## ST. JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

|  |  |  |
| --- | --- | --- |
| **VIII SEMESTER** | **ENGLISH LANGUAGE AND LITERATURE** | TIME 5HRS |
| **ELL 8205** | **Functional English -II** | **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:

Students will be able to:

* Know the content, format, and vocabulary of Business Communication
* Learn the fundamentals of business correspondence.
* Appreciate the importance of soft skills
* Analyze the art of writing in different registers.
* Evaluate the importance of Electronic media

## 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)

Basics of Soft Skills

Non Verbal Communication

Time management and stress management Decision Making and Problem-Solving Skills

English in Print Media

**Unit – III**

**Unit – IV**

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.