National University

Bangladesh

Syllabus for Postgraduate Diploma (PGD) in English Language and Literature (PGDELL)

Effective from the Session: 2022-2023

Title of the Program: PGD in English Language and Literature (PGDELL)

Program Structure

Course Duration   : 1 Year

Number of Semesters   : 2

Each Semester   : 26 weeks

Total Credits   : 40

Justifications: Why should learners pursue the PGD in English Language and Literature Program?

PGD in English Language and Literature is a course which working professionals may prefer as it opens up several avenues for them in the world of work, particularly in the corporate sector. After completing the course, they will have the ability to evaluate the conceptual and practical frameworks relevant to their professional roles and gain appropriate expertise in communication. The program's practical focus encourages learners to reflect on, and interpret the relationship between theory and practice and to adopt new ideas and strategies. The course will also be valuable for those who are pursuing, or would like to take up teaching as a profession, because it will enable them to test and appraise new teaching techniques in their classrooms. Overall, this program can equip professionals with the latest skills to perform successfully in a competitive world.

Target Group

01) Those working in the corporate sector
02) Those working, or having interest in the banking and financial sectors and in competitive capital markets
03) Teachers who would like to enhance their skills and teaching techniques
04) Learners intending to work in public and private sector teaching institutions
05) Those seeking overseas employment

Semester 1: Semester 1 will comprise five 4-credit courses, each carrying 100 marks.

100 x 5 = 500 marks (20 credits)

Semester 2: Semester 2 will also comprise four 4-credit courses, each carrying 100 marks, and a term paper of 2-credit courses of 50 marks, and one 2-credit course of 50 marks.

100 x 4 = 400 marks (16 credits) and (50 + 50 = 100 marks of 2 + 2 = 4 credits)

Total number of 4-credit courses :9		Marks: 100 x 9 = 900
Total number of 2-credit course :1		Marks: 50 x 1 = 50
Total number of 2-credit courses :1		Marks: 50 x 1 = 50

Total marks   : 900 + (50+50)   = 1000
Total credits   : (4 x 9) + (2+ 2) = 40

Required contact hours for each 1-credit course   : 15 teaching hours
Required contact hours for each 4-credit course   : 60 teaching hours

Course Format

Duration of the PGDELL is 01 (one) year and consists of 10 (ten) courses. Participants will be evaluated on the basis of attendance/presentations/ quiz tests/ assignments and viva-voce examination. There will be a total of 40 credit hours. The program is divided into two semesters. Five courses will be offered in the first semester and another four courses and two 2-credit courses in the second semester.

PGD in English Language and Literature Eligibility

Candidates seeking PGDELL have to score a minimum of 50% in their Honours/Masters exam or 2.50 CGPA at the graduate or undergraduate level from any discipline and must be from any of the UGC approved universities of Bangladesh**.**

Mode of Teaching

Interactive lecture sessions, workshops, group presentations, case studies, videos and assignments etc.

Admission

Applicants must fulfill the admission requirements laid down by the National University. Admission tests will be held twice annually. All applicants will be required to sit for a competitive written test in English, Analytical Ability, General Knowledge and answer conceptual questions. Applicants will be selected for the viva-voce examination on the basis of their performance in the written test. The final selection for admission will be based on scores obtained by applicants in both the written and viva-voce exams.

Teaching and Evaluation of 4-credit courses of 100 marks each:

- Midterm tests will be given in the middle of the semester. The duration of midterm tests will be 2 hours. Total marks for the Midterm tests will be 25. In some courses, learners may be required to submit assignments/research papers and do other tasks as part of the midterm test.
- Semester final examinations will be held for every course at the end of each semester. The duration of semester final examination will be 4 hours and total marks will be 50. An examination committee will set questions and course teachers will evaluate the scripts. Marks obtained in the semester final examinations will be the average in the final result.
- Class attendance will carry 5 marks and presentations/quiz-tests will carry 10 marks for each 4-credit course. Each course teacher will give marks out of five, and the marks of the course teachers will then be added. Teachers will give marks using the following rating scale:

  Attendance in 90% or above classes will be given 5 marks, 85% to less than 90%----4 marks, 80% to less than 85%----- 3 marks, 75% to less than 80%-----2 marks, 60% to less than 75%------1 mark, and below 60%------00.

In both semesters, a mid-term exam and a final exam will be held. Total marks for each course is 100. The marks distribution is as follows:

Activities	Semester-1	Semester-2
Class Attendance	05%	05%
Presentations/Quiz -tests	10%	10%
Mid-term exam	25%	25%
Group Work/ Assignments	10%	10%
Final Exam	50%	50%
Total	100%	100%

Class Attendance Requirements:

a. Class attendance is compulsory for each learner.

b. Learners with attendance 75% and above in each course will be eligible to sit for semester final examinations.

c. Learners with attendance below 75% going down to 60% will be considered non-collegiate and will be allowed to sit for the examinations only after paying required university fines.

d. **Learners with attendance below 60% will not be eligible to appear at examinations.**

(Please note that the system of teaching as well as evaluation may be revised from time to time by the relevant authorities. The above represents a general guideline.)

Detailed Contents: (Semester 1)

Course Code	Course Title (First Semester)	Credits
816901	Remedial English Grammar	4
816903	Professional Communication	4
816905	Advanced Reading and Writing Skills	4
816907	Presentation Skills	4
816909	Fundamentals of Cross-Cultural Communication	4
	Total	20

Course Code	Course Title (Second Semester)	Credits
826911	Methods and Techniques of ELT	4
826913	Content Writing	4
826915	Language and the Media	4
826917	Non-Fictional Prose	4
826918	Term paper and Viva Voce	2 + 2
	Total	20

Detailed Syllabus

Course Code	Course Title	Credits
816901	Remedial English Grammar	4

Course Objectives

The objective of this course is to provide learners an understanding of key concepts in basic grammar of English so that they ii) become competent in writing and speaking, iii) are able to read a text and understand its contexts and meanings, and can thoroughly familiarize themselves with its grammatical and syntactical structures so that they can write their appraisals of the texts with accuracy and thoroughness. The course will also contribute to general improvement of the quality of English they will have to use in their day to day lives.

Course Content

- Synonym/ Antonym
- Modifiers/determiners/clauses
- Passage Narration
- Transformation of sentences
- Passages from Bengali to English & vice-versa
- Voice
- Word Changing and making sentences/ Syntax
- Phrases and Idioms
- Use of Prepositions
- Use of Connectors/ Discourse markers
- Articles
- Numbers
- Subject-Verb Agreement
- Spelling

Intended Learning Outcomes (ILOs)

Upon completion of the course, learners will be able to:

- achieve basic proficiency in reading, speaking, and writing
- will understand the elements of grammar and its functions in a text
- make use of the grammar, syntax and tone of speech at the preliminary level
- recognize and apply conventions of standard English grammar and usage in sentences, paragraphs and short essays
- use English structures in authentic sentences

Recommended Readings

Azar, B., & Hagen, S. (2012). *Understanding and Using English Grammar.* Pearson Longman, 3rd edition.

Gupta, S. C. (2020). *English Grammar & Composition.* India: Arihant Publications; 2nd edition.

Murphy, R. (2019). *English Grammar in Use.* India: Cambridge University Press; 5th edition.

Thomson, A. J.& Martinet, A.V. (1997). *A Practical English Grammar.* India: Oxford; 4th edition

Wren and Martin. (2018). *High School English Grammar and Composition.* India: S, Chand Publishing.

Course Code	Course Title	Credits
816903	Professional Communication	4

Course Objectives

This course will enable learners to explore the nature of writing in the domain of professional communication. It will increase learners' efficiency in professional and business contents. Learners are expected to become more sensitive to ways in which effective writers analyze audience needs, formulate goals and purposes of the documents they produce.

Course Content

- Format, style and contents of business letters / E-mail writing
- Official Notices, Office Orders and Circulars
- Notes and Memos
- Reports / Tender Writing / Schedule Writing
- Project Proposals and Reports
- Letters of application and cover letters
- Taking minutes of simulated meetings
- Setting the agenda, chairing and controlling the conversation
- Participating, turn taking, listening, being tactful, agreeing and disagreeing
- Job advertisements and job descriptions

Intended Learning Outcomes (ILOs)

Upon completion of the course, learners will be able to:

- demonstrate a sound understanding of terminologies and skills related to business communications
- use formal vocabulary and expressions in business-related environments both orally and in writing
- write effective business letters and press releases
- prepare effective job advertisements, applications and curriculum vitae
- write effective headlines, reports

Recommended Readings

Ashley, A. (2009). *Oxford Handbook of Commercial Correspondence.* Oxford: Oxford University Press.

Bhalla, P. P. (2016). *Business English.* India: V&S Publishers

Jones, L., & Alexander, R. (2011). *New International Business English.* Cambridge: Cambridge University Press.

Raman, M. & Sharma, S. (2018). *Professional English.* India: Oxford University Press; 1st edition.

Taylor, S. (2013). *Model Business Letters, Emails and Other Business Documents.* India: Pearson Education India.

Course Code	Course Title	Credits
816905	Advanced Reading and Writing Skills	4

Course Objectives

This course aims at improving learners' skills in reading and writing. In the reading part, the focus will be on close and critical reading. Learners will be required to develop an awareness of the techniques an author employs for producing an intended effect and the effects they really produce.

Course Content

Reading will cover:

- Understanding rhetorical devices used

- Finding explicit and implicit relationships between sentences and parts and elements of texts
- Reading Processes: lower level processes, higher level processes
- Strategies of reading: skimming, scanning, predicting, inferencing, speed reading, intensive and extensive reading
- Interpreting and evaluating ideas critically
- Approaches to teaching reading: pre-reading, while-reading and post-reading.
- Schema theory

Writing will focus on:

- Purposes of writing
- Approaches to writing: product approach, process approach and genre approach
- Stages of writing: pre-writing, while-writing and post-writing
- Designing writing tasks and activities
- Using appropriate style according to purpose and audience

Intended Learning Outcomes (ILOs)

Upon completion of the course, learners will be able to:

- understand the theories and processes of reading and writing
- familiarize themselves with approaches to teaching grammar and vocabulary
- develop an understanding of the approaches, models and techniques of teaching appropriate skills in the classroom
- develop skills in reading and writing techniques confidently

Recommended Readings

Clenton, J., & Booth, P. (2020). *Vocabulary and the Four Skills: Pedagogy, Practice, and Implications for Teaching Vocabulary.* Longman: Routledge.

Greenall, S. & Swan, M. (1990). *Effective Reading.* Cambridge University Press; Teacher's edition.

Harmer, J. (2010). *The Practice of English Language Teaching.* New York: Longman.

Jeffries, L. & Mikulecky, B. S. (2014). *Advanced Reading Power 4.* India: Pearson Education

Stephens, M. (1992). *Practice Advanced Writing.* Longman.

Williams, P. (2018). *Advanced Writing Skills.* India: Rumian Publishing.

Course Code	Course Title	Credits
816907	Presentation Skills	4

Course Objectives

This course aims at developing learners' communication and language skills so that they can give effective presentations. This course also helps learners discover how to deliver presentations around essential objectives, present key concepts and ideas with power and enthusiasm, design and present effective visuals, and employ techniques for polishing and mastering presentation delivery. In this course, learners will gain mastery over presentation skills that can make them better speakers and presenters.

Course Content

1. The Nature of Communication

- Contemporary speech communication theories
- Communication as a dynamic process
- Communication models
- Ethics

2. Audience Centeredness

- Speaker audience dynamics
- Monitoring feedback
- Message Response: Frame of Reference, Cultural Diversity
- Critical Listening

3. **Content**

- Purpose
- Focus
- Message
- Research
- Supporting materials

4. Organization

- Speech Designs: Informative, Persuasive
- Introduction
- Main Body
- Conclusion
- Outlining: Working, Formal and Key Words

5. Audio-Visual, Digital and Multimedia Resources

- Use

- Types
- Integration

6. Use of Language

- Appropriateness
- Differences between written and spoken language
- Rhetoric

7. Kinesics

- Stance, posture and appearance
- Facial Expressions and gesture
- Eye Contact

8. Paralinguistics

- Accent and Articulation
- Rate, Volume and Intonation
- Enunciation

9. Types of Delivery

- Formal or Manuscript Style
- Extemporaneous speaking
- Impromptu speaking

10. Informative Presentation

- Types
- Designs
- Analysis

11. Persuasive Presentation

- Rhetoric and Ethics of Presentation
- Types
- Designs
- Analysis

Intended Learning Outcomes (ILOs)

Upon completion of the course, learners will be able to:

- demonstrate enhanced presentation skills
- learn the hints and tips needed for an effective presentation
- present with style, flair and discretion
- keep audience attention to have an enhanced introduction with attention-grabber techniques
- deal with challenging questions during and post-presentation

Recommended Readings

Assey, G. (2021). *Professional Presentation Skills.* India: Collection Skills, Chennai.

Alwood, C. (2008). *Presentation Skills Training.* Association for Talent Development.

Budhle, P. (2021). *Business Presentation Skills.* India: Bloomsbury Publishing.

Mandel, S. (2000). *Effective Presentation Skills.* Crisp Publication Inc; 3rd edition.

Siddons, S. (2008). *The Complete Presentation Skills Handbook.* Kogan Page.

Course Code	Course Title	Credits
816909	Fundamentals of Cross-Cultural Communication	4

Course Objectives

The course aims to explore basic psychological and cultural concepts that explain cultural differences between people. Accomplishment of this goal will contribute to increased levels of intercultural sensitivity and help in developing skills necessary for communication in a multicultural environment. This course also addresses each of those areas that require awareness and mindfulness in intercultural interactions.

Course Content

Basic concepts and definitions of culture and communication

- What is 'culture'? Understanding the complexities of culture and cultural identities
- What is 'communication'? Process of communication

Examining Variations of Faiths and Values in Relation to Cross-Cultural Communication

- Examine influence of religions, faiths, beliefs and values on cultural practices, etiquette, customs, identities and ways of communication.
- Recognize identity biases and stereotypes that are detrimental to mutual respect and communication process.
- Discuss cultural sensitivity and etiquette in communication.

Verbal vs Non-Verbal Communication

- Non-Verbal gestures and proxemics in different countries that exercise etiquette and greetings
- VDO clips showing examples of multi-cultural non-verbal communications: gestures, proxemics, eye contact and etiquette

Communication Barriers

- Examine various types of communication barriers
- What are 'enculturation', 'acculturation', 'ethnocentrism', and 'stereotypes'?

Challenges of Cross-Cultural Communication

- Understand how stereotyping and ethnocentrism can lead to discrimination, prejudice and confirmation bias?
- Find ways to overcome or avoid communication barriers

Principles of Effective Communication

- Review of communication processes, barriers and methods to overcome these barriers

Cross-Cultural Communication in International Business

- International business, international affairs
- Multicultural workplace
- Business etiquette and work customs
- Issues related to multiculturalism in organization and tips for communication
- Language as a dimension in communication

Cyber Communication

- Cyber bullying
- Virtual identity
- Quick judgement leads to certain kinds of communication
- Social media behavior
- Online communication

Intended Learning Outcomes (ILOs)

Upon completion of the course, learners will be able to:

- identify cultural values
- recognize cultural barriers
- summarize challenges in intercultural communication

- describe processes for managing conflict flexibly
- define what cross-cultural communication is

Recommended Readings

Lewis, R. (1999). *Cross-Cultural Communications: A Visual Approach*. UNKNO

Mattock, J. (2003). *Cross-Cultural Communications: The Essential Guide to International Business.* United Kingdom: Kogan Page; 1st edition.

Reynolds, S. & Valentine, D. (2010). *Guide to Cross-Cultural Communications.* India: Pearson Education India; 2nd edition.

Thomas, D. & Inkson, K. (2021). *Cross-Cultural Management: An Introduction.* Sage Publications; 1st edition.

Course Code	Course Title	Credits
826911	Methods and Techniques of ELT	4

Course Objectives

This course will provide an overview of the major theories, research and principles in the field of English language teaching with a view to familiarizing learners with the basic approaches, methods, design, techniques and testing procedures of English teaching-learning. This course will also sensitize learners to the Bangladeshi context of language learning and teaching. The course includes the following:

Course Content

Fundamental Concepts of Language Teaching

Theories of Language Learning and Acquisition

- Behaviorist Theory
- Mentalist Theory
- Monitor Model Theory
- Acculturation Theory

Major Methods of Language Teaching

- Grammar Translation Method
- Audio Lingual Method
- Direct Method
- The Natural Approach
- The Silent Way
- Communicative Language Teaching

Syllabus Design: Types of Syllabus, Steps of Syllabus Design

Lesson Plan and Classroom Activity

Testing and Evaluation: Types of Tests, Basic Concepts in Testing: Reliability, Validity and Practicality

Intended Learning Outcomes (ILOs)

Upon completion of the course, learners will be able to:

- understand and discuss key concepts in ELT
- have knowledge of current approaches, methods and principles of ELT
- apply their derived knowledge of language learning and teaching in respective fields
- evaluate different approaches and methods across diverse educational contexts
- handle question-answer sessions confidently

Recommended Readings

Ellis, R. (2015). *Understanding Second Language Acquisition.* Oxford University Press: 2nd edition.

Larsen-Freeman, D. & Anderson, M. (2011). *Techniques and Principles in Language Teaching.* Oxford University Press; 3rd edition.

Littlewood, W. (1981). *Communicative Language Teaching.* Cambridge University Press; 1st edition.

McCarthy, M. (1991). *Discourse Analysis for Language Teachers*. Cambridge University Press; 1st edition.

McLaughlin, B. (1987). *Theories of Second- Language Learning.* Hodder Education Publishers

Richards, J. C. & Rodgers, T. S. (2001). *Approaches and Methods in Language Teaching*. Cambridge University Press; 2nd edition.

Course Code	Course Title	Credits
826913	Content Writing	4

Course Objectives

This course is designed to enable learners to i) acquire a fundamental understanding of the basic nature and branches of content writing ii) deal with the growing complexities associated with content writing, iii) write a products' description. Moreover, a content writing course focuses on learners' training to write on a variety of topics. Learners should improve at the end of the course as they keep on learning, applying and improving appropriate tactics.

Course Content

- Basis and importance of content writing
- Legal aspects of content writing
- The principles and techniques of non-fiction writing
- Understanding headlines
- Keys to understanding the audience and connections with readers
- Introduction to Blogging
- Introduction to Twitter
- How to avoid plagiarism in content writing
- White paper format and its uses
- How to select a white paper topic
- Effective content writing for E-commerce sites
- Product descriptions that sells

Intended Learning Outcomes (ILOs)

Upon completion of the course, learners will be able to:

- develop effective copywriting skills: write powerful headlines, activate and persuade readers
- create solid marketing plans to promote and share contents with readers
- learn how to write interesting content that readers will love and share
- identify ideal reader or target audience and create buyer persona
- learn how to create unique content from another content using high volume keywords

Recommended Readings

Gupta, K. (2020). *Content Writing Handbook.* Henry Harvin Education; 1st edition.

Handley, A. (2014). *Everybody Writes.* Wiley; 1st edition.

Kothand, M. (2017). *The One Hour Content Plan.* Independently Published.

Robinson, J. (2020). *Content Writing Step-By-Step* Independently Published.

Williams, A. (2021). *How to Write Great Website Content.* Independently Published.

Course Code	Course Title	Credits
826915	Language and the Media	4

Course Objectives

This course looks at different language forms and structures and also the different writing styles. In addition, it raises awareness of culture and current issues pertaining to societal concerns as a whole. It will assist learners to understand various writing styles that can help them in building their language knowledge and skills in English.

Course Content

1. Introduction to Media Literacy

- Understanding what media literacy is and its importance
- Analyzing and interpreting media messages through guided questions
- Practicing reading strategies to preview a text
- Practicing skimming and scanning when reading
- Practicing reading for the main idea

2. Types of Media—Traditional and Social

- Become familiar with the two types of media: traditional and social media
- Compare and contrast traditional and social media using comparative adjectives
- Understand the positive and negative aspects of social media
- Understand reductions and know how to use them in speech and writing

3. Advertising

- Understand what an advertisement is and how advertisements are used
- Investigate how advertisers target specific audiences
- Correctly order adjectives to describe products
- Identify and practice using intensifiers
- Compare the features of print advertisements with those of radio and television
- Recognize the ways in which the internet has changed advertisements

4. Bias in the Media

- Define media bias
- Determine a publication's or author's perspective on a given topic
- Analyze and evaluate different sources of information on the same topic
- Recognize differences in meaning and usage of several modals for opinion
- Identify different types of bias in media sources
- Tell the difference between connotation and denotation in course activities and games

5. Influences of Media and Communication in Shaping National and Global Socio-Political Framework

- Process of copywriting, censoring illicit contents, awareness campaign strategies to modify social-political issues
- Information security policies in media sector: editing, proofreading, patenting, global peer pressure over the field of broadcasting and information exchange

Intended Learning Outcomes (ILOs)

Upon completion of the course, learners will be able to:

- improve writing skills required for print media
- apply theoretical understanding in analyzing media communications
- enhance communication and presentation skills
- synthesize information from varied sources while intending to feature writing and film criticism
- recognize global media manipulation

Recommended Readings

Harrison, J. & Hirst, M. (2007). *Communication and New Media: From Broadcast to Narrowcast.* Oxford University Press; 2nd edition.

McWhirter, A. (2016). *Film Criticism and Digital Cultures: Journalism, Social Media and the Democratization of Opinion.* I. B. Tauris.

Orlik, P. B. (2015). *Media Criticism in a Digital Age: Professional and Consumer Considerations.* Routledge; 1st edition.

Offredi, M. (1993). *Literature, Language and the Media.* Manohar.

Course Code	Course Title	Credits
826917	Non-fictional Prose	4

Course Objectives

The course develops thinking, reading and writing skills by focusing on the literary study of nonfiction. After completing the course, learners will be able to i) constructively engage themselves in a variety of perspectives through discussion, ii) develop an argument through 'close reading', iii) use various rhetorical strategies to present textual details in effective ways. Moreover, learners are supposed to discover techniques, methods and ways of the formation of prose narratives, and the functions, contexts and developments of the different forms of non-fictional pieces.

Course Content

Non-fictional Prose

Virginia Woolf   : "The death of the Moth"

Amy Tan   : 'Mother Tongue'

Fakrul Alam   : 'Memories of Durga Puja'

George Orwell   :   Shooting an Elephant

Intended Learning Outcomes (IOLs)

Upon completion of the course, learners will be able to:

- gain knowledge about the development of prose
- become aware of the form, structure and stylistic features of different prose texts
- identify and distinguish the sub-genres of prose
- critically examine and analyze texts

Recommended Readings

Boulton, M. (2013). *The Anatomy of Prose*. Routledge; 1ˢᵗ edition.

Kennedy, X. J., & Gioia, D. (1995). *Literature: An Introduction to Fiction, Poetry, and Drama.* Addison-Wesley Educational Publishers; 6ᵗʰ edition.

Tracy Kidder & Richard Todd, (2013). *The Art of Nonfiction.* New York: Random House.

Course Code	Course Title	Credits
826918	Term Paper and Viva Voce	2 + 1

Course Objectives

The aim of the course is to develop the oral and presentation skills of learners. The focus of this course is to make them familiar with professional presentation skills and to instill confidence in them for public speaking, following academic conventions. The objectives of the term paper are to provide learners with an opportunity to develop in-depth expertise in their respective field, and guide learners through the process of planning and executing a substantial project.

Course Content

- Practicing oral skills
- Analyzing and synthesizing information from secondary sources
- Eye contact, body language, vocal tone and transitional signals.
- Strategies of handling question-answer sessions
- Using technology in oral presentations

Intended Learning Outcomes (ILOs)

Upon completion of the course, learners will be able to:

- demonstrate planning, time and change management skills
- demonstrate enhanced presentation skills
- use primary and secondary sources
- acknowledge sources of information appropriately
- speak in English confidently
- handle question-answer sessions with ease

Recommended Readings

Berkun, Scott. (2009). *Confessions of a Public Speaker.* O'Reilly Media.

Brandbury, Andrew. (2006). *Successful Presentation Skills.* Kogan Page.

Steele, William R. (2009). *Presentation Skills 201.* Outskirts Press.

Theobald, Theo. (2011). *Develop Your Presentation Skills: Be Charismatic, Give a Polished Performance.* Kogan Page.

Weissman, Jerry. (2003). *Presenting to Win: The Art of Telling Your Story.* FT Press.