

Krishna University: Machilipatnam
Special English Semester IV for BA English Hons
wef Academic Year 2023-24 APSCHE Single Major pattern
BOS Meeting & Resolutions of Special English
26.06.2025

The Chairman of BOS (Special English) and the members discussed the syllabus to be adopted for fifth semester of BA Single Major - Special English on 26 June, 2025 through online at 12.30 pm.

The following are the members in the board:

Smt.A.Rosalind, I/C Department of English, SRR & CVR Govt. Degree College (A), Vijayawada	Chairman
Dr. SJ Earnest, Principal, Noble College, Machilipatnam	Coordinator
Dr.Koteswara Rao, Professor in English, Krishna University	University representative
Dr.AVVV.Malleswaramma, Lecturer, Govt. Degree College, Movva	Member
Dr. K.Pankaj Kumar, Lecturer	Member
Sri.K.Siva Rama Kumar, Chartered Accountant	Member from industry
Ms. B. Sharon Lilly: BA Special English student	Student representative
Ms.Shiny, MA English student	Student representative

The following is the agenda for the meeting:

1. Programme structure and credits for BA Special English programme
2. Framing the syllabus & model paper for Paper 12, Writing for the media
3. Framing the syllabus & model paper for Paper 13, Creative Writing and Literary Appreciation
4. Framing the syllabus & model paper for Paper 14A, English Language Teaching Skills
5. Framing the syllabus & model paper for Paper 14B, Skills and Procedures of Translation (English & Telugu)
6. Framing the syllabus & model paper for Paper 15A, Teaching English Online
7. Framing the syllabus & model paper for Paper 15B, English for Journalism and Advertising (Print media)
8. Inclusion of IRS activities into the curriculum

Discussion & Resolutions:

1. The programme structure for BA Special English given by APSCHE was discussed and the structure with credits was approved by the BOS members and resolved to follow the programme structure with 15 major papers and 60 credits. The structure is given below and more clarity is provided regarding the distribution of credits for papers in the semester V, BA Special English.

Semester	Papers	Hours	Credits
I	1. Fundamentals of Social Sciences	4	4
	2. Perspectives on Indian Society	4	4
II	3. An Introduction to English Literature (600-1500)	4	4
	4. An Introduction to Elizabethan Literature (1558-1603)	4	4
III	5. An Introduction to Jacobean Literature (1603-1625)	4	4
	6. An Introduction to Restoration Literature (1660-1689)	4	4
	7. An Introduction to Augustan Literature (1700-1750)	4	4
	8. An Introduction to Romantic Literature (1798-1837)	4	4
IV	9. An Introduction to Victorian Literature (1837-1900)	4	4
	10. An Introduction to Modern Literature (1900-1940)	4	4
	11. Glimpses of World Literature	4	4
V	(Mandatory)		
	12. Writing for Media	4	4
	13. Creative Writing and Literary Appreciation	4	4
	Set-A		
	14. A. English Language Teaching Skills	4	4
	14. B. Skills and Procedures of Translation (English & Telugu)	4	4
	(Or)		
	Set-B		
	15. A. Teaching English Online	4	4
	15. B. English for Journalism & Advertising (Print Media)	4	4

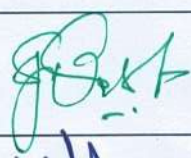

Note: Semester V

- Paper 12 and Paper 13 are mandatory with 4 credits for each paper.
- Required to select either complete Set -A (14 A & 14 B) with 4 credits for each paper or complete Set-B (15A & 15 B) with 4 credits for each paper.

- The board discussed each of the six papers as proposed by APSCHE and after going into details of each paper specified, it is resolved to follow the syllabus of APSCHE as it is for each paper has relevant topics that can enhance the knowledge of students on English language and also all papers support career goals of students. Also resolved to provide a model question paper.

3. Resolved to prepare model question papers for Paper 12,13,14A,14B,15A,15B as per the syllabus and submit them to Krishna University for necessary action.
4. It is resolved to include subjective way of questioning that requires the student to interpret and give his or her opinion to encourage deep understanding of the subject and also to minimizing rote learning
5. It is resolved to obey the instructions of the honourable Governor of Andhra Pradesh vide Letter No.272/RB/A2/S/2025 dated 19.5.2025 to incorporate Indian Red Cross (IRS) into the curriculum. Hence it is resolved that all related faculty dealing with the 6 papers of Special English of Semester V shall encourage students to involve and submit assignments and projects on IRS awareness and activities as part of Internals. The awareness shall motivate students to play an active and constructive role in taking the IRS initiative forward.
6. It is resolved to encourage students to enrol in SWAYAM courses starting from 21 July 2025 in the category of Humanities and Social Sciences. The courses will develop employability skills and command over domain subjects.

Signatures of the Chairman & members of BoS: Special English:

Board	Designation	Signature with date
Smt.A.Rosalind, I/C Department of English, SRR & CVR Govt. Degree College (A), Vijayawada	Chairman	
Dr. SJ Earnest, Principal, Noble College, Machilipatnam	Coordinator	
Dr.Koteswara Rao, Professor in English, Krishna University	University representative	
Dr.AVVV.Malleswaramma, Lecturer, Govt.Degree College, Movva	Member	
Dr. K.Pankaj Kumar, Lecturer	Member	
Sri.K.Siva Rama Kumar, Chartered Accountant	Member from industry	
Ms. B. Sharon Lilly: BA Special English student	Student representative	
Ms.Dudde Mani Snehlita, BA Special English student	Student representative	

Krishna University: Machilipatnam
Special English Semester IV for BA English Hons
wef Academic Year 2023-24 APSCHE Single Major pattern
Paper 12: Writing for the Media
Syllabus

Marks: 100 (Externals 70 & Internals 30 marks) Credits: 04

Objectives & Outcomes:

At the end of the course the student will be able to:

- Write with confidence
- Use Correct Grammar, Punctuation and Appropriate Style
- Differentiate between various types of media writing
- Gather and synthesize information from authentic sources
- Use digital resources for media writing

Unit-I

1. Good Writing Skills
(Vocabulary, Basic Grammar, Expansion and Optimization)
2. Resources for Writing (Dictionary, Thesaurus and Encyclopedia)

Unit-II

1. Proofreading, Punctuation and Style
2. Types of Media Writing
(Information, Description, Persuasion and Editorial Writing & Feature Writing)

Unit-III

1. Writing for Specialized Areas: Sports, Culture, Entertainment, Cuisine etc.
2. Collecting news and Identifying Sources

Unit-IV

1. Media Writing and Translation
2. Media Writing and Social Responsibility

Unit-V

1. The Role of Technology in Media Writing (Blogging, Podcasts, Social Media and Collaboration in Writing)
2. Digital Resources for Writing (Online Dictionaries, In built and Online Spell- Checkers, Grammar-Checkers and Google Resource)

Resources for Further Reading:

1. Usha Raman. Writing for the Media. Oxford University Press, New Delhi, 2010
2. Brian Carroll. Writing for Digital Media. Routledge, New York, 2010.
3. Liz Hamp-Lyons, Ben Heasley. Study Writing. Cambridge University Press, 2006
4. Writing in the Media Environment. <https://www.jprof.com/lecture-notes/writing-in-the-media-environment/>
5. Different Types of Media Writing.
<https://blog.copify.com/post/different-types-of-media-writing>
6. Media Writing Skills and Characteristics.
<https://ohiostate.pressbooks.pub/stratcommwriting/chapter/media-writing-skills/>

Activities:

1. **For Teachers:** The teacher will train students in practical skills in writing for the media for not less than 10 hours and assign activities. The teacher will guide the learners to identify different current subjects to write for the media to demonstrate their knowledge.
2. **For Students:** Learners will conduct practicum in writing for the media (News Papers, News Magazines, Journals and College Magazines, Script Writing for Radio and Short Films) for 10 hours. The learners will discuss the findings among themselves and prepare individual hand-written Fieldwork/Project work Report of the activity in at least 10 pages as guided by the teacher.

Components of Evaluation:

Objectives	Marks (Maximum 100)
Unit – I	14
Unit – II	14
Unit – III	14
Unit – IV	14
Unit – V	14
Internal Marks	30

Blue Print

Unit	Short answer questions (4 marks)	Question numbers	Essay answer questions (Internal choice: 1 out of 2 questions from each unit) 10 marks	Question numbers
Unit – I	02	1 & 2	2	11 &12
Unit – II	02	3 & 4	2	13 & 14
Unit – III	02	5& 6	2	15& 16
Unit – IV	02	7 & 8	2	17&18
Unit – V	02	9 & 10	2	19 & 20
Total questions	10	10	10	10

Note : A student shall answer 5 short answer questions (4 marks each) and 5 Essay questions (10 marks each)

Krishna University: Machilipatnam
Special English Semester IV for BA English Hons
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Model Paper

Paper 12: Writing for the Media

Time: 3 Hours

Maximum: 70Marks

SECTION-A

Answer any **FIVE** of the following questions and each question carries 4 marks 5X4 = 20

1. Explain the importance of adherence to grammar rules in media writing.
2. How can one use the Dictionary and the Thesaurus effectively for writing?
3. Explain the importance of proof reading a document and point out two common proof-reading mistakes that can be avoided.
4. Explain any one of the following:
 - a) Editorial writing
 - b) Feature writing
5. You are asked to interview a well-known sports personality for a sports magazine. Frame a set of 4 questions related to his/her inspiration, achievements, future plans and advice.
6. How do you evaluate the credibility and reliability of news sources?
7. How do you ensure cultural sensitivity and accuracy in media translations?
8. What are core principles of socially responsible media?
9. What are the benefits and drawbacks of blogging?
10. Do online spell-checkers and grammar-checkers help writers refine their work? List out two such tools that are effective for media writing.

SECTION-B

Answer 5 questions from the 10 questions given below: (Internal Choice) 5x10=50

11. What are the benefits of using a dictionary in writing, and how does it improve vocabulary and accuracy?

(OR)

12. What role does vocabulary play in effective writing, and how can writers improve their vocabulary and syntax?

13. What is the importance of proofreading in media writing, and what are some common errors to look out for?

(OR)

14. Elaborate on how writers use different types of media writing to achieve specific goals and to engage their audience?

15. Discuss the importance of fact-checking and verification in news writing, and provide examples of how it is done.

(OR)

16. Discuss the role of lifestyle writing in shaping cultural attitudes and behaviors.

17. List out with reasons two key issues that media writers should continuously address in their work to promote social responsibility?

(OR)

18. How can technology aid in the translation process, and what are its limitations?

19. What are the advantages and disadvantages of using social media as a form of media writing?

(OR)

20. List out popular search engines, and explain how they can be used to collect resources for the media?

Krishna University: Machilipatnam
Special English Semester IV for BA English Hons
wef Academic Year 2023-24 APSCE Single Major pattern
Paper 13: Creative Writing and Literary Appreciation

Syllabus

Marks: 100 (Externals 70 & Internals 30 marks)

Credits: 04

Objectives & Outcomes:

At the end of the course the student will be able to:

1. Understand and define the art of Creative Writing
2. Identify different literary genres
3. Review the published works of others
4. Deliver presentations on literary works
5. Demonstrate creative writing skills

Unit-I

1. Understanding Creative Writing
2. Characteristics of Good Writing

Unit-II

1. Understanding Fiction: Novel and Short Story

(Plot, Character, Theme and Narrative Technique: A Tale of Two Cities by Charles Dickens;

Visual Description, Point of View and Setting: 'The Black Cat' –by Edgar Allen Poe)

2. Understanding Prose

(Language and Style: Francis Bacon's 'Of Studies';

Persuasiveness, Readability and Argument: 'The Power of Prayer' –by APJ Abdul Kalam)

Unit-III

1. Understanding Poetry

(Figurative Language: 'Endless Time' –by Rabindranath Tagore;

Imagery and Metre: 'Elegy Written in a Country Churchyard' -by Thomas Gray;

Tone: 'The Lovers of the Poor' -by Gwendolyn Brooks)

Unit-IV

1. Writing a Memoir
2. Writing Reviews

Unit-V

1. Writing a Short Story
2. Writing Different Types of Essays

Resources for Further Reading:

1. Stephen King. On Writing: A Memoir of the Craft. Scribner, 2010.
2. Alice LaPlante. The Making of a Story: A Norton Guide to Writing Fiction and Non- Fiction. W.W. Norton, New York. 2009
3. Tara Mokhtari. The Bloomsbury Introduction to Creative Writing. Bloomsbury Academic, London, 2015.
4. Philip Seargeant & Bill Greenwell. From Language to Creative Writing: An Introduction. Bloomsbury Academic, London, 2013.
5. Tips for Creative Writing: <https://www.lexico.com/grammar/top-tips-for-creative-writing>
6. Creative Writing: Simple Definition and Tips: <https://grammar.yourdictionary.com/word-definitions/definition-of-creative-writing.html>
7. Weekly Writing Prompts: <https://blog.reedsy.com/creative-writing-prompts/>
8. Decolonising Creative Writing: <https://scroll.in/article/999215/decolonising-creative-writing-its-about-not-conforming-to-techniques-of-the-western-canon>

Activities:

1. For Teachers: The teacher shall train students in practical skills in creative writing and literary appreciation for not less than 10 hours and assign activities to demonstrate their knowledge.
2. For Students: The learners will conduct practicum in creative writing and literary appreciation for not less than 10 hours. The Learners will discuss the findings among themselves and prepare individual hand-written Fieldwork/Project work Report of the activity in 10 pages as guided by the teacher.

Components of Evaluation:

Objectives	Marks (Maximum 100)
Unit – I	14
Unit – II	14
Unit – III	14
Unit – IV	14
Unit – V	14
Internal Marks	30

Blue Print

Unit	Short answer questions (4 marks)	Question numbers	Essay answer questions (Internal choice: 1 out of 2 questions from each unit) 10 marks	Question numbers
Unit – I	02	1 & 2	2	11 &12
Unit – II	02	3 & 4	2	13 & 14
Unit – III	02	5& 6	2	15& 16
Unit – IV	02	7 & 8	2	17&18
Unit – V	02	9 & 10	2	19 & 20
Total questions	10	10	10	10

Note : A student shall answer 5 short answer questions (4 marks each) and 5 Essay questions (10 marks each)

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Special English Semester IV for BA English Hons
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Model Paper
Paper 13: Creative Writing and Literary Appreciation

Time: 3 Hours

Maximum: 70Marks

SECTION-A

Answer any **FIVE** of the following questions and each question carries 4 marks 5X4 = 20

- 1) How is creative writing different from academic writing?
- 2) Why is clarity important in writing?
- 3) Why is 'The Black Cat' a good example of a horror story?
- 4) Why is 'The Power of Prayer' easy to read and understand?
- 5) What is the effect of Tagore's use of metaphors in 'Endless Time'?
- 6) What is meant by mechanics of poetry?
- 7) Write a memoir on a challenge you faced in school / college and how you overcame it?
- 8) Why is it important to maintain an objective tone when writing a formal review?
- 9) Write a short story on the topic 'A normal day turns memorable' ensuring that the rules of short story writing are followed.
- 10) Write an expository essay on the importance of recycling.

SECTION-B

Answer 5 questions from the 10 questions given below: (Internal Choice) 5x10=50

11. Illustrate the typical features of a creative writing.
Or
12. Identify the characteristic features of good writing.
13. Explain the plot and characterization in "A Tale of Two Cities"
Or
14. Distinguish Bacon from other essayists in terms of his prose style.

15. How does the tone of 'The Lovers of the Poor' assess societal attitudes toward charity?

Or

16. Survey Gray's Elegy for its use of imagery and the appropriateness of tone.

17. Give a step-by-step guide to writing a meaningful memoir.

Or

18. Demonstrate the features of a good review. Write a short review on a book / story you like.

19. Explain in detail the traits of an interesting short story.

Or

20. Analyze any two of the following types in terms of their form and purpose.

- a) Argumentative essay
- b) Narrative Essay
- c) Descriptive Essay

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Special English Semester IV for BA English Hons
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Paper 14.A: ENGLISH LANGUAGE TEACHING SKILLS
Syllabus

Marks: 100 (Externals 70 & Internals 30 marks) Credits: 04

Objectives & Outcomes:

At the end of the course the student will be able to:

- i. Understand the central principles of Teaching English
- ii. Acquire the skills of Teaching English
- iii. Demonstrate different classroom management techniques
- iv. Teach English in a systematic way
- v. Make use of Technology for Teaching English

Unit-I

1. Concepts in Teaching English as a Second Language
2. Different Methods and Levels of Teaching English

Unit-II

1. Contextualization of Grammar Teaching
2. Teaching Writing Skills

Unit-III

1. Teaching English Literature (Prose, Poetry, Fiction and Drama)
2. Lesson Planning & Materials

Unit-IV

1. Classroom Management Techniques
2. Assessment & Evaluation

Unit-V

1. Teaching English for Employment
2. ICT-Based English Language Teaching

Resources for Further Reading:

1. Raymond Murphy. Essential English Grammar. Cambridge University Press, 2015.
2. Penny Ur. A Course in English Language Teaching. Cambridge University Press, 1999.
3. M.L.Tickoo. Teaching and Learning English: A Sourcebook for Teachers and Teacher-Trainers. Orient Blackswan Private Limited, 2013.
4. N.Krishna Swamy & Lalitha Krishna Swamy. Teaching English: Approaches, Methods and Techniques. Macmillan India Limited, 2005.
5. Oxford English Language Teaching:
<https://elt.oup.com/?cc=global&selLanguage=en>
6. British Council's Teaching Resources:
<https://www.teachingenglish.org.uk/resources/primary>
7. English Teaching Forum: <https://americanenglish.state.gov/forum>

Activities:

- 1. For Teachers:** After completing practical training in the course, the teacher will assign teaching activities to each student. The students will experiment or demonstrate different teaching skills in a teaching environment for not less than 10 hours under personal supervision of the teacher.
- 2. For Students:** Students will conduct practicum in any teaching environment (School/ College/Peer Group/ JKC's/ Adults in a Village) for not less than 10 hours in the given area. The learners will discuss the findings among themselves. Finally, every student will prepare a hand-written Fieldwork/ Project work Report of the activity in 10 pages as guided by the teacher and submit to the teacher for evaluation.

Components of Evaluation:

Objectives	Marks (Maximum 100)
Unit – I	14
Unit – II	14
Unit – III	14
Unit – IV	14
Unit – V	14
Internal Marks	30

Blue Print

Unit	Short answer questions (4 marks)	Question numbers	Essay answer questions (Internal choice: 1 out of 2 questions from each unit) 10 marks	Question numbers
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Unit – IV	02	7 & 8	2	17&18
Unit – V	02	9 & 10	2	19 & 20
Total questions	10	10	10	10

Note : A student shall answer 5 short answer questions (4 marks each) and 5 Essay questions (10 marks each)

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Special English Semester IV for BA English Hons
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Model Paper

Paper 14.A: ENGLISH LANGUAGE TEACHING SKILLS
Time: 3 Hours Maximum: 70Marks

SECTION-A

Answer any **FIVE** of the following questions and each question carries 4 marks 5X4 = 20

1. Why is it important to teach English as a second language?
2. How does Task-Based Language Teaching method improve English language fluency?
3. What is the role of context in teaching grammar?
4. Specify one method to teach writing to students who learn English as a second language?
5. Do you agree that the teaching of literature is an important element in the teaching of language. Explain.
6. What are the objectives of a good lesson plan?
7. Suggest five tips to manage a classroom effectively.
8. What is the difference between assessment and evaluation?
9. Explain why English is important in the job industry?
10. What is the impact of using ICT tools on the quality of English language teaching?

SECTION-B

Answer 5 questions from the 10 questions given below: (Internal Choice) 5x10=50

11. What are the challenges faced by a teacher when teaching English as a second language and explain few approaches to overcome these challenges?
(OR)
12. What are the different methods to teach English and which is the best according to you and why?
13. How does teaching grammar in context enhance student engagement and understanding? Explain with examples.
(OR)
14. What are the approaches and effective tips to teach writing skills to learners?

15. Select a favourite story of yours and suggest three activities related to that story that can encourage a learner to practice language learning.

(OR)

16. What should you consider when planning a lesson? Prepare a lesson plan to teach the importance of Blood Donation with focus on language learning.

17. How can a classroom management approach improve student involvement and language learning?

(OR)

18. What are the key benefits of assessment? Explain in brief two online assessment tools that are effective for English language learning

19. Throw light on the importance of English for employment. List out few free resources to improve English skills.

(OR)

20. List out popular ICT tools for English language learning and explain how they can be used to improve proficiency in English language

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Special English Semester IV for BA English Hons
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Paper 14. B. Skills and Procedures of Translation (English & Telugu)
Syllabus

Marks: 100 (Externals 70 & Internals 30 marks) Credits: 04

Objectives & Outcomes:

At the end of the course the student will be able to:

- i. Understand the central issues of Translation**
- ii. Use the methods of Translation**
- iii. Translate from English to Telugu and Vice-versa**
- iv. Translate Different Genres**
- v. Make use of Technology for Translation**

Unit-I

1. Types of Translation & Tools:

(Interlingual, Intralingual and Intersemiotic Translation & Types of Dictionaries, Thesaurus, Encyclopaedia, Online Resources)

2. Central Issues in Translation: A Multi-Cultural Interaction (Language, Culture, Equivalence, Loss and Gain in Translation)

Unit-II

1. Pragmatic Translation (Technical, Media and Medical)

2. Literary Translation (Translation of Creative Writing)

Unit-III

1. Strategies & Procedures: (True Translation, Literal Translation, Free Translation, Transliteration, Trans creation)

2. Problems in translation from English to Telugu & Vice versa

Unit-IV

1. Translating Short Fiction, Prose and Poetry

2. Translating for the Print Media & Advertisements

Unit-V

1. Technical Translation

2. Translation and Technology

Resources for Further Reading:

- 1. Susan Bassnett. Translation Studies. Routledge: Taylor & Francis Group, New York, 2005. (1st and 3rd Chapters)**
- 2. Peter Newmark. Approaches to Translation. Prentice Hall, New York,**

3. Roman Jakobson. “On Linguistic Aspects of Translation”, On Translation Ed.by Reuben Arthur Brower, Harvard University Press, 1959.

4. H.Lakshmi. Problems of Translation. Booklinks Corp. 1993

5. National Translation Mission, Mysore:

https://www.ntm.org.in/languages/english/ongoinginitiatives_ntm.aspx

Activities:

1. For Teachers: After completing practical training in the course, the teacher will assign activities to each student on *Literary Terms, Idioms and Phrases, Grammatical Terms, Translation for the Media and Advertisements*. Students will demonstrate different skills in Translation for not less than 10 hours under the supervision of the teacher.

2. For Students: Students will conduct practicum in translation on *Literary Terms, Idioms and Phrases, Grammatical Terms, Translation for the Media and Advertisements* for not less than 10 hours. The students will discuss the findings among themselves and each student will prepare a hand-written Fieldwork/Project work Report of the activity in 10 pages as guided by the teacher.

Components of Evaluation:

Objectives	Marks (Maximum 100)
Unit – I	14
Unit – II	14
Unit – III	14
Unit – IV	14
Unit – V	14
Internal Marks	30

Blue Print

Unit	Short answer questions (4 marks)	Question numbers	Essay answer questions (Internal choice: 1 out of 2 questions from each unit) 10 marks	Question numbers
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Total questions	10	10	10	10

Note : A student shall answer 5 short answer questions (4 marks each) and 5 Essay questions (10 marks each)

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Model Paper

Paper 14. B. Skills and Procedures of Translation (English & Telugu)

Time: 3 Hours

Maximum: 70Marks

SECTION-A

Answer any FIVE of the following questions and each question carries 4 marks
5X4 = 20

- 1) What is interlingual translation?
- 2) How does culture affect translation?
- 3) Why is literary translation a challenge?
- 4) Why is media translation necessary?
- 5) What is transliteration in translation?
- 6) What is the main difficulty with translating English into Telugu?
- 7) How does prose translation differ from poetry translation?
- 8) Why is translating advertisements difficult?
- 9) Why do we need accuracy in technical translating?
- 10) What are technical tools used for translation?

SECTION-B

Answer 5 questions from the 10 questions given below: (Internal Choice)

5x10=50

11. Explain different types of translation with examples: interlingual, intralingual, and intersemiotic translation.

Or

12. Write about loss and gain in translation and give examples to show how meaning can change.

13. What is pragmatic translation? Explain with examples from technical, media, and medical fields.

Or

14. What are the main challenges in medical translation, and why is accuracy so important?

15. What is literal translation? How is it different from free translation? Give simple examples.

Or

16. Discuss common problems in translating from English to Telugu and Telugu to English with examples.

17. What are the important points to remember while translating short fiction into another language?

Or

18. Why is poetry translation difficult? How can we keep rhythm, style, and feelings in another language?

19. What is technical translation and why is accuracy very important in this type of translation?

Or

20. Explain how machine translation works and its advantages and disadvantages in translating texts.

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Paper 15 A: Teaching English Online
Syllabus

Marks: 100 (Externals 70 & Internals 30 marks) Credits: 04

Objectives & Outcomes:

At the end of the course the student will be able to:

- i. Understand online Teaching of English
- ii. Acquire skills of teaching online
- iii. Identify online resources for teaching
- iv. Conduct classes online
- v. Use Technology for evaluating students' performance

Unit-I

1. Contextualizing the Online Teaching of English
(The learners, the context, the content)
2. Types of Online Teaching (Self-learning, Guided Learning, Blended Learning, Flipped Classroom etc.)

Unit-II

1. Course Planning
(Course Modalities, Timelines and Chunking)
2. Lesson Planning
(Course Content, Materials, Additional Inputs)

Unit-III

1. Types of Online Teaching Platforms
(LMS, Moodle, Google Classroom, Zoom, Cisco-WebEx, Google Meet, etc.)
2. Online Classroom Management
(Break-up Rooms, Chat Boxes, Polling/ Voting, Interaction)

Unit-IV

1. Online Educational Resources (Copyright, Creating Own Resources)
2. Collaboration

Unit-V

1. Mobile Learning
2. Online Evaluation

Resources for Further Reading:

1. Virendra Mishra et al. English Language Teaching Skills. Cambridge University Press, 2020
2. N.Krishna Swamy & Lalitha Krishna Swamy. Methods of Teaching English. Trinity Press, 2014.
3. Navita Arora. English Language Teaching. MacGraw Hill, 2012
4. N.Krishna Swamy & Lalitha Krishna Swamy. Teaching English: Approaches, Methods and Techniques. Macmillan India Limited, 2005.
5. Cambridge Assessment English: <https://www.cambridgeenglish.org/blog/12-tips-for-teaching-an-online-english-class/>
6. Online English Resources for Teachers:
<https://www.britishcouncil.org.br/en/programmes/english/resources-teachers>

Activities:

1. **For Teachers:** After completing practical training in the course, the teacher will assign teaching activities to each student on online Teaching of English. The students will demonstrate different skills in Teaching English online for not less than 10 hours in any teaching environment (School/ College/Peer Group/ JKC/ Adults in a Village) under the supervision of the teacher.
2. **For Students:** Each student will conduct practicum in online teaching of English in a teaching environment (School/ College/Peer Group/ JKC/ Adults in a Village) for not less than 10 hours. The students will discuss the findings among themselves and each student will prepare a hand-written Report of the activity in 10 pages as guided by the teacher.

Components of Evaluation:

Objectives	Marks (Maximum 100)
Unit – I	14
Unit – II	14
Unit – III	14
Unit – IV	14
Unit – V	14
Internal Marks	30

Blue Print

Unit	Short answer questions (4 marks)	Question numbers	Essay answer questions (Internal choice: 1 out of 2 questions from each unit) 10 marks	Question numbers
Unit – I	02	1 & 2	2	11 &12
Unit – II	02	3 & 4	2	13 & 14
Unit – III	02	5& 6	2	15& 16
Unit – IV	02	7 & 8	2	17&18
Unit – V	02	9 & 10	2	19 & 20
Total questions	10	10	10	10

Note : A student shall answer 5 short answer questions (4 marks each) and 5 Essay questions (10 marks each)

Krishna University: Machilipatnam
Special English Semester IV for BA English Hons
wef Academic year 2023-24 APSCE Single Major pattern
Model Paper

Paper 15 A: Teaching English Online

Time: 3 Hours

Maximum: 70Marks

SECTION-A

Answer any **FIVE** of the following questions and each question carries 4 marks 5X4 = 20

1. What is contextualization of content in online teaching?
2. What are the advantages of Blended learning?
3. Briefly explain the steps to follow in course planning.
4. Explain Chunking with an example
5. How do online teaching platforms aid in enhancing knowledge?
6. Write a short note on Chat Boxes.
7. What are Online Education Resources (OERs)?
8. What do you understand by copyright and state its importance?
9. What is mobile learning and mention two benefits?
10. How does online evaluation help a learner?

SECTION-B

Answer 5 questions from the 10 questions given below: (Internal Choice) 5x10=50

11. What is contextualized teaching and learning and how does it help the learner?
(OR)
12. Explain any two of the following types of online teaching.
i) Self-Learning ii) Flipped classroom iii) Guided Learning
13. Explain course modalities and time lines to be followed while planning a course to teach English online?
(OR)
14. Discuss key components of a good lesson plan. Apply and prepare a lesson plan for teaching Speaking skills in English.
15. What are Online teaching platforms? Explain advantages and disadvantages of using these platforms.
(OR)
16. What is online classroom management? What strategies can we use to make online teaching of English more interesting and useful for learners?

17. What are OERs and why do we need them? Explain the principles to remember while using OERs

(OR)

18. What is meant by collaboration in online learning? Specify few strategies that promote collaborative online learning.

19. What are the key features of mobile learning? List out any four Apps for English language learners that are mobile friendly.

(OR)

20. What is online evaluation? List out any four online evaluation tools available to evaluate English language learning?

Krishna University: Machilipatnam
Special English Semester IV for BA English Hons
wef Academic Year 2023-24 APSCH E Single Major pattern
Paper 15 B: English for Journalism and Advertising (Print Media)
Syllabus

Marks: 100 (Externals 70 & Internals 30 marks) Credits: 04

Objectives & Outcomes:

At the end of the course the student will be able to:

- I. Understand the Principles of Journalism
- II. Acquire Language Skills for effective communication
- III. Identify online resources for personal improvement
- IV. Demonstrate Speaking Skills for the media
- V. Analyse events for authentic reporting

Unit I

1. Principles of Journalism: (Gathering Information, Verifying Facts, Reporting the Events, Impacting People)
2. Use of English in News Papers (Simple, Formal, Concise and Impersonal)

Unit-II

1. Print Media : (Different Types of News Papers, Magazines and Periodicals)
2. English Language for Journalism: (Specific Use of Tenses, Vocabulary, Agreeing and Disagreeing, Reported Speech)

Unit-III

1. Journalism as a Social Memoir
2. Style Guide and Proofreading

Unit-IV

1. Writing for the Media
2. Advertising and Its Lexical Features

Unit-V

1. Speaking Skills for the Media
2. Journalism in the Digital Age

Resources for Further Reading:

1. Wynford Hicks. English for Journalists (Media Skills). 4th Edition, Routledge, 2013.
2. Crawford Gillan, Sir Harold Evans. Essential English for Journalists, Editors and Writers. Random House, 2010.
3. Sylee Gore. English for Marketing & Advertising. Oxford University Press, USA, 2008
4. Angela Goddard. The Language of Advertising: Written Texts. Routledge, 1998
5. Bill Kovach and Tom Rosenstiel. The Elements of Journalism. Crown Publishers, New York, 2007
6. The Guardian-News Writing:
<https://www.theguardian.com/books/2008/sep/25/writing.journalism.news>
7. Indian Institute of Mass Communication
http://iimc.nic.in/content/44_1_JournalismEnglish.aspx
8. American Press Association
<https://americanpressassociation.com/principles-of-journalism/>
9. Thought Co. Advertising Vocabulary for English Learners:
<https://www.thoughtco.com/advertising-vocabulary-1210143>

Activities:

1. **For Teachers:** The teacher shall train students in practical skills in media and advertising for not less than 10 hours and assign activities to students. The groups will identify different journalistic environments (News Paper Offices, Public Libraries, Journalist Offices and Advertising agencies) to demonstrate their knowledge.
2. **For Students:** Each Learner will conduct practicum in journalistic and advertising environment (News Paper Offices, Public Libraries, Journalist Offices and Advertising agencies) for not less than 10 hours. The students will discuss the findings among themselves and each student will prepare a hand-written Fieldwork/Project work Report of the activity in 10 pages as guided by the teacher.

Components of Evaluation:

Objectives	Marks (Maximum 100)
Unit – I	14
Unit – II	14
Unit – III	14
Unit – IV	14
Unit – V	14
Internal Marks	30

Blue Print

Unit	Short answer questions (4 marks)	Question numbers	Essay answer questions (Internal choice: 1 out of 2 questions from each unit) 10 marks	Question numbers
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Total questions	10	10	10	10

Note : A student shall answer 5 short answer questions (4 marks each) and 5 Essay questions (10 marks each)

Krishna University: Machilipatnam
Special English Semester IV for BA English Hons
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Model Paper

Paper 15 B: English for Journalism and Advertising (Print Media)
Time: 3 Hours Maximum: 70Marks

SECTION-A

Answer any **FIVE** of the following questions and each question carries 4 marks 5X4 = 20

1. What is information gathering in journalism?
2. How does the study of English for media and journalism prepare students for careers in print media?
3. Briefly explain the difference between writing for the daily newspaper and a magazine.
4. What are the basic grammar rules to be followed in journalism?
5. Do you agree with the statement that Journalism as a Social Memoir benefits the society?
6. What are the key aspects of proof reading?
7. Explain any two principles to be followed while writing for the media.
8. Why are lexical features important in advertising?
9. Briefly explain few rules to be followed while speaking to the media
10. What are the challenges faced by journalism in the digital age?

SECTION-B

Answer 5 questions from the 10 questions given below: (Internal Choice) 5x10=50

11. Explain the scope and principles of journalism.
(OR)
12. Write on the use of English in News Papers with focus on newspaper headlines. Give examples to support your statements.
13. What is the impact of print media and explain the different types of print media highlighting the uniqueness of each type.
(OR)
14. How do you explain the impact of English in Journalism? Give an example of a good news article that showcases effective usage of English grammar and also show an example of a bad one with incorrect messaging that failed to captivate the audience and also suggest improvements.

15. Justify Journalism as a social memoir. Explain with a case study of how a social issue was highlighted in the print media that brought awareness in the society.

(OR)

16. What is the difference between a style guide and a style sheet? How can one use a style guide to proof read a document without changing the author's views?

17. What do you understand by writing for the media.? Discuss advantages and also challenges faced by journalists.

(OR)

18. Explain the importance of advertising and discuss the essential qualities of an effective advertisement

19. Suggest tips to improve speaking skills for the media.

(OR)

20. Comment on the shift in journalism from traditional text-based articles to multimedia reporting in this digital age. What are some of the digital tools and digital platforms that journalists frequently use to engage readers?