

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

Course Structure for T.Y.B.A. Functional English (P-5)

**Paper: Introduction to Print Media and Writing for Mass Media & Key Competency
Modules (w.e.f-2021)**

Semester	Paper Code	Title of Paper	No. of Credits
V	ENGFE3505	Introduction to Print Media and Writing for Mass Media & Key Competency Modules	4

SYLLABUS (CBCS) FOR T.Y.B.A. Functional English (P-5)

**Paper: Introduction to Print Media and Writing for Mass Media & Key Competency Modules
(w. e. from June 2021)**

Academic Year 2021-2022

Class : T.Y.B.A. (Semester- V)
Paper Code : ENGFE3505
Paper : Functional English (P-5)
Title of Paper :
Introduction to Print Media and Writing for Mass Media & Key Competency Modules
Credit: 4 No. of lectures: 48

(1) Learning Objectives

1. Acquainting students to new career options and equipping them to be prepared for the same.
2. Preparing students for various careers in language like translation, technical writing, writing for mass media, advertising, freelancing.
3. Creating awareness about language change from one media to the other.
4. Encouraging students to observe, compare and analyse the language activities of media through exposure.
5. Providing them with basic data required for skills like translation especially related to media.

(2) Learning Outcomes

1. The students acknowledge different career options.
2. The students are prepared for various careers in language.
3. The students understand about language change from one media to the other.
4. The students learn language activities of media through exposure.

TOPICS/CONTENTS:

I Writing News:

- i) Elements of News-headline, intro, dateline, 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 newspapers 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 Editor expressing views on given data:

- i) Letters to editors and their relevance for the newspaper, 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:

- 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:

- i) Nature of book review
- ii) Characteristics and purpose of book review
- iii) Review and critical analysis

B) Key competency Modules:

- i) Stress, Time and conflict Management
- ii) Introduction to Right to Information
- iii) Creative Thinking

Mapping of Programme Outcomes with Course Outcomes

Class: TYBA (SEM V)

Subject: English

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Course: Introduction to Print Media and Writing Mass Media

Course Code: ENGFE3505

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

	Programme Outcomes (Pos)							
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2			3				
CO2					2			2
CO3				3		2		
CO4				3	3			
CO5	2				2			
CO6	2							2
CO7				2				2

Justification for the mapping

PO1: Research-Related Skills

CO1: This course will take students into the most formal of all writing, thus, enabling them to acquire the basic skills to go through any research writing in the future.

CO5: The syllabus will introduce students with the professional writing practices, thus, transmitting them with research-related skills.

CO6: The course will help students to organize their ideas coherently while they learn to write coherently and with precision, thus, girding them with research-related skills.

PO4: Disciplinary Knowledge

CO1: This course will lead the students into very formal writing, thus, imparting much required disciplinary knowledge that they need the most.

CO3: The course will sharpen the basics principles of writing of students, thus, definitely increasing the knowledge of the discipline.

CO4: The syllabus will equip students with writing job applications, and basics of letter writing, thus, imparting disciplinary knowledge.

CO7: The course will develop descriptive and analytical skills of students based on verbal inputs, which is a huge part of the disciplinary knowledge.

PO5: Personal and Professional Competence ₄

CO2: Learning writing skills will enable the students to spot mistakes in writing and do editing by themselves, thus, transforming them for better in their personal and professional life.

CO4. The syllabus will equip students with writing job applications, and basics of letter writing, which will give the personal and professional competence.

CO5: The syllabus will introduce students with the professional writing practices, thus, transmitting them with personal and professional competence.

PO6: Self Directed and Lifelong Learning

CO3: The course will sharpen the basics principles of writing of students, which in its course will reshape the students into self-directed and thirsty lifelong learners.

PO8: Critical Thinking and Problem Solving

CO2: The syllabus will enable students to spot mistakes in writing and do editing by themselves, thus, enabling them acquire critical thinking and problem-solving skills.

CO6: The course will help students to organize their ideas coherently while they learn to write coherently, thus, acquiring critical thinking and problem-solving skills.

CO7: The syllabus will develop descriptive and analytical skills of students based on verbal inputs, which in turn, will further develop critical thinking and problem solving skills.
