



BACHELOR OF ARTS (B.A.)

(THREE YEAR DEGREE COURSE)

SUBJECT

FUNCTIONAL ENGLISH

B.A. (FUNCTIONAL ENGLISH)

COURSE STRUCTURE

FIRST YEAR

PAPER – 101: Phonetics and Phonology 35 MARKS

PAPER – 102: Remedial Grammar (and Writing) of English 35 MARKS

PAPER – 103: PRACTICAL 30 MARKS

SECOND YEAR

PAPER – 201: Conversational English 35 MARKS

PAPER – 202: Broadcasting Audio and Visual Media 35 MARKS

PAPER – 203: PRACTICAL 30 MARKS

THIRD YEAR

PAPER – 301: Knowledge of Current Affairs and G.K. 35 MARKS

PAPER – 302: Entrepreneurships Development 35 MARKS

PAPER – 303: PRACTICAL 30 MARKS

B.A. (FUNCTIONAL ENGLISH)

FIRST YEAR DETAILED SYALLBUS

PAPER – 101

Phonetics and Phonology

UNIT I Theory :

1. Hugnistics and Phonetics, Phonetics and Phonology.
2. Mechanism of speech-speech organs.
3. Speech sounds – classificatory scheme.
4. IPS – Phonetics symbols

Practice and drilling of IPA symbols - Oral, aural, written and visual.

UNIT II Phonology of English :

1. English consonants and vowels. Diphthongs and semi vowels.
2. Syllable and syllable nuclei.
3. Consonant cluster
4. Word phonology – Accentuation – Juncture and stress pattern.
5. Clause and sentence phonology intonation, connected speech.
6. Assimilation, contraction and elision in

Practical : Intensive practice and drilling of :

English consonant clusters, syllable nuclei, diphthongs and semivowels, consonants and vowels, stress-pattern of words and juncture Intonation pattern. Phonetic transcription, Reading, Writing, speaking, hearing.

Books Recommended :

1. An Introduction to the Phonoculation of English A.C. Crimson.
2. English Pronouncing dictionary – D Jones.
3. A Textbooks of English Phonetics for Indian students –
T. Bala subramanium (Macmillan)
4. English Phonetics for Indian Students (A work book) –
T. Bala subramanium (Macmillan)
5. An outline of English Phonetics – J. Jones.
6. ध्वनि विज्ञान – जे. वी. धुल ।

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FIRST YEAR DETAILED SYALLBUS

PAPER – 102

Remedial Grammar (and Writing) of English

Course Contents :

The Article, Parts of Speech, Linking Verbs, Negative, Sentences, Questions, Agreement of concord, Verbs Transitive/Intransitive, regular/Irregular, Tense and their uses, Helping verbs and Adverbs, Question Tags, Transformations.

The Possessive Adjective or the Definite, Article With Noun denoting Parts of the body, confusion of adjective and adverbs, Adverbial Use of No. Not and None. Difficulties with comparative and superlative confusion of participles: Active and Passive Voice.

Passive Voice

The Prop Work one

Prepositions, Negative Verbs

Redundant Pronouns and Prepositions

The Use of Correlative

Use of who and whom, much and many, still and yet, so that, so as, make and do. Errors in the use of individual words, the courtesy words – please and thanks you, dates and the time greeting and situational.

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FIRST YEAR DETAILED SYALLBUS

PAPER – 103

Practical

Intensive drilling of sounds, stress and information pattern of English.

Report-writing, script writing for annomeemant, compressing the broadcasting programme.

N.B.: The paper will be on theory and the practical will have three parts:

- (a) Testing the phonetic skills.
- (b) Home assignment to on writing.
- (c) Examination.

(Each part carry 10 marks)

Teaching Hours – 6 periods to 45 minutes per week for each paper including practical.

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SECOND YEAR DETAILED SYALLBUS

PAPER – 201

Conversational English

Course Contents :

Imaginative use of Parts of Speech.

How to plan paragraph writing.

How to change the Direct into Indirect Speech and vice-versa.

Sentence Connectors and Cohesion.

Substitution and ellipses.

Sentence variations and the re-writing of sentence.

Imaginative Features

Idioms and Phrases

A. Language and Society, Styles and Registers.

B. English In Situations :

1. Greeting
2. Asking to Hay
3. In the Post Office
4. Catching a train
5. Buying a dress
6. Booking a room at Hotel
7. At the Bank
8. Making a Telephone call
9. At the temple
10. Asking the time : Time Expression
11. Receiving and seeing off a guest.

12. Buying Guide Book
13. At the Travel Agency
14. At the Air Port
15. At the Customs
16. At the Police Station
17. At the International Air Port
18. Making an apology

A. Language and Communication

B. English in Situations :

1. On the bus
2. At the restaurant
3. Taking a taxi
4. Hiring a rickshaw
5. At the Doctors
6. Buying a theater ticket
7. Making an appointment
8. At the Customs
9. At the Chemists
10. Buying vegetables
11. At a dinner party
12. At the hospital
13. In the ladies hairdressers
14. At the man's hairdressers
15. At the garage
16. In a coffee bar
17. Lost property
18. At the Stock Exchange

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SECOND YEAR DETAILED SYALLBUS

PAPER – 202

Broadcasting Audio and Visual Media

1. Fundamentals of Broadcasting.
2. Radio as a medium of Communication.
3. TV as a medium of communication.
4. TV Network in India as Educational T.V.
5. Current affair and General Knowledge.

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SECOND YEAR DETAILED SYALLBUS

PAPER – 203

Practical

- (a) Visit to various places, offering different situation and practicing conversation there. Students must be asked to write dialogues relating to hours situations.
- (b) Visit the Radio Station and TV Studio and becoming familiar with the functions of these media.
- (c) Training for 4 weeks during summer vacation either as a receptionist in a noted Hotel or as a Salesman/girl in a relatively noted business firm.

Practical Examination :

- (a) Writings answers.
- (b) Vivo-voce examination.
- (c) Presenting the certificate of training from the employers.

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THIRD YEAR DETAILED SYALLBUS

PAPER – 301

Knowledge of Current Affairs and G.K.

Course Contents:

- (a) Practical Training: Voice Training and Training in the techniques of broadcasting on the Radio.
- (b) Knowledge of Current Affairs and General Knowledge.

Course Content:

- (a) Practical Training in facing the camera: Gestures and speech :
 - (i) Facial Expressions, Lip movement, Eye movement
 - (ii) Stress, Intonation and Panres etc.
- (b) Knowledge of Current Affairs and General Knowledge.

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THIRD YEAR DETAILED SYALLBUS

PAPER – 302

Entreneurships Development

1. Need, scope and characteristics of entrepreneurship, Special schemes for Technical Entrepreneurs, STED.
2. Identification of opportunities.
3. Exposure to demand based, resource based, service based, import substitute and export promotion industries.
4. Market Survey Techniques.
5. Need, scope and approaches for project formulations.
6. Criteria for Principles of product selection and development.
7. Structure of project report.
8. Choice of technology, plant and equipment.
9. Institution, financing procedures and financial incentive.
10. Financial ratios and their significance.
11. Books of accounts, financial statements and funds flow analysis.
12. Energy requirement and utilization.
13. Resource Management: Men, Machine and Materials.

14. Critical Path Method (CPM) & Project Evolution Review Techniques (PERT) as Planning tools for establishing SSI.
15. (a) Creativity and innovation
(b) Problem solving approach
(c) Strength Weakness Opportunity and Threat (SWOT) Techniques.
16. Techno-economic feasibility of the Project.
17. Plant layout and Process Planning for the product.
18. Quality control/quality assurance and testing of product.
19. Elements of marketing and sales management
(a) Nature of product and market strategy
(b) Packaging and advertising
(c) After Sale service
21. Costing and pricing
22. Management of self and understanding human behavior.
23. Sickness in small-scale industries and their remedial measures.
24. Coping with uncertainties, Stress management and positive reinforcement.
25. (a) Licensing, registration
(b) Municipal by laws and insurance coverage.
26. Important provisions of Factory Act, Sales of Goods Act. Partnership Act.
27. (a) Dilution control

(b) Social responsibility and business ethics.

28. Income Tax, Sales Tax and Excise rules.

Practice 15 hrs. Teaching Load

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| 1. Conduct of mini market survey (one day exercise) visits. | Data Collection through questionnaire and personal visits. |
| 2. Entrepreneurial Motivation Training | Through games role-playing discussions and exercise. |
| 3. (a) Working capital and fixed capital assessment and management | practice |
| (b) Exercise on working capital and fixed capital calculation | practice |
| 4. (a) Analysis of sample project report | Discussion |
| (b) Break-even analysis | Practice |
| 5. Communication written and oral | Practice |

B.A. (FUNCTIONAL ENGLISH)

THIRD YEAR DETAILED SYALLBUS

PAPER – 303

Practical

Course Content :

English in Situations. Each Student should work as tutor to business people, householders or house wives interested in learning conversational English for four weeks and work as a receptionist at a noted hotels or as a salesman in a comparatively famous firm for four weeks, during the vacation following the **IV Semester**.

- (i) Practical training in voice and technique of Radio Broadcasting will include F.W. of visiting Radio Station for exposure to the mechanism of Radio broadcasting. Participation in local funetors, sports and cultural etc.
- (ii) Practical training in Gestures and Speech, facial expressions, lip-movement, eye-movement, Stress, pauses and intonation of sportacious speech, visit to a T.V. station and exposure to different mechanisms of the TV Broadcasting.
- (iii) To receive apprenticeship training for 4 weeks during vacation.
 - (a) Announcing, News reading, giving commentary, comprising at a Radio Station.
 - (b) News reading, announcing and coupling of a TV Station.

Suggested Reading Material

1. Deshpande M.V.: Entrepreneurship of Small Scale Industries Concept, Growth a Management, Deep and Deep Publication, D-1/24, Rajouri Garden, New Delhi-110027, 1984
2. Mc, Clelland DC. : The Achieving society, Princeton. N.J.D. Van Nostrand Co., N.Y. 1961.
3. Meredith G.G. Nelson Reetel : Practice of Entrepreneurship ILO, Geneva. 1982.
4. Pareek U & Rao TV : Personal Efficiency in Developing Entrepreneurship. Learning systems. New Delhi, 1978.
5. Rao TV and Pareek 4: Developing Entrepreneurship – A Handbook, Learning, Systems, New Delhi – 1982.
6. Vyas J. N. : Planning and Industrial Unit I, Neelhum. Neelkanth Part, Opp. Navarangpura, Ahmedabad.
7. Welsh J.A & Jerry E.N.: Entrepreneurs Master Planning Guide-How to launch a successful Business Prentice Hall, Englewood Cliffs, 1993.
8. Department of Industrial: Development Incentives and Concessions for Setting up Industries in Backward areas. Deptt. of Industrial Development, Govt. of India, New Delhi.
9. India Investment : Guide for Entrepreneurs, India investment Center, Jeevan Vihar Building Sansad Marg, New Delhi.
10. Entrepreneurship : A Handbook for New Entrepreneurs (With special reference to S & T group) Entrepreneurship Development Institute of India.)

NOTE : The above paper is on the pattern of various courses developed by Department of Science and Technology, New Delhi. The meeting of the Entrepreneurship Cell was held at the Deptt. of Science & Technology, New Delhi. It was recommended that this paper might help students in on-the-job training, which would be organized at the end of the second year.