

## **CAREER ORIENTED PROGRAMME COMMUNICATIVE ENGLISH**

Communicative English as a course offers the students to work on their communication skills and provides the students sufficient information about the General Phonology and the Phonology of English. The course allows the students to explore the various ways in which language functions while communicating. Along with theoretical learning of the language, the course also includes various practical session allowing the students to develop their skills such as listening, speaking, reading, and writing in standard, academic English.

### **COURSE OUTCOMES**

- To enhance the learner's communication skills by giving adequate exposure in reading, writing, speaking and listening skills.
- To help the learner get rid of his present flaws and mistakes in pronunciation and grammar.
- To build up the learners confidence in oral and interpersonal communication by reinforcing the basics of pronunciation specially focusing on interviews / corporate meetings / international business travels

### **PROGRAM OUTCOMES**

After completion of the course the students will be able to:

- Produce words with right pronunciation
- Develop vocabulary and improve the accuracy in grammar
- Develop the confidence to speak in public
- Demonstrate positive group communication exchanges.
- Ability to speak and write clearly in standard, academic English

## Course Structure

### Certificate Course

#### **Paper I:Phonetics Full marks:100**

Group A: Theoretical : 50 Marks Group B: Practical : 50 Marks

**Objectives:** To enable the students to acquire phonetics skills required for 'oral skills'.

**Course content:** Theory - Linguistics and Phonetics; Phonetics & Phonology - the Phonemes of English - The speech organs - place of articulation, manner of articulation - speech sounds; vowels and consonants - consonant clusters in English - the syllable - word accent, accent and rhythm in connected speech - intonation - phonemic symbols - phonemic transcription.

Practicals: Intensive Drilling in Phonetic skills. Teaching hours (per week)

Theory: 2 hours

Practicals: 2 hours

Marks: 100

Mode of Examination: (50 Theory); (50 Practical (Oral))

Each candidate shall be examined for 30 minutes for the purpose of practical examination.

Unit-wise distribution of marks for practical examination shall be as follows:

Unit I - Listening - 10 marks

Unit II - Reading - 10 marks

Unit III - Conversation - 15 marks

Unit IV - Speech - 15 marks

Note: Not more than 15 examinees to be examined per day.

#### **Books Recommended:**

1. An Introduction to the pronunciation of English: A.C. Gimson
2. A text Book of English Phonetics for Indian Students: T. Balasubramaniam (Macmillan)
3. English Phonetics for Indian students (a workbook) T. Balasubramaniam (Macmillan)
4. English Pronouncing Dictionary: Daniel Jones (Latest Ed.) Universal Book Stall.
5. Oxford Advanced learner's Dictionary of current English: A.S. Hornby (OUP)
6. Better English pronunciation: J.D. O'Connor ELBS.

#### **Paper II (Remedial Grammar) Full marks: 100 Objectives:**

1. To introduce corrective measure to students
2. To eradicate grammatical errors in speech.
3. To eradicate grammatical errors in writing. Teaching hours:

Theory : 3 hours

Tutorial : 1 hour

Mode of examination : 100 Theory

#### **Course contents:**

Theory: The Article, parts of speech, linking verbs, negative sentences, questions, agreement or concord, verbs Transitive/Intransitive, Regular/ Irregular, Tense and their uses, Helping verbs, verb-sand adverbs, Question tags, transformation.

Nouns: Singular or plural.

The possessive adjective, the definite & indefinite article, nouns denoting parts of the body, con-

fusion of adjective and adverbs, adverbial use of No, Not and None, difficulties with comparative and superlative. confusion of participles, active and passive voice, the use of 'one'.

Exercises: Practical exercises from different subjects. preposition, negative verbs, redundant pronouns and prepositions, the use of correlative. The use of who and whom, much and many, still and yet, so that, so as, make and do, errors in the use of individual words, the courtesy, words like please and thank you, dates and the time, greeting and salutation.

**Books Recommended:**

1. F.T. Wood, A Remedial English Grammar for Foreign Students, ELBS.
2. Penny UR, Grammar Practice Activities, Cambridge, Cambridge Univ. press.
3. A.J. Thomson & A.V. Martinet, A Practical English Grammar, ELBS.

**Paper III (Writing Skills) Full marks: 100**

1. Letterwriting 15marks
2. Reportwriting 15marks
3. Precis 15marks
4. Comprehension 20marks
5. Paragraphwriting (developing a paragraph, topic sentence etc) 10marks
6. Scripts writing or compering 15marks
7. Note taking & notemaking 10marks

**Books recommended:**

1. N. Krishnaswami, Modern English, Macmillan, India.
2. Carl Warren, Radio News Writing and Editing.
3. Champa Tickoo & Jaya Sasikumar, Writing with a Purpose, OUP.

## COMMUNICATIVE ENGLISH

### Diploma Course

#### Paper IV: Internet Full marks:100

Objectives:

1. To enable the students to search for information in the internet
2. To enable the students to send or receive mails through internet Teaching hours (per week)

Theory: 1 hour

Practicals: 3 hours

Mode of examination 50 Theory; 50 Practicals

#### Course contents:

##### A. COMPUTER/INTERNET

1. Overview of computers and internet
2. Some key terms
3. Search
4. How to open a mailbox
5. Attachment: uploading/downloading
6. How to compose an email
7. How to send an E-mail
8. Chatting
9. Power point presentation

#### Paper V : Conversational English Full marks:150

**Group A: Theoretical 65 marks Group B: Practical 85 marks**

##### **GROUP A - Theoretical**

- A. Language and Society, Style and registers.
- B. Language and communication - Dialogue writing
- C. English in situations:
  1. Greetings
  2. Asking the way
  3. At the Post office
  4. Catching a train
  5. Buying a dress
  6. Booking a room at a hotel
  7. At the Bank
  8. Making a telephone call
  9. At a place of worship
  10. Asking the time: Time expression
  11. Receiving and seeing off a guest
  12. Buying a guidebook
  13. At the Travel agency
  14. At the Airport
  15. At the Customs
  16. At the Police station
  17. At the International Airport

18. Offering an apology
19. On the Bus
20. At the Restaurant
21. Taking a Taxi
22. Hiring a Rickshaw
23. At the Doctor's Clinic
24. Buying a theatre ticket
25. Making an appointment
26. At the Chemist's shop
27. Buying vegetables
28. At the Dinner party
29. In the Ladies Hair Dressers
30. At the Men's Hair Dressers
31. At the Garage
32. In a Coffee Bar
33. Lost Property
34. At the Stock exchange.

### **GROUP B - Practical**

- A. General Conversation - 30 marks
- B. Conversation in specific situation - 30 marks
- C. Group Discussion - 25 marks

### **Books Recommended**

1. R.C. Neil, English in Situations, OUP
2. Viola Higgins, What to say When, BBC London.
3. Geoffrey Brought, Success with English: The penguin course Bk I & II.
4. Alexander Baird, Success with English: the penguin course: a first reader.

### **Paper VI : Business English      Full marks: 100**

Theory:      70 marks  
 Practical:    30 marks

### **GROUP A - Theory**

Basic concepts of ESP

Letters (Enquiries, replies, follow-up letters, sales letter, orders, complaint, packing, forwarding, despatching, appointment letters, DO letters, etc.)

Drafting, Fax, Telex, Telegrams, Circulars, Quotations, Tenders, writing proceedings of meetings, writing resolutions, agenda, notices, project reports, advertising a product, drafting a brochure, note taking & note making, internet English/SMS english.

Interviews, Telephone, making a presentation.

### **GROUP B - Practical**

Candidates will be asked to take part in mock interviews and also will be asked to make presentations with the help of Audio-visual aids.

## COMMUNICATIVE ENGLISH

### Advance Diploma Course

**Paper VII : Broadcasting and Telecasting Full marks: 100**

**Eligibility: A pass in the Diploma in Communicative/Functional English of the University of North Bengal.**

**Objective:** To give practical training in news reading and announcing on the T.V./Radio.

**Course content:** a) Practical training in facing the camera: Gestures and speech:

(i) Face expressions, lip movement, eye movement (ii) Stress intonation etc. (iii) Use of audio-visual aids (iv) Preparing presentations (computer and otherwise)

Practical: 4 hours of practicals per week.

Mode of examination: 25 marks Viva (project to be submitted)

75 marks for practical training in news reading and announcing with the help of audio-visual aids.

Equipment: Audio visual aids, mike, lighting, computers, video camera, digital camera, still camera.

Field work: Visit to the T.V./Radio station and exposure to the different mechanisms of the T.V./Radio Broadcasting/Telecasting is necessary.

Examination: Students have to face a viva in front of an external examiner and submit one Project paper as a proof of his/her training in any electronic media station. A certificate has to be issued by the supervisor and another by an authorized signatory of the organization where the work was completed. These certificates may however be issued by the Principal of the college.

**Paper VIII (Project and on-the-job training report) (Marks:75)**

**F.M. 150 Paper VIII(a) Project-**

**Objectives:** To give apprenticeship training in the teaching of conversational skills

**Course content:** English in situations - Each student should work as tutor to business people, housewives interested in learning conversational English for four weeks and work as a receptionist at noted hotels, or as a salesman in a comparatively famous firm for four weeks, during the vacation.

Examination: Students have to face a viva in front of an external examiner and submit two Project papers one as a proof of his/her work as an English tutor and the other for the work as a receptionist/salesman. In each case the Project papers a certificate has to be issued by the supervisor and another by an authorized signatory of the organization where the work was completed. In the case of the English tutor, if it was an unorganized group the Principal of the college may issue a certificate.

**Paper VIII (b) On the Job Training- (Marks- 75)**

**Objective:** To give apprenticeship training in announcing, News Reading, Give commentary, competing for four weeks at any one of the All India Radio News Reading at any one of the Indian T.V. Stations for four weeks during vacation.

Examination: Students have to face a viva in front of an external examiner and submit one Project paper as a proof of his/her training in any electronic media station. A certificate has to be issued by the supervisor and another by an authorized signatory of the organization where the work was completed. These two certificates may however be issued by the Principal of the college.

## **Paper IX Functional English: Sector Specific English F.M. 100**

Unit I: English for Hotel Industry Unit II: English for Call centres.

Unit III: English for Medical representatives

Unit IV: English for Banking/Finance/Insurance sector Theory: 40 marks

Practical: 60 marks

Students shall be required to act as a Receptionist/Customer care officer/ Medical representative/Insurance agent.

Examination: Students have to face a viva in front of an external examiner and submit one Project paper. A certificate has to be issued by the supervisor and another by an authorized signatory of the organization where some orientation was received. These two certificates may however be issued by the Principal of the college.

### **Books Recommended**

1. Michael Bennie, Mastering Business English, Index Paperback.
2. John Crowther-Alwyn, Business Roles, Cambridge.
3. Drew Rodgers, Business Communication, OUP.
4. Kim Long, Writing in Bullets, Viva.
5. T.J. Bentley, Report writing in business, Viva.
6. Bill Mascull, Business vocabulary in use, OUP.
7. Brook-Hart & Whitley, Business Benchmark, OUP.
8. Jones & Alexander, New International business english, OUP.
9. Knight & others, Business goals, OUP.
10. O'Hara, Be my guest, OUP.
11. English for Banking and Finance, OUP.
12. Gasside, Essential Telephonic in English, BCL, Kolkata, and CIEFL

### **Call Centre's English:**

1. English for International negotiations (This book is based on cross-cultural case studies approach) by Drew Rodgers (CUP)

2. Infotech by Santiago Remacha Estera (CPU)

Hotel Industry & Travel & Tourism Industry

1. Welcome by Leo Gones (CPU) (This book is meant for Travel & Tourism Industry)

2. Be My Guest by Francis O'Hara (CPU) (This book is meant for Hotel Industry)

English for Medical Representatives

1. English in Medicine by Eric Glendinning & Beverly Holmstrom (CPU)

English for Banking & Finance

1. English for International Banking & Finance by Jim Corbett (CPU)

Note: For Practical examination purpose not more than 15 candidates should be examined per day.