



## 1.1.2

### List of Employability/ Entrepreneurship/ Skill Development Courses with Course Contents

Colour Codes		
Employability Contents	Green	
Entrepreneurship Contents	Light Blue	
Skill Development Contents	Pink	
Name of the Subjects/Related to all three Components (Employability/ Entrepreneurship/ Skill Development)	Yellow	



**List of Courses Focus on Employability/ Entrepreneurship/  
Skill Development**

**Department : ENGLISH AND FOREIGN LANGUAGE**

**Programme Name : B.A.ENGLISH HONS.**

**Academic Year : 2019-20**

**List of Courses Focus on Employability/ Entrepreneurship/Skill Development**


Sr. No.	Course Code	Name of the Course
01.	ENSEC301T	Business Communication
02.	ENSEC302T	Film Studies
03.	ENSEC303T	Soft Skills
04.	ENSEC304T	Translation Studies
05.	ENGE301T	Media and Communication Skills

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BA ENGLISH HONS. UNDER CBCS SCHEME

Courses	FULL MARKS (End Sem 70+30 Internal assessment)	Credits Theory +Tutorial
	Core Courses (14 Papers)	100 x14=1400
Discipline Specific Elective (4 Papers)	100 x4=400	4x6=24
Generic Elective/Interdisciplinary (4 Papers)	100x4=400	4X6=24
Ability Enhancement Compulsory Courses (AE) (2 Papers of 4 Credits each)	100 x 2=200	4X2=8
Skill Enhancement Courses (SE) (2 Papers of 4 Credits each)	100x2=200	4X2=8

  
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## V. Skill Enhancement Elective Course

### Paper 1: Business Communication

#### Course Level Learning Outcomes

Some of the course learning outcomes that students of this course are required to demonstrate run thus:


- develop a comprehensive understanding of the theoretical and practical aspects of business communication
- develop both basic and advanced skills in business communication from writing minutes of meetings to project reports
- demonstrate through their speech and writing, appropriate business communication
- communicate at different levels of social and receptive domains
- perform appropriate roles of business personnel in different locations

#### COURSE CONTENT

1. Introduction to the essentials of Business Communication: Theory and practice
2. Citing references, and using bibliographical and research tools
3. Writing a project report
4. Writing reports on field work/visits to industries, business concerns etc. /business negotiations.
5. Summarizing annual report of companies
6. Writing minutes of meetings
7. E-correspondence
8. Spoken English for business communication (Viva for internal assessment)
9. Making oral presentations (Viva for internal assessment)

#### Suggested Readings:

1. Scot, O.; *Contemporary Business Communication*. Biztantra, New Delhi.
2. Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
3. Ludlow, R. & Panton, F.; *The Essence of Effective Communications*, Prentice Hall Of India Pvt. Ltd., New Delhi.
4. R. C. Bhatia, *Business Communication*, Ane Books Pvt Ltd, New Delhi

  
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## Paper 2: Film Studies

### Objectives:

1. Familiarize students with the emerging area of film studies and make them equipped to decipher the meaning of a movie.
2. Enable the students to understand the medium of cinema with an ample knowledge of the basic terminologies
3. Help them trace the evolution of the different movements in the film history

### Learning Outcome:

- Recognize the language of films and use it creatively.
- Analyze films from both technical and non-technical perspectives
- Engage questions of social justice and gender justice by critiquing representations of culture.
- Use film as a medium of communication
- Derive an interest in various careers related to film

## COURSE CONTENT

### UNIT 1: The Basics

The basic understanding of the word 'film' - film as art, business and technology - three aspects of a movie: literary, dramatic, cinematic - a brief history - optical illusion - series photography - motion picture - projection - the evolution of narratives- studios.

Language of Cinema- Types of Shots, Angles - Camera Movements - Focus - Use of colour and lighting, Sound- Editing - Different styles of Editing - 30 degree rule and 180 degree rule- Miseen-Scene, Auteur theory- Major film genres: Western, Romance, Musical, Horror, Buddy etc.

Different stages of Production: Preproduction, Production, Postproduction - Censorship - Remakes - films in the new era - - the Digital Era - OTT platforms.

Suggested Viewing: Arrival of a Train at a Station (Lumiere), A Trip to Moon (Méliès), The Great Train Robbery (Edwin S Porter), The Birth of a Nation (D W Griffith).

### UNIT 2: Major Movements in Film history

The Silent Era - Soviet Cinema - Eisenstein and Montage- German Expressionism - The New German Cinema (Fassbinder, Herzog, Wenders)- Italian Neo Realism -Beyond Neo Realism (Fellini)- French poetic realism and French New Wave - Scandinavian Cinema(Ingmar Bergman)- Spanish cinema (Luis Buñuel)- The Polish School - Japanese cinema-Third World Cinema- Classical Hollywood Cinema and after- Documentary films- Nanook of the North Dogme  
Suggested Viewing: Battleship Potemkin (Eisenstein), Cabinet of Dr. Caligari (Robert Wiene), Bicycle Thieves (De Sica), The Jazz Singer, Man with a Movie Camera, Citizen Kane, The Seventh Seal.

### UNIT 3: Film Studies in Context: Indian cinema

A brief history - Phalke- Indian Cinema from 30s to 60s - The golden 50s - Indian parallel cinema - the Indian masters- contemporary Indian Cinema.

History of Malayalam cinema -the beginning - New wave - Contemporary trends- Film Society movements- Remakes in Malayalam Cinema.

Suggested Viewing: Raja Harishchandra (Phalke), Pather Panchali (Satyajit Ray), Mother India, Elipathayam, Chemmeen.

### UNIT 4: Adaptation

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Adaptation- Intersemiotic Transposition – literature and film – three types of adaptation – narration and point of view in film and novel - Fidelity criticism-Intertextuality- Famous adaptations.  
Writing about film – A few case studies.

Films for close viewing:

1. Rashomon
2. Psycho
3. Chidambaram

#### Recommended Reading:

- Andreu Dix. Beginning Film Studies. Manchester UP. 2008.  
Ascher, Steven. The Filmmaker's Handbook. Penguin, 2012.  
Birdwell, David and Kristin Thomson. Film Art: An Introduction. MacGraw Hill, 2012.  
Clayton, Alex and Andrew Klevan. The Language and Style of Film Criticism  
Cook, David A. A History of Narrative Film. W W Norton, 1996.  
Dix, Andrew. Beginning Film Studies. Manchester University Press, 2013.  
Gokulsing, K. Moti and Wimal Dissanayake. Routledge Handbook of Indian Cinema. Routledge, 2018.  
HaHayes, Susan. Cinema Studies: The Key Concepts. Taylor & Francis Ltd/Routledge, 2000.  
Katz, Steve. Film Directing Shot by Shot: Visualizing from Concept to Screen. Focal Press, 1991.  
Kristeva, Julia. Intertextuality: Theories and Practices  
Monaco, James. How to Read a Film. Harbor Electronic Publishing, 2013.  
Muttam, Madhu. Manichithrathazhu Screenplay. DC Books, 2010.  
Nelmes, Jill. Introduction to Film Studies. Routledge, 2011.  
Nowell-Smith, Geoffrey. The Oxford History of World Cinema. OUP, 1997.  
Ray, Satyajit. Our Films, Their Films. Orient Blackswan, 2001.  
Stam, Robert and Alessandra Raengo (ed.). Literature and Film. Wiley-Blackwell, 2004.  
Stam, Robert. Literature through Film. Taylor & Francis, 2011.  
Saran, Renu. History of Indian Cinema. Diamond Books, 2012.  
Villarejo, Amy. Film Studies: The Basics. Routledge, 2013.  
e-resources:  
<https://www.cs.ubc.ca/~udls/slides/udls-sampoorna-biswas-film-appreciation-1.pdf>  
<https://nofilmschool.com/Film-theory-basic-terms>  
<http://www.jccsskc.edu.hk/newweb/modules/cjaycontent/content/1112prefectPhoto/Act06/FilmAppreciation.pdf>  
<https://plato.stanford.edu/entries/film/>  
<https://youtu.be/gNoKDkGlgjw>  
<https://cpb-ap-se2.wpmucdn.com/thinkspace.csu.edu.au/dist/5/1410/files/2015/10/CinemaStudies-Key-Concepts-1-289afca.pdf>

  
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### Paper 3: Soft Skills

#### Course Level Learning Outcomes

Some of the course learning outcomes that students of this course are required to demonstrate run thus:

- Communicate with others effectively
- Exhibit qualities of leadership
- Take responsibility to undertake a work and complete it.
- Aware of their own weaknesses
- Work in groups either as members or leaders
- Think critically or laterally and solve problems
- Be flexible to the needs of others
- Negotiate with others to solve problems (conflict resolution)
- Cope with pressure and yet produce results

#### COURSE CONTENT

Teamwork

Emotional Intelligence

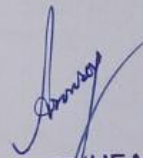
Adaptability

Leadership

Problem solving

#### Suggested Readings

1. *English and Soft Skills*. S.P. Dhanavel. Orient BlackSwan 2013
2. *English for Students of Commerce: Precis, Composition, Essays, Poems eds.* Kaushik, et al.

  
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#### Paper 4: Translation Studies (Any four)

##### Course Level Learning Outcomes

Some of the course learning outcomes that students of this course are required to demonstrate run thus:

- critically appreciate the process of translation
- engage with various theoretical positions on Translation
- think about the politics of translation
- assess, compare, and review translations
- translate literary and non-literary texts

##### COURSE CONTENT

1. Introducing Translation: a brief history and significance of translation in a multi linguistic and multicultural society like India.
2. Exercises in different Types / modes of translation, such as:
  - a. Semantic / Literal translation
  - b. Free / sense/ literary translation
  - c. Functional / communicative translation
  - d. Technical / Official
  - e. Transcreation
  - f. Audio-visual translation
3. a. Introducing basic concepts and terms used in Translation Studies through relevant tasks, for example:  
Equivalence, Language variety, Dialect, Idiolect, Register, Style, Mode, Code mixing / Switching.  
b. Defining the process of translation (analysis, transference, restructuring) through critical examination of standard translated literary/non-literary texts and critiquing subtitles of English and Hindi films.

**Practice:** Translation in Mass Communication / Advertising, subtitling, dubbing,

1. Exercises to comprehend ‘\_Equivalence in translation’: Structures (equivalence between the source language and target language at the lexical (word) and syntactical (sentence) levels. This will be done through tasks of retranslation and recreation, and making comparative study of cultures and languages.  
Practice: Tasks of Translation in Business: Advertising
2. Discussions on issues of ‘\_Translation and Gender’ by attempting translation for media, films and advertisements from different languages.
3. Developing skills for Interpreting: understanding its dynamics and challenges.  
Interpreting: Simultaneous and Consecutive (practical application)

**Practice:** Using tools of technology for translation: machine / mobile translation, software for translating different kinds of texts with differing levels of complexity and for transliteration

##### Resources for Practice:

Dictionaries  
Encyclopedias  
Thesauri

47 | Page DEPARTMENT OF ENGLISH & FOREIGN LANGUAGES,

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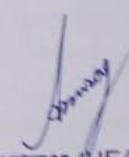




Glossaries  
Software of translation

#### Suggested Readings

2. Baker, Mona, *In Other Words: A Coursebook on Translation*, Routledge, 2001.  
(Useful exercises for practical translation and training)
- 3.(Ed.) *Routledge Encyclopedia of Translation Studies*. London and New York: Routledge, 2001. (Readable entries on concepts and terms) Sherry Simon, *Gender in translation: Cultural Identity and the Politics of Transmission*. New York: Routledge, 1996.
4. Catford, I.C. *A Linguistic Theory of Translation*. London: OUP, 1965. Frishberg, Nancy J. *Interpreting: An Introduction*. Registry of Interpreters, 1990.
5. Gargesh, Ravinder and Krishna Kumar Goswami. (Eds.). *Translation and Interpreting: Reader and Workbook*. New Delhi: Orient Longman, 2007.
6. House, Juliana. *A Model for Translation Quality Assessment*. Tübingen: Gunter Narr, 1977.
7. Lakshmi, H. *Problems of Translation*. Hyderabad: Booklings Corporation, 1993.
8. Newmark, Peter. *A Textbook of Translation*. London: Prentice Hall, 1988.
9. Nida, E.A. and C.R. Taber. *The Theory and Practice of Translation*. Leiden: E.J. Brill, 1974.
10. Toury, Gideon. *Translation Across Cultures*. New Delhi : Bahri Publications Private Limited, 1987.

  
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**B.A. ENGLISH HONS.**

**B: Generic Electives**

For the students from other departments of School of Studies in arts and Social sciences who will choose ENGLISH as Generic Elective

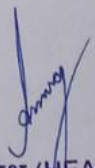
Semester	Code	Course Title	Remarks
I	G 101	Academic Writing and Composition	For the students from other departments who will choose ENGLISH as Generic Elective
II	G 202	Language, Literature and Culture	For the students from other departments who will choose ENGLISH as Generic Elective
III	G303	Media and Communication Skills	For the students from other departments who will choose ENGLISH as Generic Elective
IV	G404	Contemporary India: Women and Empowerment	For the students from other departments who will choose ENGLISH as Generic Elective

**C. Generic Elective (Any four)**

For the students from other departments of School of Studies in arts and Social sciences who will choose ENGLISH as Generic Elective

**Paper Titles**

1. Academic Writing and Composition
2. Media and Communication Skills
3. Text and Performance
4. Language and Linguistics
5. Contemporary India: Women and Empowerment
6. Gender and Human Rights
7. Language, Literature and Culture

  
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**Note: Students of ENGLISH Honours can opt for GE course from among courses offered by departments of School of Studies in Arts and Social Sciences.**



## Paper 2: Media and Communication Skills

### Course Level Learning Outcomes

Some of the course learning outcomes that students of this course are required to demonstrate are as follows:

- develop the professional ability to communicate information clearly and effectively in all kinds of environment and contexts.
- demonstrate practical skills of various types of media writing, reviews, reports, programmes and discussions.
- demonstrate their familiarity with the new media, its techniques, practices of social media and hypermedia.
- critically analyze the ways in which the media reflects, represents and influences the contemporary world.
- identify avenues for a career in print and electronic media.

### COURSE CONTENT

#### 1. Introduction to Mass Communication

1. Mass Communication and Globalization
2. Forms of Mass Communication

Topics for Student Presentations:

- a. Case studies on current issues Indian journalism
- b. Performing street plays
- c. Writing pamphlets and posters, etc.

#### 2. Advertisement

1. Types of advertisements
2. Advertising ethics
3. How to create advertisements/storyboards

Topics for Student Presentations:

- a. Creating an advertisement/visualization
- b. Enacting an advertisement in a group
- c. Creating jingles and taglines

#### 3. Media Writing

1. Scriptwriting for TV and Radio
2. Writing News Reports and Editorials
3. Editing for Print and Online Media

Topics for Student Presentations:

- a. Script writing for a TV news/panel discussion/radio programme/hosting radio programmes on community radio
- b. Writing news reports/book reviews/film reviews/TV program reviews/interviews
- c. Editing articles
- d. Writing an editorial on a topical subject

#### 4. Introduction to Cyber Media and Social Media

1. Types of Social Media
2. The Impact of Social Media
3. Introduction to Cyber Media

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