Dialogue to Paragraph - Paragraph to Dialogue - Diagram to Paragraph 	15
Unit V	Report writing for newspapers and magazines	10
Unit VI	Consulting <ul style="list-style-type: none"> - Dictionaries to find the meanings, spellings, pronunciations and usage of words - Thesaurus to find words with similar and opposite meanings 	15
Unit VII	Classifying books subject wise and preparing bibliography	5
Unit VIII	Interpreting information presented in charts, graphs and tables	10

Suggestions for teaching:

Unit I: This unit aims at honing the reading skills of the students.

Unit II: This unit aims at helping students develop and organize thoughts and ideas.

Unit III: This is a general course in letter writing. Features of formal and informal letters are to be highlighted with no particular areas in mind.

Unit IV: This unit aims at familiarizing learners with the skills of transferring information from one mode to another and this to prepare them for tasks to be assigned in the areas of office communication for Business and Media only. The basics are to be taught.

Unit V: In this unit, teachers should use authentic material such as press notes, newspapers, magazines, CDs etc. Besides taking care of learners' study skills, the component will indirectly enrich learners' general awareness of current affairs, economic affairs, sport business, politics etc.

Reference Material: (To be subscribed by the college)**Magazines:**

1. Outlook
2. Sports Week
3. India Today
4. Business Today
5. Business India

Newspapers:

1. Pioneer
2. The Times of India
3. The Economic Times
4. Financial Express
5. Asian Age
6. The Hindu
7. The Statesman

OUTLINE OF TESTS SYLLABI AND COURSES OF READING FOR FUNCTIONAL ENGLISH (SEMESTER SYSTEM) AT THE UNDERGRADUATE LEVEL EXAMINATION 2023-24

SEMESTER III

Paper: Radio Journalism + Broadcast Presentation:

- To acquaint learners with the different mechanisms of radio broadcast.
- To train learners in Script writing for different genres of Radio broadcast.
- To help learners build their best voice by acquainting them with the elements of voice and providing training in it.
- To help learners to identify their speech problems and overcome them.
- To sensitize learners to body movements, demeanor and gestures involved in TV presentation.

Course Content :

Unit I: Introduction Broadcasting:

- The concept of Mass Communication: Its Status & a Brief introduction to its different Mediums (Print, Radio, TV, Films)
- Role of Print as Means of Communication
- Role of radio as a Means of Communication
- Role of TV as Means of Communication
- The concept of Network Societies: The Expansion of radio & TV Network in India (Educational TV, Satellite TV, Doordarshan).

Unit II: Interview:

- Reporting Speed and Accuracy
- Contacts, Faithful Reporting
- Building Sources-Interviews-‘Foners’

Unit III: News Bulletin:

- Kinds of Bulletin
- Compilations of Bulletin
- Structural Languages
- News Values: News Selection and Presentation
- Sources of News
- Basic Guidelines for News Writing: Words Economy-Time Frame-Figures,- Devices
- News Writing: Agency copy, radio copy, Edition

Unit IV: Announcements:

- Possible purposes for announcements (Emergencies-Death of VVIPs, Traffic Blockades, Economic Crises-WeatherChances etc.)
- Announcing for Promos, language and style, creativity within time constraints.
- Art of Voice Modulation for different types of announcement

Unit V: Commentary:

- Commentary in different situations and for different purposes

- Research, Survey and Studies
- Language and Style

Unit VI: Comparing:

- Comparing in different situations and for different purpose
- Role of Wit and Humor in Comparing.
- Language and Style

Unit VII: Concept of Voice Training:

- Elocution
- Inventory of Voice, Audition Analysis
- Common Problems of Broadcast Voice

Unit VIII: Training in developing one's Best Voice:

- The organs of speech and their mechanism
- The Physical Structure
- Breathing Types
- Note Production
- Tone Production

Unit IX: Training in developing one's Best Speech:

- Revision of Course Component: Speech Skills
- Word and Discourse Production
- Copy Techniques, marking copy
- Presentation Scripts, Presentation Based on Notes.

Note: The last objective and the last mention point under suggestion for teaching to be taken up with Broadcast Journalism TV (1) and (2) in the III year.

Suggestions for teaching:

During the course of study, the teachers need to be very resourceful. This has to be done in the form of organization field trips to make learners work in authentic setting and to produce a lot of real materials i.e. scripts, tapes etc. to be used as teaching materials. The teacher's creativity will be in the fore while organizing practical activities for learners.

Field work:

Visit to sites of different events by learners is required in order to cover the happenings in their practical work.

Visit to the radio Station by learner is desirable to help learners observe presentations to acquire related skills.

The teacher needs to give a lot of practical work by making learners participate in Physical exercises, making text, giving oral presentations and facing the camera through simulation.

Mode of Examinations:

Written: 45 marks

Practical: 45 marks

Total 90

(Oral presentation in different situations i.e. banks, airports, inquiry; formal presentation during exams; a broadcaster, voice testing)

Bibliography:

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SEMESTER IV

Paper : T.V. Journalism

Objectives: T.V. Journalism 1 & T.V. Journalism 2

- To acquaint learners with the lay-out, equipment and functioning of a T.V. station
- To train learners in scriptwriting for different genres of T.V. Broadcast.
- To sensitize learners to body movements, demeanor and gestures involved in T.V. presentation.
- To provide further practice in previously covered features of broadcast presentation.
- To familiarize learners with different genres of T.V. production with specific training imparted in script writing.
- To continue with all other features of Broadcast presentation.

Course Content:

Unit I: TV station and program Production

- Pre production: Techniques of Programme presentation and the criteria of selecting technique for presentation.
- Production and the Criteria of selecting Technique for presentation.
- Production: Studio Lay-out, Camera, production Control room, lighting system, Audio -System.
- Post Production : Editing.

Unit II: Interviews

- Interviews as a Mean of collecting information
- Types of Interviews
- Interviews in relation to purpose, situation interest & taste.
- Writing Questions
- Conducting the Interviews

Unit III: News Bulletin

- Defining News
- Types of News
- News gathering
- News Processing
- News Writing
- Writing for Voice-Overs
- Editing
- Bulletinizing News

Unit IV: Compering

- Note taking, Note Making, Referencing, Researching
- As Libbing
- Creating word images pertaining to various sense

Unit V: The Entire Paper B of Second year (Broadcast Representation)

- Voice Production
- Speech training
- Body language

Unit VI: Electronic Media and Job Opportunities

- Electronic Media : Vital elements in information technology.

- Satellite technology and Job opportunities at the Global Level
- Role of PrasarBharti and Broadcast Authority of India
- Scope of Script Writing skills in the 21st century- the Growth and Relevance of English/Regional/National and International level

Unit VII: Commentary

- Definition and Aims
- Components of a Commentary: Education and Research
- Attitude, Language Style
- Delivery

Unit VIII: Announcements

- Formats of Announcing Styles, Purpose, Situations, Time, Age, Pace and Pitch.
- Announcing Programmes
- Announcing Commercials
- Public Service Announcements
- Promos
- Kinds of Spot Productions

Unit IX: Documentary

- Definition and Aims
- Techniques of Writing for documentary
- Components of a documentary
- Language, style and format
- Characteristics of good documentary
- Types of Copies, TV Scripts, Scene-by-scene Scripts, Camera Scripts, Shooting Scripts

Unit X: Body Language

- Gestures/ Moments of Face, Lips, Eyes, Limbs before the Camera
- Aspects of Gait, Dress Sense, Grace and Demeanor

Suggestions for teaching:

1. During the course of study, the teacher needs to be resourceful in order to organize field trips to TV Programmes production centers. The teacher should be able to obtain scripts, tapes, etc. of authentic material to be used in the classroom. This can be recorded with the help of a VCR and can also be transcribed. The teacher must also be able innovative enough to construct activities such as simulation tasks for learners.
2. **Ref. Unit V:** The teacher must provide the students with plenty of opportunities to practice presentation of scripts/notes. This includes making learners participate in physical exercises, making texts, giving oral presentations and facing the cameras through simulation. The college must make provision for students to face the camera and rehearse presentation.

Mode of Examination:

Written : 45 marks

Practical : 45 marks

Bibliography :

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SEMESTER V

Paper : Print Journalism

Objectives:

- To generate awareness among learners of issues deserving reporting in print and to stimulate them to rebond environment in print.
- To familiarize learners with different aspects of print journalism, its formats, its avenues.
- To enable learners to write news stories from the stage of news gathering to editing to their final presentation.
- To familiarize learner with the lay-out, equipment and functioning of a newspaper/magazine production centre
- To enable learner to acquire the art and skills of feature writing to encourage freelancing among them.
- To generate awareness among learner of the aspects of graphic arts in Print Journalism.

Course content :

Unit I : An introduction to Print Media

- Print media and communication
- Definition of communication
- Scope of communication : Purpose and its forms

Unit II: Reporting

- Act of news gathering
- Sources of information
- News reporters, their organization and their responsibilities.
- Distinguishing factual News Reporting from interpretative and Analytical Reporting.

Unit III: Investigative Journalism

- Interview as a instrument of News gathering
- Types of interviews in Relation to purpose, situation
- Writing the questions
- Reporting from interviews- formats, styles and content

Unit IV: Writing News Stories

- Structures and formats of a News Story-the content of Inverted Pyramid pattern
- Essentials of News Writing: the headlines- the leads- the body and conclusion – the art and skills of writing for different purposes

Unit V: Areas in News reporting

- Prioritizing Issues and Aspects.
- Reporting on developments vs. reporting on Action
- Reporting obituaries, Weather, Sports, science, business, Art and culture, Education, Agriculture, fashion, community services, etc.

- Unit VI: Editing**
 - Need for editing
 -Editing different types of copies- copy reading symbols-style sheet
 - Rewriting mofussil copy
 -Pattern of headlines- headline Vocabulary and Grammatical use of abbreviations
- Unit VII: Packaging stories**
 - Designing the Newspaper- types of pages, their status and functions - types of page make-up- tabloid vs. broadsheet,-mechanics of page make-up- functions, contents, and lay-outs of various pages.
- Unit VIII: The Reader**
 -The discerning Eye of the News Person
 -Understanding the Reader, the Rights of the Readers, the role of press council of India.
- Unit IX: Feature Writing**
 - Defining a feature (a lyric in press)- the crafts of feature writing
 - Distinguishing of a feature from other forms of Newspaper/Magazine writing. Researching before writing Titles and Leads-Packaging & feature and other ingredients, Areas for feature writing (middles, reviews)/ free lancing and feature writing

Suggestions for Teaching:

1. Students should be encouraged to make a comparative study of various newspapers and magazines in reference to specific topics and formats.
2. Students should be encouraged to rewrite published stories in an effort to improve upon them.
3. The spirits of enquiry should be generated among them so that they learn to collect first hand information for reporting.
4. Besides the use of authentic materials in the classroom, established journalists should be regularly invited to interact with students.
5. Students should be taken on fields trips to cover real life happenings in place residence and out of town.
6. Students' awareness of their environment occupies utmost important. In this reference, their general awareness can also be tested.

Mode of Examination:

Written:	70 marks
Viva Voce:	20 marks
Total :	90 marks

Bibliography:

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SEMESTER VI: Office Communication for Business

Objectives:

- To equip learners with language proficiency in Business/work situations particularly in spoken interaction
- To make learners aware of the special features of format and style of informal communication through various modes.
- To equip learners with techniques of written communication in business situations.
- To expand vocabulary and develop reading comprehension of material related to business.

Course content:

Unit I : Mode: Face to Face: Business Contacts

Interaction in Formal/Informal Situation: Greetings, replying to greetings, introduction of oneself and others.

Welcoming, bidding farewell, appreciating in an interview, talking about oneself, describing one's job, work place, likes and dislikes, future plans, describing one's strength and weakness, abilities and qualifications.

Unit II : Mode: Telephonic Interaction

Taking messages, making appointments, making enquiries regarding travel bookings, hotel bookings, services, business trading (stocks etc.), making orders, receiving orders, apologizing, complaining, replying to complaints, giving information.

Practice in telephoning techniques such as repeating numbers, spelling out names, giving information clearly, noting messages, etc.

Unit III: Mode: Face to Face Public Address: Dealing with Clients and Customers.

- Describing products and Services
- Describing Process
- Answering trade enquiries
- Persuading Clients
- Negotiating an Agreement

Unit IV: Mode: Public Address: Presentation

Mode : Public Interaction

Giving options, arguments, justifying, explaining, proposing, dissenting, summing-up, presenting a product (eg. Household appliance) or service (e.g. facilities provided by a hotel) in a clear persuasive manner with the help of illustrative material such as graphs, posters or charts.

Unit V: Business Correspondence

The format of business letters and faxes: Different types of formats, address, opening and closing, subjects, headings, sub-headings, numbering etc.

Scanning letters and faxes for specific information, acquiring familiarity with abbreviations and phrases commonly used in business correspondence.

Writing letters of applications with curriculum-vitae /resume letters of invitation, reply to invitation enquiry, reference, arrangements, announcing forthcoming events products, visits, making booking and arrangements for conference, trade fairs etc. complaints and replies of complaints, apologies, thanks,

Writing office memos and notes

Unit VI: Business Meetings

Writing notices, agendas, resolutions, minutes for business meetings, preparing notes for a meeting

Unit VII: Business Reports

- Independent reading of reports business and finance papers, reports on company performance, market survey, project reports, reports of achievements in the world of business by well-known business personalities, comparative progress of various enterprises etc.

- Summarization of main ideas of these reports, using the vocabulary from them and consulting the business English dictionary.

- Basic Report writing: Organizing information, structuring the report.

Field Work:

- Visit to the TV Station by learners for exposure to mechanism of TV Broadcast is desirable.
- Visit to the sites of different events by learners is desirable so as to a cover authentic happenings for practical work.

Suggestions for Teaching:

1. Role play and simulation of business situations may be used to train learners.
2. Listening may be practiced by playing tape-recorded material e.g Telephone conversations, recorded interviews, etc.
3. **For Unit III** - some real products can be described and learners may simulate buying-selling situations in which persuasive techniques can be practiced.
4. **For Unit IV-** the use of some visual aids, such as Flip Chart and overhead Projector may be encouraged to familiarize learners with these techniques of presentations.
5. Speaking may be tested through role-play, mock interview, giving a presentation. Listening may be tested by asking learners to listen and take down telephone message, short conversation, on business-related matters.
6. A wide range of business texts and correspondence may be taken from books on business English as well as from companies, offices newspapers and magazines.

Mode of Examination:

Written : 45 marks
 Viva-Voce : 25 marks
 On the Job : 20 marks

On the Job Training Phase I at any one of the places given: Radio Station, Tutorial Academy, Any Service Industry Centre, T.V. Station, Newspaper Offices, etc.

There will be a practical paper. The students will be required to submit project, which will be evaluated out of 25 marks.

Total: 90 marks

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