

K.S.Rangasamy College of Arts & Science, (Autonomous), Tiruchengode-637 215

Department of English UG

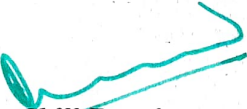
Courses having focus on Employability/ Entrepreneurship/ Skill Development

Programme: English UG

COURSE CODE	COURSE NAME	Employability/ Entrepreneurship/ Skill Development	Content
18UENSBC301	SBC I : JOURNALISM AND MASS COMMUNICATION	Employability	<p><b>Unit-II: The Mass Media – Practices and Values:</b> Function of Mass Media-The Role of Press-Press Codes and Ethics</p> <p><b>Unit-III: Radio and Cinema:</b> Development of Radio as a Mass Medium- Ethics of Broadcasting Code- Impact of Cinema on Society Ethics of Cinema- Film Censorship</p> <p><b>Unit-IV: Television and Folk Media:</b> The story of Indian Television-Television and Higher Education-Advantages of Folk Media-Electronics Media and Folk Media-Types of Advertising</p> <p><b>Unit-V: Mass Communication and Social Sciences-</b> Media Audience-Children and the Media-Representations of Women in the Mass Media</p>
18UENAC301	CREATIVE WRITING	Employability	<p><b>Unit-I: Creative Ability-</b> Translation</p> <p><b>Unit-II: Poetry-</b> Prose-Short story</p> <p><b>Unit-III: The Art and Craft of Writing</b></p> <p><b>Unit-V: Writing for the Media</b></p>
18UENAL401	INDIAN THEATRES	Employability	<p><b>Unit-II: Solo Performance-</b>Mime- Melo-Drama-Musical Theatre-Street Theatre-Folk Theatre</p> <p><b>Unit-III: Theatre Architecture -</b> Space and Story Telling-</p> <p><b>Unit-IV: Regional Folk Theatre</b></p>


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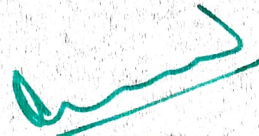
18UENEL602	Elective II: English Language Teaching	Entrepreneurship	<p><b>Unit III: Teaching the Four skills(LSRW)</b>  <b>Unit IV: Teaching Prose – Teaching Poetry</b>  <b>Unit-V: Teaching Grammar – Teaching Pronunciation</b></p>
18UENSB601	SBC IV: English for Tourism	Entrepreneurship	<p><b>Unit II: Modes of Greeting-requesting- Thanking – Introducing-giving Option – Permission – Expression of agreement-disagreement – Giving instructions advice- suggestion- apology-warning-methods of responding-Telephone Conversation.</b>  <b>Unit-III: Communication (Verbal and Non Verbal) – Clarity in Expression –Presentation of Ideas- Tone and Presentation- Hospitality and Accommodation</b>  <b>Unit-IV: Travel Guide- Income-Qualities and Skill of a Professional Traveller or Tourist Guide</b></p>
18UENSB301	SBC I: Journalism and Mass Communication	Skill Development	<p><b>Unit II: Function of Mass media-The Role of Press-News and news Values-Press codes and Ethics</b>  <b>Unit III: Ethics of Cinema – Film Censorship</b>  <b>Unit-IV: Television and Higher Education-Electronics Media and Folk Media-Types of Advertising</b>  <b>Unit V: Media Audience – Children and the Media- Representation of Women I the Mass Media- Violence in the Media and Violence in the Society</b></p>
18UENSB401	SBC II: English for BPO	Skill Development	<p><b>Unit II: Art of Small Talk-Participating in Conversation-Making a short formal speech-Describing People, places, Events and Things</b>  <b>Unit III: Facing an Interview- Jobs and Careers</b>  <b>Unit-IV: Business Letter</b>  <b>Unit V: Phonetic Symbol- Grammar- Accent and Intonation-Neutral Accent</b></p>

  
 Skill Development  
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18UENSB501	SBC III: Phonetics and Transcription	Skill Development	<b>Unit I: Organs of Speech</b> <b>Unit II: The Vowels of English</b> <b>Unit III: The Consonants of English</b> <b>Unit IV: Phonology-Syllable-Word accent-</b> <b>Unit V: Intonation- Phonemic Transcription of Individuals Words.</b>
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 HEAD DEPARTMENT OF ENGLISH (UK)  
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