

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

**VIII SEMESTER
ELL 8205**

**ENGLISH LANGUAGE AND LITERATURE
Functional English -II**

**TIME 5HRS
Marks: 100**

(w.e.f:2023 - 2024 Admitted batch

SYLLABUS

Objective:

- To enhance their English language proficiency in social and work situations, particularly in spoken interaction

Outcomes:

- The students would be able to train themselves in script writing and announcing for different purposes
- The students would be able to learn the fundamentals of business correspondence.
- The students would be able to equip students with better employability skills.

Unit- I

Business & communication

Importance of communication in business

Communication types (downward, upward, horizontal, diagonal)

Unit – II

Business English

Features& formats of business letters- types of letters (inquiry, quotation, complaint, adjustment, collection, cover letter, interview letter, appointment letter)

Unit – III

Basics of Soft Skills

Non Verbal Communication

Time management and stress management

Decision Making and Problem Solving Skills

Unit – IV

English in Print Media

Writing for the media Role of Journalism - Journalistic Writing v/s Creative Writing

Print media contents: News writing and news structure

Report writing

Unit – V

English in Electronic Media

Role of Radio and TV as means of communication at the rural/urban levels, at the local/regional/national levels.

Resources for Further Reading:

- RC, Bhatia. Business Communication. New Delhi: ANE Books, 2008
- MallikaNawal. Business Communication
- Raman, M. & S. Sharma (2011) Communication Skills, OUP, New Delhi, India.
- Ravindran, R. K. (2000) Media in Develop Publishers, Delhi.