

Course code: 22BENA1		Allied – I A	T/P	C	H/W
		FUNCTIONAL ENGLISH	T	5	5
Objectives	<ul style="list-style-type: none"> ➤ To motivate self learning with the basics of grammar ➤ To make students communicate in English ➤ To enable them to manage communication tasks (based on situational teaching) ➤ To promote both speaking and writing skills ➤ To improve learners' structural competence and enable them to become effective users of the language in real life situations. 				
Unit -I	Parts of Speech The Noun The Adjectives The Adverbs Sentence Pattern				
Unit-II	Asking for Advice Expressing Gratitude Congratulating				
Unit- III	Presentation Skills Telephone Skills				
Unit- IV	Interview Skills Frequently Asked Questions in Interviews				
Unit- V	Personality Development Group Discussion				
Books Recommended: Dr. J. Mary Jeyanthi, <i>Focus: A Course Book on Language and Communication Skills</i> Ed Harrows Publications, Chennai. N. Krishnasamy, <i>Modern English Grammar and Usage</i> Surendran & Dhamija <i>Spoken English</i> Ed. (Tata McGraw – Hill)					
Outcomes	<ul style="list-style-type: none"> ➤ Distinguish among structural patterns. ➤ Particulate English sounds with reasonable acceptability. ➤ Manage stress and intonation patterns. ➤ Get trained in inter- personal communication. ➤ Undertake self study of communication by referring web sources. 				

Course code: 22BENA2		Allied – I B	T/P	C	H/W
		DEVELOPING LANGUAGE SKILLS	T	5	5
Objectives	<ul style="list-style-type: none"> ➤ To develop both the basic and advanced language skills of the learners ➤ To promote reading efficiency among students ➤ To enable them to manage communication tasks (based on situational teaching) ➤ To promote both speaking and writing skills ➤ To enable students to compose various types of written communication 				
Unit -I	Reading and Comprehension Skimming the Text Scanning the Text				
Unit-II	Greeting and Responding to the Greeting Introducing Yourself Introducing others				
Unit- III	Inviting, Accepting and Declining Invitations Asking, Giving and Refusing Permission Apologizing				
Unit- IV	Writing Agendas Writing Minutes Writing Letters				
Unit- V	Writing Curriculum Vitae Writing Telegrams Group Discussion				
Books for Reference Z.N. Patil, B.S. Valke, Ashok Thorat and Zeenat Merchant, <i>English for Practical Purposes</i> , (Macmillan)					
Outcomes	On completion of the Course, the learners are able to <ul style="list-style-type: none"> ➤ use both the basic and advanced language skills. ➤ read efficiently the given and other texts ➤ to compose various types of written communication 				

Course code: 22BENA3		Allied – II A	T/P	C	H/W
		JOURNALISM	T	5	5
Objectives	<ul style="list-style-type: none"> ➤ To make students learn the history of Journalism ➤ To give students training in producing their own magazines ➤ To help students learn the theories and principles of journalism 				
Unit -I	Definition of Journalism – Role of Journalism – Ethics – Press Laws – Press Council.				
Unit-II	News – Definition – Kinds - Elements – Sources – News Agencies.				
Unit- III	Reporting – Qualities of Reporters – Kinds of Reporting.				
Unit- IV	Editing – News Editor – Sub-Editor – Anatomy of Editing.				
Unit- V	Language of Journalism – Writing a News Story – Writing Opinion Pieces – Writing Leads – Headlines.				
Books for Reference:					
Kamath M.V., Professional Journalism (Vikas Publishing house Pvt. Ltd., 576, Majid Road, Jangpure, New Delhi)					
Parthasarathy R., <i>Basic Journalism</i> (Macmillan)					
Shrivasthava K.M., News Reporting Editing (Sterling Publishers Pvt. Ltd., 10. Green Park Extension, New Delhi – 16)					
Outcomes	<p>On completion of the course, the learners</p> <ul style="list-style-type: none"> ➤ Know the history of Journalism ➤ get trained in producing their own magazines ➤ Have understood the theories and principles of journalism 				

Course code: 22BENA4		Allied – II B	T/P	C	H/W
		TELECASTING	T	5	5
Objectives	<ul style="list-style-type: none"> ➤ To make students learn the history of Telecasting ➤ To give students training in producing materials suitable for telecasting ➤ To help students learn the various platforms of telecasting 				
Unit -I	TV News Writing and Editing				
Unit-II	News Reading				
Unit- III	Interview and Talk Programmes				
Unit- IV	Sports & Music Announcing Commercials.				
Unit- V	Performance Skills: <ol style="list-style-type: none"> 1. Achieving a Conversational Style 2. Ad-lib Announcing 				
Books for Reference:					
News – A Reader – Howard Tumber – OUP					
Stuart W. Hyde, <i>Television and Radio Announcing</i> , Kanishka Publisher, New Delhi					
Ravindran R. K. - Anmol <i>Hand book of Reporting and Editing</i>					
Outcomes	On completion of the course, the learners <ul style="list-style-type: none"> ➤ know the history of Telecasting ➤ get trained in producing materials suitable for telecasting ➤ understand the various platforms of telecasting 				