

(Abstract)

Admission of Manipuri students- UG Programmes of Kannur University - Scheme, Syllabus and Patten of Question Papers of Additional Common Courses of Alternative English Programme, under Choice Based Credit and Semester System (in Outcome Based Education System-OBE) in Affiliated Colleges with effect from 2023 Admission- Implemented- Orders issued-

ACADEMIC C SECTION

Acad.C3/13219/2019

Dated: 22.11.2023

Read:-1. Letter dtd.21/08/2023 from the Principal, Don Bosco Arts and Science College, Angadikkadavu

2. Letter No. Acad.C3/13219/2019 Dated 21/09/2023

3. Letter No. Acad.C3/13219/2019 Dated 03/11/2023

4.Syllabus of Alternative English, Submitted by the Dean, Faculty of Language and Literature vide e- mail dtd. 16.11.2023.

ORDER

- 1.The Principal Don Bosco Arts and Science College, Angadikadavu vide paper Read(1) above, forwarded the request of the Manipur Students admitted for UG Programmed to grant permission to elect Alternative English as Additional Language as these students faces extreme difficulty to learn any Additional common languages provided by Kannur University and has also attached the model syllabus of Alternative English programme of Don Bosco University.
2. In the circumstance of non-existence of Board of studies, as ordered by the Vice- chancellor, the former Chairperson, Board of Studies in English(UG) was requested to offer his remarks on the aforesaid request vide Paper read (2) above.
3. After reviewing the remarks and alternative proposal suggested by the former Chairperson, Board of studies English (UG), Vice Chancellor has permitted to introduce Alternative English as additional common Course for UG programme and entrusted the Dean (Faculty of Language and Literature) to prepare and submit the syllabus for Alternative English in consultation with Ad hoc committee for syllabus revision PG English
4. As per paper read (4) above, the Dean (Faculty of Language and Literature) submitted the draft Scheme, Syllabus & Patten of Question papers of Alternative English, Additional common courses for (B.A/ BSc/ B. Com/ BBA/ BBA (TTM)/ BBA(RTM)BBA (AH)/BTTM/BCA/BSW/BSc (LRP) Degree Programmes) for implementation with effect from 2023 Admission.
5. The Vice Chancellor, after considering the matter in detail and in exercise the powers of the Academic Council conferred under Section 11(l) Chapter III of Kannur University Act 1996 and all other enabling provisions read together with, ***accorded sanction to implement the Scheme, Syllabus & Patten of Question Paper of Alternative English - Additional common course for B.A/ BSc/ B Com/ BBA/ BBA (TTM)/BBA (RTM)/BBA (AH)/BTTM/BCA/BSW /BSc (LRP) Degree Programmes under Choice Based credit and Semester System (in OBE-outcome Based Education System) in the Affiliated colleges under the university with effect from 2023 Admission, subject to reporting to the Academic Council.***
6. ***The Vice chancellor has granted permission to Manipuri students only to select the above course for UG programmes***
7. The Scheme, Syllabus & Patten of Question paper of Additional Common Courses offered

in Alternative English are uploaded in the university website
(www.kannuruniversity.ac.in)

8. Orders are issued accordingly

Sd/-

Narayanadas K
DEPUTY REGISTRAR (ACAD)
For REGISTRAR

To: 1. The Principals of Arts and Science College offering UG Programmes
2. The Dean , Faculty of Language & Literature
3. The Convener, ad hoc committee for English PG
4. PA to CE

Copy To: 1. The Examination Branch (Through PA to CE)
2. PS to VC/ PA to PVC/PA to R/PA to FO
3. DR/AR 1(Acad)/Computer Programmer
4. Web Manager (for uploading on the website)
5. EG-1/EX-CI
6. SF/DF/FC

Forwarded / By Order

m. binu
SECTION OFFICER

KV





KANNUR UNIVERSITY

SYLLABI FOR BA/B.Sc,
BCOM/BBA/BBA(TTM)/BBA(RTM)/BBA(AH)/BTTM,LRP, BCA/BSW/B.Sc
(LRP)

ALTERNATIVE ENGLISH COURSES

CHOICE BASED CREDIT AND SEMESTER SYSTEM (IN OBE)

(2023 ADMISSION ONWARDS)

KANNUR UNIVERSITY

BA/B.Sc ALTERNATIVE ENGLISH COURSES

WORK AND CREDIT DISTRIBUTION (2023 ADMISSION ONWARDS)

COURE CODE	COURSE TITLE	SEMES TER	HOURSE PER WEEK	CREDIT	EXAM HOURS
1A07 AEG	ENGLISH FOR COMPETITIVE EXAMINATIONS	I	4	4	3
2A08 AEG	PUBLIC SPEAKING	II	4	4	3
3A09 AEG	WRITING FOR DIGITAL MEDIA	III	5	4	3
4A10 AEG	CREATIVE WRITING	IV	5	4	3

**BCOM/BBA/BBA(TTM)/ BBA(RTM)/BBA(AH)/BTMM /BCA/BSW/B.Sc
LRP**

ALTERNATIVE ENGLISH COURSES

WORK AND CREDIT DISTRIBUTION

(2023 ADMISSION ONWARDS)

COURE CODE	COURSE TITLE	SEMESTER	HOURSE PER WEEK	CREDIT	EXAM HOURS
1A07 AEG	ENGLISH FOR COMPETITIVE EXAMINATIONS	I	5	4	3
2A08 AEG	PUBLIC SPEAKING	II	5	4	3

EVALUATION

EVALUATION ASSESSMENT	WEIGHTAGE
EXTERNAL	4
INTERNAL	1

CONTINUOUS INTERNAL ASSESSMENT

CONTINUOUS INTERNAL ASSESSMENT COMPONENT	MARKS	REMARKS
COMPONENT1 ASSIGNMENT/ SEMINAR	5	50%
COMPONENT 2 TEST PAPER	5	50%

Question Paper Patten

Time: 3 Hours

Max. marks: 40

- I. Write an **essay** in **250** words on any **one** of the following out of **two**: ($1*8= 8$)
- II. Write an **essay** in **250** words on any **one** of the following out of **two**: ($1*8= 8$)
- III. Answer **four** of the following in about **100** words out of **six**: ($4*4= 16$)
- IV. Answer **eight** of the following in not more than **two sentences** out of **ten**: ($8*1= 8$)



KANNUR UNIVERSITY

SEMESTER I

ALTERNATIVE ENGLISH COURSE

1A07 AEG

ENGLISH FOR COMPETITIVE EXAMINATIONS

(4 Credits)

This course is designed to enable the students to acquire basic knowledge and skill required for appearing for various competitive examinations. The course further imparts them the skills necessary to use English grammar effectively in such tests.

COURSE DESCRIPTION

COURSE OBJECTIVES

1. Provide the students with an overview of the use of English language
2. Help the students to use English language without errors
3. Enable the learners to succeed in various competitive examinations
4. Impart the tools to master language skills

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
4	0	4	4	0	4	10	40	50

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE=End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to

CO1	Make proper use of different components of grammar.
CO2	Understand the structure and organization of English language tests.
CO3	Identify the common errors in the use of English language.
CO4	Correct the errors in the use of language.
CO5	Analyse communicative use and usage in context.

COURSE CONTENTS

Module 1

1. Introduction to Competitive Examinations
2. Importance of English
3. English for Communication
4. Grammar for Communication

Module 2

1. Types of Sentences
2. Use of Articles
3. Prepositions
4. Adjectives and Adverbs
5. vocabulary

Module 3

1. Verb

2. Tense
3. Voice
4. Reporting
5. Concord and Common Errors

Module 4

1. Introduction to English Language Tests
2. TOEFL
3. IELTS
4. Other Tests

RECOMMENDED READINGS

- Biber, Stig Johansson, Geoffrey Leech, Susan Conrad, Edward Finegan. *Longman Grammar of Spoken and Written English*. Pearson ESL, 1999.
- Biber, Douglas, Susan Conrad and Geoffrey Leech. *Longman Student Grammar of Spoken and Written English*. Pearson ESL, 2002.
- Geyte, Elsvan. *Collins Reading for IELTS*, Collins: London, 2011.
- Leech, Geoffrey and Jan Svartvik. *A Communicative Grammar in English*. Longman Singapore Publisher, 1975.
- Malek, et al. *GRE Literature in English*, Research and Education Association, 2013
- Quirk, Randolph and Sidney Greenbaum, Geoffrey Leech, Jan Svartvik. *A Comprehensive Grammar of the English Language*. Longman, 1985.
- Ronald Carter and Michael McCarthy. *Cambridge grammar of English: A Comprehensive Guide*. Cambridge UP, 2006.
- Meissner, Joern. *Manhattan Review Sentence Correction Guide*. Manhattan Review, 2011.
- Sharpe, Pamela J. *Barron's How to Prepare for the TOEFL*. Barron's Educational Series, Inc., 2004
- Witt, Rayde. *How to Prepare for IELTS*, British Council, English Language Publications, 1995.



KANNUR UNIVERSITY

SEMESTER II

ALTERNATIVE ENGLISH COURSE

2A08 AEG

PUBLIC SPEAKING

(4 Credits)

COURSE DESCRIPTION

This course is designed to enable the students to deliver public speeches and make professional presentations. The course aims to cultivate practical skills necessary for, fostering professionalism and enhancing their ability to convey messages clearly and effectively in the public sphere.

COURSE OUTCOMES

Course Learning Outcomes: At the end of the course, the student will be able to:

C01	Master the craft of speaking in public and understand the various uses of public speaking.
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C02	Understand the importance of connecting with the audience during professional communication and presentations.
C03	Enhance the impact of their presentations with the use of visual aids.
C04	Recognize the importance of the instrument: body language and non-verbal aspects of communication.
C05	Identify the different modes of presentation.
C06	Use humour in conveying their ideas.
C07	Take active part in corporate conversations.

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
4	0	4	4	0	4	10	40	50

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE=End Semester Evaluation

COURSE CONTENTS

Module I: The Craft

1. Introduction to the Course
2. Uses of Public Speaking
3. The Instrument: Use of Non-verbal Cues in Public Speaking
4. Organizing Ideas in Oral Presentations

Module II: The Connection

1. Achieving Style through Language
2. Selecting the Frame
3. Embracing Humor and Inviting Dialogue

4. Using Visual Aids

Module III: The Flow

1. Creativity in Public Speaking: Use of Language and Clarifying Values
2. Corporate Conversations
3. Meetings and Conferences
4. Converting Ideas into Action

Module IV: Modes of Presentation

1. Impromptu Presentation
2. Memorized Presentation
3. Manuscript Presentation
4. Extemporaneous Presentation

RECOMMENDED READINGS

Davidson, Jeff. *The Complete Guide to Public Speaking*. Breathing Space Institute, 2003.

Goleman, Daniel. *Working with Emotional Intelligence*. London: Bantam Books. 1998.

Hall, Calvin S. et al. *Theories of Personality*. New Delhi: Wiley. rpt. 2011.

Holtz, Shel. *Corporate Conversations*. New Delhi: PHI. 2007.

King, Dale. *Effective Communication Skills: The Nine-Keys Guidebook for Developing the Art of Persuasion through Public Speaking, Social Intelligence, Verbal Dexterity, Charisma, and Eloquence*. Hamatea Publishing Studio, 2020.

Kumar, Sanjay and Pushp Lata. *Communication Skills*. New Delhi: OUP. 2011.

Lucas, Stephen E. *The Art of Public Speaking*. McGraw-Hill Book Co. International Edition, 11th Ed. 2014.

Nowak, Achim. *Power Speaking the Art of the Exceptional Public Speaker*. 2004

Sharma, Sangeeta and Binod Mishra. *Communication Skills for Engineers and Scientists*. New Delhi: PHI Learning. 2009, 6th Reprint 2015.

Thorpe, Edgar and Showick Thorpe. *Winning at Interviews*. Pearson Education. 2004.

Turk, Christopher. *Effective Speaking. South Asia Division*: Taylor & Francis. 1985

Zarefsky, David. *Public Speaking: Strategies for Success*. Allyn & Bacon, Incorporated, 1999



KANNUR UNIVERSITY

SEMESTER III

ALTERNATIVE ENGLISH COURSE

3A09 AEG

WRITING FOR DIGITAL MEDIA (4 Credits)

COURSE OBJECTIVES

This course is designed to train students in the linguistic style and writing conventions specific to digital media. It also aims to equip students with the skills necessary to pursue employment opportunities as content creators, either on personal digital platforms or within professional business environments.

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
4	0	4	4	0	4	10	40	50

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE=End Semester Evaluation

COURSE OUTCOMES

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

C01	Identify the principles of personal publishing and harness good blog-writing practices.
C02	Recognize the new, communal ethos of social networking and its implications for news-gathering and publishing.
C03	Demonstrate proficiency in using context-appropriate and medium-specific language to enhance their effectiveness in business communication.
C04	Understand the legal contexts in which Web writers gather information and in which they publish, including the limits on and freedoms for both activities.

COURSE CONTENTS

Module I: Personal Publishing

1. Blogging Software (Blogger.com, TypePad, LiveJournal, Greymatter, WordPress and Movable Type)
2. Personal Blogs (Travel, Food, News blogs, Live Blogging, etc.)
3. Corporate Blogging
4. Blogging Ethics

Module II: Citizen Journalism

1. We Media and Participatory Journalism
2. Story Structures (Inverted Pyramid Model, Chronological, Thematic approach, Narrative Model)
3. Popular Models of Citizen Journalism (digg.com, Reddit, MySpace News, It's Not Yellow)
4. Broadcasting News on Social Media Sites (Twitter, Face Book, Instagram etc)

Module III: Writing for Business Firms

1. News Letters
2. Email Writing: Language Style and Etiquette

3. Preparing Brochures and Flyers
4. Writing Web Content for Firms

Module IV: Legal Aspects of Managing Digital Content

1. Copyright and Intellectual Property Issues
2. Creative Commons
3. Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 (India)
4. Defamation on Social Media

RECOMMENDED READINGS

Bausch, Paul, et al. *We Blog: Publishing Online with Weblogs*. Hungry Minds, Inc., 2002.

Blood, Rebecca. "Weblogs: A History and Perspective." *Rebecca Blood*,
http://www.rebeccablood.net/essays/weblog_history.html.

Blood, Rebecca. *The Weblog Handbook*. Perseus Publishing, 2002.

Cassidy, John. "The Online Life: Me Media. How Hanging Out on the Internet Became Big Business." *New Yorker magazine*, 15 May 2006.

Friend, Cecilia, and Jane B. Singer. *Online Journalism Ethics: Traditions and Transitions*. M.E. Sharpe, 2007.

Kovach, Bill, and Tom Rosenstiel. *The Elements of Journalism: What Newspeople Should Know and the Public Should Expect*. Three Rivers Press, 2007.

Preece, Jenny. *Online Communities: Designing Usability, Supporting Sociability*. John Wiley, 2000.



KANNUR UNIVERSITY
SEMESTER IV
ALTERNATIVE ENGLISH COURSE
4A10 AEG
CREATIVE WRITING (4 Credits)

This course is designed to provide an introduction to the foundations of creative writing. The course aims at imparting the key concepts of traditional and modern forms of creative writing and shaping the amateur's mind into the professional writer's mind.

COURSE DESCRIPTION

COURSE OUTCOMES

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

CO1	Understand various ideas related to creative writing including the art, the craft and the basic skills required for a creative writer.
CO2	Enhance the ability to critically appreciate various forms of literature.
CO3	Produce writing for various literary and social media.
CO4	Make innovative use of creative and critical faculties.
CO5	Seek employment in various creative fields.
CO6	Utilize the learning of proofreading and editing for their academic and professional growth.

CO7	Publish their creative own work.
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Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
4	0	4	4	0	4	10	40	50

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE=End Semester Evaluation

COURSE CONTENTS

Module I: Fundamentals of Creative Writing

1. Introduction to Creative Writing
2. Importance and Significance of Creative Writing
3. Imagination & Writing
4. Genres of Creative Writing: poetry, fiction, non-fiction, drama and other forms

Module II: Elements of Creative Writing

1. Literary Devices and Figurative Language
2. Elements of Style and Narration
3. Grammar and the Structure of Language
4. Proof Reading and Editing

Module III: Traditional Forms of Creative Writing

1. Learning to write Poetry- Reading & understanding Poetry; Practising tone, rhyme, metre, verses.
2. Learning to write Fiction- Reading & understanding Fiction; Practicing different elements of fiction (Short story, Novella, Novel).
3. Learning to write Non-Fiction- Reading & understanding Non-Fiction (Biographies, Autobiographies, Memoire, Travelogues and Diaries); Practicing different elements of non-fiction
4. Learning to write Drama- Reading & understanding Drama; Practicing different elements (plot, character, climax, verbal&non-verbal cues) of Drama.

IV: New Trends in Creative Writing

1. Learning to write Web Content and Blog

2. Learning to write Scripts-Documentary, Short films and films
3. Learning to write Journalistic Writing& Copy writing
4. Learning to write Graphic Novel& Flash Fiction

RECOMMENDED READINGS

- Abrams, M.H. *Glossary of Literary Terms*. Boston: Wadsworth Publishing Company, 2005.
- Anjana Neira Dev. *Creative Writing: A Beginner's Manual s* :University of Delhi (New Delhi: Pearson, 2008).
- Atwood, Margaret. *Negotiating with the Dead: A Writer on Writing*. Cambridge: CUP, 2002.
- Bell, James Scott. *How to Write Dazzling Dialogue*.CA: Compendium Press, 2014.
- Bell, Julia and Magrs, Paul. *The Creative Writing Course-Book*. London: Macmillan, 2001.
- Berg, Carly. *Writing Flash Fiction: How to Write Very Short Stories and Get Them Published. Then Re-Publish Them All Together as a Book*. Houston: Magic Lantern Press, 2015.
- Blackstone, Bernard. *Practical English Prosody*. Mumbai: Orient Longman, 1984.
- Clark, Roy Peter. *Writing Tools*.US: Brown and Company, 2008.
- Earnshaw, Steven (Ed). *The Handbook of Creative Writing*. Edinburgh: EUP, 2007.
- Egri, Lajos. *The Art of Dramatic Writing*. NY: Simon and Schuster, 1960.
- Gardner, John. *The Art of Fiction*. New York: Vintage, 1991.
- Goldberg, Natalie. *Writing Down the Bones*. Boston and London: Shambhala, 1986.
- Hamer, Enid. *The Metres of English Poetry*. Booksway, 2014.
- Johnson, Jeannie. *Why Write Poetry?* US:F. D. Univ. Press, 2007.
- King, Stephen. *On Writing: A Memoir of the Craft*. London: Hodder and Stoughton, 2000.
- Mezo, Richard E. *Fire i' the Blood: A Handbook of Figurative Language*. USA: Universal Publishers/uPUBLISH.com, 1999.
- Sartre, Jean-Paul. *What Is Literature? And Other Essays*. Harvard: Harvard Univ. Press, 1988.
- Show, Mark. *Successful Writing for Design, Advertising and Marketing*. New York: Laurence King, 2012.

Strunk, William and White, E. B. *The Elements of Style*. London: Longman, 1999.

Sugrman, Joseph. *The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters*. New York: Wiley, 2009.

Turabian, Kate L. *A Manual for Writers*. Chicago: Univ. of Chicago Press, 2007.

Ueland, Brenda. *If You Want to Write*. India: General Press, 2019.

Zinsser, William. *On Writing Well*. New York: Harper Collins, 2006.