

**SCHEME AND SYLLABUS OF
CERTIFICATE COURSE**

IN

**ENGLISH COMMUNICATION AND WRITING
(w.e.f. academic session 2022-23)**

**Department of Microbiology and
Bioinformatics**

Atal Bihari Vajpayee Vishwavidyalaya

Bilaspur (C.G.)

**(A State University, Established by the Government of
Chhattisgarh)**

1. About the Department

Department of Microbiology and Bioinformatics was established in Atal Bihari Vajpayee Vishwavidyalaya (formerly Bilaspur University), in the year 2013, with the objective of imparting quality education in the field of Microbiology and Bioinformatics. The Department has always produced quality professionals, holding important positions in Microbiology and Bioinformatics industry in Chhattisgarh, India and abroad. The Department has excellent infrastructure with well-equipped laboratories for conducting teaching, learning and research in the areas of Microbiology, Bioinformatics, Biotechnology, Botany and relevant disciplines. The Department has well qualified and experienced faculty members, who were always engaged with teaching and research. The staff holds funding from various government organizations and has published good number of books and research publications in reputed journals.

2. About the Course

The certificate course in English communication and writing is recognized qualification provides better understanding on English grammar, pronunciations, communication and writing patterns in daily life. Those completing the course are awarded a CERTIFICATE and will be able to apply this knowledge for communication and writing in English.

3. Scope

After completing this certificate course, candidates you will get jobs in various reputed institutions like colleges, schools, advertising agencies, universities, various news publication firms, etc. The students can also choose various specializations in English literature. The course may also be useful for competitive exams like GRE, TOEFL, IELTS, and GMAT etc.

4. Outcome of the Course

- To impart comprehensive overview of the English communication and writing.
- To work out with examples and speaking in English
- To understand on grammar and literature.
- To train the students to use English language with confidence & without committing errors

5. Eligibility Criteria

Candidate who passed 10+2 examination in Arts / Science / Commerce or equivalent examination.

6. Fees Structure

One time registration/tuition fees of Rs. 3000/-

7. Intake – 30 seats

8. Course Duration – 6 months/ 24 weeks.

9. Attendance

Minimum attendance of 75 % is required in the classes for appearing in the examination.

10. Examination & Scheme and Concise Course Content

| S. No. | Papers | Maximum Marks | Minimum Marks | Credits |
|--------|---|---------------|---------------|---------|
| 1. | Paper I- Theory (English Communication and Writing) | 100 | 40 | 4 |
| 2. | Paper II- Practical (English Communication and Writing Lab) | 100 | 40 | 2 |
| | Total | 200 | 80 | 6 |

11. Syllabus

Theory

Title: English Communication and Writing

Module 1: ENGLISH LISTENING, PRONUNCIATION AND READING: **Listening to texts:** listening to CDs, Trials of a good listener; **Pronunciation:** Introduction to English phonetic Symbols, consonants & Vowels with illustrations in use; **Listening & Comprehension:** Interpretation of texts based on question-answer, Interaction among students ; **Reading Skill Techniques of reading:** Reading comprehension of unseen pages. Identifying the context & the central idea, Vocabulary & word formation from different texts & dictionary

Module 2: BASIC PHONETICS: Definition and Scope; Consonants and Vowel Sounds; Phoneme & syllable (Introduction to stress, accent & intonation); Speech Mechanism: An introduction; Description of Human vocal organs: Active & Passive Articulators; Consonants of English- Definition and Description with respect to Tongue Lips and soft plate position.

Module 3: CLASSIFICATION OF PHONETIC: Pure Vowel/monophthongs (Front, central and Back, open and closed, short and long, strong and Weak, Rounded and unrounded); Vowel Glides /Diphthongs (closing and centering); Phonetic transcription using IPA symbols – words, features of connected speech (Intonation, assimilation of consonant cluster, weak forms), spelling patterns of English.

Module 4: GRAMMER: Tense, Subject Verb Agreement, Voice, Antonyms, Synonyms, Prefix and Suffix, Parts of Speech, Narration, Writing on a given Topic

Module 5: COMMUNICATION THEORY: Principles of Communication: Concept & Nature, Principles & Objectives, Importance, Role of internal & external, formal & informal communication, Types-verbal & nonverbal, introduction to document & aids: letters, circulars, reports, faxes, emails. Barriers to Communication: Noise as barrier, Types, Language as a barrier, Organizational structures as barriers, Personal & Psychological barriers.

Module 6: GROUP COMMUNICATION: Meaning & Nature of Groups, Types of Groups: Small & large, primary and secondary, formal & informal, Channels and Network of communication, Modes of group communication: Seminars, GDs, Workshop etc. **PRINCIPLES OF GROUP DISCUSSION:** Definition and purpose, Process, Guidelines, Taking command of a Group Discussion, How to keep Group Discussion enthusiastic, Body language during Group Discussion, Types, Personality traits tested in Group Discussion; Mock Group Discussion s

Module 7: PRESENTATION SKILLS: Planning & structuring Presentation,. Tricks to develop rapport with the audience and different types of audiences, Effective use of Chalk & talk, OHP, LCD & Power point

Module 8: WRITING SKILLS: Composing simple paragraph-Ordering information in a logical manner (coherence). Essay Writing -Argumentative, Narrative, Descriptive, Imaginative, Writing Advertisement, Writing Welcome Speech & Vote of Thanks; Specific activities in writing skills: Making notes, Writing Business letter, Writing Minutes, Circulars, Writing Application for Jobs, CV Writing,

Module 9: BASICS OF CONTENT WRITING: The Concept of Content Writing and its relevance, Role and Functions of Content Writers, Print and Web Content Writing, Scope and Types of Content Writing, Principles and processes of content writing.

Module 10: TYPES OF CONTENT WRITING: process of Content Writing, Editing and Proof-Reading, Writing Styles: Non-fiction (Essays, Reports), Advertising, Newspapers, Writing blogs, case studies, white papers

Module 11: TOOLS OF THE TRADE: Social Media, Plagiarism laws in Content Writing

Module 12: CORPORATE COMMUNICATIONS: Writing for business to business (B2B), business to consumer (B2C), press releases, newsletters – focus on language, jargon, writing style, target audience, formal and informal language

Module 13: ACADEMIC WRITING AND RESEARCH WRITING: Abstract, Introduction, Literature review, Methodology/ Materials and methods, Results, Discussion, Summary, Conclusion, and References. Research, review, short communication paper writing.

Module 14: WRITING TOOLS AND TECHNIQUES: Visual Content, Interactive Content, Commercial and non-commercial tools, Check Plagiarism, article rewriter, word count and check grammar software's

Laboratory

Title: English Communication and Writing lab

1. To conduct writing on given topics
2. To read the paragraphs and recording in video form
3. To listen and pronounce words
4. Translation of paragraphs from local languages to English
5. Group discussions
6. Communications and process in society
7. Checking plagiarism
8. Article rewriting
9. Checking word count
10. Checking grammar using tools
11. Writing research paper and articles
12. Writing business proposals

(Note: Faculty can add practical's apart from above practicals)

Suggested Books

1. Fluency in English - Part II, Oxford University Press, 2006
2. Language, Literature and Creativity, Orient Blackswan, 2013.
3. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr Ranjana Kaul, Dr Brati Biswas

Online resources

<http://www.mindler.com>
<http://www.clearvoice.com>
<https://smallseotools.com/plagiarism-checker/>

BUDGET PLAN FOR THE CERTIFICATE COURSE

| S.No. | Income /course | Amount (in Rupees) |
|--------------|---|---------------------------|
| a) | Intake- 30 candidates with course fee 3000 rupees | 90,000/- |
| S.No. | Expenditure Detail | Amount (in Rupees) |
| 1. | Instruments and tools (one time) | 30000 (Established) |
| 2. | Contingencies | 8,000/- |
| 3. | Stationary and printing | 10,000/- |
| 4. | TA and Conveyance | -- |
| 5. | Teaching (300 per class - 40 classes) | 12,000 |
| 6. | Total | 60,000 |

Year wise plan

| S.No. | Expenditure Detail | Amount (in Rupees) |
|--------------|---|---------------------------|
| 1. | For first year | 60,000/- |
| 2. | From second year (Contingencies and Teaching) | 20,000/- |