

2018-19
SEMESTER-I
Paper –VI COMMUNICATION SKILLS IN ENGLISH
M.Sc Fashion Designing & Merchandising

Time: 3 Hours

Max. Marks: 75
Theory Marks: 40
Practical : 25
Internal Assessment : 10

Suggested Pattern of Question Paper:
The examiner to follow guidelines given below

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|---|---------|
| a. Introduction, basic forms of communication, effective communication concepts | 7 marks |
| b. Comprehension questions of an unseen passage. | 8 marks |
| c. Precis making of a paragraph | 5 marks |
| d. Summary writing | 5 marks |
| e. Business letters with internal choice | 5 marks |
| f. Article writing | 5 marks |
| g. Five Fashion terms | 5 marks |

UNIT –I

Introduction, Basic Forms Of Communication, Effective Communication Concepts

UNIT –II

Reading Skill Reading tactics and strategies; Reading purposes–kinds of purposes and associated comprehension; Reading for direct meanings; Reading for understanding concepts, details, coherence, logical progression and meanings of phrases/ expressions.
Paraphrasing/précis writing and summary writing

UNIT III

Writing skill Letter writing: writing styles and formatting of letters, business letters, request letters, good news and bad news letters, persuasive letters, collection letters

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.

UNIT V

Fashion Terms : Commisure, Conventional, Cool, Extemporize, Fashion Police, Fauxpas, Finery, Galish, Double Faced, Dowdy, Elastane, Elitist, Gauche, Gaudy, Grandeur, Graphic Art.

(Cont.....)

Instruction to the examiner for practical/oral exam:

The practical/ oral examination will be conducted by the examiner appointed by GNDU as per rules. 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-7
Word stress-7

Listening Comprehension -6
Note taking -5

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 affecting listening

Listening to T.V. News/ Audio Cassettes

Note-taking

Recommended Books:

- 1) Oxford Guide to Effective Writing and Speaking by John Seely.
- 2) 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) Advanced Learner's Dictionary(New Edition)
- 6) English Pronouncing Dictionary by Daniel Jones , Cambridge University Press