

## **MODEL II (VOCATIONAL): ADMINISTRATIVE ASSISTANT**

### **BA PROGRAMME IN ENGLISH LANGUAGE & LITERATURE**

#### **Semester I**

##### **Complementary 1: English for Business Communication – 1**

1. Written communication of different forms: Using mechanics of letter-writing (format, organizing of information, style and tone).
2. Writing various kinds of business letters (e.g. Letters of enquiry and answers to queries, letters of reference, sales letter, letters of complaints and answers to complaints, collection letters and replies, letters relating to legal transactions, follow-up letters, D. O. letters within and outside the office, letters relating to placing of orders and compliance with orders).
3. Writing circulars, memos, notices, agendas, minutes etc.
4. Preparing notes, outlines, writing summaries of letters/reports.
5. Handling mail (preparing notes on action taken/to be taken).
6. Maintaining a diary and using memory aids.
7. Issuing and asking for testimonials and certificates.
8. Writing business telegrams, telex messages.
9. Writing advertisements for newspapers, souvenirs.

##### **Vocational 1: Information Technology and Computer Applications**

Information Transfer and storage theory: reprography – micrography and computer - online information – retrieval – CD-ROM – Email – facsimile – National and International information systems – NIS, AGRIS, NICNET, INDONET.

#### **Semester II**

##### **Complementary 11: English for Business Communication – 11**

1. Writing a short project (8-10 pages) at the beginning of the year on some aspect of Commercial Correspondence (e.g. Essentials of Commercial Correspondence; the New and Old concept in Letter-writing- Sincerity, Brevity, Proper Presentation and Format; Courtesy and Etiquette in Letter-writing; Good and Bad Letters) – Editing draft letters; proof-reading typed matter and making corrections.
2. Expansion of vocabulary: using words related to commercial correspondence appropriately – Acquiring familiarity with abbreviations used in commercial correspondence and advertisement – Spelling words related to commercial correspondence correctly.

3. Oral communication related to business: Receiving messages and replying to messages on the telephone – Dealing with business clientele with clarity, courtesy and persuasiveness.
4. Study skills; consulting a dictionary for meanings, usage and spelling – Retrieving relevant information from files, reports, letters etc.

### **Recommended Books**

Saunders, Alta Gwinn. Effective Business English. 3ed. New York, Macmillan, 1957.  
 Binham Philip. Executive English. London, Longman Group, 1968-70.  
 Blundell J. A & Middle Miss, NMG. Career: English for the Business and Commercial World Pt.2: Developments 2v. Oxford, OUP, 1982.  
 Carrad, H.L. English and Commercial Correspondence. 3ed. London: Cassel, 1964.  
 Jasmin S. & Bright J.S. Business Letter Writing. New Delhi: Universal, n.d  
 King F.W. & Ann Cree D. Modern English Business letters: Commercial Correspondence for Foreign Students. London: Longman Group, 1962.  
 Kane T.S. The Oxford Guide to Writing. New York: OUP, 1983.  
 Ghose P.C. Commercial English and Correspondence. Calcutta: World Press, 1957.

### **Vocational 2; Computer Application and D.T.P. (Practical)**

1. Page-maker – Ventura – Coreldraw – Paint Brush etc.

### **Recommended Books;**

Rouby, Jennifer.	The Basic Information Technology.
Umapathy, K.S.	Information Sources.

## **Semester III**

### **Complementary: Evolution of Literary Movements – A**

### **Vocational 3; Business Accounting**

1. Accounting – meaning, objectives, meaning of basic terms.
2. Journal and Ledger – journal entries, posting.
3. Sub-division of journal – cash book (simple), purchase day book, returns book, B/R book.
4. Preparation of Trial balance from sub-division of journals.
5. Preparation of Trading Profit and Loss Accounting and Balance Sheet from Trial Balance

### **Recommended Books:**

Jain S.P	Advanced Accountancy
Gupta R. L	Advanced Accountancy
Basu and Das	Practice in Accountancy

## Semester IV

### **Complementary: Evolution of Literary Movements – B**

#### **Vocational 4; Office Procedures and Practices**

1. Nature and functions of office – meaning and importance of office, relationship of office with other departments. Functions – basic and auxiliary. Position and role of an Office Manager in an organization.
2. Office layout and working conditions – location of office, Office building, open and private offices, office environment, lighting, ventilation, temperature and interior decoration (general outline).
3. Work flow in office – concept of workflow and flowcharts, difficulties in workflow.
4. Office organization – principles, type-line, line and staff and service organization, office charts and manuals, meaning and usefulness.
5. Office communication – basic principles, methods of internal and external communication.
6. Office mechanization – need for mechanization, considerations in mechanization, types of office machines and equipment including computers.
7. Handling inward and outward mail – organizations of the mailing section, arrangements with post offices for receipt and dispatch of mail, inword, mail routine, dealing with correspondence, mechanizing mail service.
8. Filing and indexing – filing (a) meaning and importance (b) bases of classification of papers for filing (c) methods of filing: horizontal and vertical indexing, meaning and importance, basis of indexing, types of indexing.
9. Company meetings – types, procedures, duties of secretary.

#### **Recommended Text Books:**

Bhushan V.K.	Office Organisation and Management
Chopra P. K.	Office Management
Chopra P. K.	Office Organisation and Management
Saboo & Bai	Office Management

## Semester V

### **Open Course (General) in lieu of Vocational 5**

## Semester VI

### **Open Course (Frontier Areas) in lieu of Vocational 6**

## **MODEL II (VOCATIONAL): COPY-EDITOR**

### **BA PROGRAMME IN ENGLISH LANGUAGE & LITERATURE**

#### **Semester 1**

##### **Complementary 1- English for Copy-editing 1**

1. Basic Principles of Essay writing: introduction to the Essay form – prewriting- outlining- revising – editing – proof-reading – steps in essay writing- thesis – unity – support – coherence – sentence-skills.
2. Types of Essay development: description - narration - process – cause and effect – examples – comparison and contrast – definition – division and classification- argumentation.

##### **Vocational 1. Information Technology and Computer Applications**

Information Transfer and storage theory: reprography – micrography and computer - online information – retrieval – CD-ROM – Email – facsimile – National and International information systems – NIS, AGRIS, NICNET, INDONET.

Information Transfer and storage theory: reprography – micrography and computer - online information – retrieval – CD-ROM – Email – facsimile – National and International information systems – NIS, AGRIS, NICNET, INDONET.

#### **Semester II**

##### **Complementary 11- English for Copy-editing 11**

1. Sentence Skills: Grammar: subjects and verbs – fragments – run-ons – regular and irregular verbs – subject-verb agreement – verb – tense – pronoun – adjectives – adverbs – modifiers – parallelism.
2. Mechanics: Manuscript form – capital letters – numbers and abbreviations.
3. Punctuations: apostrophe – quotation marks – comma – other punctuation marks.
4. Word use: using the dictionary – spelling – vocabulary – word choice – sentence variety.

##### **Prescribed Book**

Langan, John. College Writing Skills. McGraw Hills, 1996.

##### **Vocational 2. Computer Application and D.T.P. (Practical).**

Page-maker – Ventura – Coreldraw – Paint Brush etc.

**Recommended Books;**

Rouby, Jennifer.                    The Basic Information Technology.  
Umapathy, K.S.                    Information Sources.

**Semester III**

**Vocational 3, Copy-editing: an Overview**

Selection of manuscripts – commissioning and acquisition – screening unsolicited manuscripts – evaluation and vetting – dealing with external evaluation and experts – developing manuscripts with authors – list development – the importance of being an editor – interacting with other departments for estimates, production costs and schedules, market possibilities etc. – developing a house style – preparing manuscripts for press – overall editing and copy-editing – dealing with contracts, royalties, advances and working with authors – balancing editorial priorities and preferences with market demands.

**Semester IV**

**Vocational 4, The Technique of Copy-editing**

What is copy-editing? Editing tools – editing and proof reading symbols – checking facts – correcting language – typography – typesetting process – press copy – preparation of index – preparation of foot notes – style sheet.

**Recommended Books:**

University of Chicago	A Manual of Style
Perkins E. Maxell	Editor to Author
Gross, GERAL (ed)	Editors on Editing
Indian Standards Institution	Rules for Making Alphabetic Index
Clark, Giles	Inside Book Publishing, Book House Training Centre, London

**Semester V**

**Open Course (General) in lieu of Vocational 5**

**Semester VI**

**Open Course (Frontier Areas) in lieu of Vocational 6**

## **MODEL II (VOCATIONAL): TEACHER OF ENGLISH IN LOWER CLASSES**

### **BA PROGRAMME IN ENGLISH LANGUAGE & LITERATURE**

#### **Semester I**

##### **Complementary 1 – Education in India**

1. Its meaning – how philosophy and sociology determine the aim, content and method
2. Its function – transmission and transformation of culture – education as an instrument of social change.
3. Education during the British period and since Independence – University Commission report (1949) – Secondary Education Commission Report (1953)- Education Commission Report (1964-66).
4. Approaches to Education – idealistic – naturalistic – realistic – pragmatic.
5. Types of Education – formal – informal – non-formal – teacher centred – child centred- life centred – the basic scheme.
6. Problems of education and attempted solutions – universalization of primary education – equalization of educational opportunities - vocationalization
7. Educational Planning and adult education and continuing education
8. Education for democracy – education for development – education for national integration – education for international understanding

##### **Vocational 1, School Organisation**

1. Administrative framework – The Head Master – the staff council – students' assembly, school parliament – discipline – maintenance committee etc. – Administrative network of education in Kerala.
2. School and social provision – School – a community – community service programmes as the focus of community's interest in schools.
3. Celebration of Festivals and national Days.
4. Provision of moral instruction – developing respect for all religions
5. Maintenance of school records
6. Examinations and assessment
7. Role of Professional Organisations.

##### **Recommended Books:**

Kochar S.K.	School Organisation, University Publications, Ambala
Ryburn W. M.	Suggestions for Organisation of Schools in India,OUP
Varghese Paul T.	School Organisation, Macmillan

## Semester II

### **Complementary 11 – Educational Psychology 1**

1. Meaning, relevance and scope of modern Educational Psychology.
2. Growth and Development – the concept and principles of development – stages of development with special emphasis on childhood and adolescence – different aspects of development – needs and problems of children and adolescents.
3. Learning Process – the concept of learning – types of learning – Trial and Error – Thorndike’s laws of learning – concept of reinforcement – Skinner and Hull – Insight learning – Field concept and gestalt Cagne’s hierarchy – learning of concepts, values, skill and problem solving – conditions influencing learning with respect to the learner, learning material and the learning situations – special problems of the culturally disadvantaged child – compensatory education – exploiting the environmental potentialities – maturation – the relevance of the stages of development – permanence in learning – remembering and forgetting – motivation, intrinsic and extrinsic.

#### **Recommended Books:**

Biggie, Morris L.	Learning Theories for Teachers
Bruner, Jerome S.	Process of Education
Gagne N.L	Educational Psychology
Munn N. L	Introduction to Psychology
Skinner C. R	Educational Psychology

### **Vocational 2 - Conversational English**

Language and society – register and Style – Elements of speaking – Greetings – Introduction – Leave-taking – Making, Granting requests – Thanking – Making Enquiries – Giving Information – Giving directions – Withholding Information – Describing People, Processes, Procedures, Objects – Narrating Events – Extending Invitations – Accepting and declining Invitations – Making Complaints and Suggestions – Apologizing – Offering Excuses – Negotiating and persuading People - Expressing Dissent and Caution – Offering Emotional Support – Motivating People – Expressing Condolence, warning – Expressing Disapproval and Displeasure – Group Discussions, Debates – facing an Interview – Conducting an Interview.

#### **Core Text**

***Spoken English for You: Radhakrishna Pillai and Rajeevan: Emerald Publishers***

### Semester III

#### **Vocational 3 – Methodology of Teaching English**

1. The role of English in India – historical developments – present day needs – English as a link language, library language and as an international language
2. Present day conditions in India
3. Principles of learning a foreign language – Contribution of Linguistics and Psychology.
4. Problems of learning a foreign language – Influence of the mother-tongue – comparison with learning the mother-tongue – development and sequence in acquiring the four skills.
5. A brief review of traditional methods – Translation Method – Direct Method.
6. Approaches to Modern Language Teaching – Situational approach – oral approach (speech before reading and writing) – Structural approach (the teaching of language patterns)
7. Vocabulary control and grading – basic English structures – Control and grading.
8. The four-fold language skills and their co-ordination. Standards to be reached in each skill at the various stages.
9. Oral approach – the presentation and practice of new items – vocabulary and sentence pattern – need for repetition and variety – choral and individual practice – kinds of drills
10. Situational teaching – different types of situations – use of objects and actions – pupil participation – use of blackboard and simple pictures – verbal situations – the use of mother-tongue.
11. Reading: early stage – methods of teaching reading – relation to oral work – use of the blackboard – Flannel graph phonics – place of workbooks and readers – early comprehension exercises – development of reading skills – loud reading – silent reading – rapid silent reading – place of the readers – characteristics of a good supplementary class and school libraries.
12. Writing – relation to oral and reading skills – early stages – importance and characteristics of a good handwriting – advantages of italic script – development from un-joined to cursive script – use of blackboard – writing scripts – Transcription – Copy Book – development of writing skills – oral and written exercises
13. Spelling – causes for poor spelling – remedial measures – Dictation.
14. Place of the reader in teaching English – Characteristics of a good reader – Planning the lesson from the Reader.
15. Teaching of prose – Objectives and specifications – Introduction, presentation, establishment
16. Teaching of Grammar – Formal and Functional – Inductive and deductive approaches.
17. Rhymes, songs and language games.



18. Testing and evaluation in English- Instructional and language-teaching objectives – their specifications - merits and demerits of each – Constructing a test – analysis of the syllabus – choice of questions – balancing objectives – Scoring key and marking scheme.
19. Audio-visual aids in teaching English – Visual aids – simple class room aids – objects, children, the blackboard, pictures, flash cards, school surroundings, preparing a teaching kit, flannel graph, wall news-paper, slide and film projector – audio aids – radio lessons.
20. Teaching Literature: Aims: enjoyment, appreciation, widening cultural background

### **Books for Reference;**

- Billows, F. L. The Techniques of Language Teaching. Longman  
 Bright and Gregor, MC. Teaching English as a Second Language. Longman  
 Harris D. Testing English as a Second Language. Longman  
 French F. G. Teaching English as an International Language, OUP.  
 Frisby A.N. Teaching English.  
 Gatenby E.V. English as a Foreign Language, Longman.  
 Gurrey. Teaching English as a Foreign Language. OUP.  
 Horburgh, D. How to Use the Blackboard in Teaching English. Orient Longman  
 Hornby A.S and others. The advanced Learner’s Dictionary of Current English. OUP.  
 Hornby A.S. The Teaching of Structural Words and Sentence Patterns, Part 1-1V Vols.  
ELBS  
 Lec W. R. and Corper Helen. Simple Audio-Visual Aids to Foreign Language Teaching.  
OUP.  
 Morris. The Art of Teaching English as a Living Language. Longman.  
 Spencer B. H. Guided Composition Exercise. Longman.

## Semester IV

### **Vocational 4 – Educational Technology**

1. Concept of Educational Technology – Different approaches.
2. A. V. technology concept of Cone Experience – use of A.V. aids in teaching – learning process – Acquaintance with various aids like projector, slide projector, overhead projector etc. Preparation of slides, filmstrips etc.
3. Individualising Instruction
4. Programmed training – contributions of Skinner and Crowdar – styles of programming.
5. Modules – preparation and use.

6. Different learning strategies like Keeler Plan
7. Training of Teachers: Micro-teaching concept and procedure – teacher behaviour communication in the classroom – classroom interaction and Flanders Interaction Analysis category System (FIACS).

**Recommended Books:**

Sampath K. Introduction to Educational Technology. New Delhi: sterling Publishers Pvt. Ltd., 1981.

Dececco, John P. (ed). Educational technology. Holt Rinehart and Winston

**Semester V**

**Open Course (General) in lieu of Vocational 5**

**Semester VI**

**Open Course (Frontier Areas) in lieu of Vocational 6**

## **MODEL II (VOCATIONAL): JOURNALISM**

### **BA PROGRAMME IN ENGLISH LANGUAGE & LITERATURE**

#### **SEMESTER I**

##### **1 Complementary 1 – Constitutional Law**

- UNIT I Salient features of Indian constitution – The preamble Fundamental rights and duties – Directive principles of state policy. The Union parliament.
- UNIT II Centre – State relations – Govt. of the union – Union executive – The President – Vice – president – The council of ministers – Govt. of the state – The role of Governor- The state Legislature.
- UNIT III Freedom of the press and parliamentary privileges Press freedom – Rights and restrictions under the constitution of India Constitutional limitations.
- UNIT IV Indian judicial system – supreme court and the judicial review – Emergency provisions Articles 352m 356m 360 of the constitutions.
- UNIT V Procedure for the amendment of the constitution of India – The Election commission: Structure, powers and functions – secularism in India.

##### **Vocational 1 – Introduction to Mass Communication**

- UNIT I Communication – Definition, Scope, functions and process – Theories of communication – Evolution of human communication – Historical perspective Early forms of communication.
- UNIT II Communication and Society in developed countries and developing countries Types of communication: interpersonal, group and mass communication Emergence of mass society and mass media.
- UNIT III Mass Communication: Meaning, characteristics and functions – Basic models of mass communications – Psychology and effects of mass communications.

- UNIT IV Mass Communication: Types: Print, radio, T.V., film-Nature and scope of mass media – Role of mass media – Role of mass media in national development – Media institutions.
- UNIT V Modern Communication technologies: Satellite communication, Information super highway, the Internet, Interactive media, hypertext.

## **SEMESTER II**

### **I Complementary II - MEDIA LAWS**

- UNIT I History of press legislation – Freedom of the press and contempt of the court: The court: The Contempt of Courts Act, 1971- Important provisions – Press and Registration of Books Act 1867: Main Provisions.
- UNIT II Official secrets Act, 1923: Secrecy and the press, need for an open government, obligation on the government to supply official information – The working journalists Act, 1955: Important provisions – Drugs and Magical Remedies Act, 1954: Main Provisions.
- UNIT III The copy Right Act, 1957: What is protected, Significance of registration, Remedies for infringement – Young persons (Harmful publications) Act, 1956: Relevent provisions –The press council Act, 1978: Important provisions.
- UNIT IV Cinematograph Act, 1952 & 1984: Main provisions, video piracy and the law-provisions in the Indian penal code affecting the press: relating to Libel, defamation, sedition, class hatred public mischief.obscenity etc. criminal procedure code: arrest, F.I.B Bailable and Non-bailable offences, cognizable and Non-cognizable offences, incamera proceedings – Civil procedure code.
- UNIT V Prasar Bharathi Act: Main provisions – Cable Regulatory Act: Relevent provisions- Media ethics.

### **Vocational II – HISTORY AND DEVELOPMENT OF JOURNALISM**

- UNIT I What is journalism? Principles and functions of journalism – journalism as a profession – Role and responsibilities of journalists – Ethics of journalism.

- UNIT II World journalism – Origin and growth of Indian journalism. The early press in India – Contributions of James Augustus Hickey, Serampore missionaries, James Silk Buckingham, Raja Ram Mohan Roy.
- UNIT III Newspaper and freedom struggle – Indian press during the first war of independence – Contributions of Mahatma Gandhi, Tilak etc. – Growth of press in post Independence India – Press Councils and Press Commissions in India – Press Trust of India – News agencies – Professional Organisations – New trends in journalism.
- UNIT IV Brief history of Malayalam journalism – Characteristic features of Malayalam journalism – Early Malayalam Newspapers – Prominent Personalities – Malayalam news writing and headline writing styles.
- UNIT V Malayalam magazine – Future of Malayalam journalism Impact of modern technology in Malayalam journalism Big news papers Vs small and medium newspapers in Malayalam – Evening dailies and tabloids.

### **SEMESTER III**

#### **VOCATIONAL III – NEWS REPORTING**

- UNIT I News Definitions, purpose , and ingredients – classification and types of news – sources of news – sources of news.
- UNIT II Structure of a news copy – Lead- Different kinds of lead – Techniques of news writing – changing styles of news writing –Accuracy – objectivity.
- UNIT III News gathering methods – Interview – types of interview –speeches, court proceedings, press conferences, accident, death disaster, Elections etc.- Beat.
- UNIT IV Reporter – Correspondent – Qualities and qualifications of reporter – Rights, responsibilities and role in modern society – News Bureau – Special correspondent – Foreign Correspondent.
- UNIT V Specialized reporting : Business / Science / Finance/ War – Investigative reporting – Indepth reporting – New journalism – Interpretative journalism – precision journalism – News reporting for the Electronic media – Difference in Technique ,style and contents.

#### **VOCATIONAL IV –NEWS EDITING**

- UNIT I What is editing? General Principles and functions of editing – Organisational structure of editorial department.
- UNIT II Editing process –Selecting news, checking facts, correcting language, rewriting lead, condensing stories, localizing news – Handling agency copy and correspondent’s copy.

- UNIT III Editing and proof reading symbols – Electronic editing – Editing terminology – Style book – Editing for print media, radio, television.
- UNIT IV Headlines – Functions and types of headlines – Writing headlines and subheadlines – Unit count – picture editing – Writing captions and outlines.
- UNIT V Edit page – Editorial – letters to editor, Newspaper design – Dummy preparation.

### **SEMESTER IV**

#### **VOCATIONAL V - MEDIA MANAGEMENT AND INTRODUCTION TO INFORMATION TECHNOLOGY**

- UNIT I Management of newspaper establishment: Organisation and personnel – Co-ordination of various departments: Production and service – circulation promotion strategies.
- UNIT II Types of newspaper ownership – Newspaper economics Management of audio-visual news media – economics of audio-visual news media.
- UNIT III Introduction to computers – characteristics and basic structure of computers – Information storage and retrieval devices – operating systems – Basics of DOS and Windows.
- UNIT IV Introduction to word processing software – Principles of D.T.P – D.T.P layout/Pagemaking software – Teleconferencing – PSTN – interactive multimedia – Video conferencing – WAN, LAN & Internet.

#### **VOCATIONAL VI – PUBLIC REATIONS AND ADVERTISING**

- UNIT I Public Relations – Definition Scope and history Functions and responsibilities of a public relations manager organizational set up of public relations organization.
- UNIT II Public relations in public and private sectors – public relations in Government – Method and ethics of public relations – public relation codes – Professional Organisations.
- UNIT III Public relation tools – Press release, exhibitions, information and publicity compaigns, open house, house journals, company and its publics.

UNIT IV History and growth of advertising – Functions of advertising – Types of advertising – structure of an ad – Principles of copy writing – Visualisation, advertisement campaigns – Sports and Advertising.

UNIT V Advertising agency- Structure and operation – Advertising research – code of ethics in advertising – professional agencies – socio – economic aspects of advertising.

### **SEMESTER V**

#### **OPEN COURSE (GENERAL) IN LIEU OF VOCATIONAL VII**

### **Semester VI**

#### **OPEN COURSE (FRONTIER AREAS) IN LIEU OF VOCATIONAL VIII.**

### **ON -THE -JOB- TRAINING AND PROJECT**

UNIT I ON- THE -JOB - TRAINING Definition Concept, and Relevance . Characteristics Advantages -Procedure -Pre- , OJT Activities - Criteria for selecting work Situation- Organization Profile -Student- Profile - Monitoring Review and Evaluation -Reassessment .

UNIT II PROJECT REPORT: Importance of the project - Preparing a Synoptic Outline - Giving the format or structure of the report introduction, Describing the purpose, Methodology etc., Presenting finding. conclusions etc \_ Identifying major findings. Describing their importance and implications– Summarization of findings and formulating recommendations with reference to supportive evidence in the main body of the report. Appendices such as references of sources of data etc.

## **MODEL II (VOCATIONAL): TUTOR IN CONVERSATIONAL ENGLISH**

### **BA PROGRAMME IN ENGLISH LANGUAGE & LITERATURE**

#### **SEMESTER I**

#### **1 Complementary 1 - Education in India**

1. Its meaning – how philosophy and sociology determine the aim, content and method.
2. Its function – transmission and transformation of culture – education as an instrument of social change.
3. Education during the British period and since Independence – University Commission Report (1949) – Secondary Education Commission Report (1953) – Education Commission Report (1964-66).
4. Approaches to education – idealistic – naturalistic – realistic pragmatic.
5. Types of education – formal – informal – non – formal – teacher centered – child centered – life centered – the basic scheme.
6. Problems of education and attempted solutions – universalisation of primary education – equalization of education opportunities vocationalisation.
7. Educational planning and adult education and continuing education.
8. Education for democracy – education for development – education for national integration – education for international understanding.

#### **Vocational 1 - School Organisation**

1. Administrative framework – The Headmaster – staff council – students assembly – School Parliament – Discipline – maintenance committee etc. – Administration network of education in Kerala.
2. School and social provision: School – a community – community service programmes as the focus of community's interest in school.
3. Celebration of Festivals and National days
4. Provision of moral instruction – developing respect for all religions
5. Maintenance of school records



6. Examinations and assessment
7. Role of professional organizations.

## SEMESTER II

### **1 Complementary 11 – Educational Psychology 1**

4. Meaning, relevance and scope of modern Educational Psychology.
5. Growth and Development – the concept and principles of development – stages of development with special emphasis on childhood and adolescence – different aspects of development – needs and problems of children and adolescents.
6. Learning Process – the concept of learning – types of learning – Trial and Error – Thorndike’s laws of learning – concept of reinforcement – Skinner and Hull – Insight learning – Field concept and gestalt Cagne’s hierarchy – learning of concepts, values, skill and problem solving – conditions influencing learning with respect to the learner, learning material and the learning situations – special problems of the culturally disadvantaged child – compensatory education – exploiting the environmental potentialities – maturation – the relevance of the stages of development – permanence in learning – remembering and forgetting – motivation, intrinsic and extrinsic.

#### **Recommended Books:**

Biggie, Morris L.	Learning Theories for Teachers
Bruner, Jerome S.	Process of Education
Gagne N.L	Educational Psychology
Munn N. L	Introduction to Psychology
Skinner C. R	Educational Psychology

### **VOCATIONAL II – ENGLISH PATTERNS AND STRUCTURES AND REMEDIAL GRAMMAR**

1. Objectives:
  1. To familiarize the students with the noun, adjective and adverb patterns.
  2. To help them the students to gain mastery over these patterns
  3. To use the workbook for the purpose.
  4. Conversational practice of these structures with proper intonation using A.S. Hornby’s ‘Structural Words and Sentence Patterns’.
2. Topic for study
  1. 4 Noun Patterns
  2. 3 Adjective Patterns
  3. Adverbials
  4. Remedial grammar
3. Practical Work
  1. Sentence Pattern exercises using Workbooks and computer programmes

2. Assignments on the importance of word patterns in learning and English
3. Explorations for new ways to teach sentence patterns.
4. Required Reading (text):

1. Hornby, A.S. A Guide to patterns and Usage in English. ELBS
2. Wood, F.T. A Remedial English Grammar, Macmillan

Suggested Reading:

1. Hornby, A.S. The Teaching of Structural Words and Sentence Patterns. OUP.
2. Jespersen. Otto Growth and Structure of the English Language. OUP
3. Oxford Advanced Learner's Dictionary CD-ROM 4367959 OUP
5. Let's Go Interactive CD-ROM 4354156 OUP

### **SEMESTER III**

#### **Vocational III: English in Informal Situations**

##### 1. Objectives

1. To be able to speak English with a high degree of confidence, accuracy and fluency.
2. To be capable of answering questions of a conversational nature and to have a command of a range of questions to elicit information from other people with an awareness of contextual appropriateness.
3. To take part with confidence in conversation, to initiate, sustain and close a conversation.

##### 2. Topics for Study

1. English in informal situations – Greetings – at the postoffice- receiving and seeing of a guest – catching a train – booking a room at a hotel- telephone conversation – asking the time – making an apology – at a party – at a doctor's at the hospital – at the reception desk.
2. Describing people, process, procedures, objects – narrating events – accepting and dealing invitations – making complaints and suggestions – apologizing – offering excuses – negotiating and persuading people – motivating people- expressing condolence.

##### 3. Practical work

Visits to various places – shops, bank, travel agency, hotel etc. to practice conversation in actual situations – discussions and debates in the classroom – listening to conversation in English.

##### 4. Media and Methods employed:

Printed text, tutorials, travel, audio/vedio

##### 5. Required reading (text):

Mohan, Krishna Singh – Speaking English Effectively, Macmillan

Suggested Reading:

1. O'Neil, R. English in situations, OUP
2. Taylor, Grant English Conversation Practice, Tata- Mc Graw – HILL
3. Ur, Penny Discussion at work. CUP
4. Spencer. D.H. English Conversation Practice. OU

## SEMESTER IV

### **Vocational IV: Computer Application for Tutor in English**

1. Objectives
  1. To gain familiarity with the new trends in English language teaching
  2. To gain computer literacy and familiarity with the internet
  3. To retrieve teaching material from the internet
  4. Career prospects and the internet
2. Topics
  1. An introduction to PC., Commonly used operating systems, introduction to the internet
  2. New trends in English language teaching, The ELT Websites
  3. The use of computers in English language teaching
  4. Multimedia and computer programmes for conversational English from WWW
  5. The internet English
  6. Career options related to computers and language teaching
3. Practical Work
  1. Learning the use of PC and Windows
  2. Browsing WWW
  3. Practicing English pronunciation using multimedia
  4. retrieving material for learning and teaching Conversational English from www
4. Suggested Reading
  1. Crawford Sharon                      Windows 98 Skills for Success bpb publications
  2. Journal                                      Literary and Linguistic computing  
http://www.oup.co.uk/lit.in/chat
  3. Levy, Michael                              Computer Assisted Language learning, U.of  
Queensland 0-19-823631
  4. ELT Journal CD-ROM                      http://www.niche publictions.co.uk Wordsmith  
Tools    programmes  
www.oup.co.uk/elt/software/wsmith
  5.    Grapevine Video and Streamline English Video
  6.    Advanced Listening and Speaking Cassettes  
www.oup.co.uk/elt
  7. Gitiski, Christina                              Internet English, OUP, 2000
  8. The internet English Website: [www.oup.com/elt/mtemet-english](http://www.oup.com/elt/mtemet-english)

## SEMESTER V

### **Open Course (General) in lieu of Vocational V**

## Semester VI

### **Open Course Frontier Areas) in lieu of Vocational VI**

## **MODEL II (VOCATIONAL): ACTIVE ENGLISH**

### **BA PROGRAMME IN ENGLISH LANGUAGE & LITERATURE**

#### **SEMESTER I**

### **1 COMPLEMENTARY 1 - English for Business Communication – A**

1. Written communication of different forms: Using mechanics of letter – writing (format, organizing of information, style and tone)
2. Writing various kinds of business letters (e.g., letters of enquiry and answers to queries, letters of reference, sales letters, letters of complaint and answers to complaints, collection letters and replies, letters relating to legal transactions, follow-up letters, D.O. letter within and outside the office, letters relating to placing of orders and compliance with orders.
3. Writing circulars, memos, notices, agendas, minutes etc.
4. Preparing notes, outlines; writing summaries of letters / reports.
5. Handling mail (preparing notes on action taken / to be taken)
6. Maintaining a diary and using memory aids.
7. Issuing and asking for testimonials and certificates.
8. Writing business telegrams, telex messages.
9. Writing advertisements for newspapers, messages.

### **VOCATIONAL I - ENGLISH FOR CUSTOMER SERVICE**

**(5 Hrs)**

#### **OBJECTIVES:**

1. To explain how good customer service can expand beyond the immediate sale
2. To provide insights into the needs and expectations of customers

3. To show how to retain customers through employee training and effective communication
4. To provide examples of quality customer service
5. To develop oral skills for delivering friendly, attentive service that demonstrates interest in and care for customers
6. To develop oral skills that will help you serve customers who are concerned, angry or upset after a service break down
7. To develop oral skills that will enhance your ability to make customers feel special and valued thereby creating experiences so positive that customers will inform others about them and will want to sustain and build their relationships with your organization

**CORE TEXT: Richard F. Gerson. *Beyond Customer Service*. Viva Books, New Delhi**

### **Suggested Readings**

- |    |                               |   |
|----|-------------------------------|---|
| 1. | Spenser, D.H.                 | English Conversation Practice. OUP                |
| 2. | Ralph, Alger                  | Mechanics of Communication. CUP, 1959             |
| 3. | O'Neil, R                     | English in Situations, OUP                        |
| 4. | Willaim, John H.              | Correct Speaking                                  |
| 5. | Duffey, William               | Voice and Delivery, Herder Book Co.               |
| 6. | Mohan, Krishna Baherji, Meera | Developing Communication skills<br>Macmillan 1990 |

## **SEMESTER II**

### **Complementary 11: English for Business Communication – 11**

5. Writing a short project (8-10 pages) at the beginning of the year on some aspect of Commercial Correspondence (e.g. Essentials of Commercial Correspondence; the New and Old concept in Letter-writing- Sincerity, Brevity, Proper Presentation and Format; Courtesy and Etiquette in Letter-writing; Good and Bad Letters) – Editing draft letters; proof-reading typed matter and making corrections.
6. Expansion of vocabulary: using words related to commercial correspondence appropriately – Acquiring familiarity with abbreviations used in commercial

- correspondence and advertisement – Spelling words related to commercial correspondence correctly.
7. Oral communication related to business: Receiving messages and replying to messages on the telephone – Dealing with business clientele with clarity, courtesy and persuasiveness.
  8. Study skills; consulting a dictionary for meanings, usage and spelling – Retrieving relevant information from files, reports, letters etc.

### **Recommended Books**

Saunders, Alta Gwinn. *Effective Business English*. 3ed. New York, Macmillan, 1957.  
Binham Philip. *Executive English*. London, Longman Group, 1968-70.  
Blundell J. A & Middle Miss, NMG. *Career: English for the Business and Commercial World Pt.2: Developments 2v*. Oxford, OUP, 1982.  
Carrad, H.L. *English and Commercial Correspondence*. 3ed. London: Cassel, 1964.  
Jasmin S. & Bright J.S. *Business Letter Writing*. New Delhi: Universal, n.d  
King F.W. & Ann Cree D. *Modern English Business letters: Commercial Correspondence for Foreign Students*. London: Longman Group, 1962.  
Kane T.S. *The Oxford Guide to Writing*. New York: OUP, 1983.  
Ghose P.C. *Commercial English and Correspondence*. Calcutta: World Press, 1957.

### **Vocational II: English for Technical Writing**

#### **Objectives**

At the end of the course, students will be able to:

- produce and edit well-organized, grammatically correct as well as user-friendly documentation about software, equipment or business procedures. Assignments will integrate diagrams, charts and/or graphs with technical writing.
- Learn quickly about new technologies and explain them to other people. Learning includes conducting secondary research through a variety of media. The research will support oral and written assignments in the students' chosen program of study.
- Organize and deliver clear oral presentations on technical subjects. Presentations will include the use of a variety of visual aids.

#### **Topics**

##### **1. Introduction to Technical Writing**

- Describing Technical writing
- How it differs from other forms of writing?
- Purpose of Technical Writing?
- Importance of Technical Writing

- Process of writing
- 2. Audience Recognition and Audience Involvement**
  - High-tech audience
  - Low tech audience
  - Lay audience
  - Multiple audience
  - Multicultural audience
- Audience Involvement
  - Personalized Tone
  - Reader Benefit
- 3. Use of Language**
  - Gender biased language (sexist language)
  - Readability
  - Technical Writing Style
  - Plagiarism
- 4. Make something dull into a good read**
  - Fog Index
  - Smogging
- 5. Information Structures**
  - Definitions
  - Notices
  - Headings
  - Lists
  - Description (Technical Description)
  - Process discussion
  - Casual Discussion
  - Classification
  - Comparisons
  - Technical Instructions
  - Visuals (graphs, charts, diagrams, photos, tables)
- 6. Revising & Editing**
- 7. Types of Technical Documents**
  - User Manuals
  - Resumes
  - Brochures
  - Website Designing (Materials)
- 8. Online Technical Writing**
  - Power-Revision Techniques – Structures level Revision
  - Strategies for Peer – Reviewing & Team Writing
- 9. Resources for organization Policies & Procedures**
- 10. Project**
  - Any one of the topic 7 (User Manual, Brochure, Website Designing)

## Suggested reading

1. Blye, Robert W./Blake, Gray  
– PTR,  
The Elements of Technical Writing Pearson  
1995.
2. Turk, C.; Kirkman, J.  
Technical  
Effective Writing: Improving Scientific,  
and Business Communication – E & FN  
Spon (An imprint of Routledge), London,  
United
3. Hays, Robert  
Principles of Technical Writing – Addison –  
Wesley, 1965, Massachusetts
4. J. Mitchell  
Chapman  
A First Course In Technical Writing –  
and Hall UK, 1967
5. Feinberg, Susan  
York Holt,  
Components of Technical Writing- New  
Rinehart & Winston
6. Robertson, W.S.; Siddle, W.D.  
Oxford/London  
Technical Writing & Presentation –  
Pergamon Press.
7. Rathbone, Robert R.  
New  
Communicating Technical Information: A  
Guide to Current Uses and Abuses in  
Scientific and Engineering Writing.  
Lebanon: Addison – Wesley, 1985,  
Lebanon, 1985.
8. Ehrlich, Eugene: Murphy  
Bantam, 1964.  
Art of Technical Writing (Ref. Lib.)
9. Gould, Jay Reild/Losano,  
Wayne A./Camen  
Opportunities in Technical Writing Careers  
McGraw-Hill, 2000
10. Nelson, J. Raleigh  
New  
Writing the Technical report – McGraw-Hill  
York, 1952.



## SEMESTER III

### **Vocational III: English in Informal Situations**

#### 1 Objectives

1. To be able to speak English with a high degree of confidence, accuracy and fluency.
2. To be capable of answering questions of a conversational nature and to have a command of a range of questions to elicit information from other people with an awareness of contextual appropriateness.
3. To take part with confidence in conversation, to initiate, sustain and close a conversation.

#### 2 Topics for Study

4. English in informal situations – Greetings – at the postoffice- receiving and seeing of a guest – catching a train – booking a room at a hotel- telephone conversation – asking the time – making an apology – at a party – at a doctor's at the hospital – at the reception desk.
5. Describing people, process, procedures, objects – narrating events – accepting and dealing invitations – making complaints and suggestions – apologizing – offering excuses – negotiating and persuading people – motivating people- expressing condolence.

#### 3 Practical work

Visits to various places – shops, bank, travel agency, hotel etc. to practice conversation in actual situations – discussions and debates in the classroom – listening to conversation in English.

#### 4 Media and Methods employed:

Printed text, tutorials, travel, audio/video

#### 5 Required reading (text):

Mohan, Krishna Singh – Speaking English Effectively, Macmillan

#### Suggested Reading:

1. O'Neil, R.                      English in situations, OUP
2. Taylor, Grant                English Conversation Practice, Tata- Mc Graw – HILL
3. Ur, Penny                     Discussion at work. CUP
4. Spencer. D.H.                English Conversation Practice. OUP

## SEMESTER IV

### **Vocational IV: English Through Audio/Visual Media (Practical)**

**Semester V**

**Open Course (General) in lieu of Vocational 5**

**Semester VI**

**Open Course (Frontier Areas) in lieu of Vocational 6**