

NEW



Binod Bihari Mahto Koyalanchal University, Dhanbad

Syllabus for Four Years Undergraduate Program

MINOR FROM VOCATIONAL

Effective from 2024

Based on 'Learning Outcomes based Curriculum Framework' (LOCF) released by UGC.

Approved
23/04/24
Head
University Dept. of English,
B.B.M.K.U., Dhanbad

Indulekha
23/04/24

Pratibha
23/04/24

Vijay
23/04/24
Prabhat
23/04/24

BINOD BIHARI MAHTO KOYLANCHAL UNIVERSITY, DHANBAD
MEMBERS: BOARD OF STUDIES,
DEPARTMENT OF ENGLISH
(UG Level)

1.	Dr. Amita Verma Head, Department of English, BBMKU	Chairperson
2.	Dr. Himanshu Shekhar Choudhary Department of English, BBMKU	Member
3.	Dr. Indrajit Kumar Department of English, BBMKU	Member
4.	Dr. Krishna Murari Singh Department of English, BBMKU	Member
5.	Dr. Mantosh Kumar Pandey Department of English, PKRMC, Dhanbad	Invited Member
6.	Dr. Devyani Singh Department of English, B.S. City College, Bokaro	Invited Member
7.	Dr. P. Rebecca Department of English, B.S.K. College, Maithon	Invited Member
8.	Dr. Kavita Dhire Department of English, SSLNTM College, Dhanbad	Invited Member
9.	Dr. Varsha Singh Department of English, G.N. College, Dhanbad	Invited Member
10.	Dr. Rajiv Kumar Dept. of English, SKMU, Dumka	External Expert

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DETAILED COURSE CONTENT OF MINOR FROM VOCATIONAL FOR ENGLISH MAJOR STUDENTS

MINOR WITH CREDITS: VOCATIONAL				
YEAR	SEMESTER	PAPER	PAPER TITLES	Credits and Classes per Week
1	II	MN 2A	TECHNICAL PROJECT AND REPORT WRITING Or CONTENT WRITING	4
2	IV	MN 2B	INTRODUCTION TO ENGLISH PHONETICS AND PHONOLOGY Or INTRODUCTION TO HUMAN RESOURCE MANAGEMENT	4
3	VI	MN 2C	MASS MEDIA: HISTORY, CONTEMPORARY DEVELOPMENTS AND IMPACT Or TRANSLATION STUDIES AND PUBLISHING	4
4	VIII	MN 2D	STUDYING AND ANALYZING FILMS Or SCRIPT WRITING FOR RADIO AND TELEVISION	4

Detailed Distribution of Marks:

Full Marks: 100

Credits: 4

Written Test:Question format for 75 Marks:

E.M. = 75		Subject/ Code	Exam Year
		Time = 3 Hrs.	
General Instructions:			
i. Group A carries very short answer type compulsory questions.			
ii. Answer 4 out of 6 subjective/ descriptive questions given in Group B.			
iii. Answer in your own words as far as practicable			
iv. Answer all sub parts of a question in one place			
v. Numbers in right indicate full marks of the question			
Group A			
1.	i.		[5x1=5]
	ii.		
	iii.		
	iv.		
	v.		
2.			[5]
3.			[5]
Group B			
4.			[15]
5.			[15]
6.			[15]
7.			[15]
8.			[15]
9.			[15]
Note: There may be subdivisions in each question asked in Theory Examination.			

Viva Voce / Demonstration / Skill Test: 25 Marks

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SEMESTER II
MINOR FROM VOCATIONAL PAPER 2A
Option 1
TECHNICAL PROJECT AND REPORT WRITING

- What is technical writing? Difference between technical writing and other forms of writing. Qualities and qualifications of technical writers.
- End products of technical writing. Professionals involved - project manager/editor, writers, graphic artists; liaison with product engineers/scientists and clients.
- Roles and responsibilities of writers, editors/project managers. 7 Cs of effective writing: Document formats – hard and soft copy versions designs.
- Principles of technical writing; styles in technical writing; clarity, precision, coherence and logical sequence in writing.
- Editing, types and principals of editing. Challenges and role of editor in technical writing. Rewriting different copies, computer editing. Headlines and headline writing skills.
- Language style and usage; Editing tables, graphs/illustrations, copy fitting, documents and style sheet. Online editing process.
- Proofreading and copyediting. Basics of copyediting. Correcting errors in spelling, grammar, punctuation, and syntax. Content organisation.
- Principals and Techniques of page makeup. Picture editing and caption writing. Graphics, layout and designs.
- Project

Readings:

Technical writing style by – Dan Jones , Sam Dragga
Handbook of Technical writing by- Walter.E.ollu -1976
Technical Writing by- Serena Henning
Technical writing process by – Kieran Morgan and Sanja Spejic -2015
A guide to Technical writing by – T.A. Rickard
The Insider's Guide to technical Writing by Krista Van Laan
Technical communication 9th edition by Mike Markel
The Essentials Of Technical Communication by Elizabeth Tebeaux , Sam Dragga
Handbook of technical writing by Gerald .J. Alred , Walter .E. Oliu, Charles .T.Brusaw
Elements of Technical Writing by Gary Blake and Robert.W.Bly

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SEMESTER II
MINOR FROM VOCATIONAL PAPER 2A

Option 2

CONTENT WRITING

- Definition and Importance of Content Writing
- Types of content writing – copy writing, SEO writing, ghost writing, technical writing,
- Long-form content writing, E-mail marketing, content scriptwriting, Social media marketing
- Skills required for a content writer
- Prospects of content writing as a career option
- Plagiarism in content writing and means to avoid it
- Writing blogs (food, fashion, music, beauty, film, travel etc)
- Steps of blogging – choosing a blog name, getting your blog online, blog designing and customizing, publishing your first post
- Writing news articles for the web
- Content writing Project

Readings:

Content Strategy for the Web, second edition. New Riders. 2012
Everybody Writes: Your Go-To-Guide to Creating Ridiculously Good Content. Ann Handley. WILEY
Made to Stick: Why Some Ideas Survive and Others Die. Chip Heath and Dan Heath. Random House. 2007.

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SEMESTER IV
MINOR FROM VOCATIONAL PAPER 2B

Option 1

- The production of speech sounds
 - Air stream mechanism, Human Organs of Speech
- Phonology
 - The phoneme, Allophones, Symbols and transcription
- Vowels
 - English Short Vowels, English Long Vowels, Diphthongs, Triphthongs
- Voicing and Consonants
 - English plosives, Fortis and lenis
- Fricatives and Affricates
 - Production of fricatives and affricates, The fricatives of English, The affricates
- Nasals and other Consonants
 - Nasals, Lateral, Approximants
- The Syllable
 - Syllabic Consonants, Consonant Clusters
- Word Accent and Stress
- Sentence Stress and Intonation
- Project

Readings:

A Textbook of English Phonetics for Indian Students – T. Balasubhramanian- Macmillan Publications
The Phonetics and Phonology of English: A Handbook – D Thakur – Bharati Bhawan Publication
Better English Pronunciation – J.D. O'Connor – Cambridge University Press
English Phonetics and Phonology – Peter Roach – Cambridge University Press
Pronunciation Practice Activities – Martin Hewings – Cambridge University Press
An Outline of English Phonetics- Daniel Jones
English Pronouncing Dictionary- Daniel Jones
A Course in Phonetics- Peter Ladefoged
English Pronunciation in Use- Martin Hewings- Cambridge University Press
Intonation in Context- Barbara Bradford & David Brazil

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SEMESTER IV
MINOR FROM VOCATIONAL PAPER 2B

Option 2

INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

- Definition of human resource management
- Scope and function
- Qualities
- Roles and responsibilities
- Challenges
- Ethics
- Tools and techniques available to a human resource manager
- HR in the world of digital media
- HR and communication
- Future of HR
- Case studies of HR managers
- Project based on Human Resource Management

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SEMESTER VI
MINOR FROM VOCATIONAL PAPER 2C

Option 1

MASS MEDIA: HISTORY, CONTEMPORARY DEVELOPMENTS AND ISSUES

Introduction to Mass Communication

Mass Media: forms, function, socio-cultural impact

Print Media

News agencies: press trust of India

Impact of Newspaper on Society

Paid news

Yellow journalism

Organizational structure of Newspaper

Sources of News

Electronic Media

Radio as mass medium: History: AIR, AM/FM/Campus radio,

Types of radio programmes: news, features, talk, interviews

RJ as a profession

Television: SITE/ Prasar Bharti/ Satellite TV, Cable TV/ Educational

Types of TV Programmes: News, Talk Shows, Panel Discussions, Interviews,

Soap Operas, Documentaries, Commentary, Reality Shows

Project

Readings:

Journalism: Principles and Practice- Tony Harcup- Sage Publications

An Introduction to Mass Communication in India- Keval J Kumar – Jaico publishers

Handbook of Journalism and Mass Communication – VirBala Aggarwal, V.S. Gupta

Mass Communication and Journalism in India – D.S. Mehta – Allied publishers

Encyclopedia of Journalism and Mass Communication- O M Gupta

Mass Communication in India: A Sociological Perspective- J.V Villanilam

Mass Communication and Journalism in India- Dalpat Singh Meheta

McQuail's Mass Communication Theory- Dennis McQuail- Sage Publication

Textbook of Mass Communication and Media- Joshi and Uma

Broadcasting in India- P.C. Chatterjee- Sage Publications

Radio and Television- K.M Srivastava- Sterling Publications

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SEMESTER VI
MINOR FROM VOCATIONAL PAPER 2C

Option 2

TRANSLATION STUDIES AND PUBLISHING

- Translation as a Skill
- History of English Translation in India
- Components of Translation
- Stages of editing in Translation
- Types of Editing—Developmental Editing and Copy Editing
- Common Errors and proofreading
- Translation in Prose, Poetry, and Essays.
- Basics of Publishing
- Publishing Ethics—Author permission and Translation, Copyright, Publishing a Translated piece in Print form and Digital form, Publishing and Images.
- Project based on translation and publication (as a translator/ copy editor)

Readings:

A Handbook of Translation Studies- Bijoy Kumar Das Atlantic Publishers
Introducing Translation Studies- Jeremy Munday Routledge
Fundamentals of Writing- Paul Lima
Everybody Writes- Ann Handley
Transcreations: Some Experiments on Tagore Songs- Jyoti Bhattacharya, Kolkata: Gangchil
In Other Words: A Coursebook on Translation-Mona Baker, Routledge, 2001
A Linguistic Theory of Translation- J.C..Cafford, London: OUP, 1965.
Translation and Understanding- Sukanta Chaudhuri, New Delhi: OUP.

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SEMESTER VIII
MINOR FROM VOCATIONAL PAPER 2D
Option 1

SCREENING AND ANALYZING FILMS

- History of Indian cinema
- History of world cinema
- Censorship
- Indian cinema as an academic domain with reference to representation, politics and ideology
- Project on Film Production and Appreciation

Readings:

History of Indian Cinema – Renu Saran

How to Read a Film - James Monaco

Film Art: An Introduction - David Bordwell and Kristin Thompson

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SEMESTER VIII
MINOR FROM VOCATIONAL PAPER 2D

Option 2

SCRIPT WRITING FOR RADIO AND TELEVISION

Radio Script Writing

Various types of scripts

Field reporting: qualities and skills

Storyboard

Writing radio commercials, interviews, talk shows and studio discussions

Television Script Writing

TV programme format

Reporting skills and editing

Storyboard writing- television commercials (camera angles & movements, transitions, graphics and special effects)

Script writing for TV on matters of public interest.

Project: Making a television documentary of 3 to 5 minutes on a socially relevant topic.

Or,

: Making a television programme script on a socially relevant topic

Readings:

Broadcasting in India- P.C. Chatterjee- Sage Publications

Carrol Fleming- The Radio Handbook- Routledge Publications

Radio and Television- K.M Srivastava- Sterling Publications

Writing and Production for Television and Film- John Riber- Sage Publications

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