

Anekant Education Society's  
**Tuljaram Chaturchand College of Arts, Science and Commerce,  
Baramati**

**Autonomous**

**Course Structure for Functional English Paper- III**

<b>Semester</b>	<b>Paper Code</b>	<b>Title of Paper</b>	<b>No. of Credits</b>
III	ENG FE 2305	<b>Advanced Writing Skills and Introduction to Electronic Media</b>	3

**SYLLABUS (CBCS) FOR S. Y. B. A. FUNCTIONAL ENGLISH  
PAPER III  
(w. e. from June 2020)**

**Academic Year 2020-2021**

Class : S.Y.B.A (Semester- III)

Paper Code : ENG FE 2305

Paper : III

Title of Paper: **Advanced Writing Skills and Introduction to Electronic Media**

Credit: 3                      No. of lectures: 48

**A) Learning Objectives:**

1. Enhancing students' ability to communicate in written mode
2. Training students in extended writing in different formats
3. Developing awareness about the need to change language according to situation
4. Helping students to recognize the need for reference work
5. Acquainting students to career options in electronic media and equipping them to be prepared for the same.
6. Making students aware about change in language use as per the nature of Media
7. Initiating students into research through scrape book, bibliography

**B) Learning Outcome:**

1. Students communicate in written mode.
2. Students change language according to situation.
3. Students use electronic media for communication.
4. Students organize events.

**TOPICS/CONTENTS:**

**Unit 1**

**(24 L)**

• **Vocabulary Building:**

Students will learn antonyms, synonyms (as for TOEFL and GRE) and Word Formation- prefixes and suffixes

- **Register and Style: Introduction to the above concepts with emphasis on acquaintance to different styles and registers.**

- **Defining and describing:**

Difference between defining and describing from the language point of view  
Students will define simple day-to-day things, places, persons, devices, tools etc and also describe them (Students will be given home assignments in vocabulary/ definitions & descriptions. They will collect and paste in their journal minimum 2 sample passages of style/register and analyze them)

## Unit II

(24L)

- **Writing different types of paragraph:**

Structure of a Para: Topic sentence, elaboration, explanation, illustrations etc  
Para of comparison and contrast, argumentative Para, descriptive para

- **Letter writing:**

Lay out of a letter, preparing Bio-data, formal and informal letters

- **Scrape Book:**

Students may be acquainted with the concept, its usefulness and relevance

Students will prepare a scrap book on a topic of their interest with the help of the teacher.

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**Course Structure for Functional English Paper- III**

<b>Semester</b>	<b>Paper Code</b>	<b>Title of Paper</b>	<b>No. of Credits</b>
IV	ENG FE 2405	<b>Advanced Writing Skills and Introduction to Electronic Media</b>	3

**SYLLABUS (CBCS) FOR S. Y. B. A. FUNCTIONAL ENGLISH  
PAPER III  
(w. e. from June 2020)**

**Academic Year 2020-2021**

Class : S.Y.B.A (Semester- IV)

Paper Code: ENG FE 2405

Paper : III

Title of Paper: **Advanced Writing Skills and Introduction to Electronic Media**

Credit: 3 No. of lectures: 48

**A) Learning Objectives:**

1. Enhancing students' ability to communicate in written mode
2. Training students in extended writing in different formats
3. Developing awareness about the need to change language according to situation
4. Helping students to recognize the need for reference work
5. Acquainting students to career options in electronic media and equipping them to be prepared for the same.
6. Making students aware about change in language use as per the nature of Media
7. Initiating students into research through scrape book, bibliography

**B) Learning Outcome:**

1. Students communicate in written mode.
2. Students change language according to situation.
3. Students use electronic media for communication.
4. Students organize events.

**TOPICS/CONTENTS:**

**UNIT1**

**(24L)**

**I Writing Reports:**

Nature and structure of reports; types of reports: visit reports, survey reports, and reports on events

**II Preparing and Writing Bibliography:**

Structure of Bibliography, Need of bibliography, Introduction to various style sheets

**III Writing scripts for compering a programme:**

**(3 contacts for teaching and 6 for classroom practicals)**

Various functions of the college, festivals and other public functions

**UNIT 2**

**(24L)**

**(I) Introduction to Social Media** (Face book, Twitter and Blogs)

**(II) Communication:**

- A. Meaning, Definition
- B. Characteristics of Communication
- C. Types of Communication

**(III) Review Writing (Film Review, Book Review, Restaurant Review)**

**(IV) Introduction to Electronic Media: B) TV:**

- i) Personnel and Functions of Studio
- ii) TV as Mass Media
  - i) TV as Audiovisual Media
  - ii) Types of TV programmes
    - a) Educational
    - b) Informative
    - c) Entertainment
    - d) For select Audience

Students' visit to local/nearby TV channel and radio station may be arranged, on which they will write a report

**(V) Similarities and differences between Social media and Mass media with special reference to the use of language**

**References:**

**Books recommended**

- N. Krishnaswamy Modern English (Macmillan, India)
- Bhaskaran and Horsburgh Strengthen Your English (OUP)
- Kane Thomas The New Oxford Guide to writing (OUP)
- Tikoo and Sasikumar Writing With a Purpose (OUP)
- Working With Words Gairns, R & redman S (CUP)
- Instant word Power Norman Lewis
- Word Power Made Easy Norman Lewis
- Words in Action Martin Steinman
- Strengthen Your Writing Narayanswami, V.R.
- English for the Office Peter Little
- English Language in Advertising Pandya Indubala
- The art of Broadcasting S.P.jain
- Radionews writing and Editing carl warren
- The techniques of TV Production G. Millerson
- Massmedia Forces in our Community francis, V,& Ludila, ED
- Advertising Made Simple Jefkins frank
- Television and radio News siller,Bob, White, Ted

- Shipra Kundra                      Basic Audio Visual Media (Anmol)
- News writing & reporting for Today's Media      Itule et el
- Cliff's TOEFL
- Barron's TOEFL
- Television an Introduction                      Jonathan Bicknell
- Script to Screen                                      Sharda Koushik (Macmillan)
- Understanding Social Media by V. Taprial and Priya Kanwar

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