

# **FACULTY OF LANGUAGES**

## **SYLLABUS**

**of**

## **Communication Skills in English for**

**M.Sc. (Fashion Designing & Merchandising)  
(Semester I)**

**(Under Continuous Evaluation System)**

**Session: 2018-19**



**The Heritage Institution**

**KANYA MAHA VIDYALAYA**

**JALANDHAR**

**(Autonomous)**

**M.Sc. (Fashion Designing & Merchandising) (Session 2018-19)**

**Scheme of Studies and Examination**

**Communication Skills in English**

<b>Semester I</b>								
<b>Course Name</b>	<b>Program Name</b>	<b>Course Code</b>	<b>Course Type</b>	<b>Marks</b>			<b>Examination time (in Hours)</b>	
				<b>Total</b>	<b>Ext.</b>			<b>CA</b>
<b>L</b>	<b>P</b>							
Communication Skills in English (Theory + Practical)	M.Sc. (FD)	MFDM-1236	C	75	40	20	15	3 (Theory) + 3 (Practical)

**C - Compulsory**

**M.Sc. (Fashion Designing & Merchandising) (Session 2018-19)**

**SEMESTER-I**

**M.SC. (FASHION DESIGNING & MERCHANDISING)**

**Course Code: MFDM-1236**

**COURSE OUTCOMES**

After passing this course the students will be able to:

- CO 1:** Know the basic principles of Communication and express their creative and innovative abilities in correct spoken and written English.
- CO 2:** Write effective business letters and articles related to their field.
- CO 3:** Enhance their listening skills with the help of exercises based on different types of conversation, news and TV reports/programmes.
- CO 4:** Take notes and distinguish the main points from the supporting details and the irrelevant information from the relevant one.
- CO 5:** Use different fashion terms in English, with ease and confidence.

**M.Sc. (Fashion Designing & Merchandising) (Session 2018-19)**

**Semester I**

**Communication Skills in English (Theory + Practical)**

**Course Code: MFDM-1236**

**Theory: 6 pds/week**

**Time: 3 Hrs.**

**Max. Marks: 75**

**Theory: 40**

**Practical: 20**

**Continuous Assessment: 15**

**Instructions to the examiner:**

- Question paper will have four sections.
- Examiner will set a total of 8 questions, two questions in each section corresponding to each unit of the syllabus.
- Students are required to attempt five questions in all, choosing one question from each section and fifth question from any section.
- All questions carry equal marks. **(5x8=40)**

**Unit - I**

Introduction: Basic Communication, Basic forms of Communication, principles / Concepts of effective Communication

**Unit - II**

Reading Skills: Model of Reading to learn – Reading tactics and strategies; Reading Purpose- Kinds of purpose and associated comprehension. Reading outcomes: Paraphrasing / Précis – writing and Summary writing.

**Unit - III**

Letter – Writing: Writing styles and formatting of letters, business letters, request letters, good news and bad news letters, Persuasive letters, sales letters, collection letters etc.

**Unit - IV**

Article Writing on Issues Related to Fashion, Style and Design: How to begin, the topic sentence and the controlling idea, structure, coherence, descriptive writing techniques and critical appreciation.

# **M.Sc. (Fashion Designing & Merchandising) (Session 2018-19)**

## **Semester I**

### **Communication Skills in English (Theory + Practical)**

#### **Instructions to the Examiner for Practical/ Oral Exam:**

**Time: 3 hours**

**Marks: 20**

The Examiner will test pronunciation of the examinees by giving them oral exercises on Word-Stress and connected speech. The examiner will test the listening skills of the examinees by playing a recorded cassette or by reading out a passage himself / herself and asking questions. He /she may also ask the examinees to take notes.

**Pronunciation - 5**

**Listening Comprehension - 5**

**Word Stress- 5**

**Note Taking – 5**

**For Practical:**

**Pronunciation-** Introduction of English sounds and their symbols, word- stress features of connected speech – Rhythm, Assimilation, Elision, Linking

#### **Listening Skills**

Principles of effective Listening, factors effecting Listening

- Listening to T.V. News / Audio Cassettes
- Note – Taking.

#### **Books Recommended:**

1. John Seely: Oxford Guide to Effective Writing and Speaking OUP
2. Geetha Nagaraj – A Course in Grammar and Composition, Foundation Books, 2006
3. A Course in Listening and Speaking I by V. Sasikumar etal, Foundation Books.
4. English Phonetics and Phonology by Peter Roach, Cambridge University Press.
5. Advance learner's Dictionary (New Edition).
6. English Pronouncing Dictionary, By Daniel Jones, Cambridge University Press.