

Ability Enhancement Course

Semester I

General Hindi and Film Studies

Aim of the Course:-

The course General Hindi and Film Studies aims to develop students' proficiency in Hindi language skills while introducing them to the artistic, cultural, social, and communicative dimensions of cinema

Couse Objective:-

1. To develop basic proficiency in listening, speaking, reading, and writing skills in Hindi.
2. To enhance students' communicative competence in Hindi for academic, professional, and social purposes.
3. To familiarize students with the richness of Hindi language, literature, and culture.
4. To introduce students to the fundamentals of film studies and the language of cinema.

Course Outcome:-

CO1:

Learners will be able to remember the fundamental concepts of Hindi language, grammar, and the history of Hindi cinema.

CO2:

Learners will be able to demonstrate effective communication skills in Hindi through speaking, reading, and writing activities.

CO3:

Learners will be able to deliver understanding of cinematic techniques such as screenplay, direction, editing, and visual narration.

CO4:

Learners will be able to analyse the social, cultural, and artistic aspects of Hindi films and their impact on society.

Module I

Basic Grammar – Noun, Pronoun, Verb, Adverb, Tense and Voice, Correction of Sentences.

Module II

Spoken Hindi - Day to day usages (Peculiar colloquial usages , Vacabulary building excercises, Different Situational Conversations (Varthalap), (At Office, Shopping, Bank, Hospital, Over phone)

Module III

One Act Play

Origin and Development of One Act Play in Hindi

Text to be taught – Cofee House Mein Indazar by Lakshmi Narayan Lal.

Module IV

Introduction to Sahitya aur Hindi Cinema

Overview of the relationship between literature and Hindi cinema- Historical context: evolution of literary adaptations in Indian cinema. Study of selected film based on literary works to be selected by concerned course teacher.

Case studies: e.g., Devdas, Godaan, sadgati, rajanigandha etc.-

References

1. Prasad, Vasudev Nandan. *Aadhunik Hindi Vyakaran Aur Rachana*. Bharati Bhavan Publishers & Distributors.
2. Kumar, Aravind. *Sampoorna Hindi Vyakaran Aur Rachana*. Lucent Publications, Patna.
3. Rajadhyaksha, Ashish. *Indian Cinema: A Very Short Introduction*. Oxford UP.
4. Raghavendra, M. K. *Hindi Cinema: Repeating the Subject*. Routledge.
5. Ganti, Tejaswini. *Bollywood: A Guidebook to Popular Hindi Cinema*. Routledge.
6. Gulzar, Saibal Chatterjee, and Govind Nihalani, editors. *Encyclopedia of Hindi Cinema*. Popular Prakashan.

Semester II

Hindi Language Technology, Advertisement and Translation

Aim of the Course

The course **Hindi Language Technology, Advertisement and Translation** aims to introduce students to the modern applications of Hindi language in the fields of technology, media, advertising, and translation. It seeks to develop linguistic competence, creative communication skills, and practical knowledge of digital language tools used in contemporary Hindi communication.

The course also aims to familiarize learners with the principles of advertisement writing, media language, and translation techniques between Hindi and other languages. Through theoretical understanding and practical training, students will be equipped to use Hindi effectively in professional domains such as journalism, digital content creation, advertising agencies, translation services, and language technology industries.

Course Objectives

Hindi Language Technology, Advertisement and Translation

1. To introduce students to the basic concepts and applications of Hindi Language Technology in the digital era.
2. To familiarize learners with various tools and software used for Hindi typing, translation, content creation, and language processing.
3. To develop students' understanding of the language and style used in advertisements and mass media communication.
4. To train learners in preparing effective advertisements, slogans, captions, and promotional content in Hindi.
5. To impart knowledge about the principles, methods, and types of translation between Hindi and other languages.
6. To enhance students' practical translation skills in literary, technical, official, and media-related texts.
7. To encourage creativity, communication ability, and professional competence in the fields of advertising, media writing, and translation.
8. To prepare students for career opportunities related to Hindi computing, digital communication, translation services, publishing, journalism, and advertising industries.

Course Outcomes

After the completion of the course **Hindi Language Technology, Advertisement and Translation**, the students will be able to:

1. Demonstrate knowledge of Hindi Language Technology and effectively use digital tools and software related to Hindi typing, editing, and language processing.
2. Create and analyze advertisements, slogans, and media content in Hindi using appropriate language, style, and communication strategies.
3. Apply the principles and techniques of translation in translating literary, technical, official, and media texts between Hindi and other languages.
4. Develop professional communication and creative writing skills required for careers in translation, media, advertising, publishing, and digital content industries.

Module I

An introduction to Hindi Computing, Hindi word Corpora development, Text to speech synthesis, Speech to text synthesis.

Module II

Hindi Advertisement

Introduction to Hindi Advertisement, Impact of Advertisement on Hindi Language, Development of Hindi Advertisement, Hinglish and other trends used in making of advertisements.

Module III

Theory and Principles of Translation

Module IV

Translation Practices, Technical Terminology, Scientific Passages related to fisheries and marine sciences.

References:-

1. Savory, Theodore. The Art of Translation. Jonathan Cape, 1957.
2. Holmes, James S., editor. The Nature of Translation: Essays on the Theory and Practice of Literary Translation. Mouton, 1970.
3. Tiwari, Bholanath. Anuvad Vigyan. Shabdagar, 1976.
4. Gopinathan, G. Anuvad Sidhanth Aur Prayog. Takshashila Prakashan, 1991.

5. Jayachandran, R. Hindi Vigyapan: Parakh Aur Pehachan. Abhay Prakashan, Kanpur.

6. Sharma, Kumud. Vigyapan Ki Duniya. Prabhat Prakashan, New Delhi.

7. Prasad, Vinod Kumar. Bhasha Aur Proudhyogiki. Vani Prakashan, 2017.

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