

For Admission into 1st Year

Communicative English (Major) (also known as CMEV)

Course Session 2017-18

### 1. What is CMEV/ Communicative English (Major) ?

Communicative English (Major) is a professional subject, a combination of varied subjects opening new avenues. It is good for students who want to appear for government exams or even work in corporate sector like media houses, BPOs, Banks etc.

It sharpens communicative skills of the students, prepares them in papers like GK and help them work as interns in media houses and schools thereby giving them a complete theoretical as well as practical knowledge required in the job sector.

### 2. Difference between Major and Honours.

Major	Honours
8 papers, having 800 marks in total	8 papers, having 800 marks in total
2 General papers	2 General papers
Compulsory papers	Compulsory papers

The only difference lies in the fact that a Major subject has a professional outlook, whereas an Honours subject is a traditional, age- old practice.

### 3. Job Prospects

Our students are working in Media houses, Offices, MNCs, BPOs, Hospitality Sector, Schools, FMCG Sector, and Airlines etc.

The subject provides a student with **a higher possibility to earn a 1<sup>st</sup> Class Degree** than many Hons. Subjects do. This 1<sup>st</sup> class enables them to sit for Govt. exams, where cut- off marks to take tests is high.

They undergo an **internship** (in **Media Houses** such as **The Asian Age , Kolkata TV,IBN7, Radio One , Akash Vani** etc, **NGOs** like **CRY, Hope Foundation, Smile Foundation** and also **Schools, Offices** etc.), which enhances their chances of getting employed soon after they finish their graduation or even the internship itself.

#### **4. Scope for Higher studies**

An excellent opportunity of studying **English language and literature, Linguistics, Public Relations, Journalism & Mass Communication (Mass Media), Entrepreneurship** etc all at a time. A student may take up one of the following to pursue as a postgraduate subject

M. A. and PG Diploma in Journalism and Mass Communication

P. G. Diploma in Media Management

MA English ( Distance mode )

M. A. in Linguistics

Degree in Broadcasting

Degree in Public Relations

Degree in Communication

Degree in Advertising and Marketing

Degree in Film, Television and Digital Video Production

Master's in Business Administration

And many other