

6th Semester
DISCIPLINE SPECIFIC ELECTIVES (DSEs)
OPTION - I

FE616DA: FUNCTIONAL ENGLISH: ENGLISH LANGUAGE TEACHING

(Credits: Theory-04, Practicals-02)

Objectives:

- To know the role of teaching English—its methods and techniques
- To understand the different theories of language learning
- To have an understanding of problems involved class management and its solutions
- To have an understanding of the chief varieties of English today

Unit I

The Place of English Today—Its colonial past—Factors contributing to its popularity— Chief varieties of English—models

- English as Second language/Foreign language.
- Objectives of teaching English at Primary/ secondary and Tertiary level

Unit II

- Theories of language Learning: Behaviourism—Cognitivism—Acquisition and learning—Foreign language Learning—Speech-Act theory
- Approach, method and technique in ELT

Unit III

- Grammar: Translation Method—Direct Method—Audio-lingual Method
- The Aural-oral Approach—The Structural-situational method—Notional-functional approach—Communicative Approach—
- Alternative approaches and methods—Learner centred, task-based, content-based
- Curriculum/Syllabus/ Materials and Testing

Unit IV

- Teaching of Listening, Speaking, Reading and Writing.
Teaching large classes—problems and solutions—Student grouping—group work/pair work—Class room interaction—motivation.
- Teaching Aids: Blackboard; Pictures; Tapes; Videos, Language labs

Practicals:

- Lesson Planning: How to write a lesson Plan for (i) Prose + Vocabulary (ii) Prose+ Grammatical Item (iii) Composition (iv) Poetry.
- Writing a critique of different teaching materials
- Writing a critique of an ELT classroom of your institution

Suggested Readings:

1. M. L. Tickoo. *Teaching and Learning English: A Source Book for Teachers and Teacher Trainers.* Orient Longman
2. Geetha Nagaraj. *English language Teaching: Approaches, Methods and Techniques.* Orient Longman. •
3. Jeremy Harmer. *The Practice of English language Teaching.* Orient Longman (3rd ed.)
4. Jack C. Richards.& Thodore S. Rodgers. *Approaches and Methods in language Teaching.* CUP
5. A. P. R. Howatt. *A History of English Language Teaching.* OUP
6. Mohammed Aslam. *Teaching of English: A Practical Course for Bed Students.* Foundation Books

6th Semester
DISCIPLINE SPECIFIC ELECTIVES (DSEs)
OPTION - II

FE616DB: FUNCTIONAL ENGLISH: ADVERTISING: THEORY AND PRACTICE

(Credits: Theory-04, Practicals-02)

Objectives:

- To gain an understanding of the role of advertising within the Marketing Communication Mix,
- To examine communication and advertising theories and their relationship with consumer behaviour.
- To develop knowledge of advertising strategy and planning.
- To examine the importance and use of creativity in advertising.
- To acquire an understanding of various production techniques.

Unit I

- Advertising - Definitions—Origin and development of advertising—
- Economic impact of advertising—new trends in advertising.

Unit II

Advertising as a Process : four components: the advertiser, the advertisement, the ad agency and the mass media.

Ad. Agency : structure, function and characteristics of a good ad agency—Media selection criteria—Client satisfaction.

Unit III

- Advertisement types: Product, Service, Industrial, Institutional, Public Service
- Media wise category: Print media ads, Electronic media ads (Radio, TV and Film) and New Media ads.
- Non-Mass Media ads: Graffiti, Billboards, fliers, novelties etc.

Unit IV

- Copy writing, copy creativity, copy structure, text: Headline, slogan, body copy
- Copy style, credibility, readability. Qualities of a good copy writer.
- Visualization of Advertisements: typography, Illustration, logo, trademarks, themes, graphics, appeals, animation, special effects and basic principles of designing

Practicals:

- Practice in copy writing and visualization focusing on the fourth unit
- Practice in analyzing textual and visual effects of advertisements
- Writing different kinds of ads for print and electronic media

Suggested Readings:

1. Vilanilam and Varghese, *Advertising Basics! A Resource Guide fo Beginners*. Response books - a Division of Sage Publications, NewDelhi, 2004.
2. Aitchinson J. *Cutting Edge Copy Writing*. Prentice Hall, Singapore, 2001
3. Twitehell, JB. *Twenty Ads that shook the World*. Crown Publication (Random), 2000.
4. Vilanilam J. V: *More Effective Communication: A Manual for Professionals*. New Delhi, Response Books/Sage, 2000.
5. Nylen, D W, *Advertising: Planning, Implemenation and Control*, 4th Edition, Cincinnati, South Western Publishing Co. 1993.