UG Program (4 Years Honors)
CBCS-2020-21

B.A New Course
English For Digital Age

Syllabus and Model Question Papers

Proposed Combination: **B.A. (History, English for Digital Age, Political Science)**

Importance of the New Course - English for Digital Age

RATIONALE

English for Digital Age is a multi-disciplinary and job-oriented programme that bridges humanities and technology by providing job opportunities in the IT and ITES sectors. The use of Technology in Language oriented operations has been increasing day by day in IT and ITES sectors. The course is designed to develop the learners' abilities of using English effectively in online and web based environments. The course will focus on clear communication for situations where the learners will be using technical language and need technical writing and speaking skills. The course will provide the learners with the language skills and also technical skills required in the present digital age. The course aims at improving the proficiency in oral and written communication in English in a multicultural environment. The digital technologies affect the way we read, study and understand texts.

By the end of the course the learners will be able to use their language skills effectively: speaking, listening, reading and writing and they can also integrate these skills with technology for online jobs.

CAREER PROSPECTS AND JOB OPPORTUNITIES
- Jobs in IT and ITES firms
- Online Translators
- Printing and Publishing
- Content Generators
- Editors in Print and Electronic Media

List of New Courses and their Combinations

S.No	Conventional Subjects	Subject Combinations	New Market Oriented Subjects
1	Maths-Statistics	Maths, Statistics	Actuarial Science
2		Maths, Statistics	Econometrics
3		Accountancy, Economics	Applied Statistics
4	Physics	Physics, Maths	Renewable Energy Management
5	Computers	Computers, Statistics	Data Science
6		Maths, Computers	Multimedia
7		Maths, Electronics	Internet of Things
8		Maths, Physics	Web Enabled Technologies
9		Maths, Computers	Cloud Computing
10	Chemistry	Maths, Chemistry	Industrial Chemistry
11		Maths, Chemistry	Analytical Chemistry
12		Maths, Chemistry	Cement Chemistry
13	Botany	Chemistry, Botany	Organic Farming
14		Chemistry, Botany	Horticulture
15		Chemistry, Botany	Seed Technology
16	Zoology	Chemistry, Zoology	Aquaculture Technology
17		Chemistry, Zoology	Sericulture Management
18		Chemistry, Zoology	Paramedical Science
19	History	English, History	Tourism & Travel Management
20		Economics, Politics	Archaeology
21		English, History	History Writing
22	Pol. Science	Economics, Politics	Office Management & Secretarial Practice
23		History, Political Science	Journalism & Mass Communication
24	English	History, Political Science	English for Digital Age
25	Telugu	History, Political Science	Functional Telugu

B.A	Semester: I	Credits: 3
Course: 1	Functional English	Hrs/Wk: 4

First Year Semester-1

Objectives:

The Module *Functional English* lays strong foundation to the learners in primary language skills and prepares them for the subsequent professional modules. The learners who equip themselves with these skills they find themselves coping with the demands of the professional environment. The module reinforces the language skills of the learners with various advanced level activities.

Year	Semester	Module	Unit	Topics	Total No. of Hours
First Year	First Semester	Paper-I Functional English	Unit-1: Remedial Grammar	REMEDIAL GRAMMAR: Tenses, Articles, Prepositions, Transformation of Sentences, Question Tags, Common Errors, .	60
			Unit-2: Speaking Skills	Speaking Skills: Pronunciation, Intonation, Contextual, Formal and Informal Levels of Speaking, Giving Directions, Instructions, Seeking Information.	
			Unit-3: Listening Skills	Listening Skills : Listening for various purposes, Telephonic Sills, Listening Speeches	
			Unit-4: Writing Skills	Writing Skills: Skills of Writing for Paragraph, Essay, Note Taking, Note Making, Information Transformation Summarizing.	
			Unit-5: Reading Skills	Reading Skills: Skimming, Scanning, Comprehension.	

REFERENCE BOOKS:

1. Raymond Murphy, *English Grammar in Use*, Cambridge University Press, NewDelhi.
2. F.T.Wood, *Remedial English Grammar for Foreign Students*, Macmillan,Chennai
3. John Seely, *Oxford Guide to Effective Writing and Speaking*, OUP, UK,2013

B.A	Semester: II	Credits: 3
Course: 2	Computer Skills for Language Development	Hrs/Wk: 4

First Year Semester-2

Objectives: *Basic Computer Skills* is an interdisciplinary module which aims at creating an understanding among the learners about the functioning of computers, hardware, various operating systems, applications, word processing and also web skills. The module also focuses on the advantages of using computers for language-oriented jobs.

Job Opportunities:
- Content Generators
- Editors
- Bloggers
- BPO Executives
- Front Office Executives

Year	Semester	Module	Unit	Topics	Total No. of Hours
First Year	Second Semester	Paper-II: Computer Skills for Language Development	Unit-1: Fundamentals of Computers & Hardware	**FUNDAMENTALS OF COMPUTERS & HARDWARE:** History, Generation, Classification, Computer System, Hardware, Cache, Peripherals, Input, Output and Memory Devices, CPU, File Management	60
			Unit-2: Mobile Learning	**COMPUTER-BASED & MOBILE LEARNING :** Learning Management Systems, Educational Applications, Online Learning Resources	
			Unit-3: Operating Systems	**OPERATING SYSTEMS** : Functions of OS, Types of OS	
			Unit-4: MS Office	**MS Office:** Microsoft Word, Microsoft Excel, Power Point and other Applications	
			Unit-5: Reading Skills	**Reading Skills**: Skimming, Scanning, Comprehension, Reading between the Lines	

Reference Books

1. Anita Goel. *Computer Fundamentals*, Pearson India, NewDelhi
2. Raymond Murphy, *English Grammar in Use*, Cambridge University Press, NewDelhi.
3. James Paul Gee. *Language and learning in the Digital Age*, Routledge, NewYork

B.A	Semester: III	Credits: 3
Course: 3	e-Writing	Hrs/Wk: 4

Second Year Semester-3

Objectives:

Writing is skill that is required in all the spheres of life. The modules is designed to help the learners to acquire all the knowledge and skills required to become an effective content writer. Content writing offers attractive career opportunities to the learners who have flair, skill and the ability to write. The module prepares the learners to the online writing discourses and makes them potential writers.

Year	Seme-ster	Module	Unit	Topics	Total No. of Hours
Seond Year	Third Semester	Paper-III: e-Writing	Unit-1: Web Resources &e-Correspondence	**WEB RESOURCES & E-CORRESPONDENCE:** Educational Websites, Open Source Software & Applications Concept of E-Correspondence, Features of Email, Effective E mail Writing.	60
			Unit-2: Netiquette& SocialMedia	**NETIQUETTE & SOCIAL MEDIA:** Netiquette, Privacy, Language Sensitivity, Social Networking Websites	
			Unit-3: Online Learning	**ONLINE LEARNING :** Online Learning Websites, Multicultural Class Room, Virtual Learning, Collaboration	
			Unit-4: Web Quests, Blogs & Wikis	**WEB QUESTS, BLOGS & WIKIS:** Content Delivery Platforms, Creating Blogs, Maintaining Blog Journals	
			Unit-5: Writing Projects Online	**WRITING PROJECTS ONLINE**: Effective Titles of Projects, Online Writing Skills, Collecting Data, Compilation of Data, Graphics and Visual Aids, Organization of the Projects online.	

Reference Books

1. Diana Booher. E-Writing: 21st Century Tools for Effective Communication. Pocket Books, New York
2. John Seely. Oxford Guide to Effective Writing and Speaking OUP, UK,2013
3. MLA Handbook: Rethinking Documentation for the Digital Age,
4. ModernLanguage Association of America, New York 2016

B.A	Semester: IV	Credits: 3
Course: 4	Life Skills for Global Employment	Hrs/Wk: 4

Second Year Semester-4

Objectives:

Life Skills are the skills we need to deal effectively with the challenges in everyday life. They are also called life skills, 21st century skills are soft skills. Those who are able to acquire and employ these skills in their life along with their educational qualifications, will have an edge over their peers either in educational and employment opportunities. The module deals with a few important personal and professional skills which will enable the learners to meet the challenges of life and achieve their goals.

Year	Semester	Module	Unit	Topics	Total No. of Hours
Seond Year	Fourth Semester	Paper-IV: Life Skills for Global Employment	Unit-1: Personal Skills-1	**PERSONAL SKILLS-1:** Positive Attitude, Self Awareness & Self Motivation and Self Learning.	60
			Unit-2: Personal Skills-2	**PERSONAL SKILLS-2:** Emotional Intelligence, SWOC & Stress Management,	
			Unit-3: Professional Skills-1	**PROFESSIONAL SKILLS-1 :** Problem Solving, Group Discussion, Presentation Skills.	
			Unit-4: Professional Skills-2	**PROFESSIONAL SKILLS-2:** Persuasion, Negotiation & Analytical Skills	
			Unit-5: Team Skills	**TEAM SKILLS**: Team Dynamics, Open-Mindedness, Cultural Sensibility	

Reference Books

1. Shalini Varma, *Soft Skills for the BPO Sector,* Person, NewDelhi.
2. Nitin Bhatnagar & Mamta Bhatnagar, *Effective Communication and Soft Skills: Strategies for Success,* Person, New Delhi.
3. Barun K.Mitra. *Personality Development and Soft Skills.* Oxford UniversityPress

B.A	Semester: IV	Credits: 3
Course: 5	Editing for Journalism, Translation and Subtitling	Hrs/Wk: 4

II Year Sem 4 Paper-V:

Objectives:

The demand for editors in the field of printing and publishing, online content generation, maintaining blogs and websites is met. The module provides skills in editing and proofreading for academic and journalistic purposes. The strong writing skills that the learners acquire, will help them find job opportunities in the following areas:

The fields of Film, Video,T.V and Multimedia requires the technical skills of Translation. Technical documentaries, Interviews, News Reports, Subtitling etc., from Telugu to English vice versa provide good employment.

Job Opportunities

- Editors in Print, Electronic Media and Publishing.
- Bloggers & Journalists, Translators.

Year	Semester	Module	Unit	Topics	Total No. of Hours
Third Year	Fifth Semester	Paper-V Editing for Academic &Journalistic Purposes	Unit-1: Editing, Language Style	**INTRODUCTION TO EDITING: Editing, Language Style** : Role of the Editor, Principles of Editing, Language Varieties, Styles, MLA Handbook, APA Style Guide.	60
			Unit-2: Journals , Project Works.	**Journals , Project Works:** Rsearch Papers, Seminar Papers. Compiling Project from Data, Documentation.	
			Unit-3: Language of Media, Translation.	**LANGUAGE OF MEDIA, TRANSLATION**: Headlines, Language of Media, Methods of Translation, Online Translation, Online Documentation.	
			Unit-4: Dialogue Writing & Narrative Techniques	**Dialogue Writing & Narrative Techniques:** English for Conversation, Dialogue Writing, and Narrative Techniques.	
			Unit-5: Sub Titling, Reviewing of Films.	**Sub Titling, Reviewing of Films**: Sub Titling for Movies, Softwares, Reviewing of Films, Films and Language.	

REFERENCE BOOKS:

1. Nick Ceramella. *Cambridge English for the Media.*CUP, New Delhi,2008

2. John Seely, *Oxford Guide to Effective Writing and Speaking* OUP, UK,2013 Jeremy Munday. *Introducing Translation Studies:* Theories and Applications,Routledge

3. Jorge Diaz Cintas. *Audiovisual Translation: Subtitling*.Routledge

B.A	Semester: V		Credits: 3
Course: 6	Skill Enhancement Course- 1		Hrs/Wk: 4

Third Year Semester-5 (S E C - 1)

Objectives:

The Skill Enhancement Course 1 Strengthens the Skills of Language in the Digital Era, thereby meeting the requirements of Job Orientation, Employment in Digital Era. The Stakeholders of this Course will get the ability to meet the demands of technical skills so as to make them fit for multi directional Jobs in Digital Fields of Media, T V, Films, Online Publishing, Printing and Subtitling, etc.,.

Year	Semester	Module	Unit	Topics	Total No. of Hours
Third Year	Fifth Semester	Paper-VI:	Unit-1:		60
			Unit-2:		
			Unit-3:		
			Unit-4:		
			Unit-5:		

ReferenceBooks

1. .
2. .
3. .

B.A	Semester: VI	Credits: 3
Course: 6	Skill Enhancement Course- 1	Hrs/Wk: 4

Third Year Semester-5
Paper-VII : Skill Enhancement Course- 2 (S E C - 2)
Objectives:
The Skill Enhancement Course- 2 Strengthens the Skills of Language in the Digital Era, thereby meeting the requirements of Job Orientation, Employment in Digital Era. The Stakeholders of this Course will get the ability to meet the demands of technical skills so as to make them fit for multi directional Jobs in Digital Fields of Media, T V, Films, Online Publishing, Printing and Subtitling, etc.,.

Year	Semester	Module	Unit	Topics	Total No. of Hours
Third Year	Fifth Semester	Paper-VII:	Unit-1:		60
			Unit-2:		
			Unit-3:		
			Unit-4:		
			Unit-5:		

ReferenceBooks
1. .
2. .

B.A	Semester: VI	Credits: 3
Course: 6	Skill Enhancement Course- 1	Hrs/Wk: 4

SYLLABUS
ENGLISH FOR DIGITAL AGE
Third Year
Semester-6
Apprenticeship

Year	Semester	Module	Unit	Topics	Total No. of Hours
Third Year	**Sixth Semester**	**Apprentices-ship**	Unit-1:		
			Unit-2:		
			Unit-3:		
			Unit-5:		
			Unit-5:		

Note:

1.
2.
3.
4.

BLUE PRINT OF MODEL QUESTION PAPER (Sem-End. Examinations)

MODEL QUESTION PAPER - THEORY
Semester: I
Paper I: Title of the paper

Time: 3 Hours.   Max Marks: 75
SECTION – A

Answer any 5 questions. Each question carries 5 marks   (5 X 5 = 25M)
  (Total 8 questions, questions 1-5 from Units 1-5 & questions 6-8 from any of the units)

  1.
  2.
  3.
  4.
  5.
  6.
  7.
  8.
.SECTION – B

Answer all the questions. Each question carries 10 marks.   (5 X 10 = 50M)
(Each question (both 'A' or 'B') from each Unit.

9.   a).
          (OR)
           b)

10.   a)
      (OR)
           b)
11.   a).
      (OR)
           b) .

12. a).
      (OR)
       b)

13. a)
      (OR)
       b)