

**UALSC20 - Allied-LANGUAGE SKILLS FOR  
COMMUNICATION**

<b>Year:</b> I <b>Sem:</b> I	<b>Course Code:</b> UALSC20	<b>Title of the Course:</b> Language Skills for Communication	<b>Course Type:</b> Theory	<b>Course Category</b> : Allied	<b>H/W</b> 5	<b>Credits</b> 5	<b>Marks</b> 100
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**Course Learning Outcomes (CLOs)**

On completion of the course the student will:

1. Demonstrate adequate efficiency in oral and written communication in English
2. Demonstrate knowledge of the structure of English language
3. Understand the process of communication in general and communication in English
4. Utilize the knowledge and skills of English language to get employment
5. Apply the art of rhetoric in oral and written communication in English, convincingly

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	H	H	M	M	M	H
CLO2	H	M	H	M	M	H
CLO3	H	M	M	M	M	H
CLO4	H	M	M	M	M	H
CLO5	H	M	M	M	M	H

**(Low -L, Medium -M, High-H)**

**Course Syllabus**

**Unit I – Vocabulary Building      Knowledge Component - K1-K4      (15 Hours)**

- 1.1 . The Concept of Word Formation
- 1.2 . Root words from Foreign Languages and Their Use in English
- 1.3. Acquaintance with Prefixes and Suffixes from Foreign Languages in English to Form Derivatives
- 1.3 . Synonyms, Antonyms
- 1.4 . Standard Abbreviations
- 1.5 . Effective Listening Skills, Effective Speaking Skills

**Unit II – Basic Writing Skills      Knowledge Component: K1-K4      (15 Hours)**

- 2.1. Sentence Structures
- 2.2. Use of phrases and clauses in sentences
- 2.3 Importance of Proper Punctuation
- 2.4 Creating Coherence
- 2.5 Organizing Principles of Paragraphs in Documents
- 2.6 Techniques for writing Precisely, Conversations: Situational Dialogues

**Unit III - Identifying Common  
Errors in Writing Knowledge  
Component: K1-K4**

**(15 Hours)**

- 3.1. Subject-Verb Agreement
- 3.2. Noun-Pronoun Agreement
- 3.3. Misplaced Modifiers
- 3.4. Articles
- 3.5. Prepositions
- 3.6. Redundancies, Cliches, Oral Presentation

**Unit IV–Nature and Style of Sensible  
Writing Knowledge Component:  
K1-K4**

**(15 Hours)**

- 4.1 Describing
- 4.2 Defining
- 4.3 Classifying
- 4.4 Providing Examples or Evidence
- 4.5 Writing Introduction, Group Discussion
- 4.6 Conclusion

**Unit V–Writing Practices Knowledge Component: K1-K4 (15 Hours)**

- 5.1 Comprehension
- 5.2 Precis Writing
- 5.3 Essay Writing: An Art
- 5.4 E.mail Writing
- 5.5 Business Memos
- 5.6 Letter Writing,  
Technical Report Writing  
Interview Skills

### Books for Study

Ujjwala, Kakarla, Tanu Gupta and LeenaPundir, Functional English for Communication. Sage Publications India Pvt.Ltd, New Delhi 2019.

### Books for Reference

Shaffer, Lawrence, Skill's Editing. Delhi: IV Y

Publishing House, 2004. Collins, Sandrad. Listening and responding. India: Aakash Press, 2009.

A.W. Heffernan & John E. Lincoln. Writing a college Work Book WW. Norton & Company, 1982.

Joshi, Poonam P, Essentials of Communication Skills and Grammar. Delhi: Tarun Printers, 2009.

Taylor, Grant. English Conversation Practice. Tata Mc Graw-Hill, 1975.

### USENA120 - SBE I: ENGLISH FOR COMMUNICATION

Year 2020- 2021 SEM :I	Course Code : USENA120	Title Of The Course : ENGLISH FOR COMMUNICATION	Course Type : Theory	Course Category : Elective	H/ W :2	CREDITS :2	MARKS 60
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#### Course Outcomes

CO1. Have the knowledge about the elements of effective communication skills.

CO2. Understand the concepts of impactful writing.

CO3. Implement the strategies for effective speech communication.

CO4. Acquire knowledge on employment communication.

CO5. Apply communicative skills for conversational and academic purposes.

CLO/PLO	PLO							
	1	2	3	4	5	6		
CO1		M						
CO2	L							
CO3				M				
CO4					M			

CO5						H		
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Low -L, Medium -M, High-H

I) Course Syllabus

Units

Cognitive Level

No. of. Hours

K1, K2

6

Unit I : Introduction – Learning

Sub Units:

1.1

Vocabulary – Introduction and Personal Information

Grammar – Present Simple and Present Continuous

1.2

Skills – Listen and Speak

English for Every Day Life- That’s Life! Episode 1

1.3

Vocabulary – Expression with get

Grammar – Past Simple

1.4

Skills – Read and Speak

English for Every Day Life- Talking about possessions

1.5

Vocabulary – Renting accommodation

Grammar – Articles

1.6

Skills \_ Listen and Write

English for Every Day Life- That’s Life! Episode 2

UNIT II: Basics of English

K2, K46

Sub Units:

2.1

Vocabulary – Noun and adjectives

Grammar – Present Perfect

2.2

Skills – Read and Speak

English for Every Day Life- talking about numbers

2.3

Vocabulary – Health and Fitness

Grammar – Future: Will/Going to

2.4

Skills – Listen and Write

English for Every Day Life- That's Life Episode 3

2.5

Vocabulary –Transport Problems

Grammar – Past Perfect

Skills – Read and Speak

English for Every Day Life- Booking a Flight

2.6

Vocabulary – Describing Food

Grammar – Tag Questions

Skills – Listen and Write

English for Every Day Life- That's Life- Episode -4

Unit III: Phrase Building I

K1, K3

6

Sub Units:

3.1

Vocabulary – Disaster

Grammar – First and Second Conditional

Skills – Read and Speak

English for Every Day Life- Checking into a Hotel.

3.2

Vocabulary – Uncountable and Plural Nouns

Grammar – Used to / didn't use to

Skills – Listen and speak

English for Every Day Life- That's life Episode – 5

3.3

Vocabulary – Noun and adjectives

Grammar – Present Perfect

3.4

Skills – Read and Speak

English for Every Day Life- talking about number

3.5

Vocabulary – Crime and Criminals

Grammar – Narrative Tense

3.6

Skills – Read and listen

English for Every Day Life- Making a complaint

## Unit IV: Phrase Building II

K2,

K4 6

Sub Units:

4.1

Vocabulary – phrasal Verbs

Grammar –The Passive

4.2

Skills – listen and speak

English for Every Day Life- That's life Episode – 6

4.3

Vocabulary – Personality

Grammar – Model verbs1: might/should

Skills – Read and write

English for Every Day Life- comparing experience

4.4

Vocabulary – Getting married

Grammar – Direct and indirect objects

Skills – Listen and write

English for Every Day Life- That's life Episode – 7

4.5

Vocabulary – At university

Grammar – Present perfect Continuous

4.6

Skills – Read and write

English for Every Day Life- Giving news

## Unit V: Structural Conversation

K3, K4 6

Sub Units:

5.1

Vocabulary – make/do

Grammar – Modal verb 2: can/must

Skills – Listen and write

English for Every Day Life- That's life Episode 8

5.2

Vocabulary – Verb +-ing or infinitive

Grammar – Verb + Noun +-ing

Skills – Read and speak

English for Every Day Life- Making suggestion

5.3

Vocabulary – Sports

Grammar – Relative Clauses

Skills – Read and listen

English for Every Day Life- The Episode 9

5.4

Vocabulary – Verb/ Adjective +Preposition

Grammar – third Conditional

Skills – Read and speak

English for Every Day Life- Invitations

5.5

Vocabulary – Travelling by air

Grammar – Indirect Questions

Skills – Listen and Write

English for Every Day Life- The Episode 10

5.6

Vocabulary – Personal Finance

Grammar – Reported Speech

Skills – Read and Write

English for Every Day Life-At the bank

#### PRESCRIBED TEXT:

Tom, Hutchinson. English for Life Intermediate Student's Book: Oxford University Press, 2007.

Print

#### BOOKS FOR REFERENCE:

Taylor, Grant. English Conversation Practice. Tata Mcgraw Hill.2001

Shemesh, Ruth and Waller, Sheila. Teaching English Spellings, A Practical Guide. Cambridge.

2000

[Raymond Murphy](#), Essential English Grammar: A Self-Study Reference and Practice Book for Elementary Students of English with Answers: Cambridge University Press.

Good will's Common Mistakes in English – Sam Phillips (Active Grammar Level 1, 2, 3)

(English vocabulary in use –Stuart Redman)

I.A.Richards& Christine M Gibson. English Through Pictures books 1, 2: Washington Square press, Inc. New York

**USENA220 - SBE II: CONVERSATIONAL ENGLISH**

**Course Outcomes**

<b>Year 2020- 2021</b>	<b>Course Code :</b>	<b>Title Of The Course :</b>	<b>Course Type :</b>	<b>Course Category : Elective</b>	<b>H / W :2</b>	<b>CREDITS: 2</b>	<b>MARKS  60</b>
<b>SEM :III</b>	<b>USENA220</b>	<b>Conversational  English</b>	<b>Theory</b>				

CO1. Have the knowledge about the elements of effective communication skills.

CO2. Understand the concepts of impactful writing.

CO3. Implement the strategies for effective speech communication.

CO4. Acquire knowledge on employment communication.

CO5. Apply communicative skills for conversational and academic purposes.

CLO/PLO	PLO							
	1	2	3	4	5	6		
CO1		M						
CO2	L							
CO3				M				
CO4					M			
CO5						H		

Low -L, Medium -M, High-H

I) Course Syllabus

Units

No. of. Hours

Cognitive Level

K1, K2



## Unit I: Basics of Communications

### Sub Units:

1.1

Idiom and Fixed Expression

Prepositions: Place

1.2

Adverb: frequency and degree,

Time and sequence

1.3

Addition and Contrast

Similarities

1.4

Difference and conditions

Reasons

1.5

Purpose and results

The Physical world

1.6

Weather

Using the land

### UNIT II:

K2, K4

6

### Sub Units:

2.1

Animals and insects

Countries nationalities and language

2.2

The body and what it does

Describing people's appearance

2.3

Describing Character

Human feelings and actions

2.4

Family and friends

Ages and stages

Daily Routine

2.5

Homes and buildings

Around the home 1

Around the home 2

2.6

Everyday Problems

Money, Health: illness and disease

Health: injuries

Unit III:

K1, K3

6

Sub Units:

3.1

Clothes

Shops and shopping

Food

Cooking and restaurants

3.2

Town and country

On the road

Transport

3.3

Work: duties

Conditions and pay

Jobs

3.4

The Career ladder, in the office and in the factory

Business and Finance

Sales and marketing.

3.5

Hobbies

Sports1: games people and places

Sports 2: Wining Losing and scoring

3.6

Cinema and theatre

Music art and Literature

Unit IV:

K2, K4

6

Sub Units:

4.1

Newspapers

Television

On the phone

4.2

Computers

Education: School

Education: university

4.3

Law and order

Crime

Politics

4.4

Bureaucracy

War and Peace

4.5

Pollution and the environment

Air Travel

Hotels

4.6

A Sightseeing holiday

On the beach and in the country

Unit V:

K3, K4

6

Sub Units:

5.1

Time

Numbers

Distance and dimension,

5.2

Shapes

Colours and Patterns

5.3

Partitives

The senses

5.4

Notices and Warnings

Vague languages

5.5

American English

Formal and informal English

5.6

Abbreviations and abbreviated words

PRESCRIBED TEXT:

Stuart Redman. English Vocabulary in use Pre-intermediate & intermediate: Cambridge University Press, 1997. print

BOOKS FOR REFERENCE:

Taylor, Grant. English Conversation Practice. Tata Mcgraw Hill.2001

Shemesh, Ruth and Waller, Sheila. Teaching English Spellings, A Practical Guide. Cambridge. 2000

[Raymond Murphy](#), Essential English Grammar: A Self-Study Reference and Practice Book for Elementary Students of English With Answers: Cambridge University Press.

Good will's Common Mistakes in English – Sam Phillips (Active Grammar Level 1, 2, 3)  
(English vocabulary in use –Stuart Redman)

**USENC320- ENGLISH FOR COMPETITIVE EXAMINATIONS**

<b>Year:</b> II	<b>Course Code:</b> USENC320	<b>Title of the Course:</b> English for Competitive Examinations	<b>Course Type:</b> Theory	<b>Course Category</b> : Allied	<b>H/W</b> 2	<b>Credits</b> 2	<b>Marks</b> 60
<b>Sem:</b> III							

**Course Outcomes (CO)**

On Completion of the Course the Learners will be able to:

- CO1 Recall basic rules of grammar
- CO2 Understand current affairs of regional, national and international importance
- CO3 Apply vocabulary and communication skills
- CO4 Speak and write fluently in English
- CO5 Analyse different verbal and reasoning ability

<b>CO/PSO</b>	<b>PSO</b>					
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>

<b>CO1</b>	M	L	L	M	M	M
<b>CO2</b>	H	L	M	L	H	H
<b>CO3</b>	H	L	M	L	M	M
<b>CO4</b>	L	L	M	L	H	H
<b>CO5</b>	M	L	M	L	M	M

**H - High – (3), M - Moderate (3), L - Low (1)**

**Unit I: Grammar** **K Level (1 – 4)** **(Hours 7)**

- 1.1 Elements of Grammar
- 1.2 Parts of speech
- 1.3 Kinds of sentences
- 1.4 Articles
- 1.5 Spotting the errors
- 1.6 Rearranging sentences

**Unit II: Vocabulary** **K Level (1 – 4)** **(Hours 7)**

- 2.1 Introduction to Vocabulary
- 2.2 Antonyms
- 2.3 Synonyms
- 2.4 Acronyms
- 2.5 Homophones
- 2.6 Homonyms

**Unit III: Spellings** **K Level (1 – 4)** **(Hours 7)**

- 3.1 Introduction to the importance of correct spelling
- 3.2 Jumbled words
- 3.3 One Word Substitutions
- 3.4 Misspelt words
- 3.5 Introduction to creating new words
- 3.6 Creating new words

**Unit IV: Reasoning** **K Level (1 – 4)** **(Hours 8)**

- 4.1 Verbal Reasoning

- 4.2 Comprehension and composition
- 4.3 Letter writing
- 4.4 Paragraph Writing
- 4.5. Cloze Test
- 4.6 Idioms and Phrases

**Unit V: General knowledge                      K Level (1 – 4)                      (Hours 7)**

- 5.1 Introduction to the importance of General Knowledge
- 5.2 General Intelligence and Reasoning
- 5.3 Current Affairs and recent developments
- 5.4 Static GK
- 5.5 General Awareness
- 5.6 Abbreviations

**Books for Study:**

R. Gopalan V. Rajagopalan Rookumar Balasingh, General English for Competitive Examinations. Vijay Nicole Imprints pvt. Ltd ( Chennai) 2010.

R.P. Bhatnagar. *English for Competitive Examinations* 3<sup>rd</sup> Edition. India:

MacMillan. 2009. Bhatnagar R.P & Rajul Bhargava. *English for Competitive Examinations*. Special

Edition. Macmillan Publishers, 2007.

Maison M.Margaret . *Examine Your English*. Orient Blackswan Private Limited, Hyderabad, 1964.

**Books for Reference**

Murphy, Raymond. *Essential English Grammar*. Cambridge University Press, 2003. B.G.Tandon &Tandon,Loveena. *English Grammar and Composition*. Anne Books, 2007.

A.J. Thompson &A.V.Martinet. *A Practical English Grammar*. OUP, 1980.

T.L.H. Pearse, Smith. *The English Errors of Indian Students*. OUP, 1968.

**USENC420 - JOURNALISM**

<b>Year: 2020</b>	<b>Course Code: USENC420</b>	<b>Title of the Course: Journalism</b>	<b>Course Type:</b>	<b>Course Category: Skill Based Elective-II</b>	<b>H/W: 4</b>	<b>Credits: 5</b>	<b>Marks: 60</b>
<b>Semester - IV</b>							

**Course Outcomes (CO)**

On Completion of the Course the Learners will be able to:

- CO1 Discuss the history and principles of journalism
- CO2 Discuss the role, duties and responsibilities of reporter, sub-editor and editor, the different press laws and acts
- CO3 Write news articles and edit news
- CO4 Analyse different types of news writing
- CO5 Discuss advertisement and ethics of advertising

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	M	M
CO2	H	H	H	H	M	M
CO3	H	H	H	H	H	H
CO4	H	H	H	H	M	M
CO5	H	H	H	H	M	M

**H - High – (3), M - Moderate (3), L - Low (1)**

**Unit 1: INTRODUCTION AND ETHICS**

**K1, K2**

**7 Hours**

1.1: Introduction to Journalism

1.2 : A Short History of Journalism in India

1.3 : Principles of Journalism

1.4: Press Codes and Press Council of India  
1.5: Ethics of Journalism

1.6: The role played by Journalism as part of the mass media

<b>Unit 2: THE PRESS: LAWS &amp; PRIVILEGES</b>	<b>K2, K4</b>	<b>7 Hours</b>
2.1: Freedom of Press, Challenges to Press Freedom		
2.2: Press Laws- Defamation		
2.3: Libel Contempt of Court		
2.4: Copyright Laws		
2.5: Press Regulation Act		
2.6: Press Registration Act, Law of Privileges		
<b>Unit 3: ROLES &amp;REPORTS</b>	<b>K4, K5</b>	<b>7 Hours</b>
3.1: The Role of the Reporter		
3.2: The Role of the Sub-Editor		
3.3: The Role of the Editor		
3.4: News Agencies		
3.5Types- Straight, Interpretative, Investigative		
3.6News Tracking		
<b>Unit IV: DESIGNING-ADVERTISING</b>	<b>K5, K6</b>	<b>8 Hours</b>
4.1: Reporting		
4.2: Headlines		
4.3: Editing		
4.4: Layout, Aims		
4.5: Designing-Types-Advertisements		
4.6: Advertising and Social Responsibility		
<b>Unit V: PRACTICALS</b>	<b>K3, K5, K6</b>	<b>7 Hours</b>
5.1: Editing		
5.2: Proof Reading		
5.3: Photographic Journalism		
5.4: Cartoon		
5.5: News Reports		
5.6: Advertisements		

**Books for study and reference:**

1. Vir Aggarwal & V.S.Gupta., **Handbook of Journalism and Mass Communication**, Concept Publishing Company, New Delhi.
2. Puri. G.K. **Competition Success: Review Communication** . New Delhi: Sudha Publication,
3. Roy, Baron, **Beginner’s Guide to Journalism**, New Delhi: Pushtak Mahal, 2003.
4. Parthasarathy,Rangaswami, **Basic Journalism**,Macmillan Publications,New Delhi,1984 Print.



## **UGENA617 - SEMESTERS V & VI – NON-MAJOR ELECTIVE – COMMUNICATION AND SOFT SKILLS**

### **Objectives:**

- To enhance skill-based competencies for better communication among students
- To adopt attitudinal changes while learning soft skills

### **Unit I (Pg. 10, 12 – 27)**

#### Communication Skills

#### Definition

#### Types, Forms and Barriers to Communication

#### Group Discussion; Interview Skills

#### Linguistic Skills

#### LSRW

#### Body Language

### **Unit II (Pg. 1 – 3 & 8 – 9)**

#### Introduction to Soft Skills

#### Definition, Need, Nature & Scope

#### Acquisition & Advantages of Soft Skills

### **Unit III**

Soft Skills (Pg. 35 – 45)

Leadership, Assertiveness and Negotiation Skills

Stress & Time Management

Self Management

Building Relationship Skills

Effective Teamwork Skills

#### **Unit IV**

Personality Development (Pg. 46 – 54)

Meaning, Role, Personality Traits

Motivation, Awareness, Creativity, Punctuality

#### **Unit V**

Attitude (Pg. 65 -72)

Positive, Negative, Neutral and other Attitudes

Formation of Attitude

Components of Attitude: Emotional, Behavioural, Cognitive

Functions of Attitude

**Internal Component:** Public Speaking

#### **References:**

Ajay R. Tengse. *Soft Skills*. Hyderabad: OBS, 2015. Print

<b>Year:</b> II	<b>Course Code:</b> UATOT20	<b>Title of the Course:</b> Techniques of Translation	<b>Course Type:</b> Theory	<b>Course Category:</b> Allied	<b>H/W</b> 5	<b>Credits</b> 5	<b>Marks</b> 100
<b>Sem:</b> IV							

### Course Outcomes (CO)

On Completion of the Course the Learners will be able to:

1. Identify the nuances of the process of translation.
2. Explain the concepts of translation and the role of the translator.
3. Apply theoretical approaches to translate literary and non-literary texts
4. Analyse the practicality of translation and use it to develop awareness of academic writing requirements.
5. Evaluate the translated and original texts.

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	M	M
CO2	H	H	H	M	M	M
CO3	H	H	H	H	M	M
CO4	H	H	H	H	M	M
CO5	H	H	H	H	H	M

**H - High – (3), M - Moderate (3), L - Low (1)**

### Course Syllabus

#### Unit I

**K1-K4**

**(15 Hours)**

- 1.1 Perspectives on Translation
- 1.2 Definition of Translation
- 1.3 Equivalence: semantic and stylistic
- 1.4 D  
iscourse  
Paramet  
ers
- 1.5 Rules  
:  
descripti  
on
- 1.6 Prescription

**Unit II** **K1-K4** **(15 Hours)**

- 2.1 Key concepts
- 2.2 Key figures in Translation theory
- 2.3 Literary and Non-Literary and literal
- 2.4 Transliteration
- 2.5 Transcreation
- 2.6 Scientific Translation

**Unit III** **K1-K4** **(15 Hours)**

- 3.1 Definition of a Translator
- 3.2 Memory
- 3.3 Meaning
- 3.4 Language
- 3.5 The communication process
- 3.6 The translation process

**Unit IV** **K1-K4** **(15 Hours)**

- 4.1 Translation Theories
- 4.2 Models
- 4.3 Analogies
- 4.4 Requirements for a theory of Translation
- 4.5 Methodology;investigating translation
- 4.6 Unit of Translation

**Unit V** **K1-K4** **(15 Hours)**

- 5.1 Translating: Modelling The Process
- 5.2 TheTranslator: Knowledge and Skills
- 5.3 Ideal:Bilingual competence
- 5.4 Expertise
- 5.5 Communicative competence
- 5.6 Practice- Translating Texts (According to individual's mother tongue)

**Books for Study:**

Bell, Roger T. *Trans. and Translating: Theory and Practice*.UK:  
Longman Group.1991

<https://pandoraenglish.files.wordpress.com/2012/11/ebooksclu>

[b-](#)

[org translation\\_and\\_translating\\_theory\\_and\\_practice\\_applied\\_linguistics\\_and\\_la  
nguage\\_study\\_pdf](#)

**Books for Reference:**

Kumar, Bijay Das. *A Handbook of Translation Studies*. New Delhi:

Atlantic Publishers and Distributors, 2005.

Seturaman, ed. *Indian Aesthetics: An Introduction*. New Delhi:

Macmillan, 2005. Mukherjee, Sujit. *Translation as Recovery*.

Delhi: Pencraft International.