

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)**

<b>Semester</b>	<b>Paper Code</b>	<b>Title of Paper</b>	<b>No. of Credits</b>
VI	ENGFE3605	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 : ENGFE3605

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 Articles and Features:**

- i) Difference between articles and features
- ii) Selection of topic of relevance
- iii) Readability and interest
- iv) Writing Radio talks/simple conversations based on certain themes to be developed in a radio play

## II) Technical Writing:

- i) Nature of technical writing
- ii) Relevance of technical writing
- iii) Technical writing as a career

## III) Translation with reference to mass media:

- i) Study of the translated words given in the provided list for their effective use while writing for Media
- ii) Study of the translated phrases of drafting and noting given in the provided list for their effective use while writing for Media
- iii) Translating given text from Hindi/Marathi into English and vice-versa

## IV) Film Review:

- i) Major types of films - Documentaries and Feature films
- ii) Essentials of a film: a) Story and plot  
b) Script and dialogue  
c) Direction  
d) Acting  
e) Cinematography  
f) Music
- iii) Writing film reviews with reference to the above points

## Reference Books:

- |  |                              |
|--|------------------------------|
| • The Structure of Technical English           | A.J. Herbert                 |
| • News Writing and Reporting for Today's Media | Itule Bruce                  |
| • An Introduction to Journalism                | Carole Fleming               |
| • Mass Communication in India                  | Keval Kumar                  |
| • Television news Writing and Reading          | H.H. Mustafa Jaidi           |
| • Newspaper Feature Writing                    |                              |
| • Newspaper an Introduction                    |                              |
| • The Cinema as Art                            | Ralph Stephenson, Jeandebrix |
| • How Films are Made                           | Khawaja Ahemad Abbas         |
| • Vyavaharik Marathi                           | Univ. of Pune Publication    |
| • Vyavaharik Marathi                           | Phadke Prakashan, Kolhapur   |

## Mapping of Programme Outcomes with Course Outcomes

Class: TYBA (SEM VI)

Subject: English

Course: Introduction to Print Media and Writing Mass Media

Course Code: ENGF3605

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

	<b>Programme Outcomes (Pos)</b>							
<b>Course Outcomes</b>	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**

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.

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