

CH. S. D. ST. THERESA'S COLLEGE FOR WOMEN, ELURU.

Department of English

BOARDS OF STUDIES – 2020-2021

23rd February 2021

Members Present

Principal

Dr.Sr.Marietta D'Mello,

Head:

Dr.R.Madhavi, Head, Dept of English.

Dr.D.Fathima Rani

Mrs. M.K.Padma Lata

Mrs. K.Beaula Swarupa

Ms.D.Mani Bhagyasri

Mrs. M. Sree Lakshmi

Mrs. G. Durga Vyshnavi

University

Prof.K.Sri Ramesh,

Nominee:

Principal, University College of Arts
and Commerce,

AdiKavi Nannaya University,
Rajamahendravaram.

Subject Expert:

Mr.P.Gopi Chand,

Vice-Principal, Head, Dept of English,
JKC College, Guntur

Student

E.Tholi Sandhya, III E.P.SW

Representatives:

S.Poojitha, II E.P.SW

Resolutions:

The Following Resolutions were made by the English Boards of Studies held on 23rd February, 2021.

1. It was resolved to follow the APSCHE syllabus as it is for Semester I General English BA, B.Com, BSc & BSc,HSc under the title “A Course in Communication and Soft Skills” – General English with the five units

1. Listening Skills
2. Speaking Skills
3. Grammar

4. Writing Skills
 5. Soft Skills
2. It was resolved to follow the General English Syllabus framed in 2019-2020 for Semester II with a few modifications keeping in view APSCHE guidelines.
 - For Non Detailed Text – David Copperfield will be divided into
 - Part I – Chapters 1-18 for Non – Detailed study, Essay & Short Answers
 - Part II – Chapter 19-38 for Reading Skills.
 - The Following topics were deleted as they were covered in Semester I Syllabus
 - Question Tags
 - Direct Indirect Speech
 - Punctuation
 3. In Semester III General English an additional topic in Grammar was introduced
 - Notice, Agenda, Minutes.
 4. The Syllabi for Advanced English Semester I, II, III Years and the Syllabi for B.B.A & B.Voc have been retained as they are
 5. It has been resolved that Skill Development Courses “Public Relations” for Semester I & “Journalism & Report Writing” will be offered to I BA students as per A.P.S.C.H.E. guidelines.
 6. The Course “Professional Skills” for III B.VOC Students will be offered by the department this academic year for Semester V & VI
 7. It was resolved that a student journal will be jointly launched by English Departments of J.K.C College, Guntur & St.Theresa’s College for Women with ISBN number.

DEPARTMENT OF ENGLISH

SYLLABUS 2021-2022 -- Add –On – Course – Semester VI- 40 hours.

English for Competitive Exams

- Comprehension.
- Common Errors (Parts of Speech).
- Synonyms
- Antonyms.
- Misspelled Words
- Difference of Meaning of Similar Words
- One Word Substitutes.
- Idioms and Phrases.
- Fill in the Blanks
- Rearrangement (Jumbled Words)
- Spotting Errors
- Sentence Completion.
- Paragraph writing
- Filling up Blanks with Prepositions.

REFERENCES

1. *R. P. Bhatnagar & Ragul Bhargava- English for Competitive Exams, Macmillan 2011*
2. *English for competitive exams—Department.*

DEPARTMENT OF ENGLISH
SKILL DEVELOPMENT COURSES (APSCHE)

PUBLIC RELATIONS

Total 30 hrs (02 h/wk, 02 Cr & Max 50 Marks)

Unit I

06 Hrs

Public Relations-Meaning, Definition, Nature and Scope, Historical Background, Technological and Media Revolution and Role in Business, Government, Politics, NGOs and Industry

Unit II

10 Hrs

Concepts of Public Relations-Press, Publicity, Lobbying, Propaganda, Advertising, Sales Promotion and Corporate Marketing Services, Tools of Public Relations Press Conferences, Meets, Press Releases, Announcements, Webcasts

Unit III

10 Hrs

Public Relations and Mass Media, Present and future of Public Relations in India, Ethics of Public Relations and Social Responsibility, Public Relations and Writing Printed Literature, Newsletters, Opinion papers and Blogs

Co-curricular Activities Suggested: (04 Hrs)

1. Invited lecture by local field expert/eminant personality on Public Relations
2. Visit to Press
3. Opinion Survey, Media Survey and Feedback
4. Case Studies
5. Organizing mock press conferences, exhibitions
6. Assignments, Group discussion, Quiz etc.

DEPARTMENT OF ENGLISH
SKILL DEVELOPMENT COURSES (APSCHE)
JOURNALISTIC REPORTING

Syllabus:

Unit-I: 06 Hrs

- I. Introduction to Journalism
- II. Nature, Growth and Development in post independence era
- III. Print Media, Mass Media and Electronic Media,
- IV. Press as a Fourth Estate
- V. Role of Press in Democracy.

Unit-II: 10 Hrs

- I. Concept of News
- II. News Values
- III. Sources of News
- IV. News gathering ways: Press Conferences, Press Releases, Events, Meets
- V. Interviewing-Types of Interviews and Interviewing Techniques
- VI. Methods of News Writing: Leads, News Stories and Body Development.

Unit- III: 10 Hrs

- I. Reporting
- II. Kinds of Reporting
- III. Objectives, Interpretative, Investigative, Legal, Developmental, Political, Sports, Crime, Economic, Commercial, Disaster, Technical and Scientific Reporting
- IV. Writing Special features: Photo features, Human interest features, Profiles, Column Writing, Writing for Radio and Television
- V. Values and Ethics of Journalism.

Co-curricular Activities Suggested: (04 Hrs)

1. Collection and study of various English and Telugu Newspapers
2. Invited lecture/basic training by local experts
3. Visit to local Press office
4. Informally attending Press Conferences and Meets and taking notes
5. Assignments, Group discussion, Quiz etc.