

DEPARTMENT OF ENGLISH				<i>Certificate Course</i>				
Sem	Course Type	Course Code	Course Title	Credits	Total Contact Hours	CIA	Ext	Total
	Certificate Course		Functional English	2	30	50	50	100

Course Objectives:
<ul style="list-style-type: none"> <li>➤ To develop communicative skills of the learners in listening, speaking, reading and writing</li> <li>➤ To focus on how English is used in real life situations.</li> <li>➤ To nurture the creative talent of students by providing them media exposure and training.</li> </ul>

Unit	Course Contents	Hours
<b>I</b>	<b>DEVELOPING CONVERSATIONAL ABILITY</b> a) Greetings and Introduction b) Participating in small talks- At the office, At the railway station, At the travel agency, At the bank, At the hospital, At the airport c) Talking on the telephone	6 hrs.
<b>2</b>	<b>FUNCTIONAL READING</b> a) Reading official letters and profiles b) Reading News reports/ Newspapers c) Reading comprehension, description and narration (objects, places and people)	6 hrs.
<b>3</b>	<b>LANGUAGE AND LITERARY SKILLS</b> a) Figures of speech: Simile, Metaphor, Irony, Personification, Hyperbole, Alliteration b) Idioms and phrases c) One word substitution	6 hrs.
<b>4</b>	<b>COPY WRITING</b> a) Language of advertisements: Classified and Commercial ads b) Reading advertisement	6 hrs.
<b>5</b>	<b>RADIO, TELEVISION AND INTERNET</b> a) Introduction to broadcasting- Role of Radio, Television and Internet b) Scope- Radio Jockey and Video Jockey c) Voice Anatomy and voice production	6 hrs.

**Textbook:**

1. Hasson, Gill. “*Brilliant Communication Skills*”. Pearson Education, 2012.

**Reference Books:**

1. Adair, John. “*Effective Communication*”. Pan MacMillan Ltd, 2003.
2. Collins, Patrick. “*Speak with Power and Confidence*”. Sterling, 2009.
3. Love, Nicholas. “*Pathfinder: How to Choose or Change Your Career for a Lifetime of satisfaction or Success*”. Touchstone Books, 2012.
4. Raman, Meenakshi and Sangeeta Sharma. Technical Communication: Principles and Practice”. Second Edition. Oxford University Press, 2011.

**Website References:**

- <http://networketiquette.net/>
- [http://users3.ev1.net/~pamthompson/body\\_language.htm](http://users3.ev1.net/~pamthompson/body_language.htm)

**COURSE DESIGNERS:**

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