

ADVANCED DIPLOMA COURSE IN COMMUNICATIVE FUNCTIONAL ENGLISH

Paper-VII Broadcasting & Telecasting
Full Marks – 100

Duration: 1 year

Eligibility: A pass in the Diploma in Communicative Functional English of the University of North Bengal

Objective: To give Practical training in news reading and Announcing on the T.V./Radio

Course Content:

- a) Practical Training in facing the camera:
Gestures and Speech : (i) Faces expressions, Lip movement, Eye movement (ii) Stress, Introducing and Panes etc. iii) Use of audio-visual aids iv) Preparing presentations (Computer and otherwise)

Practical : 4 hours of Practicals per week

Mode of Examination : 100 marks

25 marks Viva (Project to be submitted)

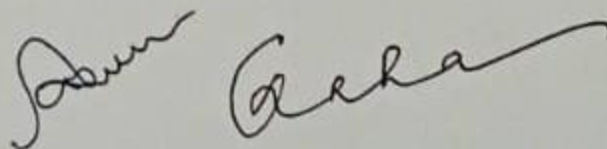
75 marks for Practical Training in news reading and Announcing with the help of Audio-Visual Aids

Equipment: Audio Visual Aids, Mike, Lighting, Computers, Video Camera, Digital Camera, Still Camera

Field Work: Visit to the T.V./Radio Station and exposure to the different mechanisms of the T.V./Radio Broadcasting/Telecasting is necessary.

Examination:

Students have to face a viva in front of an external examiner and submit one Project Paper as a proof of his/her training in any electronic media station. A certificate has to be issued by the supervisor and another by an authorized signatory of the organization where the work was completed. The second certificate may however be issued by the Principal of the college.



Effective from 2009 Exam.

PAPER – VIII Project and On-the-Job training Report
Full Marks – 150

PAPER – VIII (a) Project
Marks – 75

Objectives: To give apprenticeship training in the teaching of conversational skills.

Course content: English in situations – Each student should work as tutor to business people, housewives interested in learning conversational English for four weeks and work as a receptionist at noted hotels, or as a salesman in a comparatively famous firm for four weeks, during the vacation.

Examination:

Students have to face a viva in front of an external examiner and submit two Project Papers one as a proof of his/her work as an English tutor and the other for the work as a receptionist/salesman. In each case the Project Papers a certificate have to be issued by the supervisor and another by an authorized signatory of the organization where the work was completed. In the case of the English tutor, if it was an unorganized group the Principal of the college may issue a certificate.

PAPER – VIII (b): On the job Training
Marks - 75

Objective: To give apprenticeship training in announcing, News Reading, Giving commentary, compering for four weeks at any one of the All India Radio News Reading at any one of the Indian T.V. Stations for four weeks during vacation.

Examination:

Students have to face a viva in front of an external examiner and submit one Project Paper as a proof of his/her training in any electronic media station. A certificate has to be issued by the supervisor and another by an authorized signatory of the organization where the work was completed. The second certificate may however be issued by the Principal of the college.

PAPER – IX Sector Specific English
Full Marks – 100

Unit I: English for Hotel Industry

Unit II: English for Call Centres

Unit III: English Medical Representatives

Unit IV: English for Banking/Finance/Insurance Sector

Theory: 40 marks

Practical: 60 marks

Students shall be required to act as a Receptionist/Customer Care Officer/Medical Representative/Insurance Agent

Examination:

Students have to face a viva in front of an external examiner and submit one Project Paper. A certificate has to be issued by the supervisor and another by an authorized signatory of the organization where some orientation was received. The second certificate may however be issued by the Principal of the college.