

DEPARTMENT OF ENGLISH LITERATURE
B.A. English Literature
U.G. PROGRAMME
SYLLABUS

Effective from the Academic Year 2012-2013



Loyola College (Autonomous)
Chennai- 600 034

Department of English
General English Courses

From June 2012

Category: GE

S. No	CODE	Course Title	Hours/ week	Credits
Semester I				
1	EL 1050	General English – I	6	3
Semester II				
2	EL 2051	Literary Appreciation	6	3
3	EL 2061	English Through Short Stories	6	3
4	EL 2071	Affirmative Words And Radiant Expressions (Aware) An English Course For Positive Thinking And Action	6	3
Semester III				
5	EL 3050	English Through Themes, Media and Novels	6	3
6	EL 3051	English through Literature	6	3
7	EL 3052	English for Integrated Development	6	3
Semester IV				
8	EL 4051	English For Commerce	3	1
9	EL 4052	English Through New Technologies	6	3
10	EL 4053	Functional English	6	3
11	EL 4054	English For Technical Writing	6	3
12	EL 4055	English Through Folklore	6	3
13	EL 4056	Executive Communication	6	3
14	EL 4057	Introduction To Technical Translation	6	3
14	EL 4058	Oral Competencies For Employability	6	3
16	EL 4059	Resources Enabling Simulation For Upward Mobility And Empowerment (RESUME)	6	3
17	EL 4060	English For Soft Skills	6	3

Note:

- For Semesters II and III, students will be placed in appropriate General English courses (Streams) based on their performance in the Continuous Assessment in **EL 1050 General English I** of Semester I or methods deemed fit as decided by the Department of English.
- For Semester IV, **EL 4051 English For Commerce** is exclusively meant for Commerce students.
- **EL 4053 Functional English**, **EL 4058 Oral Competencies for Employability** are not to be chosen by students belonging to Stream A and Stream B.
- **EL 4059 Resources Enabling Simulation For Upward Mobility And Empowerment (RESUME)** is not to be chosen by students belonging to Stream A.
- A general proficiency to read and write Tamil is necessary to choose **EL 4057 Introduction to Technical Translation**.
- BA English Literature students are not to choose **EL 4054 English for Technical Writing**.



EL 1050 GENERAL ENGLISH – I

Semester : I
Category: GE

Credit: 3
Hours per week: 6

Objectives

- To introduce learners to the standard literary texts
- To enable them appreciate literature
- To help them develop LSRW skills and communicate effectively

Course content

Unit I Poetry

1. Ode to a Nightingale – John Keats
2. Two tramps in Mud Time – Robert Frost
3. Your Attention Please – Peter Porter
4. Ecology – A.K. Ramanujan

Unit II Essays

1. A dissertation upon Roast Pig – Charles Lamb
2. I have a dream – Martin Luther King
3. Spoken English and Broken English - G. Bernard Shaw.
4. What is Poverty? - Jo Goodwin Parker

Unit III Short Stories

1. A School Story - M. R. James
2. Tell-tale Heart - Edgar Allen Poe
3. The Postmaster - Rabindranath Tagore
4. The boy who could speak with birds – Brenda Beck

Unit IV Extracts from Plays and Novels

1. Extract from **Hamlet** Act II, Scene II “What a piece of work is a man”
2. Extract from **Swami and Friends** “Monday Morning”

Unit V A play in one-act

1. **The Stronger** - August Strindberg

Methodology

- Input session, Oral Presentation, Group Discussion, Debate, Written tasks, Role Play,
- Activity based learning, Task based learning to be encouraged

Evaluation

Continuous Internal Assessment (of LSR = 60 + of W = 40 (one test) = 100
Semester (Written) = 100



EL 2051 LITERARY APPRECIATION

Stream: A
Category : GE

Semester: II
Credits: 3
Hours per Week: 6

OBJECTIVES:

- To encourage a critical consciousness through a study of some popular themes and social concerns.
- To develop writing skills through an introduction to the major genres such as poetry, short story, essay and drama.
- To encourage reading through an introduction to some popular writers .

CONTENTS

Unit I SHORT STORY

1. *The Devoted Friend*... Oscar Wilde
2. *Paper Money*...Razia Fasih Ahmed
3. *The Guest*... Albert Camus

Unit II ESSAY

1. *My Financial Career*... Stephen Leacock
2. *Talking About Writing*... Ursula K. Le. Guin
3. *Debbie*... James Herriot
4. *Manderlay*... Daphne Du Maurier

Unit III POETRY

5. *The Professor*... Nissim Ezekiel
6. *Mirror*... Sylvia Plath
7. *A Bronzeville Mother Loiters In Mississippi. Meanwhile, A Mississippi Mother Burns Bacon*... Gwendolyn Brooks
8. *The One Who Goes Away*... Sujatha Bhatt

Unit IV BIOGRAPHIES AND PERSONAL ACCOUNTS

9. *Steve Jobs*... (Excerpt) Walter Issacson
10. *When Can I Sing A Song Of India*...A.P.J.Abdul Kalam
11. *I Know Why The Caged Bird Sings* ... Maya Angelou

Unit V DRAMA

12. *Mangalam* (play)...Poile Sengupta: (for discussion)

METHODOLOGY

Through tasks that involve comprehension, interpretation, extension activities

EVALUATION

Written tests (2x40 =80 marks)

Classroom activities (quiz, creative writing, oral presentations) 20 marks.

EL 2061 ENGLISH THROUGH SHORT STORIES

Stream: B
Category : GE

Semester: II
Credits: 3
Hours per Week : 6

Objectives:

- To develop reading culture among L2 learners and make them competent users of the language through the genre of short stories.
- To develop primarily the reading skill of the learners in addition to the other skills of the language.
- To enable the L2 learners enjoy reading and cultivate the habit of reading in them.

Unit I

1. Squirrel- Ambai
2. Engine Trouble- R.K.Narayan
3. The Rat- Ashokamitran

Unit II

4. A Devoted son-Anita Desai
5. The Conjuror's Revenge-Stephen Leacock
6. Renunciation -Rabindranath Tagore

Unit III

7. The Great Cremation Ground - Pudumaippittan
8. The Eternal Duck- Shahrukh Husain
9. The King and the Doctors-George Bernard Shaw

Unit IV

10. Ant and the Grasshopper- Somerset Maugham
11. A Day's Wait-Ernest Hemingway
12. God sees the truth but waits-Leo Tolstoy

Unit V

13. The Happy Prince-Oscar Wilde
14. The Black Cat-Edgar Allan Poe
15. A Retrieved Reformation – O Henry

Methodology:

- i. Reading Sessions
- ii. Interactive Sessions
- iii. Lecture inputs
- iv. Narrative Sessions
- v. Discussions (Peer & Group)
- vi. Creative Writing

EL 2071 AFFIRMATIVE WORDS AND RADIANT EXPRESSIONS (AWARE)
An English Course for Positive Thinking and Action

Stream: C
Category : GE

Semester: II
Credits: 3
Hours per Week: 6

Objectives

- To initiate the students into positive thinking and expression
- To enable the learners recognize and enhance the resources in and around them
- To motivate the students to read, comprehend and appreciate the value of literature to life

Course Content

UNIT I In Search of a Leader

1. Talk Like Jesus –The Master Communicator–Lynn Wilford Scarborough
2. From the Cheap Seats - Dom Moraes
3. The Road Not Taken – Robert Frost
4. Nobel Peace Prize Speech (an extract) - Mother Teresa

UNIT II Quest for Identity

5. First they Came- Martin Niemoller
6. When I was Growing Up- Nellie Wong
7. We wear the Mask- Paul Laurence Dunbar
8. Silver Pavements, Golden Roof (an extract) - Chitra Banerjee

UNIT III Respect for Women

9. Kolam- Susan Hawthorne
10. Tell it to the Walls- An Oral Tale
11. Girl Child – Pawani Mathur
12. A Flowering Tree- A.K Ramanujan

UNIT IV Harmonious Relationships

13. The Gift of the Magi- O. Henry
14. Non-Violence- Ramakrishna Paramahansa
15. Pleasant Speech – Thiruvalluvar
16. All My Relations- Lakota Sioux prayer

UNIT V In Pursuit of Freedom

17. Minority Poem- Nissim Ezekial
18. I Know Why the Caged Bird Sings- Maya Angelou
19. The Home-Coming- Rabindranath Tagore
20. Learning from Trees- Wangari Maathai

Grammar/Vocabulary

1. Articles
2. Adjectives
3. Adverbs
4. Active and Passive voice



5. Conjunctions
6. Compound words
7. Future tense- simple, continuous and perfect
8. Imperatives
9. Modals
10. Pronouns
11. Punctuation
12. Prefix and Suffix
13. Phrasal verbs
14. Parts of Speech
15. Phonics
16. Present tense- simple, continuous and perfect
17. Past tense- simple, continuous and perfect
18. Prepositions of place, time and date
19. Question forms
20. Reported Speech

Methodology/Activities

1. Audio/Video/Slide Shows
2. Brainstorming
3. Chart Preparation
4. Creative Writing
5. Dictogloss
6. Dictionary activities
7. Drawing web-chart/ flow-chart
8. Fantasy exercise
9. Group Discussion
10. Interviewing
11. Memorising quotes and lines from poetry
12. Mind-mapping
13. Newspaper reading
14. Reporter's questions
15. Role Play
16. Pictogram
17. Sharing one's own experience
18. Sociogram
19. Speech presentation
20. Story-telling

End Semester Question Pattern

Short answers (2x10) (Textual)	- 20 marks
Pictogram	- 10 marks
Paragraph answers (Textual)	- 20 marks (4)
Essay (Textual)	- 10 marks (1)
Essay (Extended)	- 10 marks (1)
Grammar & Vocabulary	- 30 marks
Total	- 100 marks



EL 3050 ENGLISH THROUGH THEMES, MEDIA AND NOVELS

Stream: A
Category : GE

Semester: III
Credits: 3
Hours per Week:6

OBJECTIVES:

- To make the students sensitive to issues relating to society and eco-system and to make them appreciate and cultivate a good sense of humour.
- To familiarise the students with the aesthetic aspects of literary genres.
- To hone the communicative skills of the students through classroom activities and text-based learning.
- To make them understand the nuances of creative writing, thereby imparting skills for self-realisation.
- To cultivate and develop the habit of reading the literary classics.

UNIT I SOCIAL INTEREST (15 Hours)

1. Essay – The Emerging World Society – Dr. Radhakrishnan.
2. Poem – I Sit And Look Out – From Leaves Of Grass By Walt Whitman. (Book XX, “By the Roadside”)
3. Short story – Madame Baptiste – Guy De Maupassant.

UNIT II ENVIRONMENT (15 Hours)

1. Essay – Of Gardens – Francis Bacon
2. Poem – The Song Of The Fisherman – Hirendranath Dutta.
3. Short Story – A Sound Of Thunder – Ray Bradbury.

UNIT III HUMOUR (15 Hours)

1. An extract – from A Tiger For Malgudi (Novel) – R.K Narayan
2. Poem – La Belle Dame Sans Merci – P.G. Wodehouse.
3. One-Act Play – Refund – Fritz Karinthy.

UNIT IV PRINT MEDIA (‘The HINDU’ news paper as class room text) (15 Hours)

1. Letters to the Editor
2. Ad Analysis.

UNIT V FICTION (15 Hours)

Detailed: Animal Farm – George Orwell

Recommended Reading: (for second component)

1. To Kill A Mocking Bird – Harper Lee
2. Midnight’s Children – Salman Rushdie
3. Silas Marner – George Eliot.

METHODOLOGY:

Class-room lectures, group discussions, Panel discussions, activity-centered classes, Term papers, guest lectures and film screening.

EL 3051 ENGLISH THROUGH LITERATURE

Stream: B
Category : GE

Semester: III
Credits: 3
Hours per Week:6

Objectives:

- To acquaint learners with different trends of writing from England, America and India
- To help them acquire language skills through Literature
- To empower students with interest for reading skills.

Unit I

1. Christopher Marlowe- Dr Faustus (extract).
2. Words worth- My Heart Leaps.
3. John Milton- On His Blindness.

Unit II

4. William Blake- Poison Tree.
5. Shelley- Ode to West wind.
6. Oscar Wilde- The Selfish Giant.

Unit III

7. O ' Henry-Cop and the Anthem.
8. Robert Browning- The Incident of the French Camp.
9. Robert Frost- Stopping by the Woods on a Snowy Evening.

Unit IV

10. R. K. Narayan- The Guide (Chapter-1).
11. Tagore- Cabuliwallah.

Unit V

12. Tagore- Gitanjali.
13. Arundathi Roy- God of Small Things (extract).

Methodology:

Conventional Classroom Teaching.
Student Interaction.
Peer learning methods.
Team Work.
Group Presentation.
Self-Study.
Projects.

Evaluation:

Two Internal Written Tests -2x40= 80.
Spoken Component- 20.
(Group Presentations, Seminar, Assignments and Home Projects).

EL 3052 ENGLISH FOR INTEGRATED DEVELOPMENT

Stream: C
Category : GE

Semester: III
Credits: 3
Hours per Week:6

The context:

The students who have been placed in C stream in Semester II based on the performance in the General English Programme during Semester I .

Course Objectives :

- To boost the confidence level of the learners in communicating in English in their day to day activities.
- To provide activity based learning by which the learners grapple with authentic text.
- To promote classroom activities to inculcate interest in learning English for communicative purpose.

A workbook cum text book to be prepared for the following Focus:

Integrated Development of the learners:

1. Physical
2. Intellectual
3. Moral and ethical
4. Emotional
5. Spiritual and Social

Content

Each Unit will have Three popular stories taken from Fables, Parables, Folktales.

Unit 1

1. The Magic Moneybag
2. The Elephant and the Three visually challenged

Unit 2

3. Aniz the Shepherd
4. The Parable of the Talents

Unit 3

5. The Long Winter
6. A parable on Responsibility

Unit 4

7. The Fable of the Dragon-Tyrant
8. Mysore Lake

Unit 5

9. The Tiger King's Skin Cloak
10. Marcs Heart

Methodology

- One story to be dealt with in the class under the Control of the teacher.



- One story to be dealt with in the class under the Guidance of the teacher
- One story to be dealt with, by the learners using Free methodology
- Each Unit will have:
- Activity based communication tasks
- Activity based Vocabulary exercises
- Activity based Functions of the language

Activity based PPT

Animated stories will be used to promote learning listening comprehension.(Using language lab/ smart class room

Mini projects by the learners based on the above mentioned tasks

Listening to downloaded or recorded news using WiFi available in the campus

Evaluation

The learners are to be evaluated :

Continuous Assessment:

1. Speaking : 30 marks
2. Listening: 20 Marks
3. Reading : 10 marks

Written test (Second): 40 marks

End Semester:

Written Examination based on the Work book cum Text book for 100 marks

EL 4051 ENGLISH FOR COMMERCE

Semester : IV

Category: GE

(Exclusively for Commerce students)

Credit:1

Hours per week: 3

Objectives:

- To improve learners' general business English communicative skills;
- To help them understand and practice business interaction;
- To enable them reading and writing business documents.

UNIT I Introduction

1. Definition, Importance, scope & Nature
2. Process of communication elements/ principles & barriers/of effective communication.
3. Business Vocabulary
4. Register used in Trade & Commerce

UNIT II Types of Business Letters

1. Letter of Enquiry,
2. Replies to enquiry,
3. Order letter,
4. Trade reference,
5. Complaints letters,
6. Collection letters
7. Memos

UNIT III Job Application Letters

1. Meaning & elements of application letter,
2. Contents of application letter,
3. Types of application letter,
4. Application
5. Letter for employment,
6. Resume,
7. Appointment letter
8. Termination letter

UNIT IV Report Writing

1. Meaning & importance essentials of good report,
2. Structure of reports, contents of reports.
3. Types of report
4. Committee reports,
5. Progress reports,
6. Annual reports

UNIT IV New Technologies in Business Communication

1. Importance, need of new technology
2. E-mail, fax, internet, website, telex, Electronics clearance system

Testing & Evaluation:



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1. Presentations : 30 marks
2. Surveys & Reports : 30 marks
3. Test (1) : 40 marks

Reading List:

1. Jones & Alexander. *New International Business English*. Cambridge: CUP, rpt.1999.
2. ESLflow.com

EL 4052 ENGLISH THROUGH NEW TECHNOLOGIES

Semester : IV

Credits: 3

Category: GE

Hours per week: 6

Objectives

- To help the learners to realize, analyze and express in/for the new technologies
- To hone LSRW skills through suitable materials, writings and publications on emerging technologies and familiarize the learners to technological tools that support language learning
- To train students to contribute and participate in the technological zone in terms of writing articles, interacting with overseas students, participating in newsgroups, web blogging and content writing.

Contents**Unit I Orientation**

1. Introduction to new technologies
2. Technology and language change (words, phrases, technical terms and registers, general essays by technocrats and scientists)
3. Understanding New Technologies through Internet

Unit II Technology and Student Participation

1. Using technology to interact with groups of similar interests
2. Internet, Infranet, Intranet, Internet etiquette
3. Hands on experience with emerging technologies such as blogs, social network websites, messengers etc.

Unit III Presentation of Language through Technology

1. Preparing various texts for websites
2. Integrated skills for careers based on technology
a) Web based Technical writing b) Creating e-learning websites
3. Creating smart communities
4. Use of audio-visual aids for different types of presentation

Unit IV Writings Used for Internet Technologies

1. Weblogs
2. Wikis
3. Video: Podcasting, Screencasting & Videoconferencing
4. Social Networks: Facebook, Twitter, Connections, Communities
5. Messengers
6. Social bookmarking, Tagging & folksonomies
7. Web content voting

Unit V Practical Tips for Writing and Presenting

- a) Case Study of existing pieces such as blogs, twitter, emails, SMS etc
- b) PowerPoint Presentation
 1. Compressing information in slides
 2. Developing explication skills for elaboration of concise points
 3. Using PowerPoint as a supplement for effective communication by preparation of visuals, audio clips etc.



Methodology

Lectures and Guest lectures by experts from relevant technologies

Projects and assignments

Online activities, PowerPoint presentations, walkthroughs, virtual tours

Case studies and problem management

Bibliography

1. Nassbit, John. High Tech, High Touch. London: Harper Collins, 2002
2. Cutts, Martin. The Plain English Guide: How to Write and Communicate Better. New Delhi: OUP, 1995.
3. Dorner, Jane. Writing for the Internet. New York: oxford University Press Inc., 2002.

EL 4053 FUNCTIONAL ENGLISH

Semester : IV
Category: GE

Credits: 3
Hours per week: 6

Objectives:

- Discover their potentials in language learning and be more self – dependent by cultivating the four skills with special emphasis on Spoken and Written Communication
- To speak fluently without inhibition (Fluency before Accuracy) and construct accurate and meaningful sentences
- Comprehend meaning from contexts and understand instructions (Listening)
- Extract main ideas from a text and Practice reading to improve pronunciation

NO	Topics	Units	Hours
1.	Motivational Clipping	7	7
2.	Fun Grammar (Language Games, Songs, Activities and PowerPoint – Input Session)	7	28
3.	Animation Story (for Listening and Speaking/Writing)	7	7
4.	Story (for Reading and Speaking/Writing)	7	13
5.	Guided Speech with a special focus on improving the Speaking Skill	7	21
6.	Pronunciation - International Intelligibility	7	7
7.	Vocabulary Enhancement (usage of dictionary)	7	7

Grammar Elements to be focused:

1. Imperative sentences (Affirmative and Negative)
2. Tenses
3. Adjectives (Degrees of Comparison)
4. Prepositions
5. Conjunctions (Simple Compound and Complex, Direct and Reported Speech)
6. Questions (WH and Yes or No)
7. Voice

Unit I

Unit II

Unit III

Unit IV

Unit V

Each unit will carry a component from the above seven topics based on the grammar elements.

Materials Required:

Language Resource Centre with Projector, Laptop, Speakers, Head phones, CDS, Pictorial Story books,

Methodology:

- Group/Pair/Individual work.
- Creative extension and application.



- Activities based on news items from newspapers

Evaluation:

- | | | |
|-------------|---|------------|
| • Internal: | Written tests | = 50 marks |
| | Oral tests, Individual assessments,
Class Work, Presentation, Library Work | =50 marks |
| • External: | Oral /Written Examination | =100 marks |

EL 4054 ENGLISH FOR TECHNICAL WRITING

Semester : IV
Category: GE

Credits: 3
Hours per week: 6

Objectives:

To make the students proficient in English to produce

Manuals (Written / Software)

- Training Materials
- In house communication
- Technical Reports
- Promotional Materials
- To express themselves as accurately as possible.

Need of the course:

- Writing is a major component in any work environment:
- To maintain customer relationship.
- To ensure accomplishment of work/task
- To give the relevant and right amount of information to superiors/peers/subordinates
- To document reports for latest consideration

Content:

Unit I: Introduction to Technical Writing

1. Nature, Origin and Development
2. Scope & Significance
3. Forms of Technical Communication
4. Difference between Technical and General Writing
5. Objective Vs. Literary Composition

Unit II: Forms of Technical Writing

1. Report Writing
2. Scientific Writing
3. Technical Writing
4. Proposal Writing

Unit III: Producing the Product

1. The Writing process: Prewriting, Writing, Rewriting
2. The Process in Practice:
 - Prewriting: Prewriting techniques
 - Writing: Organizational Methods
 - Rewriting: Add, delete, simplify, reformat, enhance and correct
3. Visual Appeal: Document Design, Channel Conversion

Unit IV: Online Documentation

1. E-mail: E-Mail problems, Techniques for writing Effective E-Mail
2. Online help: Techniques for Writing Effective Online Help
3. Web sites: Web sites vs. Paper Text, Criteria for a successful web site

Unit V: Report Strategies



1. Research: Objectives, Criteria for Writing Research Reports, Audience, Effective Style, Formatting, Process
2. The Summary: Objectives, Criteria for Writing Summaries, Overall Organization, Development, Style, Length, Audience Recognition
3. Proposals: Objectives, Criteria for Proposals, Title Page, Cover Letter, Table of Contents, List of Illustrations, Abstract (or Summary), Introduction, Discussion, Conclusion/Recommendation, Glossary, Works Cited (or References), Appendix
4. Reports: Objectives, Criteria for Writing Reports, Types of Reports, Trip Reports, Progress Reports, Feasibility Reports (Recommendation Reports)

Methodology

- Case studies
- Work sheets
- Simulated environment
- Audience analysis
- Usability Testing
- Producing in house Journal
- Visit to a DTP Centre / Web Site designing centre
-

Evaluation

Two Internals (50% of the questions on the theory, 50% of the applied tasks) 2 x 40 =
80marks

One in-house Journal (Group work / Individual work)
Rationale for the language and layout to be described
1 x 20 = 20marks

Reference

1. Technical Writing – Process and Product, SHARON J. GERSON, Pearson Education Inc., New Delhi. 2006.
2. Professional Communications, Rajhans Gupta, Pragati Prakashan, Meerut. 2005.



EL 4055 ENGLISH THROUGH FOLKLORE

Semester : IV
Category: GE

Credits: 3
Hours per week:6

OBJECTIVES

- To enable the students understand and appreciate folklore in its various forms
- To introduce the students to world folklore for a better understanding of different cultures
- To enable the students recognize the relation between culture and language in folk literature
- To enhance English language skills through the study of folklore

COURSE CONTENT

Unit I European Folklore

1. English Fairytale
2. Irish Folk Tale
3. French Proverbs
4. Finnish Mythology

Unit II American Folklore

1. Native American Riddles
2. Cherokee Art
3. Carib Indian Legend
4. White American Tall Tale

Unit III African Folklore

1. Egyptian Fairy Tale
2. Zimbabwean Myths
3. Nigerian Folk Tale
4. West African Folk Song

Unit IV Asian Folklore

1. Russian Folk Song
2. Japanese Folk Tale
3. Chinese Proverbs
4. Indian Folk Arts

Unit V Aboriginal Folklore

1. Narran (Australian) Folk Tale
2. Maori (New Zealand) Folk Song
3. Cree (Canadian) Legend

METHODOLOGY

- Interpretation
- Audio-visual presentation
- Paraphrasing
- Paragraph-Writing
- Role-Play



- Narration
- Description
- Translation
- Transcreation
- Adaptation
- Film Review
- Data collection and documentation
- Poster Presentation
- Folk Music Appreciation
- Folk Art Appreciation
- Folk Theatre
- Dictogloss
- Guest Lectures
- Street Theatre
- Album preparation

EVALUATION

One C.A Test - 40 marks

II Component- The students can be tested on any three components mentioned in the methodology –
20+20+20= 60 marks



EL 4056 EXECUTIVE COMMUNICATION

Semester : IV
Category: GE

Credit:3
Hours per week: 6

Objectives

- To introduce the learner to the communication skills and business parlance to be acquired by an executive.
- To enable him to comprehend the complexities of managerial communication.
- To equip him with the skills of verbal and non-verbal language, oral and written communication that would help him handle situations of conflict through persuasion, negotiation, argument, appeal and so on through speech and writing.

Unit I: Leadership Skills

1. Word Power- simple, concise, lucid style, use of active voice, building on vocabulary.
2. Body Language and Paralinguistics

Unit II: Team Building Skills- Group Mechanics

1. Building Effective Teams
2. Assigning Team Roles
3. Conflict Resolution- Adaptation, Negotiation, Persuasion and Decision Making

Unit III: Communication Skills- Oral Communication

1. Speech and Presentation
2. Conference, Seminars and Workshop
3. Conducting Interviews
4. Tele Conferencing and Video Conferencing

Unit IV: Written Communication- Business Correspondence

1. Kinds of Business Letters
2. Writing an Effective Business Letter
3. Emails, E-Memos
4. Memos, Orders, Circulars, Notices, Proposals, Voice mail, SMS, Agenda and Minutes

Unit V: Effective Communication.

1. Removing Blocks in Business Communication
2. Acknowledging Gender and Cultural Differences

Evaluation

I CA-Oral Testing: 30 marks

II CA- Written Test: 40 marks

Survey Presentation: 10 marks

Project: 20 marks

End Semester Examination -100 marks

Text Book

Material will be prepared.

References

1. Young Dona. J, *Foundations of Business Communication: An Integrative Approach* New Delhi: Tata McGraw-Hill, 2006.
2. Soundararaj, Francis .*Speaking and Writing for Effective Business Communication*. Chennai: Macmillan, 2007.



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3. Sundararajan.N, *Effectice Business Communication*. Chennai: Sura College of Competition, 2006.



EL 4057 INTRODUCTION TO TECHNICAL TRANSLATION

Semester : IV

Credits: 3

Category: GE

Hours per week: 6

Objectives:

- To enable the learners to be aware of the need for technical translation in the field of Media Science and Technology.
- To enable them to be appropriate in the usage of Tamil terms in translations.
- To enable the learners to be systematic in their approach to technical translation.
- To enable them to learn some of the simple methods of technical translation.
- To enable them to become technical translators and be suitable for such jobs.
- To enable them to get acquainted with a glossary of Tamil-English technical terms.

CONTENT:

Unit I

1. What is translation?
2. Types of translation.
3. Responsibilities of a translator.
4. Theory of Equivalence and its types.

Unit II

5. Simple translation methods:
 - a. Translation of the derivative suffixes of the English terms.
 - b. Loan translation
 - c. Loan blend
 - d. Loan creation
 - e. Coining words as compound words.
6. Translation of media texts (printed & electronic) scientific texts, tracts, findings, research papers and articles, dubbing, voice modulation.
7. Machine Translation
8. Technical translation

Unit III

9. Techniques of Translation.
10. Problems of Technical Translation
11. Text Analysis.
12. Translation of proper names and institutional and cultural terms.

Unit IV

13. Translation and advertising.
14. Problems in scientific translation.
15. Glossary of Technical Terms

Unit V

16. Translation in computer

METHODOLOGY:



- Theoretical inputs
- Translation practice in
- New paper articles
- Journals
- Text books
- Research articles
- Use of audio-visuals
- Guest Lectures
- Interaction with dubbing artists
- Interaction with professional translators
- Group Discussion
- Workshops
- Seminars
- Panel Discussion
- Project work.

EVALUATION:

Internal: 50%

Written Tests 2x40=80 Marks

Assignment / Project 20 Marks

External: 50%

Written (Bilingual)

Bibliography

- Bassnett – McGuire, Susan. Translation Studies. London: Methuen. 1980.
- Peter Newmark. Approaches to Translation. Oxford: Pergamon press. 1981.
- Dr. Valarmathi. M. On Translation. International Institute of Tamil Studies. Chennai.1999.
- Shanti.R. Towards Translation. Sarguru Publications. Thanjavur.2000.
- Venuti, Lawrence. The Translation Studies Reader. London. Routledge.2000.
- Schaffner,Christina & Helen Kelly – Holmes. Cultural Functions of Translation. Philadelphia. Multilingual Matters Ltd. 1995.



EL 4058 ORAL COMPETENCIES FOR EMPLOYABILITY

Semester : IV

Credits: 3

Category: GE

Hours per week: 6

(Specially designed for C Stream)

Objectives

- To enable slow learners to communicate effectively in formal/informal contexts
- To enable learners to enhance their oral skills through simulated contexts
- To train learners to perform better in competitive contexts and in their chosen careers
- To empower students with the requisite employability skills required for success in the professional, business and social realms.

Contents

Unit I- Essentials of Communication

1. Who is the communicator?
2. How good a communicator are you?
3. Elements and functions of Communication

Unit II - Public Speaking

1. Drafting a speech on a given topic in simple English
2. Using the "Building Block Approach" - - the drafted speech is rehearsed in parts till confidence builds up.
3. Preparing a speech begins right from choosing a subject matter, material collection, choice of words and organization of the speech.
4. BBA comprises of:
 1. Opening of a Talk
 2. Body of a Speech
 3. How to close a Talk
5. Speeches for various occasions such as farewell, inaugural, welcome and vote of thanks to be delivered.
6. The training sessions include Panic Clinic Exercises, which is a step-by-step approach based on Behaviour Therapy Assertiveness training to break the fear barrier and develop confidence.
7. Voice culture in which students would be alert to pay special attention to their intonation and stress patterns. Voice and video recordings of the speeches would be used as training tools. Key factors such as eye contact, gestures, postures, articulation and conviction will be reinforced during practice.

Unit III – Group Discussion

Theory

1. The definition of group discussion
2. The characteristics of an effective group
3. Skills and duties of discussion leaders and discussants
4. Problem solving in group discussion
5. Role of the moderator
6. Listening skills and voice exercises

Practice

1. Small group discussion involving problem-solving, decision making, information sharing etc.
2. Students will be divided into small groups of five to eight members each and very relevant topics on contemporary concerns will be given for discussion



3. The leader/facilitator will prepare and present the final report.

Unit IV – Job Interview

Theory

1. What is a Job Interview?
2. Success in Interview

Practice

1. Simulated job-interviews shall be conducted in the classroom to instill confidence in the students.
2. Mock Panel-Interviews shall be held at regular intervals
3. A checklist of the frequently asked questions will be provided to the trainees and they will have to work out the answers on these topics of interest to a prospective employer.

Unit V - English Basics

1. Grammar and Writing will be taught to the learners to pay special attention to syntax in their speaking in order to be intelligible.
2. Only with help in the mechanics of the English language – grammar, punctuation and spelling will slow learners be able to use English with a high degree of competence.

Contents

1. Explanation and Tasks on Nouns – noun endings, formation and spelling
2. Verbs – regular and irregular verbs, tricky verbs, transitive and intransitive verbs, etc.
3. Prepositions, Relative Pronouns, Adjectives – meaning of adjectives, forming adjectives
4. Adverbs – definition, meaning forming with adverbs
5. Using Direct and Indirect Speech
6. Concord: Subject-Verb agreement.
7. Comparisons: comparatives and superlatives
8. Spelling Problems - Common spelling errors to overcome.

Methodology

1. Theoretical inputs through short lectures
2. Demonstrations
3. Watching/listening to CDs and DVDs
4. Activity-centred classes with workshop/practice sessions
5. Voice and video recordings with a camcorder for analysis and assessment.

Evaluation

Continuous Internal Assessment

- | | |
|--|----------------|
| Two written tests on the Theory taught - | 25+25=50 marks |
| Two Oral tests on Public Speaking and Group Discussion - | 25+25=50 marks |

Semester Examination

- One Written Exam – 100 marks.



EL 4059 RESUME

Resources Enabling Simulation for Upward Mobility and Empowerment.

Semester : IV

Credits: 3

Category: GE

Hours per week: 6

Objectives:

- To enable students to acquire a full language system in realistic situations.
- To help students fine tune their personality through an exposure to various issues across the globe.
- To make students feel, judge and make interventions on behalf of others on issues concerning our society.

Unit I Human Relationships

1. Success stories
2. The Refugee
3. My brief encounter with Hemingway.
4. The Window

Unit II Pro human values

1. We too are Human Beings by Bama
2. Paul sails for Rome
3. Keeping Quiet by Pablo Neruda
4. The day the Black revolution began

Unit III Respect for womanhood and Rights of children

1. Child Trafficking
2. Discoveries from Garbage
3. Violence against women
4. The Influence of violent media on children and adolescents.

Unit IV Civil Liberties

1. Article of Arundathi Roy
2. Speech of Hugo Chavez
3. Our march to freedom is irreversible
4. Afzal Guru's hanging and violation of Human Rights

Unit V Re-visioning a Harmonious India

1. Why is India Corrupt
2. National Bird by N. Pichamurti
3. Journey to the end of the earth by Tishani Doshi
4. India a melting Thali

EL 4060 ENGLISH FOR SOFT SKILLS

Semester: IV
Category: GE

Credits: 3
Hours per week: 6

Objectives

- To sensitize the students to the contents of soft skills through instruction, knowledge acquisition, and practice
- To bring about a shift in the behavioral mechanisms of the students and enable them to perform better academically, at work and in their personal lives
- To equip students with the necessary employability skills to make their transition from college to the workplace a smooth one.

Course Contents

Unit I: Introducing Soft Skills

Need and importance of soft skills for employability - Cluster of personality traits - English as life skill

Unit II: Intrapersonal Skills

Self-esteem - Positive thinking - Motivation – Creativity - Goal Setting - Lateral thinking- Effective communication

Unit III: Relating Skills

Effective Interpersonal Skills - Negotiation skill - Social skill - Assertive skills - Multicultural communication

Unit IV: Presentation Skills

Small talk - Preparing and presenting reports, speeches, etc.- use of presentation aids - Influencing others – Leadership – Socializing

Unit V: Managing Skills

Time management - Stress management- Managing Teams- Decision making – Problem- solving- Interviewing others

Methodology

Input, presentation by students, project based learning, use of e-materials, group learning

Evaluation

CIA: One written test (40 marks) + three group presentations (20+20+20= 60 marks) and Total 100 marks.

Semester Examination: Three hour written examination for 100 marks.

Referencess

- Covey, Stephen. 2004. *The 7 Habits of Highly Effective People*. New York: Pocket books. Print
- Goleman, Daniel. 2009. *Emotional Intelligence: Why It Can Matter More Than IQ*. New York: Bloomsbury Publishing. Print.