

KANNUR UNIVERSITY
MULTIDISCIPLINARY ELECTIVE
LITERATURE AND THE CONTEMPORARY WORLD
CREDITS: 4

OBJECTIVES:

- To expose students to some of the burning contemporary issues related to
- To acquaint them with the way literature takes on these issues.
- To equip them to critically appraise and shape their own individual opinions.

LEARNING OUTCOME:

By the end of the course students should be able to:

- Make sense of the world they live in through the many language devices literature employs in its representation of reality.
- Have an understanding of cross-cultural encounters in a globalised world.
- Debate the pros and cons of current issues in culture using the terminology related to the concerned topics.
- Discuss how the use of language and choice of genre influence the meaning of the text and the reader's response.
- Develop skills of textual analysis.
- Comprehend diverse points of view on the urgent issues facing the world.

MODULE I: Ethics and Culture

UNIT 1: John Lennon: "Imagine"

<https://www.azlyrics.com/lyrics/johnlennon/imagine.html>

UNIT 2: Rabindranath Tagore: "Housewife"

https://www.opendemocracy.net/en/tagore_3390jsp/

MODULE II: Technology and Human Life

UNIT 1: Gareth Southwell: *Artificial Intelligence*

UNIT 2: Ambrose Bierce: “Moxon’s Master”

MODULE III: Gender

UNIT 1: Maya Angelou: “Still I Rise”

<https://www.poetryfoundation.org/poems/48985/phenomenal-woman>

UNIT 2: Sarah Joseph: “The Masculine of Virgin” included in *The Masculine of Virgin: Stories by Sarah Joseph*. Trans. J. Devika. OUP, 2012.

UNIT 3: Malala Yousafzai: “A Daughter is Born” from *I am Malala: The Girl who stood up for Education and was Shot by the Taliban*.

<https://eg4.nic.in/jnv/DFILES/EBOOKS/IR/IamMalala.pdf>

MODULE IV: Human Rights

UNIT 1: Vijayarajamallika: “Injuries”

UNIT 2: Roger Mais: “Blackout”

UNIT 3: Jawaharlal Nehru: “A Tryst with Destiny”

<https://www.freepressjournal.in/india/pandit-jawaharlal-nehru-death-anniversary-full-text-of-tryst-with-destiny-speech-by-indias-first-pm>

Suggested Reading

Web Resources

TED TALKS

____. “How Fiction can help us better understand our reality”:

https://www.ted.com/talks/christian_wickert_how_fiction_can_help_us_better_understand_our_reality

____. "Contemporary Absurdities and the Power of Literature" | Vera Nünning | TEDxUniHeidelberg
https://www.youtube.com/watch?v=35vx8xPC_Z8

____. "The inspiring truth in fiction: Tomas Elemans TED@Tommy"
https://www.ted.com/talks/tomas_elemans_the_inspiring_truth_in_fiction — Francisco Díez-Buzo:

____. "Why should you read "One Hundred Years of Solitude"?"

https://www.ted.com/talks/francisco_diez_buzo_why_should_you_read_one_hundred_years_of_solitude

SEMESTER
ABILITY ENHANCEMENT COURSE

PRACTICAL ENGLISH LANGUAGE SKILLS

(3 Credits)

Course Description

This ability enhancement course aims to enable students to strengthen the practical English language skills of the degree students by enhancing their ability to communicate effectively in academic, professional and personal contexts. The course focuses on enhancing the proficiency of the learners in speaking, listening, reading and writing.

Course Objectives:

1. The course enables the students to enhance the ability to express ideas coherently.
2. It helps the students to improve active listening and comprehension.
3. It facilitates the students to expand vocabulary for better understanding and communication.
4. It facilitates the students to develop the ability to write clearly and effectively for different purposes.

Course Learning Outcomes:

By the end of the course, the students will be able to

1. Utilize effective verbal communication strategies.
2. Analyse and evaluate information presented in spoken and written forms.
3. Apply active listening skills to comprehend spoken English in various contexts.
4. Write coherently and cohesively for different purposes such as email, reports, memo, notice etc.

MODULE I

Basics of Communication

1. An overview of the aspects of communication
2. Types of communication
3. Barriers in communication
4. Essentials of Non-verbal form of communication

MODULE II

Communicative English- Spoken and Written

1. Difference between the spoken and written English
2. Punctuation
3. Word Formation
4. Synonyms, Antonyms, Homonyms, Homophones, Polysemy, Eponymy

MODULE III

Communicative Grammar in Use

1. Types of Sentences
2. Tense
3. Verb
4. Voice

MODULE IV

Comprehension

1. Letter Writing
2. Resume, Job Applications
3. Email Etiquette
4. Report, Memo, Minutes, Notice

Suggested Readings

- Leech, Geoffrey, and Jan Svartvik. *A Communicative Grammar in English*. Longman, 1975.
- Ronald Carter, and Michael McCarthy. *Cambridge Grammar of English: A Comprehensive Guide*. Cambridge UP, 2006.
- Sasikumar, V, and P V Dhamija, *Spoken English: A Self-Learning Guide to Conversation Practice*, Tata McGraw-Hill, 1993.
- Quirk, Randolph and et al. *A Comprehensive Grammar of the English Language*. Longman, 1985.

SEMESTER
ABILITY ENHANCEMENT COURSE

Course Code:

ENGLISH FOR BUSINESS COMMUNICATION
(3 Credits)

Course Description

This course is designed to enable the students to acquire basic knowledge and skill required for communication in the modern world of business. The course further enhances the knowledge for mastering the basic skills in English to enable the students to be effective communicators in everyday life.

Course Objectives

1. Provide the students with an overview of the contemporary corporate world
2. Help the students to use English language without errors
3. Prepare the learners to use the necessary skills for communication
4. Impart the tools to master communication techniques in business world

SEMESTER
ABILITY ENHANCEMENT COURSE

Course Code:

ENGLISH FOR BUSINESS COMMUNICATION

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
3	0	3	45	0	45	50	0	50

L/T= 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 -

C01	analyse different types of business communication.
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C02	identify the different methods to use in the business industry.
C03	correct the errors in the use of language in communication.
C04	write business letters without mistakes.

Course Contents

Module 1

Introduction to business communication.
Aspects of business communication.
Types of business communication

Module 2

Writing for Business Audiences
Improving Writing Techniques

Module 3

E-Mail and Memoranda
Persuasive Messages

Module 4

Writing formal reports
Writing proposals and informal reports

Recommended Reading:

Barrett, Barney and Pete Sharma. Networking in English: Informal Communication in Business. Macmillan, 2010.

Bovée, Courtland L. and John V Thill. Business Communication Essentials. 5th ed. Pearson Prentice Hall, 2012.

Chan, Mable. English for Business Communication. Routledge, 2020.

Giordano, Walter. English for Business Communication. EGEA Tools, 2012.

ASSESSMENT RUBRICS

Continuous Evaluation	100%
Test paper, Seminar, <i>Viva-voce</i>, Discussion, Debate, Assignment	

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