# ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

(A Statutory Body of the Government of Andhra Pradesh) REVISED UG SYLLABUS UNDER CBCS

(Implemented from the Academic Year - 2020-2021) Programme: FOUR YEAR B.A (Hons)

Domain Subject**: SPECIAL ENGLISH**

Skill Enhancement Courses (SEC) for Semester-V from 2022-23

Pair-2: Course **6-B TEACHING ENGLISH ONLINE**

No. of Hours: 75 (05 per Week) Credits: 04 Max. Marks: 100

# OUTCOMES:

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

1. Understand online Teaching of English
2. Acquire skills of teaching online
3. Identify online resources for teaching
4. Conduct classes online
5. Use Technology for evaluating students’ performance

# SYLLABUS

**Unit-I**

**Unit-II**

**Unit-III**

**Unit-IV Unit-V**

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.)

1. Course Planning

(Course Modalities, Timelines and Chunking)

1. Lesson Planning

(Course Content, Materials, Additional Inputs)

1. Types of Online Teaching Platforms

(LMS, Moodle, Google Classroom, Zoom, Cisco-WebEx, Google Meet, etc.)

1. Online Classroom Management

(Break-up Rooms, Chat Boxes, Polling/ Voting, Interaction)

1. Online Educational Resources (Copyright, Creating Own Resources)
2. Collaboration
3. Mobile Learning
4. 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/](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>

**Co-Curricular Activities** (15 Hours including Unit tests etc.):

# Mandatory:

* 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/ JKCs/ 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/ JKCs/ Adults in a Village) for not less than10 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.
	3. Max. Marks for Fieldwork/Project work and Report: 05.
	4. The Teacher will suggest a format for the Report on the Fieldwork/Project work
	5. Max. Marks for Periodical Internal Assessment: 20

# Suggested

* 1. The Learners will work along with an expert or assist an expert in the field.
	2. Assignments may be given to the learners to identify the use of online teaching skills for different purposes.
	3. Seminars, Group Discussions, Quizzes and Debates may be conducted on online teaching of English.
	4. Different resources of online teaching may be demonstrated by the learners.
	5. The learners may be encouraged to make presentations on the related topics.

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Domain Subject: **SPECIAL ENGLISH**

Skill Enhancement Courses (SEC) for Semester-V from 2022-23 Pair-2: **Course 7-B**

# ENGLISH FOR JOURNALISM AND ADVERTISING (PRINT MEDIA)

No. of Hours: 75 (05 per Week) Credits: 04 Max. Marks: 100

# OUTCOMES:

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

1. Understand the Principles of Journalism
2. Acquire Language Skills for effective communication
3. Identify online resources for personal improvement
4. Demonstrate Speaking Skills for the media
5. Analyse events for authentic reporting

# SYLLABUS

**Unit-I**

1. Principles of Journalism:

(Gathering Information, Verifying Facts, Reporting the Events, Impacting People)

1. 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, Routlede, 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

# The Guardian-News Writing:

<https://www.theguardian.com/books/2008/sep/25/writing.journalism.news>

# Indian Institute of Mass Communication

<http://iimc.nic.in/content/44_1_JournalismEnglish.aspx>

# American Press Association

<https://americanpressassociation.com/principles-of-journalism/>

# Thought Co. Advertising Vocabulary for English Learners:

<https://www.thoughtco.com/advertising-vocabulary-1210143>

**Co-Curricular Activities** (15 Hours including Unit tests etc.):

# Mandatory:

* 1. **For Teachers:** The teacher shall train students in practical skills in media and advertising for not less than 10 hoursand 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 than10 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.
	3. Max. Marks for Fieldwork/Project work and Report: 05.
	4. The Teacher will suggest a format for the Report on the Fieldwork/Project work
	5. Max. Marks for Periodical Internal Assessment: 20

# Suggested

* 1. The Learners will work along with an expert or assist an expert in the field.
	2. Assignments may be given to the learners to identify journalistic processes.
	3. Seminars, Group Discussions, Quizzes, and Debates may be conducted on news processing.
	4. Different types of newspapers may be discussed.
	5. The learners may be encouraged to make presentations on the related topics.