



KARNATAK UNIVERSITY, DHARWAD  
ACADEMIC (S&T) SECTION  
ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ  
ವಿದ್ಯಾಮಂಡಲ (ಎಸ್&ಟಿ) ವಿಭಾಗ



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NAAC Accredited  
'A' Grade 2014

website: kud.ac.in

No. KU/Aca(S&T)/SVB-02/BOS /English (UG) /20-21/ 1004

Date: 16 OCT 2020

**NOTIFICATION**

Sub: Regarding introduction of the syllabus of Functional English UG under C.B.C.S. w.e.f. the academic year 2020-21 & onwards.

- Ref: 1. UGC Letter DO No. 1-1/2016(SECY), dt. 10.08.2016.  
2. Special BOS Res. No. 02, dt. 23.07.2020.  
3. Special Faculty Res. No. 03, dt. 30.07.2020.  
4. Special Academic Council Res. No. 05, dt. 21.08.2020.  
5. Vice-Chancellor's order dated - 07-10-2020

Adverting to the above, it is hereby notified to the Principals of all constituent and affiliated degree colleges coming under the jurisdiction of Karnatak University, Dharwad that the Functional English UG syllabus for I to VI Semester which is annexed herewith in Annexure-A is introduced under C.B.C.S. from the academic year 2020-21 & onwards.

Hence, the contents of this notification may please be brought to the notice of the students and all the concerned. The prescribed C.B.C.S. syllabus may also be obtained through K.U.website ([www.kud.ac.in](http://www.kud.ac.in)).

  
(Dr. Hanumantappa K.T)  
REGISTRAR

To,

1. The Chairman, BOS English (UG), Dept. of English, K.U.Dharwad.
2. The Chairman, Dept. of English, K.U.Dharwad.
3. The Principals of all the constituted and affiliated degree colleges under the jurisdiction of Karnatak University, Dharwad.
4. The Registrar (Evaluation), K.U.Dharwad.

**Copy fwcs to:**

1. Dr. Mallikarjun Patil, Dean, Faculty of Arts, Dept. of English, K.U.Dharwad.
2. The Director, IT Section, Examination Section, K.U.Dharwad for information and to upload on K.U.Website ([www.kud.ac.in](http://www.kud.ac.in)).

**Copy to:**

1. PS to Vice-Chancellor, K.U.Dharwad.
2. S.A. to Registrar, K.U.Dharwad.
3. O.S., Exam UG / Confl / QP / GAD Section, K.U.Dharwad.
4. The System Analyst, Computer Unit Exam Section, K.U.Dharwad.



**KARNATAK UNIVERSITY, DHARWAD**

**B.A. Programme**

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**DRAFT SYLLABUS FOR**

**Functional English(General)**

**AS DISCIPLINE SPECIFIC COURSE (DSC) and**

**And Generic Electives(GE)**

**SKILL ENHANCEMENT COURSE (SEC)**

**UNDER**

**CHOICE BASED CREDIT SYSTEM (CBCS)**

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**Effective from 2020-21 to 2022-23**

**Annexure: 1 B: Programme structure: B.A.**

Seme ster	*Core			Elective						Ability Enhancement Course						Total Credi
	DSC			**DSE			***GE			****SEC			AECC			
	Course	L+T+P	Credit	Course	L+T+P	Credit	Course	L+T+P	Credit	Course	L+T+P	Credit	Course	L+T+P	Credit	
I	DSC-1A	5+1+0	5+1=6										English-1	2+1+0	2+1=3	26
	DSC-2A	5+1+0	5+1=6										MIL-1	2+1+0	2+1=3	
	DSC-3A	5+1+0	5+1=6										ENVIRONME NTAL SCIENCE	2+0+0	2+0=2	
II	DSC-1B	5+1+0	5+1=6										English-2	2+1+0	2+1=3	26
	DSC-2B	5+1+0	5+1=6										MIL-2	2+1+0	2+1=3	
	DSC-3B	5+1+0	5+1=6										CONSTITUT ION OF INDIA	2+0+0	2+0=2	
III	DSC-1C	5+1+0	5+1=6										English-3	2+1+0	2+1=3	24
	DSC-2C	5+1+0	5+1=6										MIL-3	2+1+0	2+1=3	
	DSC-3C	5+1+0	5+1=6													
IV	DSC-1D	5+1+0	5+1=6										English-4	2+1=0	2+1=3	24
	DSC-2D	5+1+0	5+1=6										MIL-4	2+1=0	2+1=3	
	DSC-3D	5+1+0	5+1=6													
V				DSE-1E	5+1+0	5+1=6	GE-1E	2+0+0	2	SEC-1E	2+0+0	2				22
				DSE-2E	5+1+0	5+1=6										
				DSE-3E	5+1+0	5+1=6										
VI				DSE-1F	5+1+0	5+1=6	GE-1F	2+0+0	2	SEC-1F	2+0+0	2				22
				DSE-2F	5+1+0	5+1=6										
				DSE-3F	5+1+0	5+1=6										
TOTAL			72			36			4			4			28	144

L+T+P= Lecturing in Theory + Tutorial + Practical Hours per Week

\*If the core course is having practical. Hence, L+T+P = 4+0+2=6 credits (no tutorial for practical subject).

\*\* Each DSE shall have at least two papers and student shall choose any one paper from each DSE.

\*\*\*GE shall be from other than the discipline.

\*\*\*\* SEC shall be from any one DSC and study one each in 5<sup>th</sup> and 6<sup>th</sup> semesters (SEC may be practical or theory for 2 credits only).

Note: 1. Each DSC/DSE Shall have 60hrs syllabus / semester for 100 marks in theory (80 Sem. End exam +20 IA Exam) and 52 hrs practical/sem for 50 marks (40 Sem. End exam +10 IA Exam) wherever applicable.

2. English/MIL Shall have 45 hrs syllabus / semester for 100 marks in theory (80 Sem. End exam +20 IA Exam).

3. Environmental Science/ Constitution of India / SEC /GE shall have 30 hrs syllabus / semester for 50 marks in theory/ Practical (40 Sem. End exams +10 IA Exam).

Karnatak University, Dharwad  
CBCS syllabus for B.A. :Functional English (opt.) as  
**DISCIPLINE SPECIFIC COURSE (DSC)**  
Effective from 2020-21

Sem ester	Theory/ Practical	Subject Code	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam.	Internal Assessment Marks	Sem final Exam. Marks	Total Marks	Credits
I	Theory	DSC (FENGT: A)	04 hrs	60	03 hrs	20	80	100	04
	Practical	DSC (FENGPr: A)	04 hrs	52	03 hrs	10	40	50	02
II	Theory	DSC (FENGT: B)	04 hrs	60	03 hrs	20	80	100	04
	Practical	DSC (FENGPr: B)	04 hrs	52	03 hrs	10	40	50	02
III	Theory	DSC (FENGT: C)	04 hrs	60	03 hrs	20	80	100	04
	Practical	DSC (FENGPr: C)	04 hrs	52	03 hrs	10	40	50	02
IV	Theory	DSC (FENGT: D)	04 hrs	60	03 hrs	20	80	100	04
	Practical	DSC FENGPr: D)	04 hrs	52	03 hrs	10	40	50	02
V	*Theory P-I /P- II	DSE (FENGT: P-I E FENGT: P-II E)	04 hrs / 04 hrs	60/60	03 hrs	20	80	100	04
	Practical	DSE (FENGPr: E)	04 hrs	52	03 hrs	10	40	50	02
VI	Project	DSE (FENGT: F)	04 hrs + 04 hrs	60+60	04 hrs	30	12	150	06
									36

\*Candidate shall choose either paper –I or P-II but not both in DSE theory.

## **SKILL ENHANCEMENT COURSE (SEC) and Generic Elective(GE) for Functional English opted as DSC**

Sem ester	Theory	Subject Code	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam.	Internal Assessment Marks	Sem final Exam. Marks	Total Marks	Credits
V	SEC	(SECFE- 1E)	02 hrs	30	1.5 hrs	10	40	50	02
V	GE	(GE-FE- 2E)	02 hrs	30	1.5 hrs	10	40	50	02
VI	SEC	(SECFE- 1F)	02 hrs	30	1.5 hrs	10	40	50	02
VI	GE	(GE-FE-2F)	02 hrs	30	1.5 hrs	10	40	50	02
Total						40	160	200	08

Note 1: Project shall be compulsory in DSE F VI Sem. There shall be project for 120 marks and the IA for 30 marks which is conducted by two examiners and one of the two will be an external examiner. The University will appoint the two.

Note 2. The marks scored by the candidate in the project writing and the viva shall be the semester end marks.

Note3. There shall be 6 hrs per week for project guidance by the project supervisor.

### **Programme Outcome**

1. This paper aims at teaching the students with functional aspects of English language.
2. It teaches them LSRW skills, business correspondence, media communication and academic writing.
3. It enables the students to become entrepreneurs.

**Karnatak University, Dharwad**  
**BA I Sem DSC-A Functional English-1**  
**Teaching Hours: Lecture 4 Hours + Practical 4Hours- Credit 6**  
**Title: Speaking and Listening Skills**  
80 Marks paper of Three Hours+ 20 Marks for Internal Assessment  
Practical 50 Marks:  
**Theory: 60 hrs Lectures / sem. + 52 hrs Practical / sem.**

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**Course and Skill Outcome**

1. This paper aims at introducing the students to English phonetics.
2. It teaches them the presentation skills and understanding news broadcasts, telecasts and bulletins.

**Section I: Introduction to Phonetics**

1. Speech Organs: Speech Mechanism – Classification of English Sounds, Description of English Vowels and Consonants, Consonant Clusters, IPA Symbols and Transcription (words, sentence and short paragraphs); The Syllable Structure, Stress and Intonation - Their Patterns of Stress and Intonation in English Sentences and words (Transcription of short dialogues); Rules for Pronunciation

**Section II: Speaking Skills**

1. Formal and Informal Speeches
2. Language Functions: Greetings, Making Requests, Persuading, Complaining, Apologizing, Asking for and Giving Permission, Instruction and Directions, Agreeing and Disagreeing, Seeking for/ Giving Advice and Inviting.

**Section III: Listening Skills**

1. Definition of Listening; Listening versus Hearing, Process of Listening, Problems the Students Face in Listening; Sub-skills of Listening
2. What is Good Listening?
3. Barriers to Listening
4. Strategies of Listening
5. Listening Activities: Listening to News Broadcast, Telecast and News Bulletins

## Section IV: Presentation Skills

1. Definition, Meaning and Goals of Presentation
2. Some Useful Expressions while Making Presentations – Opening Remarks, Stating Purposes, Giving an Outline, Giving Preliminary Information and Starting with a Context, Emphasizing Important Points, Drawing Attention to Visuals, Making Recommendation, Keeping Audience Involved, Summarising and Concluding, Inviting Questions.
3. Presentation in Practice - Making Welcome Speech, Introducing Guests to Audience, Making Farewell Speech, Proposing Vote of Thanks

### Mode of Examination:

Theory Examination	: 100 Marks (80 Marks Sem-end+20 Marks Internal)
Practical	: 50 Marks (40 Sem-end Practical + 10 Internal Assessment Practical)
Total	: 150 Marks

### Question Paper Pattern

- |                                                |                 |
|------------------------------------------------|-----------------|
| 1. Very Short Answer Questions on all sections | 15x2 =30 Marks  |
| 2. Four Short Notes on all sections            | 4x 5 = 20 Marks |
| 3. One Question on Transcription Writing       | 1x10=10 Marks   |
| 4. One Question on Presentation of Speeches    | 1x10 = 10 Marks |
| 5. One Essay Type Question                     | 1x10= 10 Marks  |

### Suggested Reading:

1. Kenneth and Anderson and Tony Lynch. *Study Speaking*, OUP
2. Sethy J. Et. Al., *Practice Course in English Pronunciation*, Princeton Hall
3. Prasad P. *Communication Skills*
4. Balasubrahmanya. *A Course in Phonetics for Indian Students*, MacMillan
5. Jayashree Mohanraj, *Speak Well*, Black Swan

**Karnatak University, Dharwad**  
**Syllabus for BA II DSC-B Functional English-2**  
**Teaching Hours: Lecture 4 Hours + Practical 2Hours- Credit 6**  
**Title: Functional English Grammar and Study Skills**  
80 Marks paper of Three Hours+ 20 Marks for Internal Assessment  
Practical 50 Marks:  
**Theory: 60 hrs Lectures / sem. + 52 hrs Practical / sem.**

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**Course and Skill Outcome**

1. This paper aims at introducing the learner to functional grammar of English.
2. It introduces the learner to academic and business writing, and study skills.

**Section I: Functional English Grammar**

1. Grammar of Spoken and Written English
2. Basic Sentence Patterns in English – Analysis of Sentence Patterns (SVO, SV, SVOC, SVOA, SVOA/C)
3. Functions of Various Types of Phrases: Noun Phrases, Verb Phrases, Adjective Phrases, Adverbial Phrases, Prepositional Phrases
4. Functions of Clauses: Noun Clause, Adjective Clause and Adverbial Clause and Prepositional Clauses
5. Verbs – Tense and Aspects, Modal Verbs, Functions and Uses

**Section II: Writing Skills**

1. Writing as a Skill – Its Importance, Mechanism of Writing, Words and Sentences, Paragraph as a Unit of Structuring the Whole Text, Analysis of Paragraph
2. Functional Uses of Writing: Personal, Academic and Business
3. Writing Process: Planning a Text, Finding Materials, Drafting, Revising, Editing, Finalising Draft
4. Models of Writing: Expansion of Ideas, Dialogue Writing, Drafting an Email
5. Transcoding: Meaning of Transcoding, Types of Transcoding, Dialogue to Prose, Prose to Dialogue, Audio to Prose/ Dialogue, Audio Transcoding, Studying Graph (Graph to Prose), Studying Pie Chart (Pie Chart to Prose) and Flow Chart (Flow Chart to Prose)

**Section III: Reading Skills**

1. Meaning and Process of Reading
2. Strategies and methods to Improve Reading Skill
3. Understanding Graphics and Visual Aids
4. Barriers to Reading
5. Sub-skills of Reading: Skimming, Scanning, Extensive Reading, Intensive Reading



### **Mode of Examination:**

Theory Examination	: 100 Marks (80 Marks Sem-end+20 Marks Internal)
Practical	: 50 Marks (40 Sem-end Practical + 10 Internal Assessment Practical)
Total	: 150 Marks

### **Question Paper Pattern**

- |                                                |                 |
|------------------------------------------------|-----------------|
| 1. Very Short Answer Questions on all sections | 15x2 =30 Marks  |
| 2. Four Short Notes on all sections            | 4x 5 = 20 Marks |
| 3. One Question on Transcription Writing       | 1x10=10 Marks   |
| 4. One Question on Presentation of Speeches    | 1x10 = 10 Marks |
| 5. One Essay Type Question                     | 1x10= 10 Marks  |

### **Suggested Reading:**

1. Geoffrey Leech and Svartik. *Communicative Grammar of English*, Pearson
2. Geoffrey Leech. *English Grammar for Today*, Palgrave
3. Prasad P. *The Functional Aspects of Communicative Skills*.
4. Leena Sen. *Communication Skills*, Princeton Hall
5. Vandana Singh. *The Written Word*, OUP

**Karnatak University, Dharwad**  
**Syllabus for BA III Sem DSC-C Functional English-3**  
**[Teaching Hours: Lecture 4 Hours + Practical 2Hours- Credit 6**

**Title: Business Communication**

80 Marks paper of Three Hours+ 20 Marks for Internal Assessment

Practical 50 Marks:

**Theory: 60 hrs Lectures / sem. + 52 hrs Practical / sem.**

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**Course and Skill Outcome**

1. This paper introduces the learner to variety of business communication.
2. It teaches them the uses of non-verbal communication, business speeches, and the art of conducting and attending interview.

**Section I: Introduction to Business communication:**

1. Meaning, Importance and Objectives of Business Communication  
- Principles of Communication- Different forms of communication- Process of Business Communication- Barriers for Effective Communication-Techniques of effective communication
2. Nonverbal communication:Body Language, Gestures,Postures, Facial Expressions, Dress codes
3. Cross Cultural Dimensions of Business Communication:  
Listening and Speaking, Techniques of electing response,Probing questions, Observation, Business and social etiquettes

**Section II: Business speeches:**

1. Principles of Effective Speech and Presentations: Preparing and Organising Speeches
2. Understanding Body Language
3. Speeches: Introduction – Vote of thanks - Occasional Speech - Theme Speech
4. Preparing a Powerpoint Presentation on a Business Proposal

**Section III: Business Interviews**

1. What is an interview?
2. Process of Organizing Interviews- Structured and Unstructured interviews-Preparations for attending/ conducting interviews
3. Modes of Interview- Face-to-Face Interview, Telephonic Interview, Online interview
4. Types of Interviews- Placement interviews - Discipline Interviews - Appraisal Interviews - Exit Interviews
5. Mastering the art of Conducting and Attending an Interview - Tips for Attending an Interview-Etiquettes for face-to face, telephonic and online interviews.

#### **Section IV: Virtual Communication**

1. Meaning, Definition, Evolution and Limitations of Virtual Communication
2. Types of Virtual Communication: Video Call, Video Conferencing, E-meetings, Webinars and Virtual Classrooms
3. Modes and Types of Video Conferences – Modes: Desktop Video Conferences, Telepresence and Room-Based Video Conference;
4. Types: Conversations, Internal Video Calls/ Team Meetings, External Video Calls/ Customer and Vendor Relationships, Large/ All-Hands Meeting;
5. Purposes of Video Conferences – Banking and Finance, Education, Global Business and Technology, Government and Public Sector, Health Care, Legal Professionals and Law Offices, Manufacturing, Entertainment;
6. Etiquettes for Participating in Video Conferences

#### **Section V: Case Study:**

1. Business Related Speeches
2. Structured and Unstructured Interviews (Designing the Interviews)

#### **Mode of Examination:**

Theory Examination :100 Marks (80 Marks Sem-end+20 Marks Internal)

Practical: 50 Marks (40 Sem-end Practical + 10 Internal Assessment Practical)

Total : 150 Marks

#### **Question Paper Pattern**

1. Very Short Questions on all sections 5x3 = 15 Marks
2. Short Notes on all sections 4x 5 = 20 Marks
3. Essay Type Questions 3x10 =30 Marks
4. One Question on Business Related Speeches or Structured or Unstructured Interview (Case Study) 1x15= 15Marks

#### **Suggested Reading:**

1. Lesikar, R.V. & Flatley, M.E. (2005). *Basic Business Communication Skills for Empowering the Internet Generation*. Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Ludlow, R. & Panton, F. (1998). *The Essence of Effective Communications*. Prentice Hall of India Pvt. Ltd.
3. Adair, J. (2003). *Effective Communication*. Pan Mcmillan.
4. Thill, J. V. & Bovee, G. L. (1993). *Excellence in Business Communication*. McGraw Hill, New York.
5. Bowman, J.P. & Branchaw, P.P. (1987). *Business Communications: From Process to Product*. Dryden Press, Chicago
6. Jayashree Mohanraj. *Speak Well*. OBS. 2012 Hyderabad

**Karnatak University, Dharwad**  
**Syllabus for BA IV Sem DSC-D Functional English-4**  
**[Teaching Hours: Lecture 4 Hours + Practical 2Hours- Credit 6**

**Title: Business Correspondence**

80 Marks paper of Three Hours+ 20 Marks for Internal Assessment

Practical 50 Marks:

**Theory: 60 hrs Lectures / sem. + 52 hrs Practical / sem.**

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**Course and Skill Outcome**

1. This paper introduces the learner to correspondence system in business
2. It introduces them to e-business correspondence.

**Section I: Introduction to Business Correspondence**

1. Elements of Business Correspondence.
2. Kinds of Business Letters.
3. Format of Business Letters.
4. Objectives of Business Letters.

**Section II: Types of Business Letters**

Inquiries, Circulars, Quotations, Orders, Acknowledgments Executions, Complaints, Claims & Adjustments, Collection Letter, Sales Letters, Minutes, Memo, Notice, Job Application Letters, Biodata, Covering Letter, Interview Letters, Letter of Reference

**Section III: E-Business Correspondence:**

1. How Fax Works?
2. E-mail: Creating an Email id, Basic components, Uses and Significance of emails, drafting an e-mail, Email Attachments
3. Etiquettes of E-Correspondence
4. E-Tender and E-Memo

**Section IV: Business Presentations**

1. Communication through Tables, Photographs, Diagram, Maps and charts, Drawings and Flash cards.
2. Presenting Proposals and Business Reports
3. Conducting Business Meetings: Designing Agenda; Recording the Proceedings of the Meeting; Role and function of the chairman in the meeting; Skills for participating in a meeting; Ways to Improve the Effectiveness of Business Meeting.

**Section V: Case Studies**

1. Organising business meeting
2. Preparation of Agenda
3. Preparation of Business Proposals
4. Preparation of Business Reports

### **Mode of Examination:**

Theory Examination :100 Marks (80 Marks Sem-end+20 Marks Internal)

Practical: 50 Marks (40 Sem-end Practical + 10 Internal Assessment Practical)

Total : 150 Marks

### **Question Paper Pattern**

1. Very Short Questions on all sections 5x2 = 10 Marks
2. Short Notes on all sections 2x 5 = 10 Marks
3. Essay Type Questions 3x10 =30 Marks
4. One Question on Preparation of Business Reports 1x15= 15Marks
5. One Question on Preparation of Business Proposals 1x15= 15Marks

### **Suggested Reading**

1. Lesikar, R.V. & Flatley, M.E. (2005). *Basic Business Communication Skills for Empowering the Internet Generation*. Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Ludlow, R. & Panton, F. (1998). *The Essence of Effective Communications*. Prentice Hall of India Pvt. Ltd.
3. Adair, J. (2003). *Effective Communication*. Pan Mcmillan.
4. Thill, J. V. & Bovee, G. L. (1993). *Excellence in Business Communication*. McGraw Hill, New York.
5. Bowman, J.P. & Branchaw, P.P. (1987). *Business Communications: From Process to Product*. Dryden Press, Chicago.
6. Jayashree Mohanraj. *Speak Well* OBS. 2012. Hyderabad
7. P. Prasad. *The Functional Aspects of Communication Skills*. Kataria and Sons New Delhi, 2017

**Karnatak University, Dharwad**  
**Syllabus for BA V Sem DSE-E(A) Functional English-5**  
**Teaching Hours: Lecture 4 Hours + Practical 2Hours- Credit 6**  
**Title: Introduction to Mass Media and Communication (Print Media)**  
80 Marks paper of Three Hours+ 20 Marks for Internal Assessment  
Practical 50 Marks:  
**Theory: 60 hrs Lectures / sem. + 52 hrs Practical / sem.**

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**Course and Skill Outcome:**

1. This paper introduces the learner to the process of mass media communication with emphasis on print media.
2. It teaches them writing for print media.

**Unit 1: Mass communication**

1. Definition, Scope and Nature of Mass Communication
2. Features and effects of Mass media
3. Communication and Social Sciences---Media Audiences: group influences, public opinion (Two Step Flow--- Agenda Setting--- Spiral of Silence)
4. Functions of Mass Media

**Unit 2: Print Communication**

1. Introduction, history and growth of Print media; Brief history of printing and publication in India.
2. News:Element of news; News Gathering techniques in general;News value, Structure and format of news
3. Types of Reporting: Pyramid, Inverted pyramid, Hour glass style
4. Changing trends in journalistic writing - Qualities of a reporter

**Unit 3: Writing for the Print Media**

**1. Newspapers:** News stories, features – Headlines, sub-heads, captions, reviews;Vocabulary that can affect the slant: emotive words and neutral words; Cohesion techniques, use of passive structures.

**2. Planning and Writing Features:** Editorials – Op-Ed pieces;

Interviews: skills needed–Languageused - The phrases that are used for the interview for Introductions - Interrupting - Markers for buying time, to elicit more clarity - how to use linguistic ploys – use of connectives to help progression and continuity - use of the right pace, punctuating explanations using the right words - the art of questioning and its overall philosophy.

3. Analysing news stories and features – political ideologies and language of newspapers – style - House styles of leading newspapers – emphasis given to use of *Desi* words and foreign words.

#### **Unit 4. Magazines:**

Writing for specific audience - magazine covers – layout - planning content – writing a true-life story - The Magazine Cover lines – The use of imperatives, use of questions in Cover lines - use of rhyming and alliteration - The use of specific verb forms used to express future - importance of photographs

#### **Practical Hours (30)**

#### **Mode of Examination:**

Theory Examination : 100 Marks (80 Marks Sem-end+20 Marks Internal)

Practical: 50 Marks (40 Sem-end Practical + 10 Internal Assessment Practical)

Total : 150 Marks

#### **Question Paper Pattern**

- |                                                                                        |                 |
|----------------------------------------------------------------------------------------|-----------------|
| 1. Very Short Questions on all sections                                                | 5x2 = 10 Marks  |
| 2. Short Notes on all sections                                                         | 2x 5 = 10 Marks |
| 3. Essay Type Questions                                                                | 3x10 =30 Marks  |
| 4. Question on scripting an interview of an eminent personality                        | 1x15= 15Marks   |
| 5. One Question on Preparation of a Layout of a Magazine Covers with suitable Captions | 1x15= 15Marks   |

#### **Suggested Readings:**

1. Journalism: Principles and Practice- Tony Harcup- Sage Publications
2. An Introduction to Mass Communication in India- Keval J Kumar – Jaico publishers
3. Handbook of Journalism and Mass Communication – VirBala Aggarwal, V.S. Gupta
4. Mass Communication and Journalism in India – D.S. Mehta – Allied publishers
5. Encyclopedia of Journalism and Mass Communication- O M Gupta

**Karnatak University, Dharwad**  
**Syllabus for BA V Sem DSE-E(B) Functional English-5**  
**Teaching Hours: Lecture 4 Hours + Practical 2Hours- Credit 6**  
**Title: Introduction to New Media Communication in English (Radio, TV & Other Digital and Online Media**  
80 Marks paper of Three Hours+ 20 Marks for Internal Assessment  
Practical 50 Marks:  
**Theory: 60 hrs Lectures / sem. + 52 hrs Practical / sem.**

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**Course and Skill Outcome**

1. This paper introduces the learner to various digital media communication.
2. It introduces the learner to visual media (film).

**UNIT 1: Radio and Television**

1. Evolution of Radio in India- Fundamentals of Radio Communication- the role of Radio to reach the mass in the 21<sup>st</sup> century
2. Emergence of TV as a New Medium in the New Millennium- Fundamentals of TV- Role and Responsibilities of Private and Public TV channels- Ethics in Radio and TV communications
3. Role of Presenters in Radio, TV and Digital Media – Importance of voice, diction, Delivery and language - introducing the guests/features/news/Introducing different genres of music, Pre-teach - Vocabulary, relevance of the topic sentence, language used in debriefing, contextual use of phrasal verbs of a DJ, RJ or a Presenter

**Unit 2: Fundamentals of Digital Media**

1. New Media: Types and Features of New Media: Social Media, Blogging and Vlogging
2. Online Writing - Features, Evolution, and Development of Online Writing; Role of online communication in the educational sector, Challenges in the Use of Social Media Sites for Teaching Purposes
3. Cyber crime, E-Governance, Mobile Governance, Right to privacy, and privacy laws, Ethics in Digital Media

**Unit 3: Visual Media: Films**

1. Evolution and Growth of Cinema in the Indian Context; Nature and features of Indian Art and Popular Films.
2. Film Movements around the World Today- Understanding Art and Feature Cinema.
3. World Cinema at a Glance – Contemporary Trends in National and International Cinema – The Role and Responsibilities of National and International Film Festivals
4. Emergence of new wave Cinema- Study of Themes and Techniques Employed in New Wave Cinemas of British, American and Indian Films-
5. Indian Art Cinema and the Indian New Wave Films- Evolution of Kannada Cinema up to the Present Times.

**Practical Hours (30)**



**Mode of Examination:**

Theory Examination	: 100 Marks (80 Marks Sem-end+20 Marks Internal)
Practical:	50 Marks (40 Sem-end Practical + 10 Internal Assessment Practical)
Total	: 150 Marks

**Question Paper Pattern**

- |                                         |                 |
|-----------------------------------------|-----------------|
| 1. Very Short Questions on all sections | 10x3 = 30 Marks |
| 2. Short Notes on all sections          | 5x 6 = 30 Marks |
| 3. Essay Type Questions                 | 2x10 =20 Marks  |

**Suggested Readings:**

1. Journalism: Principles and Practice- Tony Harcup- Sage Publications
2. An Introduction to Mass Communication in India- Keval J Kumar – Jaico publishers
3. Handbook of Journalism and Mass Communication – VirBala Aggarwal, V.S. Gupta
4. Mass Communication and Journalism in India – D.S. Mehta – Allied publishers
5. Encyclopedia of Journalism and Mass Communication- O M Gupta
6. McQuail’s Mass Communication Theory- Dennis McQuail- Sage Publication
7. Textbook of Mass Communication and Media- Joshi and Uma
8. Broadcasting in India- P.C. Chatterjee- Sage Publications
9. Radio and Television- K.M Srivastava- Sterling Publication
10. Understanding Digital Culture- Vincent Miller- Sage Publication

**Karnatak University, Dharwad**  
**Syllabus for BA VI Sem DSE-F Functional English Compulsory**  
**Paper**

**Teaching Hours: Lecture 4 Hours + Practical 4Hours- Credit 6**

**Title: Dissertation/Project Report Writing Viva Voce**

150marks(120+30)

**Theory: 60 hrs Lectures / sem. + 52 hrs Practical / sem.**

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**Course and Skill Outcome**

1. This dissertation/project trains the learner in the preparation of academic writing.
2. To prepare projects for business or radio programme or script writing for TV programme etc.

**1. Project / Dissertation on ANY ONE**

- i. Report on an Industrial Visit **or**
- ii. Script Writing for Radio Programme of about 30-45 minutes **or**
- iii. Script Writing for Television Programme of about 30-45 minutes □  
□□□□□□□□ □□□□ **AND**

2. Viva on the Project / Dissertation

**Unit 1: Basic concepts of Research Methodology**

1. Referencing and Note taking
2. Preparation of Bibliography
3. Preparing Hypothesis Statement
4. Data Collection and Analysis

**Mode of Examination:**

Dissertation/Project Work shall be conducted at the concerned colleges by two examiners; one from the same college as internal examiner and other from the other colleges appointed by the university as external examiner. Further there may be two external examiners but not two internal examiners to conduct the examination.

Scheme of Evaluation of Project /Dissertation: 50 Marks for Project  
: 50 Marks for Viva

**Selection of Topics:**

Students are permitted to choose any one of the areas/topics. Selection of topics/areas have to be finalized in the course of the first week of the final semester itself with the prior concurrence of the Faculty Advisor / Supervisor

**Karnatak University, Dharwad**  
**Syllabus for BA/B.Com/ BBA/B.Music/BFA V Sem GE-E1 Functional**  
**English**

**40 marks paper for 1 ½ hours duration and 10 marks for Internal**  
**Assessment**

**Teaching Hours:2 hrs Theory**

**Title: English for Call Centre Jobs**

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**Course and Skill Outcome**

1. This paper introduces the learner to various call center jobs.
2. To teach them how to manage front desk.

**Unit I: English for Front Desk Management**

1. Greeting, Welcoming
2. Dealing with Complaints, Giving Instructions or Directions
3. Giving Information: About Various Facilities, Distance, Area, Local Specialties,
4. Consultation and Solution of Problems
5. Accepting Praises and Criticism, Apologizing

**Unit II: Etiquettes**

1. Polite sentences and Words
2. Dealing with language Differences

**Unit III: Telephone Conversation**

1. Listening Skills, Barriers and strategies
2. Intonation and Voice Modulation
3. Language Fluency in Telephone conversation

**Suggested Reading:**

1. Communication Today – Ray Rubeen, Himalaya Publishing House – Mumbai.
2. The Essence of Effective Communication – Ludlow & Panton PHI, N. Delhi.
3. *Speaking English Effectively*, Mohan and Banarjee

**Question Paper Pattern**

1. Dialogues on front desk management (4 out of 6)      4 x 5 = 20
2. Essay type question on etiquettes and language differences 1x 10 = 10
3. Essay type Question on telephone conversation      1 x 10 = 10 Marks

**Karnatak University, Dharwad**  
**Syllabus for BA V Sem SEC-E 1 Functional English**  
**40 marks paper for 1 ½ hours duration and 10 marks for Internal**  
**Assessment**  
**Teaching Hours:2 hrs Theory**  
**Title: Corporate Communication Skills**

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**Course and Skill Outcome**

1. This paper introduces the students to the process of corporate communication.
2. To teach them content writing for website.

**Unit I: Group Communication**

1. What is Group Communication?
2. Features of Group Communication
3. Significance of Language in Group Communication
4. Group Communication: Definition, Nature and Types; Language Skills needed for Group Communication; Etiquettes for Organising Group Communication

**Unit II: English for E – Communication:**

1. Use of Fax
2. Emails: Components; Uses; Drafting an email; Email attachments

**Unit III: Content Writing for Websites:**

1. Creating Descriptions, Reviews for Online Products
2. Job Opportunities for Content Writing
3. Creating and Writing Blogs

**Question Paper Pattern**

- |                                    |                 |
|------------------------------------|-----------------|
| 1. Essay type question             | 1x10 = 10 Marks |
| 2. Short Notes on all sections     | 4x 5 = 20 Marks |
| 3. One Question on Content Writing | 1x10=10 Marks   |

**Suggested Reading:**

1. Lesikar, R.V. & Flatley, M.E. (2005). *Basic Business Communication Skills for Empowering the Internet Generation*. Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Ludlow, R. & Panton, F. (1998). *The Essence of Effective Communications*. Prentice Hall of India Pvt. Ltd.
3. Adair, J. (2003). *Effective Communication*. Pan Mcmillan.
4. Thill, J. V. & Bovee, G. L. (1993). *Excellence in Business Communication*. McGraw Hill, New York.
5. Jayashree Mohanraj. *Speak Well*. OBS. 2012 Hyderabad
6. P. Prasad. *The Functional Aspects of Communication Skills*, Kataria and Sons. New Delhi, 2017

**Karnatak University, Dharwad**  
**Syllabus for BA/B.Com/ BBA/B.Music/BFA VI Sem GE-F 2 Functional**  
**English**

**40 marks paper for 1 ½ hours duration and 10 marks for Internal**  
**Assessment**

**Teaching Hours:2 hrs Theory**

**Title: English for Media Writing**

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**Course and Skill Outcome**

1. This paper introduces the learner to the process of script writing.
2. To teach how to write documentary, advertisements and programmes for TV, Radio and digital media.

**Unit 1. Script Writing**

- i. Script writing for radio programmes
- ii. Script writing for Radio news broadcasting
- iii. Script writing for Radio Documentary
- iv. Script writing for TV programmes
- v. Script writing for TV news

**Unit 2. Writing for Advertisements**

- i. Newspaper Advertisements
- ii. Advertisement in Digital Media.

**Suggested Reading:**

1. English for Media

**Question Paper Pattern:**

- |                                     |                   |
|-------------------------------------|-------------------|
| 1. Two Short Notes (2 out of 4)     | 2 x 5 = 10 Marks  |
| 2. Script Writing (2 out of 4)      | 2x 10 = 20 Marks  |
| 3. Essay type Question (1 out of 2) | 1 x 10 = 10 Marks |

**Karnatak University, Dharwad**  
**Syllabus for BA VI Sem SEC-F 2 Functional English**  
**40 marks paper for 1 ½ hours duration and 10 marks for Internal**  
**Assessment**  
**Teaching Hours:2 hrs Theory**  
**Title: English for Media Advertisements**

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**Course and Skill Outcome**

1. This paper introduces the learners to nature and functions of advertisements.
2. To teach how to prepare advertisements for print and digital media.

**Unit I: Advertisements**

1. Meaning and Definition of Advertisement
2. Functions and Types of Advertisements
3. Understanding Advertisements
4. Language of Advertisements

**Unit II: Application of English for Advertisements in Print Media**

1. Advertisements in Newspapers
2. Advertisements in Magazines
3. Advertisements in Banners
4. Analysing Advertisements in Print (Newspaper, Magazines, etc.)

**Unit III: Application of English for Advertisements in Digital Media**

1. Advertisements in Television, Creating advertisement for TV
2. Radio Advertisements, Creating Advertisement for Radio
3. Online Advertisements
4. Graphics and Images

**Question Paper Pattern**

- |                                           |                 |
|-------------------------------------------|-----------------|
| 1. Essay type question                    | 1x10 = 10 Marks |
| 2. Short Notes on all sections            | 2x 5 = 10 Marks |
| 3. Two Questions on Advertisement Writing | 2x10=20 Marks   |

**Suggested Reading:**

1. The Advertising Handbook by Dell Dennison
2. Introduction to Advertising by Brewster, Arthur Judson/ Palmer, Herbert Hall
3. The Origin Of Brands by Ries, Al/ Ries, Laura
4. Advertising Management by Arun Verma Tyagi
5. Advertising in India: Trends and Impact by Oma Gupta
6. Advertising and Sales Management by Treharn, Mukesh
7. Advertising and Public Relation by Ahuja B.N and S.S. Chabra.