

Annexure-I

S.V.UNIVERSITY, TIRUPATI
Programme : B.A. Honors in Special English

Semester-V English Major List of Courses
(w.e.f. Academic Year-2023-24)

Semester	Papers	Hours	Credits
V	(Mandatory) 12. Writing for Media 13. Creative Writing and Literary Appreciation	4	4
	Set-A 14. A. English Language Teaching Skills 14.B.Skills and Procedures of Translation (English & Telugu)	4	4
	(Or) Set-B 15.A. Teaching English Online 15.B. English for Journalism & Advertising (Print Media)	4	4

Annexure-II

S.V.UNIVERSITY, TIRUPATI
Programme : B.A. Honors in Special English

Semester-V English Major
(w.e.f. Academic Year–2023-24)

Paper Title: 12. Writing for Media

Objectives& Outcomes:

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

- Write with confidence
- Use Correct Grammar, Punctuation and Appropriate Style
- Differentiate between various types of media writing
- Gather and synthesize information from authentic sources
- Use digital resources for media writing

Unit-I

1. Good Writing Skills
(Vocabulary, Basic Grammar, Expansion and Optimization)
2. Resources for Writing (Dictionary, Thesaurus and Encyclopedia)

Unit-II

1. Proof reading, Punctuation and Style
2. Types of Media Writing
(Information, Description, Persuasion and Editorial Writing & Feature Writing)

Unit-III

1. Writing for Specialized Areas: Sports, Culture, Entertainment, Cuisine etc.
2. Collecting News and Identifying Sources

Unit-IV

1. Media Writing and Translation
2. Media Writing and Social Responsibility

Unit-V

1. The Role of Technology in Media Writing (Blogging, Podcasts, Social Media and Collaboration in Writing)
2. Digital Resources for Writing (Online Dictionaries, Inbuilt and Online Spell-Checkers, Grammar-Checkers and Google Resource)

Resources for Further Reading:

1. UshaRaman.WritingfortheMedia.OxfordUniversityPress,NewDelhi,2010
2. Brian Carroll. Writing for Digital Media. Routledge, New York, 2010.
3. Liz Hamp-Lyons, Ben Heasley. Study Writing. Cambridge University Press, 2006
4. WritingintheMediaEnvironment.<https://www.jprof.com/lecture-notes/writing-in-the-media-environment/>
5. DifferentTypesofMediaWriting.<https://blog.copify.com/post/different-types-of-media-writing>
6. Media Writing Skills and Characteristics.
<https://ohiostate.pressbooks.pub/stratcommwriting/chapter/media-writing-skills/>

Activities:

1. **For Teachers:** The teacher will train students in practical skills in writing for the media for not less than 10 hours and assign activities. The teacher will guide the learners to identify different current subjects to write for the media to demonstrate their knowledge.
2. **For Students:** Learners will conduct practicum in writing for the media (News Papers, News Magazines, Journals and College Magazines, Script Writing for Radio and Short Films) for 10 hours. The learners will discuss the findings among themselves and prepare individual hand-written Fieldwork/Project work Report of the activity in at least 10 pages as guided by the teacher.

S.V.UNIVERSITY, TIRUPATI
Programme : B.A. Honors in Special English

Semester-V English Major
(w.e.f. Academic Year-2023-24)

Paper Title: 13. Creative Writing and Literary Appreciation

Objectives& Outcomes:

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

1. Understand and define the art of Creative Writing
2. Identify different literary genres
3. Review the published works of others
4. Deliver presentations on the literary works
5. Demonstrate the creative writing skills

Unit-I

1. Understanding Creative Writing
2. Characteristics of Good Writing

Unit-II

1. Understanding Fiction: Novel and Short Story
(**Plot, Character, Theme and Narrative Technique:** A Tale of Two Cities– by Charles Dickens;-

Visual Description, Point of View and Setting: ‘The Black Cat’–by Edgar Allen Poe)

2. Understanding Prose
(**Language and Style:** Francis Bacon’s ‘Of Studies’;

Persuasiveness, Readability and Argument: ‘The Power of Prayer’ –by APJ Abdul Kalam)

Unit-III

1. Understanding Poetry
(**Figurative Language:** ‘Endless Time’– by Rabindranath Tagore;

Imagery and Metre: ‘Elegy Written in a Country Churchyard’ - by Thomas Gray;

Tone: ‘The Lovers of the Poor’-by Gwendolyn Brooks)

2. Mechanics of Poetry

Unit-IV

1. Writing a Memoir
2. Writing Reviews

Unit-V

1. Writing a Short Story
2. Writing Different Types of Essays

Resources for Further Reading:

1. Stephen King. *On Writing: A Memoir of the Craft*. Scribner, 2010.
2. Alice LaPlante. *The Making of a Story: A Norton Guide to Writing Fiction and Non-Fiction*. W.W. Norton, New York. 2009
3. Tara Mokhtari. *The Bloomsbury Introduction to Creative Writing*. Bloomsbury Academic, London, 2015.
4. Philip Seargeant & Bill Greenwell. *From Language to Creative Writing: An Introduction*. Bloomsbury Academic, London, 2013.
5. Tips for Creative Writing: <https://www.lexico.com/grammar/top-tips-for-creative-writing>
6. Creative Writing: Simple Definition and Tips: <https://grammar.yourdictionary.com/word-definitions/definition-of-creative-writing.html>
7. Weekly Writing Prompts: <https://blog.reedsy.com/creative-writing-prompts/>
8. Decolonising Creative Writing: <https://scroll.in/article/999215/decolonising-creative-writing-its-about-not-conforming-to-techniques-of-the-western-canon>

Activities:

1. **For Teachers:** The teacher shall train students in practical skills in creative writing and literary appreciation for not less than 10 hours and assign activities to demonstrate their knowledge.
2. **For Students:** The learners will conduct practicum in creative writing and literary appreciation for not less than 10 hours. The Learners will discuss the findings among themselves and prepare individual hand-written Fieldwork/Project work Report of the activity in 10 pages as guided by the teacher.

S.V.UNIVERSITY, TIRUPATI
Programme : B.A. Honors in Special English

Semester-V English Major
(w.e.f. Academic Year-2023-24)

14.A. ENGLISH LANGUAGE TEACHING SKILLS

Objectives& Outcomes:

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

- i. Understand the central principles of Teaching English
- ii. Acquire the skills of Teaching English
- iii. Demonstrate different class room management techniques
- iv. Teach English in a systematic way
- v. Make use of Technology for Teaching English

Unit-I

1. Concepts in Teaching English as a Second Language
2. Different Methods and Levels of Teaching English

Unit-II

1. Contextualization of Grammar Teaching
2. Teaching Writing Skills

Unit-III

1. Teaching English Literature (Prose, Poetry, Fiction and Drama)
2. Lesson Planning & Materials

Unit-IV

1. Classroom Management Techniques
2. Assessment & Evaluation

Unit-V

1. Teaching English for Employment
2. ICT-Based English Language Teaching

Resources for Further Reading:

1. Raymond Murphy. Essential English Grammar. Cambridge University Press, 2015.
2. Penny Ur. A Course in English Language Teaching. Cambridge University Press, 1999.
3. M.L. Tickoo. Teaching and Learning English: A Sourcebook for Teachers and Teacher-Trainers. Orient Blackswan Private Limited, 2013.
4. N. Krishna Swamy & Lalitha Krishna Swamy. Teaching English: Approaches, Methods and Techniques. Macmillan India Limited, 2005.

5. Oxford English Language Teaching:
<https://elt.oup.com/?cc=global&selLanguage=en>
6. British Council's Teaching Resources:
<https://www.teachingenglish.org.uk/resources/primary>
7. EnglishTeachingForum:<https://americanenglish.state.gov/forum>

Activities:

- 1. For Teachers:** After completing practical training in the course, the teacher will assign teaching activities to each student. The students will experiment or demonstrate different teaching skills in a teaching environment for not less than 10 hours under personal supervision of the teacher.
- 2. For Students:** Students will conduct practicum in any teaching environment (School/ College/PeerGroup/ JKC/ Adults in a Village) for not less than 10 hours in the given area. The learners will discuss the findings among themselves. Finally, every student will prepare a hand-written Fieldwork/Project work Report of the activity in 10 pages as guided by the teacher and submit to the teacher for evaluation.

S.V.UNIVERSITY, TIRUPATI
Programme : B.A. Honors in Special English

Semester-V English Major
(w.e.f. Academic Year-2023-24)

14. B.SKILLS AND PROCEDURES OF TRANSLATION (ENGLISH & TELUGU)

Objectives& Outcomes:

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

- i. Understand the central issues of Translation
- ii. Use the methods of Translation
- iii. Translate from English to Telugu and Vice-versa
- iv. Translate Different Genres
- v. Make use of Technology for Translation

Unit-I

1. Types of Translation & Tools:
(Interlingual, Intralingual and Intersemiotic Translation & Types of Dictionaries, Thesaurus, Encyclopaedia, Online Resources)
2. Central Issues in Translation: A Multi-Cultural Interaction
(Language, Culture, Equivalence, Loss and Gain in Translation)

Unit-II

1. Pragmatic Translation (Technical, Media and Medical)
2. Literary Translation (Translation of Creative Writing)

Unit-III

1. Strategies & Procedures: (True Translation, Literal Translation, Free Translation, Transliteration, Trans creation)

Unit-IV 2. Problems in translation from English to Telugu &Vice versa

1. Translating Short Fiction, Prose and Poetry
2. Translating for the Print Media & Advertisements

Unit-V

1. Technical Translation
2. Translation and Technology

Resources for Further Reading:

1. Susan Bassnett. *Translation Studies*. Routledge: Taylor & Francis Group, New York, 2005. (1st and 3rd Chapters)
2. Peter Newmark. *Approaches to Translation*. Prentice Hall, New York,
3. Roman Jakobson. "On Linguistic Aspects of Translation", *On Translation* Ed. by Reuben Arthur Brower, Harvard University Press, 1959.
4. H. Lakshmi. *Problems of Translation*. Booklinks Corp. 1993
5. National Translation Mission, Mysore:
https://www.ntm.org.in/languages/english/ongoinginitiatives_ntm.aspx

Activities:

1. **For Teachers:** After completing practical training in the course, the teacher will assign activities to each student on *Literary Terms, Idioms and Phrases, Grammatical Terms, Translation for the Media and Advertisements*. Students will demonstrate different skills in Translation for not less than 10 hours under the supervision of the teacher.
2. **For Students:** Students will conduct practicum in translation on *Literary Terms, Idioms and Phrases, Grammatical Terms, Translation for the Media and Advertisements* for not less than 10 hours. The students will discuss the findings among themselves and each student will prepare a hand-written Fieldwork/Project work Report of the activity in 10 pages as guided by the teacher.

S.V.UNIVERSITY, TIRUPATI
Programme : B.A. Honors in Special English

Semester-V English Major
(w.e.f. Academic Year-2023-24)

15. A. TEACHING ENGLISH ONLINE

Objectives& Outcomes:

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

- i. Understand online Teaching of English
- ii. Acquire skills of teaching online
- iii. Identify online resources for teaching
- iv. Conduct classes online
- v. Use Technology for evaluating students' performance

Unit-I

1. Contextualizing the Online Teaching of English
(The learners, the context, the content)
2. Types of Online Teaching
(Self-learning, Guided Learning, Blended Learning, Flipped Classroom etc.)

Unit-II

1. Course Planning
(Course Modalities, Timelines and Chunking)
2. Lesson Planning
(Course Content, Materials, Additional Inputs)

Unit-III

1. Types of Online Teaching Platforms
(LMS, Moodle, Google Classroom, Zoom, Cisco-Web Ex, Google Meet,etc.)
2. Online Classroom Management
(Break-up Rooms, Chat Boxes, Polling /Voting, Interaction)

Unit-IV

1. Online Educational Resources(Copyright, Creating Own Resources)
2. Collaboration

Unit-V

1. Mobile Learning
2. Online Evaluation

Resources for Further Reading:

1. Virendra Mishra et al. English Language Teaching Skills. Cambridge University Press, 2020
2. N. Krishna Swamy & Lalitha Krishna Swamy. Methods of Teaching English. Trinity Press, 2014.
3. Navita Arora. English Language Teaching. MacGraw Hill, 2012
4. N. Krishna Swamy & Lalitha Krishna Swamy. Teaching English: Approaches, Methods and Techniques. Macmillan India Limited, 2005.
5. Cambridge Assessment English: <https://www.cambridgeenglish.org/blog/12-tips-for-teaching-an-online-english-class/>
6. Online English Resources for Teachers: <https://www.britishcouncil.org.br/en/programmes/english/resources-teachers>

Activities:

1. **For Teachers:** After completing practical training in the course, the teacher will assign teaching activities to each student on online Teaching of English. The students will demonstrate different skills in Teaching English online for not less than 10 hours in any teaching environment (School/ College/Peer Group/ JKC/ Adults in a Village) under the supervision of the teacher.
2. **For Students:** Each student will conduct practicum in online teaching of English in a teaching environment (School/ College/Peer Group/ JKC/ Adults in a Village) for not less than 10 hours. The students will discuss the findings among themselves and each student will prepare a hand-written Report of the activity in 10 pages as guided by the teacher.

S.V.UNIVERSITY, TIRUPATI
Programme : B.A. Honors in Special English

Semester-V English Major
(w.e.f. Academic Year-2023-24)

15.B. ENGLISH FOR JOURNALISM AND ADVERTISING (PRINT MEDIA)

Objectives& Outcomes:

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

- i. Understand the Principles of Journalism
- ii. Acquire Language Skills for effective communication
- iii. Identify online resources for personal improvement
- iv. Demonstrate Speaking Skills for the media
- v. Analyze events for authentic reporting

Unit-I

1. Principles of Journalism:
(Gathering Information, Verifying Facts, Reporting the Events, Impacting People)
2. Use of English in News Papers (Simple, Formal, Concise and Impersonal)

Unit-II

1. Print Media:(Different Types of News Papers, Magazines and Periodicals)
2. English Language for Journalism: (Specific Use of Tenses, Vocabulary, Agreeing and Disagreeing, Reported Speech)

Unit-III

1. Journalism as a Social Memoir
2. Style Guide and Proofreading

Unit-IV

1. Writing for the Media
2. Advertising and Its Lexical Features

Unit-V

1. Speaking Skills for the Media
2. Journalism in the Digital Age

Resources for Further Reading:

1. Wynford Hicks. English for Journalists (Media Skills). 4th Edition, Routledge, 2013.
2. Crawford Gillan, Sir Harold Evans. Essential English for Journalists, Editors and Writers. Random House, 2010.
3. Sylee Gore. English for Marketing & Advertising. Oxford University Press, USA, 2008
4. Angela Goddard. The Language of Advertising: Written Texts. Routledge, 1998
5. Bill Kovach and Tom Rosenstiel. The Elements of Journalism. Crown Publishers, New York, 2007
6. The Guardian-News Writing:
<https://www.theguardian.com/books/2008/sep/25/writing.journalism.news>
7. Indian Institute of Mass Communication
http://iimc.nic.in/content/44_1_JournalismEnglish.aspx
8. American Press Association
<https://americanpressassociation.com/principles-of-journalism/>
9. ThoughtCo. Advertising Vocabulary for English Learners: <https://www.thoughtco.com/advertising-vocabulary-1210143>

Activities:

1. **For Teachers:** The teacher shall train students in practical skills in media and advertising for not less than 10 hours and assign activities to students. The groups will identify different journalistic environments (News Paper Offices, Public Libraries, and Journalist Offices and Advertising agencies) to demonstrate their knowledge.
2. **For Students:** Each Learner will conduct practicum in journalistic and advertising environment (News Paper Offices, Public Libraries, Journalist Offices and Advertising agencies) for not less than 10 hours. The students will discuss the findings among themselves and each student will prepare a hand-written Fieldwork/Project work Report of the activity in 10 pages as guided by the teacher.

Annexure-III

S.V.UNIVERSITY, TIRUPATI
Programme : B.A. Honors in Special English

Semester-V English Major
(w.e.f. Academic Year-2023-24)

(i) Components of Evaluation:

The following Components of Evaluation shall be followed for all the papers in this semester for Question Paper setting.

Objectives	Marks(Maximum 100)
Unit – I	15
Unit – II	15
Unit – III	15
Unit – IV	15
Unit – V	15
Internal Marks	25

S.V.UNIVERSITY, TIRUPATI
Programme : B.A. Honors in Special English

(ii) Blue Print for Question Paper setting:

Maximum Marks: 75

Unit	Type of Question	To be given			To be answered		
		No. of Questions	Marks for Each Question	Total Marks	No. of Questions	Marks for Each Question	Total Marks
I	Short Notes	2	5	10	1	5	5
	Essay Type	2	10	20	1	10	10
II	Short Notes	2	5	10	1	5	5
	Essay Type	2	10	20	1	10	10
III	Short Notes	2	5	10	1	5	5
	Essay Type	2	10	20	1	10	10
IV	Short Notes	2	5	10	1	5	5
	Essay Type	2	10	20	1	10	10
V	Short Notes	2	5	10	1	5	5
	Essay Type	2	10	20	1	10	10
Total	Short Notes	10	5	50	5	5	25
	Essay Type	10	10	100	5	10	50

Note: Short Notes Open Choice-Students can answer any five of the given 10 questions

S.V.UNIVERSITY, TIRUPATI
Programme : B.A. Honors in Special English (MAJOR)
Semester-V English Major
(w.e.f. Academic Year-2023-24)
Paper Title: 12. Writing for Media
Model Question Paper 2024-2025

Max. Marks:75

Max.Time: 3 hrs

I. Write short notes on any five of the following.

5x5=25

1. Vocabulary
2. Grammar
3. Importance of Proof reading
4. Types of Writing
5. Feature Writing
6. Types of Specialized Writing
7. Media Ethics
8. Social Responsibility
9. Digital Writing Tools
10. Role of Blogging

II Answer any one Question from each unit.

5x10 =50

Unit-I

1. Discuss the importance of vocabulary building and grammar in effective writing. Provide examples to support your argument.

or

Explain how expansion and optimization techniques can enhance the quality of writing. Use relevant examples to illustrate your points.

Unit-II

2. Analyze the role of proofreading in ensuring error-free writing. Discuss the common errors that writers should check for during proof reading.

or

Compare and contrast different types of media writing, such as information writing, persuasive writing, and editorial writing. Provide examples of each type.

Unit-III

3. Discuss the challenges and opportunities of writing for specialized areas like sports, culture, or entertainment. How can writers tailor their content to engage their target audience?

or

Explain the key elements of feature writing and how it differs from other types of writing. Provide examples of feature writing in different contexts.

Unit-IV

4. Discuss the social responsibility of media writers and the ethical considerations they should keep in mind. Provide examples of responsible media writing.

or

Analyze the impact of media writing on society and the role of writers in shaping public opinion.

Unit-V

5. Discuss the impact of technology on media writing, including the benefits and challenges it presents.

or

Explain the role of digital tools like blogging, podcasting, and social media in media writing. How can writers use these tools to reach their audience and build their brand?

S.V.UNIVERSITY, TIRUPATI
Programme : B.A. Honors in Special English

Semester-V English Major
(w.e.f. Academic Year-2023-24)

Paper Title: 13. Creative Writing and Literary Appreciation
Model Question Paper 2024-2025

Max. Marks:75

Max.Time: 3 hrs

I. Write short notes on any five of the following.

5x5=25

1. Creative Writing
2. Good Writing
3. Plot.
- 4.Style.
- 5.Imagery
- 6.Metre
- 7.Memoir
- 8.ReviewTechniques
- 9.Story Structure
- 10.Essay Types

II Answer any **one Question from each unit.**

5x10 =50

Unit-I

1. What are the essential elements of good writing? Discuss with reference to creative writing.
or

Analyze the role of imagination in creative writing. How can writers cultivate their imagination to produce engaging work?

Unit-II

2. Discuss the significance of plot, character, and theme in a novel, with reference to Charles Dickens' "A Tale of Two Cities".

or

Analyze the use of language and style in Francis Bacon's "Of Studies". How does Bacon's writing style contribute to the effectiveness of his essay?

Unit-III

3. Discuss the use of imagery and metaphor in Rabindranath Tagore's poem "Endless Time". How do these literary devices contribute to the poem's meaning and impact?

or

Analyze the tone and themes in Gwendolyn Brooks' poem "The Lovers of the Poor". How does the poet use language and form to convey her message?

Unit-IV

4. What are the key elements of a memoir? Discuss the challenges and opportunities of writing a memoir.

or

Analyze the characteristics of a good book review. How can writers provide constructive feedback and engage their readers in a review?

Unit-V

5. Discuss the essential elements of a short story, including plot, character, and setting. Provide examples of effective short story writing.

or

Compare and contrast different types of essays, such as narrative, descriptive, and argumentative essays and provide tips for writing effective essays.

S.V.UNIVERSITY, TIRUPATI
Programme : B.A. Honors in Special English (MAJOR)
Semester-V English Major
(w.e.f. Academic Year-2023-24)
Paper: 14.A English Language Teaching Skills

Model Question Paper 2024-2025

Max. Marks:75

Max.Time: 3 hrs

I. Write short notes on any five of the following.

5x5=25

1. ESL
2. Levels of Teaching English
3. Teaching Methods
4. Teaching Grammar
5. Teaching Writing
6. Lesson Planning
7. Classroom Techniques.
8. Student Engagement
9. Assessment Types
10. ICT Tools

II Answer any **one Question from each unit.**

5x10 =50

Unit-I

1. Discuss the challenges and opportunities of teaching English as a second language. How can teachers address the diverse needs of their students?

or

Analyze the role of language acquisition theories in shaping ESL teaching practices.

Unit-II

2. Compare and contrast different methods of teaching English, such as communicative language teaching and task-based learning. Discuss the strengths and weaknesses of each approach.

or

Discuss the importance of contextualizing grammar teaching in ESL classrooms. Provide examples of effective ways to teach grammar in context.

Unit-III

3. Analyze the challenges of teaching writing skills to ESL students. Discuss strategies for helping students develop their writing abilities.

or

Discuss the role of literature in ESL teaching, including the benefits and challenges of teaching prose, poetry, fiction, and drama.

Unit-IV

4. Discuss the importance of effective classroom management techniques in ESL teaching.

or

Describe the characteristics of a well-managed ESL classroom. How can teachers create a supportive and inclusive learning environment?

Unit-V

5. Discuss the role of assessment and evaluation in ESL teaching. Analyze different types of assessments and their purposes.

or

Discuss the benefits and challenges of using ICT in ESL teaching. Provide examples of effective ways to integrate ICT into language instruction.

S.V.UNIVERSITY, TIRUPATI
Programme : B.A. Honors in Special English (MAJOR)
Semester-V English Major
(w.e.f. Academic Year-2023-24)
Paper: 14.B. Skills and Procedures of Translation (English & Telugu)
Model Question Paper 2024-2025

Max.Marks:75

Max.Time: 3 hrs

I. Write short notes on any five of the following.

5x5=25

1. Importance of Translation
2. Types of Dictionaries
3. Cultural Equivalence
4. Pragmatic Translation
5. True Translation
6. Free Translation
7. Poetry Translation
8. Ad Translation
9. Transliteration
10. Translation Software

II Answer any **one Question from each unit.**

5x10 =50

Unit-I

1. Discuss the different types of translation, including interlingual, intralingual, and intersemiotic translation. Provide examples of each type and their applications.

or

Analyze the role of dictionaries, thesauruses, and encyclopedias in translation. How do these resources aid translators in their work?

Unit-II

2. Discuss the challenges of translating cultural references and idiomatic expressions.

Or

Analyze the concept of equivalence in translation. What are the different types of equivalence, and how can translators achieve them in their work?

Unit-III

3. Compare and contrast different translation strategies, such as literal translation, free translation, and transcreation.

Or

Discuss the challenges of translating from English to Telugu and vice versa. What are some common pitfalls, and how can translators overcome them?

Unit-IV

4. Discuss the challenges of translating short fiction, prose, and poetry. What are some key considerations for translators, and how can they convey the author's intent and style?

Or

Analyze the role of translation in print media and advertising. How can translators adapt texts for different cultural contexts and audiences?

Unit-V

5. Discuss the characteristics of technical translation and its challenges. What are some key considerations for translators working in technical fields?

Or

Analyze the impact of technology on translation, including machine translation and computer-assisted translation tools. What are the benefits and limitations of these technologies?

S.V.UNIVERSITY, TIRUPATI
Programme : B.A. Honors in Special English (MAJOR)
Semester-V English Major
(w.e.f. Academic Year-2023-24)
Paper: 15.A. Teaching English Online

Model Question Paper 2024-2025

Max.Marks:75

Max.Time: 3 hrs

I. Write short notes on any five of the following.

5x5=25

1. Learner Needs
2. Context Matters
3. Course Plan
4. Lesson Design
5. LMS Tools
6. Classroom Management
7. Copyright Issues
8. Resource Sharing
9. Mobile Apps for learning
10. Online Assessment

II Answer any one Question from each unit.

5x10 =50

Unit-I

1. Discuss the importance of understanding the learners' needs and context in online teaching. How can teachers tailor their approach to meet the diverse needs of their students?

Or

Analyze the role of content in online teaching. How can teachers select and design content that engages learners and supports their learning objectives?

Unit-II

2. Discuss the key considerations in course planning for online teaching. How can teachers ensure that their courses are well-structured and effective?

Or

Analyze the importance of lesson planning in online teaching. What are the essential elements of a well-designed lesson plan, and how can teachers use technology to support their planning?

Unit-III

3. Compare and contrast different online teaching platforms, such as LMS, Moodle, and Google Classroom. What are the strengths and weaknesses of each platform, and how can teachers choose the best platform for their needs?

Or

Discuss the challenges of managing an online classroom. What strategies can teachers use to promote interaction, engagement, and motivation among learners?

Unit-IV

4. Discuss the importance of copyright and intellectual property in online teaching. How can teachers ensure that they are using online resources legally and ethically?

Or

Analyze the role of collaboration in online learning. How can teachers design online activities and assignments that promote collaboration and teamwork among learners?

Unit-V

5. Discuss the benefits and challenges of mobile learning. How can teachers design mobile-friendly courses and activities that support learner engagement and motivation?

Or

Analyze the key considerations in online evaluation. What are the different types of online assessments, and how can teachers ensure that their assessments are valid, reliable, and fair?

S.V.UNIVERSITY, TIRUPATI
Programme : B.A. Honors in Special English (MAJOR)
Semester-V English Major
(w.e.f. Academic Year-2023-24)
Paper: 15.B English for Journalism and Advertising (Print Media)

Model Question Paper 2024-2025

Max.Marks:75

Max.Time: 3 hrs

I. Write short notes on any five of the following.

5x5=25

1. News Gathering
2. Fact Verification
3. News Types
4. Journalistic Writing
5. Journalistic Style
6. Proofreading Marks
7. Media Writing
8. Ad Language
9. Media Speaking
10. Digital Journalism

II Answer any one Question from each unit.

5x10 =50

Unit-I

1. Discuss the importance of verifying facts in journalism. What are the consequences of inaccurate reporting, and how can journalists ensure the accuracy of their stories?

Or

Analyze the role of journalists in impacting people and society. How can journalists balance their responsibility to inform the public with the potential impact of their stories on individuals and communities?

Unit-II

2. Compare and contrast different types of newspapers and magazines. How do their styles, tones, and content differ, and what audiences do they cater to?

Or

Discuss the specific linguistic features of journalistic writing, including the use of tenses, vocabulary, and reported speech. How do these features contribute to the effectiveness of news reporting?

Unit-III

3. Discuss the concept of journalism as a social memoir. How do journalists' experiences and perspectives shape their reporting, and what insights can be gained from their memoirs?

Or

Analyze the importance of style guides and proofreading in journalism. How do these tools help journalists maintain consistency and accuracy in their writing?

Unit-IV

4. Discuss the key elements of effective writing for the media. What techniques can writers use to engage their audience and convey their message?

Or

Analyze the linguistic features of advertising, including the use of vocabulary, tone, and syntax. How do advertisers use language to persuade their audience and promote their products?

Unit-V

5. Discuss the importance of speaking skills for journalists. What techniques can journalists use to deliver effective interviews, presentations, and broadcasts?

Or

Analyze the impact of digital technology on journalism. How has the rise of online news sources and social media changed the way journalists work, and what opportunities and challenges do these changes present?
