

Gujarat Vidyapith, Sadra

Department of English

B.A. (English)

Semester V

MJRENG 504: Professional Writing in English

Credit: 4

No. of Hours: 60

Internal Evaluation: 40

Semester-End Examination: 60

Objective:

The paper seeks to familiarize the students with different kinds of writings in the professional fields. The paper seeks to introduce students with kinds of writings they may require in different medias both print and electronic and also in the commercial world.

Learning Outcomes:

After completing the course, the students will have:

1. understanding of writing different kinds of business letters and skills in drafting business letters.
2. familiarity with technical terms and specific usages for writing official communications like notice and agenda.
3. understanding of advertisement and its features, types and writing techniques.
4. understanding of different kinds of media and framing reports.

Unit No.	Title	Teaching Methodology	Weightage and Duration
1	Unit 1: Business Letter Writing 1.1 What is a business letter? 1.2 Parts of a business letter 1.3 Characteristics of good business letter 1.4 Different kinds of business letter: Inquiry, Reply, Order, Execution, Complaint, Redressal, and Sales letter	1. Classroom lectures 2. Assignments 3. PPT presentations 2. YouTube videos on characteristics of business letters and its different types	25%; 15 Hours
2	Official Communication 2.1 Notices, Circular, Agenda 2.2 Minute 2.3 Memo 2.4 Report Writing	1. Classroom lectures 2. Assignments	25%; 15 Hours
3	Advertising 3.1 What is advertising? Features of advertisement.	1. Classroom lectures	25%; 15 Hours

	3.2 Print advertisement and electronic advertisement 3.3 Writing print advertisement		
4	Writing for Media 4.1 Different kinds of media 4.2 Language of media 4.3 Writing news reports 4.4 Writing feature reports	1. Classroom lectures 2. PPT presentation on news media and future reports	25%; 15 Hours

Recommended Texts:

Kumar, Varinder and Bodh Raj. *Business Communication*. New Delhi: Kalyani, 2010.

Leskikar, Raymond V. and John D. Pettit Jr. *Business Communication: Theory and Application*. Delhi: All India Traveller Bookseller, 1996.

Rai, Urmila and S.M. Rai. *Business Communication*. Mumbai, Himalaya, 2007.

Rizvi, M. Ashraf. *Effective Technical Communication*. New Delhi: Tata McGraw-Hill, 2007.

Teel, Leonard Ray and Ron Taylor. *An Introduction to Journalism: Into the Newsroom*. New Delhi: Prentice Hall, 1985.

Unit Wise Essential Reading List

Unit 1: Business Letter Writing

Kumar, Varinder and Bodh Raj. *Business Communication*. New Delhi: Kalyani, 2010.

Leskikar, Raymond V. and John D. Pettit Jr. *Business Communication: Theory and Application*. Delhi: All India Traveller Bookseller, 1996.

Rai, Urmila and S.M. Rai. *Business Communication*. Mumbai, Himalaya, 2007.

Rizvi, M. Ashraf. *Effective Technical Communication*. New Delhi: Tata McGraw-Hill, 2007.

Unit 2: Official Communication

Kumar, Varinder and Bodh Raj. *Business Communication*. New Delhi: Kalyani, 2010.

Leskikar, Raymond V. and John D. Pettit Jr. *Business Communication: Theory and Application*. Delhi: All India Traveller Bookseller, 1996.

Rai, Urmila and S.M. Rai. *Business Communication*. Mumbai, Himalaya, 2007.

Rizvi, M. Ashraf. *Effective Technical Communication*. New Delhi: Tata McGraw-Hill, 2007.

Unit 3: Advertising

Kumar, Varinder and Bodh Raj. *Business Communication*. New Delhi: Kalyani, 2010.

Leskikar, Raymond V. and John D. Pettit Jr. *Business Communication: Theory and Application*. Delhi: All India Traveller Bookseller, 1996.

Rai, Urmila and S.M. Rai. *Business Communication*. Mumbai, Himalaya, 2007.

Rizvi, M. Ashraf. *Effective Technical Communication*. New Delhi: Tata McGraw-Hill, 2007.

Unit 4: Writing for Media

Kumar, Varinder and Bodh Raj. *Business Communication*. New Delhi: Kalyani, 2010.

Leskikar, Raymond V. and John D. Pettit Jr. *Business Communication: Theory and Application*. Delhi: All India Traveller Bookseller, 1996.

Rai, Urmila and S.M. Rai. *Business Communication*. Mumbai, Himalaya, 2007.

Rizvi, M. Ashraf. *Effective Technical Communication*. New Delhi: Tata McGraw-Hill, 2007.
 Teel, Leonard Ray and Ron Taylor. *An Introduction to Journalism: Into the Newsroom*. New Delhi: Prentice Hall, 1985.

Examination Pattern

Continuous Evaluation:

Total Marks: 20

Components

- | | |
|--|-----------|
| 1. Student's Presentation from all units <ul style="list-style-type: none"> a. Understanding of the subject matter b. Command over the language c. Confidence d. Answering questions | Marks: 10 |
| 2. Assignment <ul style="list-style-type: none"> a. Understanding of the question b. Use of multiple textual material c. Grammatical accuracy | Marks: 10 |

Internal Examination

Total Marks: 20

Total internal examinations of 20 marks each will be conducted and the higher marks from either of the examinations will be considered.

Semester End Examination

Total Marks: 60

This will have equal representation from each unit. Following is a sample from each unit:

Unit 1: Business Letter Writing

1. One long question of 15 marks with internal options.
 For example: What is business letter and explain the parts of a business letter?

OR

 Explain the characteristics of a good business letter?

Unit 2: Official Communication

1. One long question of 15 marks with internal options.
 For example: Explain agenda, notice and minutes with examples

OR
2. Three short questions of 5 marks each with internal options
 For example: Prepare a notice for the Sports Day.

Unit 3: Advertising

1. One long question of 15 marks with internal options.
 For example: What is advertising and what are the features of advertisement?

OR
2. Two short questions of 7.5 each with internal options

For example: Define print advertisement and its types

Unit 2: Writing for Media

1. One long question of 15 marks with internal options.

For example: Explain different kinds of media and languages unique to each of them.

OR

2. Three short questions of 5 marks each with internal options

For example: Prepare a news report for the Sports Day.