

BASANTIDEVI COLLEGE

Established in 1959

(Government
Sponsored)

NAAC Reaccredited **B+** (3rd Cycle)

For Admission into **Communicative English (Major) or CMEV**

Session: 2021-22

Eligibility: Gen- 50% in aggregate & 45% in English,
SC/ ST- 40% in aggregate & 40% in English

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

Communicative English (Major) is a professional subject, a combination of varied subjects opening many 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, Schools etc. It sharpens communicative skills of the students, prepares them to get job-ready and give them exposure as interns in media houses and schools thereby giving them a complete theoretical as well as practical knowledge required in the job sector.

2. Major vs. Honours.

Major	Honours
14 core papers, 2 SECs, 2 DSEs	14 core papers, 2 SECs, 2 DSEs
2 Generic Electives	2 Generic Electives
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 leading Media houses, Airlines, Corporate Offices, MNCs, BPOs, Hospitality Sector, hospitals, Schools and FMCG Sector etc. The subject provides a student with a **higher possibility to earn a 1st Class Degree** than many Hons. Subjects do. This 1st class enables them to sit for Govt. exams, where cut-off marks to take tests is high.

They undergo an **INTERNSHIP both in online and offline mode (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 like Kamala Chatterjee Girls' High School, to name a few; OFFICES- content writer jobs, receptionists' job in hospitals etc.)**, which enhances their chances of getting employed soon after they finish their graduation or even during the internship itself.

4. Syllabus

B. A. in Communicative English (Major) consists of English language learning and teaching, Linguistics, Public Relations, Advertising, Journalism & Mass Communication, Translation Studies, Film Studies, Research Methodology, Entrepreneurship, Soft skills, Content writing etc all at a time during graduation.

See detailed syllabus [Click Here](#)

5. Scope for Higher studies

A student may tentatively take up one of the following to pursue as a postgraduate subject (as per rules of Indian and foreign Universities to change from time to time) M. A. in Linguistics, M. A. and PG Diploma in Journalism and Mass Communication, PG Diploma in Media Management, M. A. in Comparative Literature, B. Ed., M. A. in English Language Teaching(ELT), M. A. in Public Relations, M. A. in Advertising, Masters in Social Work (MSW), M. A. in Developmental Studies, M. A. in Film Studies, M. A. in Translation Studies, MBA in Human Resource Management/ Tourism and Hotel Management/ Marketing, Degree in Communication, Master of Labour Studies, Degree in Film & Entertainment, Television and Digital Video Production and many others.