

**Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce, and Science College, Ahmednagar
(Autonomous)
(Affiliated to Savitribai Phule Pune University, Pune)**



**National Education Policy (NEP)
Choice Based Credit System (CBCS)**

**Syllabus for
Ability Enhancement Courses(AEC)
For
B. Voc. Journalism and Mass Communication**

**Implemented from
Academic Year 2023-24**

Credit Distribution: UG Programme

	Type of Courses	III Yr	IV Yrs (Honours)	IV Yrs Research
Major Marathi	Discipline-Specific Courses (DSC)	46	74	66
	Discipline Specific Elective (DSE)	08	16	16
	Skill Enhancement Courses (SEC)	06	06	06
	Vocational Skill Courses (VSC)	08	08	08
	On-Job Training (OJT)	04	08	04
	Field Project (FP)	04	04	04
	Community Engagement and Service (CEP)	02	02	02
	Research project	00	00	12
	Research Methodology	00	04	04
	Indian Knowledge System	02	02	02
	Total (I, II and III Year)	80	124	124
Minor	Minor	20	20	20
Other Courses	Open Elective (OE)	12	12	12
	Co-Curricular Courses	08	08	08
	Ability Enhancement Courses	08	08	08
	Value Education Courses	04	04	04
	Total	132	176	176

Bucket List of Ability Enhancement Courses (AEC)

Sr. No.	Course Code	Year	Semester	Humanities	Commerce	Science	Credits
1.	AEC-01	I	I	English	English	English	02
2.	AEC-02	I	II	English	English	English	02
3.	AEC-03	II	III	MIL (Marathi /Hindi)	MIL (Marathi /Hindi)	MIL (Marathi /Hindi)	02
4.	AEC-04	II	III	MIL (Marathi /Hindi)	MIL (Marathi /Hindi)	MIL (Marathi /Hindi)	02

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B. Voc. Journalism and Mass Communication

Title of the Course: English Communication-I								
Year: I					Semester: I			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
AEC	AEC-1	02	00	02	30	15	35	100

Learning Objectives :

1. Learn basic linguistic skills needed for media communication.
2. Learn compositional and comprehension skills.
3. Understand the various perspectives related to language communication.

Course Outcomes (Cos)

1. Develop linguistic skills for media communication.
2. Critically analyses and use the key aspect of language communication.
3. Develop a perspective about language communication process.

Detailed Syllabus :

Unit I : Understanding grammatical structure (10 Lectures)

- Sentence Structure
- Tenses: Simple, Present, Progressive, Future (All Types)
- Clauses: Noun Clauses, Adjective Clauses, Adverbial Clauses
- Models and use of Shall, Should, Will.
- Reported Speech- Would, May, Might, Can, Could,
- Voice-Active and Passive Voice
- Narration direct & Indirect

Unit II : World of word (10 Lectures)

- Diminutives and Derivatives, Word foundation Jargons of registers.
- Compound Words, Words Often mis -Spelt and Misused.
- Idioms, Proverbs.
- Antonyms, Synonyms, Homonyms, Acronyms
- One-Word Substitutes

Unit III : Comprehension

(10 Lectures)

- Close Reading, Comprehension
- Summary Paraphrasing
- Analysis and Interpretation
- Translation (from Indian language to English and vice-versa)
- Technical terminology in the field of Sports, Finance, Economics, IT, Science, Agriculture, Politics, Law and Culture

Suggested Reading :

1. Ferdinand de Saussure: Course in General Linguistics. Bloomsbury Publishing
2. Franklin Thanmbi Jose. S: A Handbook of Linguistics. Educreation Publishing
3. Peter Roach: English Phonetics and Phonology- A Practical Course 4th Edition
4. Daniel Jones: Cambridge English Pronouncing Dictionary 17th Edition. Cambridge University Press
5. The Essence of Effective Communication, Ludlow and Panthon; Prentice Hall of India
6. A Practical English Grammar by Thomson and Marlinet
7. Spoken English by V Sasikumar and PV Dhamija; Tata McGraw Hill
8. Developing Communication Skills by Krishna Mohan and Meera Banerji; MacMillan India Ltd., Delhi
9. Business Correspondence and Report Writing by RC Sharma and Krishna Mohan; Tata McGraw Hill Publishing Company Ltd. New Delhi .
10. Howard, Peter, Perfect Your Punctuation, Orient Longman, Delhi.
11. Howard, Peter, Perfect Your Grammar, Orient Longman, Delhi.
12. Howard, Peter, Mistakes to Avoid in English, Orient Longman, Delhi.
13. Howard, Peter, Perfect Your Sentences, Orient Longman, Delhi.

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Title of the Course: English Communication-II								
Year: I					Semester: II			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
AEC	AEC-2	02	00	02	30	15	35	100

Learning Objectives :

1. Learn basic linguistic skills needed for media writing.
2. Learn compositional and translation skills.
3. Understand the various perspectives related to language communication.

Course Outcomes (Cos)

1. To make the students understand the process of translation.
2. To prepare them to become media translators.
3. Develop a perspective about language translation process.

Detailed Syllabus :

Unit I : LSRW Skills

(10 Lectures)

- Focus on Listening, Speaking, Reading & Writing Skills (LSRW)
- Note making and note taking skills
- Essay Writing
- Report writing
- Correction of Common Errors
- Rewriting Sentences as Directed

Unit II : Fundamentals of Translation

(10 Lectures)

- What is Translation? How is it done?
- Different modes and Disciplines
- Significance of translation in academia and media
- Myths about Translation

Unit III : Strategies in Translation

(10 Lectures)

- Significance of Synonyms and Accuracy levels in Translation?
- Importance of Translation as Original Writing
- Translation issues regarding language use in Mass Media
- News Translation, Feature Translation, Article, Story Translation

Suggested Reading :

1. Baker, Mona and Gabriela Saldanha, eds. Routledge Encyclopaedia of Translation Studies. Routledge, London/New York, 1998.
2. Bassnett, Susan-McGuire. Translation Studies. Methun /Routledge, London, 1980.
3. Bassnett, Susan-McGuire and Andre Lefever (eds). Translation, History and Culture. Pinter Publishers, London, 1990.
4. Lakshmi, H (ed). Problems of Translation. Hyderabad: Books links Corporation,
5. Mukherjee, Sujit. Translation as Discovery. Orient Longman, 1994.
6. Robinson, Douglas(ed). Western Translation Theory from Herodotus to Nietzsche. St Jerome publishing, Manchester, 1997.
7. Sarang, Vilas. The Stylistics of literary Translation. University of Mumbai
8. Steiner, George. After Babel: Aspects of Language and Translation. OUP, 1975.
9. Venuti, Lawrence. Re-thinking Translation: Discourse, Subjectivity Ideology, Routledge, London and New York, 1992.
10. The Translators invisibility: A History of Translation. Routledge, 1995.
11. Translation Studies Reader. Routledge, London and New York. 2000.