

Rajarshi Shahu Mahavidyalaya Autonomous, Latur
Syllabus
Communicative English
Under Choice Based Credit System (CBCS)
2021-2024
(Ability Enhancement Compulsory Course)
UG First year
Semester I and II
(Semester Pattern)
(MCQ + Theory)

1. Introduction

English communication skill plays a vital role in the smooth functioning of an organization. The need to impart communicative skills has assumed great importance. A realization of this need by our college has led the Dept. of English to play a multidisciplinary role. English is taught and learnt in many different ways so to cover various views. Communicative English is introduced compulsorily to first and second year UG classes of Arts, Commerce, Science, Bio-technology and Information and Communication Technology (IT) streams. In Communicative English, for the first year of UG classes, the content of the course is a judicious combination of Phonetics and Grammar aiming to imparting written communication skills. Communicative English refers to English which helps us to communicate effectively with people using language functions. Proficiency in English is accepted to be an essential requirement for communication at national as well as international levels. **Under Choice Based Credit System (CBCS)**, the department is given 5 **MODULES** in each semester, out of which as per likings student can select 4 Modules for their course.

2. Title of Course

Communicative English I & II

Objectives:

To train and prepare the students to seek and find employment in the corporate, media, English language teaching and content writing sectors

To develop communicative competence in students

To impart knowledge, ideas and concepts in the technicalities of proper pronunciation, structure, appropriate use and style of the English Language as well as the application areas of English communication

To expose the students to the employment opportunities, challenges and job roles.

To enable the students to conduct independent surveys, collect and analyze data, prepare and present reports and projects

To guide the students to establish self-employment strategies

Learning Outcomes:

To facilitate the learners in acquiring listening and speaking competence

To assist the learners in independent language comprehension and production

To make the students aware of the different communicative functions of English

At the end of the semester the students will be able to:

Listen to a text and identify specific and global information

Read aloud a text with proper stress and intonation

Enact a dialogue on a specific situation with proper contextual language markers and turn takingspeak independently on a given topic

Module I

Communication: Theory and Type I

1 Meaning of Communication

2 Characteristics of Communication

3 Need of Communication

4 Objectives of Communication

5 Process of Communication

Communication: Theory and Type II

6 Forms of Communication

7 Rules for Effective Communication

8 Differences between Formal and Informal Communication

9 Differences between Verbal and Non-verbal Communication

10 Differences between Oral and Written Communication

Module II:

Remedial Grammar I

1. Parts of Speech
2. Use of Tense
3. Direct and Indirect
4. Active and Passive
5. Degrees of Comparison

Remedial Grammar II

6. Phrases
7. Clauses
8. SVOCA structure
9. Types of Sentence
10. Punctuation

Module III:

Applied Phonetics I

1. Introduction to linguistics and speech sounds
2. Introduction to phonetic symbols, phonology & minimal pairs
3. Speech Mechanism and Speech Organs
- 4 Description and classification of vowels
- 5 Description and classification of Consonants

Applied Phonetics II

- 1 English speech patterns: stress and intonation, intonation and meaning
2. Syllabic system and stress pattern: English syllabic structures
3. Content words and stress
4. Intonation: intonation groups, structure of the tone unit; functions of intonation: attitudinal function, accentual function, grammatical function, discourse function.
5. Transcription of Words and Sentences

Module IV:

Conversational English I

- 1 Greeting
- 2 Introducing oneself
- 3 Introducing others and responding to introduction
- 4 Taking leave of others
- 5 Wishing others on various occasions

Conversational English I

- 6 Congratulating
- 7 Thanking and responding to thanks
- 8 Regretting and responding to regret
- 9 Offering and accepting
- 10 Expressing likes and dislikes

Module V:

Business Communication I

- 1, Business Communication-Definitions, importance, need-
2. Types of business communication

3. Media of business communication
4. Corporate Communication-Definitions-Corporate citizenship and social responsibility
5. Corporate communication strategy –Cross-cultural Communication.
6. Business letters
7. Writing notice
8. Writing CVbusiness emails
9. Writing project proposals
10. Writing project report

Business Communication II

1. Media Strategy and Planning
2. Techniques of Branding
3. Advertising as a Tool of Marketing
4. Marketing Mix-Sales Promotion
5. Impact of Advertising: Social Impact andEconomic Effects
6. Common errors
- 7, Placement interview
- 8, Presentation skills
- 9, Group Discussion
- 10, Mock interview