

UG - BLISc  
***LIBRARY AND SOCIETY***

*PAPER – I*

Semester Pattern - CBCS

- By

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# ***REFERENCE & INFORMATION SOURCES AND SERVICES***

***PAPER - II***

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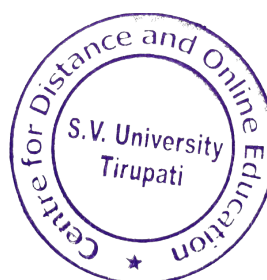
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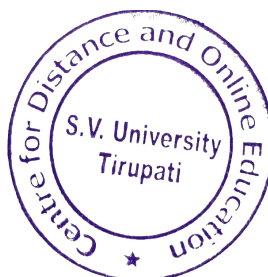
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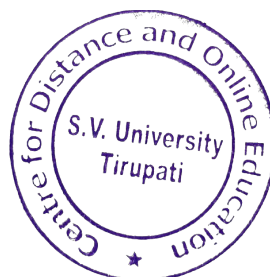
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# ***LIBRARY CLASSIFICATION THEORY***

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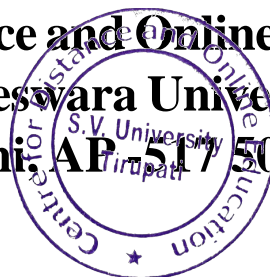
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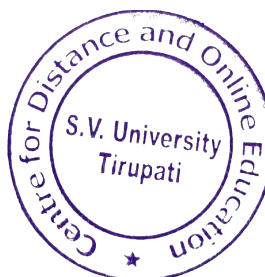
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## **Bachelor of Library and Information Science (B.L.I.Sc)**

### **PAPER -III: LIBRARY CLASSIFICATION THEORY**

---

1. Meaning and purpose of classification
2. Terminology
3. Normative Principles
4. Structure and development of subjects
5. Spacious of Classification schemes
6. Classification Schemes: Brief study of Major general schemes
7. General theory of classification: Main class, Canonical Class Basic Class, Isolate. Common Isolate, Special Isolate, Postulates Fundamental categories, Principles of facts sequences, Helpful sequence, Facet analysis and phase analysis.
8. Deices to form facet in array of classed: Chronological device (CID) Geographical Device (GD), Subject device (SD), Alphabetical Device (AD), Mnemonic Device (MND), Facet Device (FD), super Imposition Device (SIX), Classic Device (CLD), Telescoping of array and in facet. Sector device, GAP device, Decimal
9. Cannon for classification (Idea Verbal & & Notational Place )
10. Notation: Types, structure, Quality, Value
11. Call Number: Class No. Book No. and collection No.

# ***LIBRARY CLASSIFICATION PRACTICE***

***PAPER - IV***

- By

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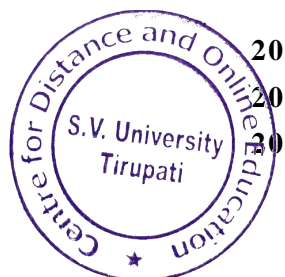
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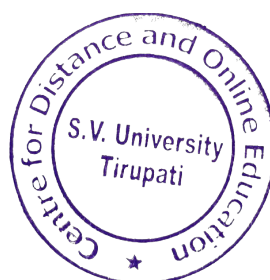
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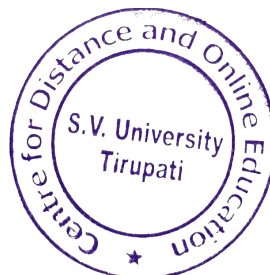
**Bachelor of Library and Information Science (B.L.I.Sc)**

**PAPER -IV: *LIBRARY CLASSIFICATION PRACTICE***

---

1. Basic and Compound subjects, Anteriorising & Posteriorising common Isolates and Auxiliary Schedules (DC)
2. Compound Classes, complex classes
3. Different devices, Phase, Intra – facet and Intra-array relations.

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# ***LIBRARY MANAGEMENT***

## ***PAPER - V***

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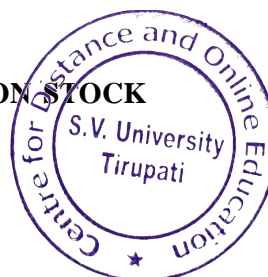
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***LIBRARY CATALOGUING***  
***(THEORY & PRACTICE)***

***PAPER - VI***

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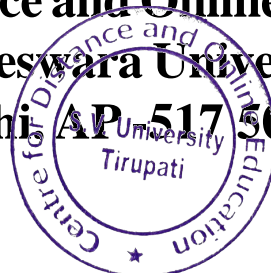
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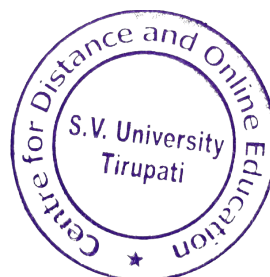
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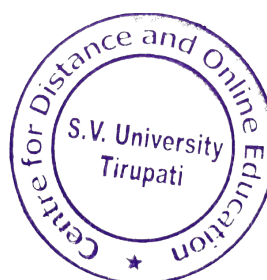
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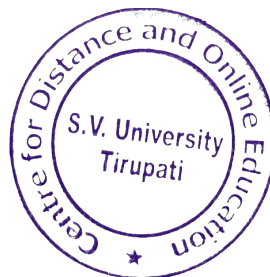
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***INTRODUCTION TO  
COMPUTERS  
PAPER - VII***

- By

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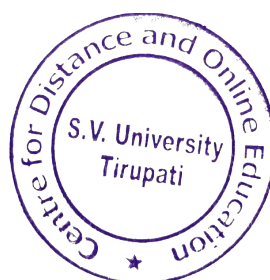
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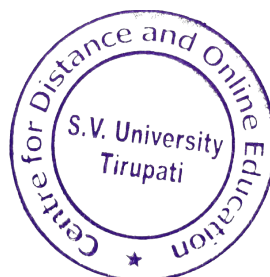
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డా॥ బి. అశోక్

డా॥ ఎస్. సునీల్ కుమార్

తెలుగు విభాగం

ఎస్. వి. విశ్వ విద్యాలయం

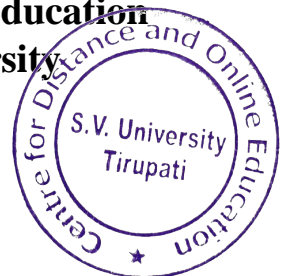
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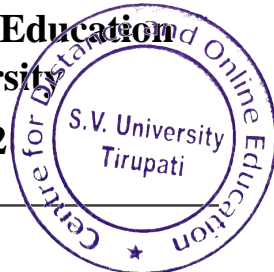
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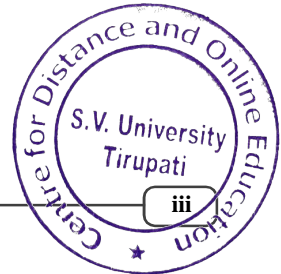
మమ్మీ అన్న మాటలో మమకారం కన్న  
అమ్మ! అన్న మాటలో మాధుర్యం మిన్న  
అమ్మ నుండి అలవడే అమృత భాష  
ఆత్మీయతను పెంచే ఆంధ్ర భాష

మాధుర్యాన్ని పెంచే మాన్యభాష  
రాగసుధలను రంగరించే రాష్ట్ర భాష  
మమకారాన్ని పంచే మాతృభాష  
తేనెలోలుకు భాష మన తెలుగు భాష

తెలుగు భాషను గౌరవిద్దాం  
తెలుగు భాషలో మాట్లాడుదాం  
తెలుగు జాతికి వన్నెతెద్దాం  
ఇదే తెలుగుతల్లికి మనమిచ్చే నీరాజనాలు

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# జనరల్ తెలుగు / సెమిస్టర్ - 1

## ప్రాచీన తెలుగు కవిత్వం

ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. ప్రాచీన తెలుగుసాహిత్యం యొక్క ప్రాచీనతను, విశిష్టతను గుర్తిస్తారు. తెలుగు సాహిత్యంలో ఆదికవి నన్నయ కాలంనాటి భాషానంకనంతులను, ఇతిహాసకాలంనాటి రాజనీతి విషయాలపట్ల పరిజ్ఞానాన్ని సంపాదించగలరు.
2. శివకవుల కాలంనాటి మతపరిస్థితులను, భాషావిశేషాలను గ్రహిస్తారు. తెలుగు సుడికారం, సామెతలు, లోకోక్తులు మొదలైన భాషాంశాల పట్ల పరిజ్ఞానాన్ని పొందగలరు.
3. తిక్కన భారతంనాటి మత, ధార్మిక పరిస్థితులను, తిక్కన కవితాశిల్పాన్ని, నాటకీయతను అవగాహన చేసుకోగలరు.
4. ఎఱ్ఱన సూక్తివైచిత్రిని, ఇతిహాస కవిత్వంలోని విభిన్న రీతులపట్ల అభిరుచిని పొందగలరు. శ్రీనాథుని కాలం నాటి కవితావిశేషాలను, మొల్ల కవితా విశిష్టతను గుర్తించగలరు.
5. తెలుగు పద్యం స్వరూప-స్వభావాలను, సాహిత్యాభిరుచిని పెంపొందించుకుంటారు. ప్రాచీన కావ్యభాషలోని వ్యాకరణాంశాలను అధ్యయనం చేయడం ద్వారా భాషాసామర్థ్యాన్ని, రచనలో మెళకువలను గ్రహించగలరు.

పాఠ్య ప్రణాళిక

యునిట్ - I

రాజనీతి - నన్నయ

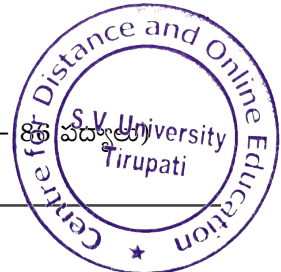
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దక్కయజ్ఞం - నన్నెచోడుడు

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కుమారసంభవం - ద్వితీయాశ్వాసం - (49 - 88 పద్యాలు)



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ధామ్య ధర్మోపదేశము - తిక్కన

మహాభారతం - విరాటపర్వం - ప్రథమాశ్వాసం - (116 - 146) పద్యాలు

**యూనిట్ - IV**

పలనాటి బెబ్బలి - శ్రీనాథుడు (పలనాటి వీరచరిత్ర - ద్విపద కావ్యం పుట 108 - 112 'బాలచంద్రుడు భీమంబగు సంగ్రామం బొనర్చుట.. (108)..

వెఱగంది కుంది' (112) సం. అక్కిరాజు ఉమాకాంతం ముద్రణ. వి. కె. స్వామి, బెజవాడ 1911.

**యూనిట్ - V**

సీతారావణ సంవాదం - మొల్ల

రామాయణము - సుందరకాండము - (40 - 87 పద్యాలు)

**వ్యాకరణం**

**సంధులు:** ఉత్ప, త్రిక, ద్రుతప్రకృతిక, నుగాగమ, ద్విరుక్తటకారాదేశ, యణాదేశ, వృద్ధి, శ్చుత్వ, జశ్వ, అనునాసిక సంధులు.

**సమాసాలు:** అవ్యయిభావ, తత్పురుష, కర్మధారయ, ద్వంద్వ, ద్విగు, బహువ్రీహి.

**అలంకారాలు:**

**అర్థాలంకారాలు:** ఉపమ, ఉత్పేక్ష, రూపక, స్వభావోక్తి, అర్థాంతరవ్యాస, అతిశయోక్తి.

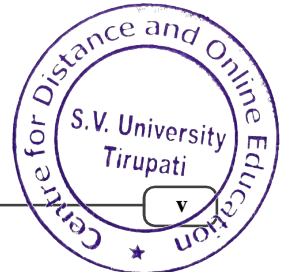
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ఛందస్సు

**వృత్తాలు:** ఉత్పలమాల, చంపకమాల, శార్దూలము, మత్తేభము;

**జాతులు:** కందం, ద్విపద; ఉపజాతులు: ఆటవెలది, తేటగీతి, సీసం మరియు ముత్యాలసరాలు

  
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**ప్రాచీన తెలుగు కవిత్వం**

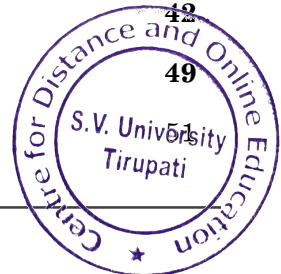
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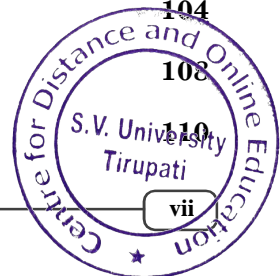
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# ఆధునిక తెలుగు సాహిత్యం

డిగ్రీ (జనరల్) / సెమిస్టర్ - II

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డా॥ బి. అశోక్

డా॥ ఎస్. సునీల్ కుమార్

తెలుగు విభాగం

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## జనరల్ తెలుగు / సెమిస్టర్ - II

### ఆధునిక తెలుగు సాహిత్యం

#### అభ్యసన ఫలితాలు

ఈ కోర్సు విజయవంతం ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. ఆంగ్లభాష ప్రభావం కారణంగా తెలుగులో వచ్చిన ఆధునిక సాహిత్యాన్ని, అని విశిష్టతను గుర్తిస్తారు.
2. సమకాలీన ఆధునిక సాహిత్య ప్రక్రియలైన వచన కవిత్వం, కథ, నవల, నాటకం, విమర్శ లపై అవగాహన పొందుతారు.
3. భావకవిత, అభ్యుదయ కవితలక్షణాలను గుర్తించిన జాన్సాన్ని పొందుతారు. అస్తిత్వవాద ఉద్యమాలపుట్టుకను, అవశ్యకతను గుర్తిస్తారు.
4. కథాసాహిత్యం ద్వారా సామాజిక చైతన్యాన్ని పొందుతారు. సిద్ధాంతాల ద్వారా కాకుండా, వాస్తవ పరిస్థితులను తెలుసుకోవడం ద్వారా సిద్ధాంతాన్ని సమీక్షించగలరు.
5. ఆధునిక తెలుగు కల్పనాసాహిత్యం ద్వారా సామాజిక, సాంస్కృతిక, రాజకీయ చైతన్యాన్ని పొందుతారు.

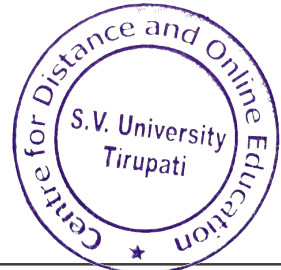
#### పాఠ్య ప్రణాళిక

##### యూనిట్ - I: ఆధునిక కవిత్వం

1. ఆధునిక కవిత్వం : పరిచయం
2. కొండవీడు : దువూరి రామిరెడ్డి  
(కవికోకిల గ్రంథావళి ఖండకావ్యాలు సక్షత్రమాల సంపుటి నుండి)
3. మాతృసంగీతం : అనిసెట్టి సుబ్బారావు (అగ్నివీణ కవితాసంపుటి నుండి)
4. తాతకో నూలుపోగు : బండరు ప్రసాదమూర్తి (కలనేత కవితాసంపుటి నుండి)

##### యూనిట్ - II: కథానిక

5. తెలుగు కథానిక : పరిచయం
6. భయం (కథ) : కాళీపట్నం రామరావు  
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7. స్వేదన (కథ) : రెంటాల నాగేశ్వరరావు  
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**యూనిట్ - III: నవల**

8. తెలుగు నవల : పరిచయం
9. రథచక్రాలు (నవల) : మహీధర రామోహన రావు (సంక్షిప్త ఇతివృత్తం మాత్రం)
10. రథచక్రాలు (సమీక్షా వ్యాసం) : డా॥యల్లాప్రగడ మల్లికార్జునరావు

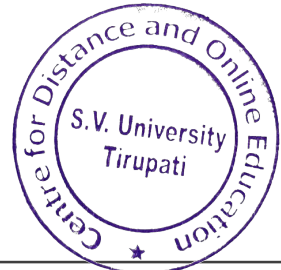
**యూనిట్ - IV: నాటకం**

11. తెలుగు నాటకం : పరిచయం
12. యక్షగానము (నాటిక) : ఎం.వి.ఎస్. హరనాథరావు
13. అపురూప కళారూపాల విధ్వంసదశ్యం యక్షగానము (సమీక్షా వ్యాసం) : డా॥ కందిమళ్ళ సాంబశివరావు

**యూనిట్ - V: విమర్శ**

14. తెలుగు సాహిత్యం విమర్శ: పరిచయం
15. విమర్శ స్వరూప స్వభావాలు ఉత్తమ విమర్శకుడు లక్షణాలు

  
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# విషయ సూచిక

## ఆధునిక తెలుగు సాహిత్యం

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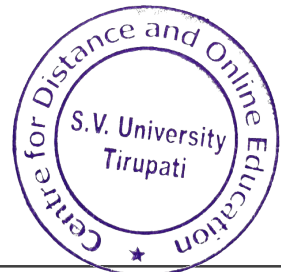
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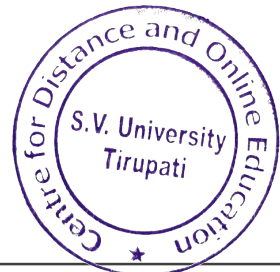
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6.1	ఉద్దేశం	67
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6.4	పాఠ్యభాగ పరిచయం	85
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9.4	పాఠ్యభాగ పరిచయం	223
9.5	వ్యాసరూప ప్రశ్నలు	223

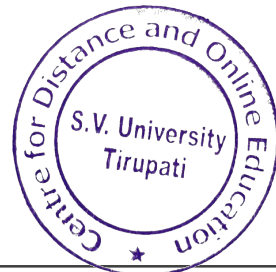
**10. రథచక్రాలు - సమీక్ష**

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13.6 విద్యార్థులకు అభ్యాసం	326

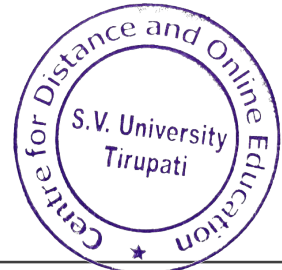
**యూనిట్ - V: విమర్శ**

**14. తెలుగు సాహిత్య విమర్శ - పరిచయం**

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15.5 వ్యాసరూప ప్రశ్నలు	347
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# సృజనాత్మక రచన

డిగ్రీ (జనరల్) / సెమిస్టర్ - III

రచయితలు

డా॥ బి. అశోక్

డా॥ ఎస్. సునీల్ కుమార్

తెలుగు విభాగం

ఎస్. వి. విశ్వ విద్యాలయం

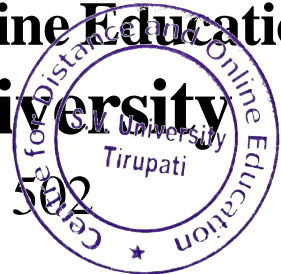
తిరుపతి, ఆంధ్రప్రదేశ్ - 517 502



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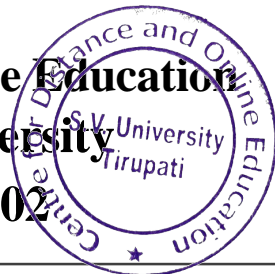
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# జనరల్ తెలుగు / సెమిస్టర్ - III

## సృజనాత్మక రచన

### అభ్యసన ఫలితాలు

ఈ కోర్సు విజయవంతం ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. తెలుగు సాహిత్య అభ్యసన ద్వారా నేర్చుకున్న నైపుణ్యాలను, సృజనాత్మక నైపుణ్యాలుగా మార్చుకోగలరు.
2. విద్యార్థులు భాషాతత్వాన్ని, భాష యొక్క ఆవశ్యకతను, భాష యొక్క ప్రాధాన్యాన్ని గుర్తిస్తారు. మనిషి వ్యక్తిగత జీవనానికి, సామాజిక వ్యవస్థ పటిష్ఠతకు భాష ప్రధానమని తెలుసుకుంటారు.  
 తెలుగుభాషలోని కీలకాంశాలైన 'వర్ణం-పదం-వాక్యాల ప్రాధాన్యాన్ని గుర్తిస్తూ, వాగ్రూప- లిఖితరూప వ్యక్తీకరణ ద్వారా భాషానైపుణ్యాలను మొరుగుపరచుకోగలరు.
3. భాషానైపుణ్యాలను అలవరుచుకోవడంతోపాటు వినియోగించడం నేర్చుకుంటారు. రచనా, భాషానైపుణ్యాలను సృజనాత్మక రూపంలో వ్యక్తీకరించగలరు.
4. ప్రాచీన పద్యరచనతో పాటు ఆధునిక కవిత, కథ, వ్యాసం మొదలైన సాహిత్యప్రక్రియల నిర్మాణాలకు సంబంధించిన సిద్ధాంతవిషయాలను నేర్పడంతో పాటు వారిలో రచనా నైపుణ్యాలను పెంపొందించుకోగలరు.
5. సృజన రంగర, ప్రసారమాధ్యమ రంగాల్లో ఉపాధి అవకాశాలను అందిపుచ్చుకోగలరు.
6. అనువాద రంగంలో నైపుణ్యం సంపాదించగలరు.

### పాఠ్య ప్రణాళిక

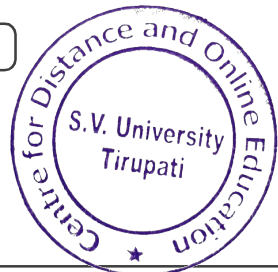
#### యూనిట్ - 1: వ్యక్తీకరణ నైపుణ్యం

1. భాషా ప్రాథమిక అంశాలు : (భాష- నిర్వచనం, లక్షణాలు, ఆవశ్యకత ప్రయోజనాలు)
2. వర్ణం, పదం, వాక్యం : (లక్షణాలు, సామాన్య- సంయుక్త- సంశ్లిష్ట వాక్యాలు)
3. భాషా నిర్మాణంలో వర్ణం, పదం, వాక్యం

#### యూనిట్ - II : సృజనాత్మక రచనలు

4. కవితా రచన : ఉత్తమ కవితా - లక్షణాలు
5. కథ రచన : ఉత్తమ కథ - లక్షణాలు
6. వ్యాసం రచన : ఉత్తమ వ్యాసం లక్షణాలు

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7. అనువాదం- నిర్వచనం, అనువాద పద్ధతులు
8. అనువాద సమస్యలు - భౌగోళిక, భాషా, సంస్కృతిక సమస్యలు, పరిష్కారాలు
9. అభ్యాసం - ఆంగ్లం నుండి తెలుగుకు, తెలుగు నుండి ఆంగ్లానికి ఒక పేరును అనువదించడం

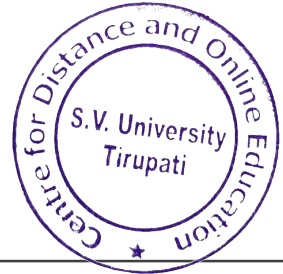
**యూనిట్ - IV: మాధ్యమాలకు రచన - 1 (ముద్రణామాధ్యమం/ ప్రింట్ మీడియా)**

10. ముద్రణామాధ్యమం: పరిచయం - పరిధి - వికాసం
11. వివిధ రకాల పత్రికలు , పరిశీలన - పత్రికా భాష - శైలి - వైవిధ్యం
12. పత్రికా రచన : (వార్తా రచన, సంపాదకీయాలు, సమీక్షలు - అవగాహన)

**యూనిట్ - V: మాధ్యమాల రచన - 2 (ప్రసార మాధ్యమం/ ఎలక్ట్రానిక్ మీడియా)**

13. ప్రసార మాధ్యమాలు : (నిర్వచనం, రకాలు, విస్తృతి ప్రయోజనాలు)
14. శ్రవణ మాధ్యమాలు : (రచన, రేడియో రచన, ప్రసంగాలు, నాటికలు, ప్రసార సమాచారం)
15. దృశ్య మాధ్యమాలు : (రచన, వ్యాఖ్యానం(యాంకరింగ్), టెలివిజన్ రచన)

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# విషయ సూచిక సృజనాత్మక రచన

## యూనిట్ - 1: వ్యక్తికరణ నైపుణ్యం

### 1. భాషా ప్రాథమిక అంశాలు

1.1	ఉద్దేశ్యం	3
1.2	పాఠ్యభాగం	3
1.3	పాఠ్యభాగ పరిచయం	10
1.4	పాఠ్యభాగ సారాంశము	10
1.5	వ్యాసరూప ప్రశ్నలు	12
1.6	సంగ్రహ ప్రశ్నలు	14

### 2. వర్ణం, పదం, వాక్యం

2.1	ఉద్దేశ్యం	17
2.2	పాఠ్యభాగం	17
2.3	పాఠ్యభాగ పరిచయం	21
2.4	పాఠ్యభాగ సారాంశము	21
2.5	వ్యాసరూప ప్రశ్నలు	21
2.6	సంగ్రహ ప్రశ్నలు	23

### 3. భాషా నిర్మాణంలో వర్ణం, పదం, వాక్యం

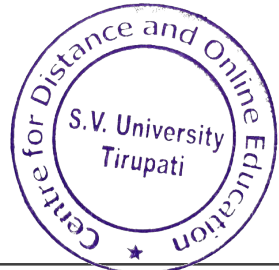
3.1	ఉద్దేశ్యం	25
3.2	పాఠ్యభాగం	25
3.3	పాఠ్యభాగ పరిచయం	32
3.4	పాఠ్యభాగ సారాంశము	32
3.5	వ్యాసరూప ప్రశ్నలు	32
3.6	సంగ్రహ ప్రశ్నలు	38
3.7	విద్యార్థులకు అభ్యాసం	42

## యూనిట్ - II : సృజనాత్మక రచనలు

### 4. కవితా రచన

4.1	ఉద్దేశ్యం	45
4.2	పాఠ్యభాగం	45
4.3	పాఠ్యభాగ పరిచయం	48

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4.4	పాఠ్యభాగ సారాంశము	48
4.5	వ్యాసరూప ప్రశ్నలు	49
4.6	సంగ్రహ ప్రశ్నలు	52

**5. కథారచన**

5.1	ఉద్దేశ్యం	55
5.2	పాఠ్యభాగం	55
5.3	పాఠ్యభాగ పరిచయం	60
5.4	పాఠ్యభాగ సారాంశము	61
5.5	వ్యాసరూప ప్రశ్నలు	61
5.6	సంగ్రహ ప్రశ్నలు	66
5.7	విద్యార్థులకు అభ్యాసం	70

**6. వ్యాస రచన**

6.1	ఉద్దేశ్యం	55
6.2	పాఠ్యభాగం	55
6.3	పాఠ్యభాగ పరిచయం	60
6.4	పాఠ్యభాగ సారాంశము	61
6.5	వ్యాసరూప ప్రశ్నలు	61
6.6	సంగ్రహ ప్రశ్నలు	66
6.7	విద్యార్థులకు అభ్యాసం	70
6.8	ప్రోజెక్టు వర్క్	80

**యూనిట్ - III: అనువాద రచన**

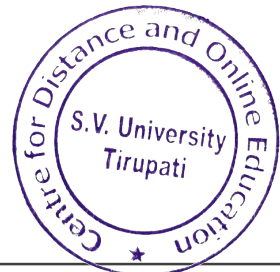
**7. అనువాదం**

7.1	ఉద్దేశ్యం	83
7.2	పాఠ్యభాగం	83
7.3	పాఠ్యభాగ పరిచయం	86
7.4	పాఠ్యభాగ సారాంశము	86
7.5	వ్యాసరూప ప్రశ్నలు	86
7.6	సంగ్రహ ప్రశ్నలు	91
7.7	విద్యార్థులకు అభ్యాసం	92

**8. అనువాద సమస్యలు**

8.1	ఉద్దేశ్యం	93
8.2	పాఠ్యభాగం	93

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8.3	పాఠ్యభాగ పరిచయం	104
8.4	పాఠ్యభాగ సారాంశము	104
8.5	వ్యాసరూప ప్రశ్నలు	104
8.6	సంగ్రహ ప్రశ్నలు	117
8.7	విద్యార్థులకు అభ్యాసం	118

**9. అభ్యాసం**

9.1	ఉద్దేశం	119
9.2	ఆంగ్లం నుండి తెలుగుకు అనువాదం చేయుట	119
9.3	తెలుగు నుండి ఆంగ్లంకు అనువాదం చేయుట	120
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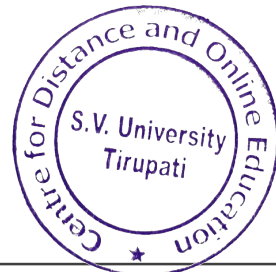
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# *A Course in Communication and Soft Skills*

*As per Choice Based Credit System (CBCS)  
For Degree 1-Year/1-sem  
Common to all Branches*

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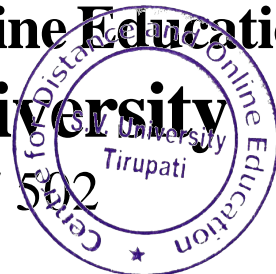


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# A Course in Communication and Soft Skills

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## Learning Outcomes

*By the end of the course the learner will be able to:*

- Use grammar effectively in writing and speaking.
- Demonstrate the use of good vocabulary
- Demonstrate an understating of writing skills
- Acquire ability to use Soft Skills in professional and daily life.
- Confidently use the tools of communication skills

### Unit-1: Listening Skills

- i. Importance of Listening
- ii. Types of Listening
- iii. Barriers to Listening
- iv. Effective Listening

### Unit-2: Speaking Skills

- a. Sounds of English: Vowels and Consonants
- b. Word Accent
- c. Intonation

### Unit-3: Grammar

- a. Concord
- b. Modals
- c. Tenses (Present/Past/Future)
- d. Articles
- e. Prepositions
- f. Question Tags
- g. Sentence Transformation (Voice, Reported Speech & Degrees of Comparison)
- h. Error Correction

### Unit-4: Writing

- i. Punctuation
- ii. Spelling
- iii. Paragraph Writing

### Unit-5: Soft Skills

- a. SWOC
- b. Attitudes
- c. Emotional Intelligence
- d. Telephone Etiquette
- e. Interpersonal Skills



# Content

## *A Course in Communication and Soft Skills*

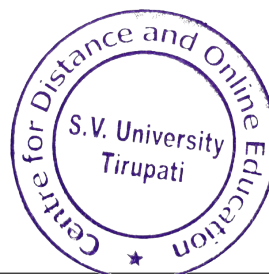
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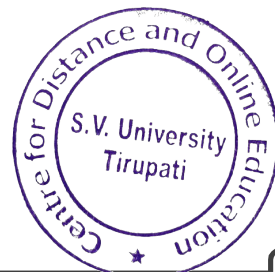


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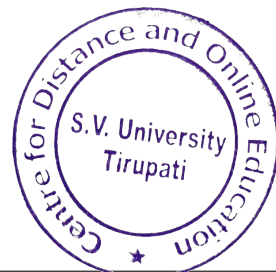
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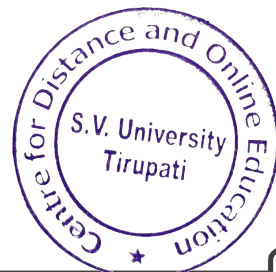
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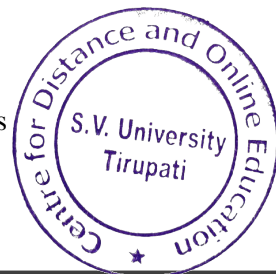
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*As per Choice Based Credit System (CBCS)  
For Degree I-year / II-sem  
Common to all Branches*

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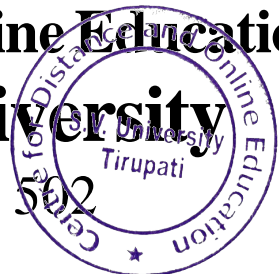


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# A Course in Reading & Writing Skills

## Learning Outcomes

By the end of the course the learner will be able to:

- Use reading skills effectively
- Comprehend different texts
- Interpret different types of texts
- Analyse what is being read
- Build up a repository of active vocabulary
- Use good writing strategies
- Write well for any purpose
- Improve writing skills independently for future needs

### Unit-1

**Prose** : 1. How to Avoid Foolish Opinions Bertrand Russell

**Skills** : 2. Vocabulary: Conversion of Words

: 3. One Word Substitutes

: 4. Collocations

### Unit-2

**Prose** : 1. The Doll's House

Katherine Mansfield

**Poetry** : 2. Ode to the West Wind

P B Shelley

**Non-Detailed Text** : 3. Florence Nightingale

Abrar Mohsin

**Skills** : 4. Skimming and Scanning

### Unit-3

**Prose** : 1. The Night Train at Deoli Ruskin Bond

**Poetry** : 2. Upagupta Rabindranath Tagore

**Skills** : 3. Reading Comprehension

**4. Note Making/Taking**



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**Unit-4**

**Poetry** : 1. Coromandel Fishers Sarojini Naidu

**Skills** : 2. Expansion of Ideas

: 3. Notices, Agendas and Minutes

**Unit-5**

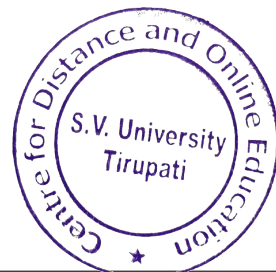
**Non-Detailed Text** : 1. An Astrologer's Day R K Narayan

**Skills** : 2. Curriculum Vitae and Resume

: 3. Letters

: 4. E-Correspondence

  
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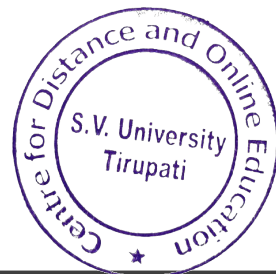
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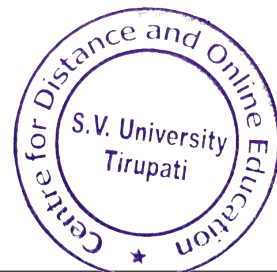
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# *A Course in* ***Conversational Skills***

*As per Choice Based Credit System (CBCS)  
For Degree I - Year / III - Semester  
Common to all Branches*

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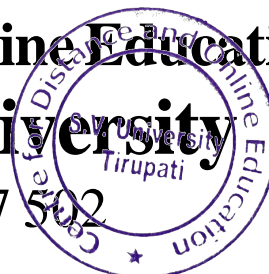


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# A Course in Conversational Skills

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## Learning Outcomes

By the end of the course the learner will be able to:

- Speak fluently in English
- Participate confidently in any social interaction
- Face any professional discourse
- Demonstrate critical thinking
- Enhance conversational skills by observing the professional interviews

### Unit-I

**Speech:** 1. Tryst with Destiny Jawaharlal Nehru

**Skills:** 2. Greetings

3. Introductions

### Unit-II

**Speech:** 1. Yes, We Can Barack Obama

**Interview:** 2. A Leader Should Know How to Manage Failure Dr.A.P.J.Abdul Kalam/ India  
Knowledge at Wharton

**Skills:** 3. Requests

### Unit-III

**Interview:** 1. Nelson Mandela's Interview With Larry King

**Skills:** 2. Asking and Giving Information

3. Agreeing and Disagreeing

### Unit-IV

**Interview:** 1. JRD Tata's Interview With T.N.Ninan

**Skills:** 2. Dialogue Building

3. Giving Instructions/Directions

### Unit-V

**Speech:** 1. You've Got to Find What You Love Steve Jobs

**Skills:** 2. Debates

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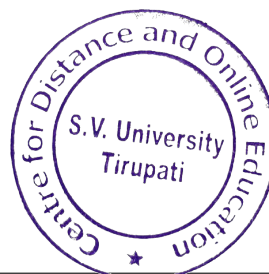
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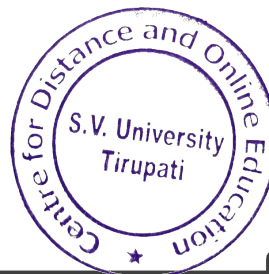
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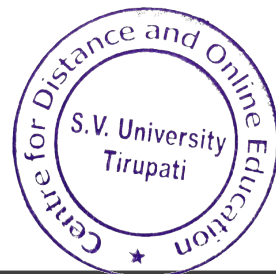
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Life Skill Course  
***Human Values and Professional Ethics***  
As per Choice Based Credit System (CBCS)  
Common to all Branches

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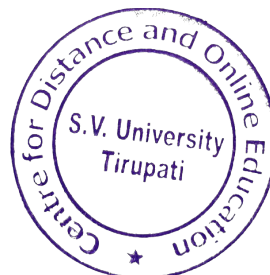
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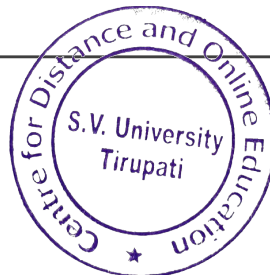
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## *Human Values and Professional Ethics*

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### **Learning Outcome**

On completion of this course, the UG students will be able to:

- Understand the significance of value inputs in a classroom and start applying them in their life and profession
- Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.
- Understand the value of harmonious relationship based on trust and respect in their life and profession
- Understand the role of a human being in ensuring harmony in society and nature.
- Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.

### **Unit-1: Introduction - Definition, Importance, Process & Classifications of Value Education**

- Understanding the need, basic guidelines, content and process for Value Education
- Understanding the thought provoking issues; need for Values in our daily life
- Choices making - Choosing, Cherishing & Acting
- Classification of Value Education: understanding Personal Values, Social Values, Moral Values & Spiritual Values.

### **Unit-2: Harmony in the Family - Understanding Values in Human Relationships**

- Understanding harmony in the Family- the basic unit of human interaction
- Understanding the set of proposals to verify the Harmony in the Family;

- Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship
- Present Scenario: Differentiation (Disrespect) in relationships on the basis of body, physical facilities, or beliefs.
- Understanding the Problems faced due to differentiation in Relationships
- Understanding the harmony in the society (society being an extension of family): *Samadhan*, *Samridhi*, *Abhay*, *Sah-astitva* as comprehensive Human Goals
- Visualizing a universal harmonious order in society- Undivided Society (*Akhand Samaj*), Universal Order (*Sarvabhaum Vyawastha*)- from family to world family.

### Unit-3: Professional Ethics in Education

- Understanding about Professional Integrity, Respect & Equality, Privacy, Building Trusting Relationships.
- Understanding the concepts; Positive cooperation, Respecting the competence of other professions.
- Understanding about Taking initiative and Promoting the culture of openness.
- Depicting Loyalty towards Goals and objectives.



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***Human Values and Professional Ethics***

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Life Skill Course  
***Indian Culture & Science***  
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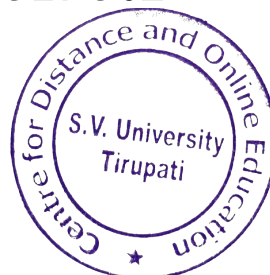
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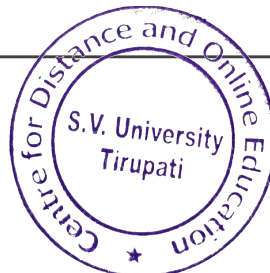
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# *Indian Culture & Science*

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## **Learning Outcomes**

By successful completion of the course, students will be able to:

1. Understand the evolution of India's culture.
2. Analyze the process of modernization of Indian society and culture from past to future.
3. Comprehend objective education and evaluate scientific development of India in various spheres.
4. Inculcate nationalist and moral fervor and scientific temper.

### **Unit-I: Unity in Diversity in India**

Coexistence of various religions since ancient times - Hinduism, Buddhism, Jainism and Atheism, and later Sikhism, Islam and Christianity

The Bhakti (Vishnavite and Saivaite) and Sufi Movements

The concepts of seela, karuna, kshama, maitri, vinaya, santhi and ahimsa Achievements in Literature, Music, Dance, Sculpture and Painting - Craftsmanship in cloth, wood, clay, metal and ornaments

Cultural diversity, Monogamy, Family system, Important seasonal festivals

### **Unit-II: Social Reforms and Modern Society**

Reforms by Basaveswara - Raja Rama Mohan Roy - Dayananda Saraswathi - Swamy Vivekananda - Mahatma Gandhi - B. R. Ambedkar - Reforms in Andhra by Vemana, Veerabrahmam, Gurajada, Veeresalingam and GurrarnJashua (only reforms in brief, biographies not needed)

**Modern Society:** Family unity, Community service, Social Harmony, Civic Sense, Gender Sensitivity, Equality, National Fervor

### **Unit-III: Science and Technology**

Objectivity and Scientific Temper - Education on Scientific lines (Bloom's Taxonomy) - Online Education

Developments in Industry, Agriculture, Medicine, Space, Alternate Energy, Communications, Media through ages

## **Co-curricular Activities Suggested**

1. Assignments, Group discussions, Quiz etc
2. Invited Lecture by a local expert
3. Visit to a scientific institutions, local heritage sites, museums, industries etc

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Life Skill Course

# *Environmental Education*

*As per Choice Based Credit System (CBCS)  
Common to all Branches*

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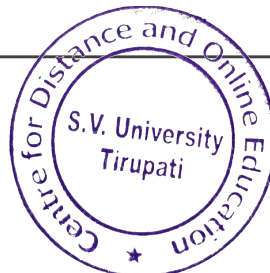
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# *Environmental Education*

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## **Learning outcomes**

On completion of this course the students will be able to .....

1. Understand the nature, components of an ecosystem and that humans are an integral part of nature.
2. Realize the importance of environment, the goods and services of a healthy biodiversity, dependence of humans on environment.
3. Evaluate the ways and ill effects of destruction of environment, population explosion on ecosystems and global problems consequent to anthropogenic activities.
4. Discuss the laws/ acts made by government to prevent pollution, to protect biodiversity and environment as a whole.
5. Acquaint with international agreements and national movements, and realize citizen's role in protecting environment and nature.

### **Unit-1: Environment and Natural Resources**

1. Multidisciplinary nature of environmental education; scope and importance.
2. Man as an integral product and part of the Nature.
3. A brief account of land, forest and water resources in India and their importance.
4. Biodiversity: Definition; importance of Biodiversity - ecological, consumptive, productive, social, ethical and moral, aesthetic, and option value.
5. Levels of Biodiversity: Genetic, species and ecosystem diversity.

### **Unit-2: Environmental Degradation and Impacts**

1. Human population growth and its impacts on environment; land use change, land degradation, soil erosion and desertification.
2. Use and over-exploitation of surface and ground water, construction of dams, floods, conflicts over water (within India).
3. **Deforestation:** Causes and effects due to expansion of agriculture, firewood, mining, forest fires and building of new habitats.
4. Non-renewable energy resources, their utilization and influences.
5. A brief account of air, water, soil and noise pollutions; Biological, industrial and solid wastes in urban areas. Human health and economic risks.
6. Green house effect - global warming; ocean acidification, ozone layer depletion, acid rains and impacts on human communities and agriculture.

7. **Threats to biodiversity:** Natural calamities, habitat destruction and fragmentation, over exploitation, hunting and poaching, introduction of exotic species, pollution, predator and pest control.

**Unit-3: Conservation of Environment**

1. Concept of sustainability and sustainable development with judicious use of land, water and forest resources; afforestation.
2. Control measures for various types of pollution; use of renewable and alternate sources of energy.
3. **Solid waste management:** Control measures of urban and industrial waste.
4. **Conservation of biodiversity:** In-situ and ex-situ conservation of biodiversity.
5. **Environment Laws:** Environment Protection Act; Act; Wildlife Protection Act; Forest Conservation Act.
6. **International agreements:** Montreal and Kyoto protocols; Environmental movements: Bishnois of Rajasthan, Chipko, Silent valley.



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Life Skill Course

# *Personality Enhancement & Leadership*

*As per Choice Based Credit System (CBCS)  
Common to all Branches*

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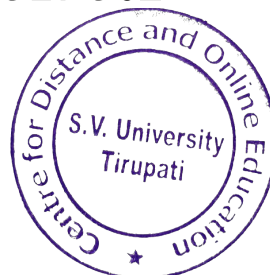
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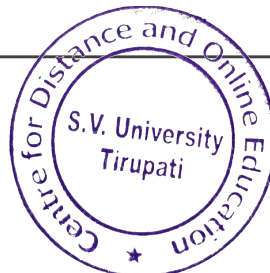
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## *Personality Enhancement & Leadership*

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### **Learning Outcomes**

By successful completion of the course, students will be able to:

- Develop comprehensive understanding of personality
- Know how to assess and enhance one's own personality
- Comprehend leadership qualities and their importance
- Understand how to develop leadership qualities

#### **Unit-I**

Meaning of Personality – Explanations of Human Personality – Psychodynamic Explanations – Social Cognitive Explanation – Big Five traits of Personality

#### **Unit-II**

Assessment of Personality - Projective & Self Report Techniques - Building Self-Confidence – Enhancing Personality Skills

#### **Unit-III**

Leadership Characteristics – Types of Leaders – Importance of Leadership – Leadership Skills – Building and Leading Efficient Teams – Leadership Qualities of Abraham Lincoln, Mahatma Gandhi, Prakasam Pantulu, Dr. B. R. Ambedkar & J.R.D. Tata

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Skill Development Course  
***Office Secretaryship***  
As per Choice Based Credit System (CBCS)  
Common to all Branches

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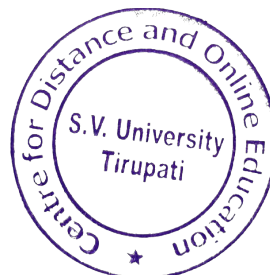
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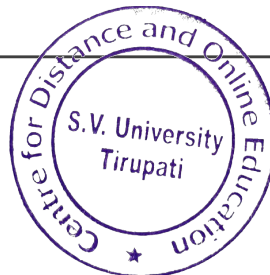
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# Office Secretaryship

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## Learning Outcomes

By the successful completion of course, the student will be able to;

1. Understand the organizational hierarchy and outlines of functioning.
2. Comprehend the role of office secretaryship in a small and medium organization.
3. Acquire knowledge on office procedures and interpersonal skills.
4. Apply the skills in preparing and presenting notes, letters, statements, reports in different situations.

### Unit-I: Introduction

Introduction - Organisational structure of a small and medium organization - Types of offices - Kinds of secretaries - The scope of office secretaryship.

### Unit-II: Office Secretary

The role of an office secretary - Duties and responsibilities - Usage of different devices - Flowchart and office manuals - Coordinating different wings of an office/organisation - Arranging common meetings - Operations of banking and financial services - travel and hospitality management services.

### Unit-III: Office Procedures

Office procedures - Filing - Circulating files - Preparation of notes, circulars, agenda and minutes of meetings - Issue of press notes - Maintenance of files and records - Inventory, office, human resources, financial and confidential - maintaining public relations.

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Skill Development Course

# *Advertising*

*As per Choice Based Credit System (CBCS)  
Common to all Branches*

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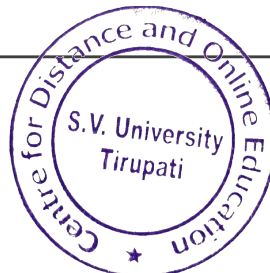
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# *Advertising*

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## **Learning Outcomes**

After Successful completion of this course, the students are able to;

1. Understand the field of Advertising
2. Comprehend opportunities and challenges in Advertising sector
3. Prepare a primary advertising model
4. Understand applying of related skills
5. Examine the scope for making advertising a future career

### **Unit-1**

Introduction of advertising concepts- functions - Types of advertising - Creative advertising messages - Factors determining opportunities of a product/service/Idea

### **Unit-2**

Role of advertising agencies and their responsibilities - scope of their work and functions - Ethical issues - Identifying target groups -Laws in advertising. Advertising Statutory Bodies in India - Role of AAAI (Advertising Agencies Association of India), ASCI (Advertising Standard Council of India)

### **Unit-3**

Types of advertising - Basic characteristics of a typical advertisement - Reaching target groups - Local advertising - Feedback on impact of advertisement - Business promotion.

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Skill Development Course  
***Logistics and Supply Chain Management***  
As per Choice Based Credit System (CBCS)  
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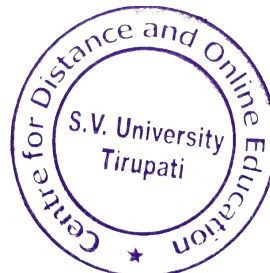
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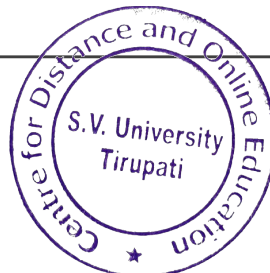
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# *Logistics and Supply Chain Management*

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## **Learning Outcomes**

At the successful completion of the course, the student will able to;

1. Summarize relationship between marketing and Logistic Management
2. Understand the concepts of Supply Chain Management in connection with products.
3. Understanding various types of seller and suppliers
4. Evaluate best logistic method among all means of transport operations
5. Analysis of different distribution strategies - online and physical distribution
6. Compare the Logistics in National and International Scenario.
7. Design and develop new methods and models of Logistics in SCM

### **Unit-1: Introduction to Logistics and Supply Chain Management (SCM)**

Functions of Logistics - Structure of logistics - Logistics Costs - Modes of Logistics - Logistics in 21st Century - Role of Supply Chain Management - Design and Development of Supply Chain Network - Different types of Supply Chain Networks

### **Unit-II: Logistics**

Customer Selection - Process -Customer Service and Customer Retention - Relationship Management - Integrating Logistics and Customer Relationship Management

### **Unit-III: Supply Chain Management**

Managing and Estimating Supply Chain Demand - Forecasting Techniques - Supplier Networks – Skills to Manage SCM - Recent Trends in SCM

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## *Logistics and Supply Chain Management*

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Skill Development Course

# *Disaster Management*

*As per Choice Based Credit System (CBCS)*

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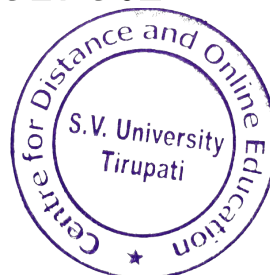
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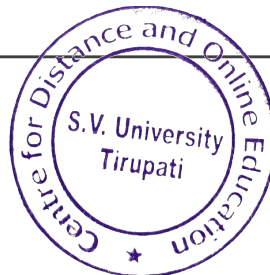
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# *Disaster Management*

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## **Learning Outcomes**

After successful completion of the course, the students are able to;

1. Understand the nature, cause and effects of disasters
2. Comprehend the importance of Disaster Management and the need of awareness
3. Acquire knowledge on disaster preparedness, recovery remedial measures and personal precautions
4. Volunteer in pre and post disaster management service activities

### **Unit-I**

Introduction of Disaster - Different types of disasters- Natural- (flood, cyclone, earthquake, Famine and pandemic) - Accidental- (Fire, Blasting, Chemical leakage, Rail, Aviation, Road boat tragedies and nuclear pollution) - Disaster Management Act 2005

### **Unit-II**

Causes and immediate effects of Disasters - Preparedness of disasters –Precautions – Dissemination of information - Nature and concepts - Role of National Disaster Management Authority and Role of Government and non governmental organizations in protecting human livestock and natural resources.-Use of technology -Role of Citizens and Youth in the prevention.

### **Unit-III**

Post disaster effects - short term - Procedures for Rehabilitation and Recovery - Role of volunteers and Safety Precautions - Long term remedial and preventive measures – Collection, filing and storage of information - Case studies.

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## *Disaster Management*

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