



FATIMA COLLEGE (AUTONOMOUS)
COLLEGE WITH POTENTIAL FOR EXCELLENCE (2004-2019)
RE-ACCREDITED WITH "A" GRADE BY NAAC (3RD CYCLE)
74TH RANK IN INDIA RANKING 2020 (NIRF) BY MHRD
MARY LAND, MADURAI-18.

THE RESEARCH CENTRE OF ENGLISH

PRESENTS

19UGVACL1

ENGLISH FOR MEDIA

**OFF-CLASS VALUE ADDED COURSE
TO ENRICH YOUR MEDIA SKILLS**

Last day to register: 28.01.2021



**Fatima College (Autonomous), Madurai****SEMESTER –II***For those who joined in 2020 onwards*

COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
19UGVACL1	ENGLISH FOR MEDIA	Value added crash course	2	

COURSE DESCRIPTION

The course on English for media provides the learners the varied skills necessary to take up a job in the field of media.

COURSE OBJECTIVES

The course is intended to make the learners learn the LSRW skills needed for communicating in media. The course will deal with the techniques of creating advertisements and hosting shows on TV/ radio.

UNITS**UNIT –I ADVERTISEMENTS****(2 HRS.)**

1. Types of advertisements
2. Print and electronic media

UNIT –II ADVERTISING**(4 HRS.)**

1. Principles of advertising
2. Advertising agents and clients
3. Social and ethical aspects of advertising

UNIT -III COPYWRITING

(6 HRS.)

1. Jingles
2. Slogans
3. Story line
4. Logo designing

UNIT -IV SKILLS FOR RJ/VJ

(9 HRS.)

1. Voice Improvement
2. Content Creation
3. On air techniques
4. Make-up and costume

UNIT -V PRACTICALS

(9 HRS.)

1. Designing layout of advertisements
2. Hosting Live shows
3. Interviews

REFERENCES

1. Ashton, Robert. Copywriting in a week. Hodder & Stoughton Essex, 2003.
2. Booher, Dianna. E-Writing. Macmillan Ltd, 2007.
3. Chakravarthy, Jagadish. Net, Media and Mass Communication. Authors Press, 2004.
4. Hezburn, David. Copywriting by Design: Bringing ideas to life with words and images. NTC Business books.USA. 1997.
5. Keeble, Richard. Ethics for Journalists. Routledge, 2001.

WEB REFERENCES

1. Conroy, Gary. "Technical What?" Technical Writing 1997.
<https://www.techwriting.about.com>.
2. Kolunovsky, Nina. "Becoming a Technical Writer in Three Easy Steps."
Society for Technical Communication 1996. <https://www.stctoronto.org>.
3. U.S. Department of Labor, Bureau of Labor Statistics. "Writers and Editors, Including Technical Writers." Occupational Outlook Handbook 2000. <https://stats.bls.gov/oco>.

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 ADVERTISEMENTS				
1.1	Types of advertisements	1	Chalk & Talk	Black Board/ PPT
1.2	Print and electronic media	1	Chalk & Talk	Black Board/PPT
UNIT -2 ADVERTISING				
2.1	Principles of advertising	2	Chalk & Talk PPT	Black Board
2.2	Advertising agents and clients	1	Chalk & Talk PPT	Black Board
2.3	Social and ethical aspects of advertising	1	Chalk & Talk	Black Board LCD

Curriculum for B.A. ENGLISH

UNIT -3 COPYWRITING				
3.1	Jingles	1	Chalk & Talk PPT	Black Board LCD
3.2	Slogans	1	Chalk & Talk PPT	Black Board LCD
3.3	Story line	2	Chalk & Talk PPT/ Videos	Black Board LCD
3.4	Logo designing	2	Chalk & Talk PPT/ Videos/ Computer	Black Board LCD
UNIT -4 SKILLS FOR RJ/VJ				
4.1	Voice Improvement	3	Chalk & Talk/Video	Black Board LCD/ Mic/Tape recorder
4.2	Content Creation	2	Chalk & Talk/ PPT	Black Board LCD
4.3	On air techniques	2	Chalk & Talk/ Videos	Black Board LCD/ Mic/Tape recorder
4.4	Make-up and costume	2	Chalk & Talk/ Videos	Black Board LCD/ Mic/Tape recorder

Curriculum for B.A. ENGLISH

UNIT -5 PRACTICALS				
5.1	Designing layout of advertisements	4	Chalk & Talk PPT/ Videos/ Computer	Black Board LCD
5.2	Hosting Live shows	3	Chalk & Talk/ Videos	Black Board LCD/Mic/Tape recorder
5.3	Interviews	2	Chalk & Talk/ Videos	Black Board LCD/Mic/Tape recorder

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Access the various types of advertisements and their impacts.	K1	PSO1
CO 2	Design advertisements in innovative manner.	K1, K2,	PSO4
CO 3	Compere shows on TV and radio.	K1 & K3	PSO2
CO 4	Improve their interviewing skills and voice modulation strategies.	K3 & K4	PSO4
CO 5	Create content for mass media.	K3 & K4	PSO5

COURSE DESIGNER:

1. A. J. BERNITA



Forwarded By



Dr. A. Roselin Mary

HOD'S Signature
& Name

வகுப்பு : ..The Research Center ..			1	2	3	4	5	6	7	8	9	10	11	12
வரிசை எண்	பதிவு எண்	பெயர்												
40.	2019L61	Starathy. B.	/	/	/	/	/	/	/	/	/	/	/	/
41.	2019L62	Subathra. S	/	/	/	/	/	/	/	/	/	/	/	/
42.	2019L64	Suvetha. R	/	/	/	/	/	/	/	/	/	/	/	/
43.	2019L66	Vaishnavi. C	a	a	/	/	/	/	/	/	/	/	/	/
44.	2019L69	Teba Mastira. K	/	/	/	/	/	/	/	/	/	/	/	/
45.	2019L73	Raj. S. Jintla. Mugarji	a	/	/	/	/	/	/	/	/	/	/	/
46.	2019L74	Sahana. M.	/	/	/	/	/	/	/	/	/	/	/	/
47.	2019M03	Abisuya. S	a	/	/	/	/	/	/	/	/	/	/	/
48.	2019M32	Mahalakshmi. S.	/	/	/	/	/	/	/	/	/	/	/	/
49.	2019M62	Jenifer Beulah. J.	/	/	/	/	/	/	/	/	/	/	/	/
50.	2019N02	Abisami. S	/	/	/	/	/	/	/	/	/	/	/	/
51.	2019N09	Dhanani. S	/	/	/	/	/	/	/	/	/	/	/	/
52.	2019N17	Joy. J	/	a	/	/	/	/	/	/	/	/	/	/
53.	2019N23	Melofan Nisha. S	/	/	/	/	/	/	/	/	/	/	/	/
54.	2019P22	Parvathavathi. S	/	/	/	/	/	/	/	/	/	/	/	/
55.	2019P43	Yogadharshini. M	/	/	/	/	/	/	/	/	/	/	/	/
56.	2019P44	Jeswil. S	/	/	/	/	/	/	/	/	/	/	/	/
57.	2019T01	Aasthi. E	/	/	/	/	/	/	/	/	/	/	/	/
58.	2019T06	Anusha. R	/	/	/	/	/	/	/	/	/	/	/	/
59.	2019T07	Aachana. R	/	/	/	/	/	/	/	/	/	/	/	/
60.	2019T09	Avila Theasol. G	/	/	/	/	/	/	/	/	/	/	/	/
61.	2019T10	Azhagumani. N.	/	/	/	/	/	/	/	/	/	/	/	/
62.	2019T11	Denisha. K	/	/	/	/	/	/	/	/	/	/	/	/
63.	2019T12	Dhasani. P	/	/	/	/	/	/	/	/	/	/	/	/
64.	2019T13	Dhivya. K	/	/	/	/	/	/	/	/	/	/	/	/
65.	2019T16	Durgadevi. M	/	/	/	/	/	/	/	/	/	/	/	/
66.	2019T18	Gladye Princy. G	/	/	/	/	/	/	/	/	/	/	/	/
67.	2019T29	Kaarthana. P	/	a	/	/	/	/	/	/	/	/	/	/
68.	2019T35	Maria Groualya. A-A	/	/	/	/	/	/	/	/	/	/	/	/
69.	2019T40	Muthusakku. P	/	/	/	/	/	/	/	/	/	/	/	/
70.	2019T42	Nandhini. C	/	/	/	/	/	/	/	/	/	/	/	/
71.	2019T44	Nishanthini.	/	/	/	/	/	/	/	/	/	/	/	/
72.	2019T48	Rajeswari. K	/	/	/	/	/	/	/	/	/	/	/	/
73.	2019T62	Sowmiya. J	a	/	/	/	/	/	/	/	/	/	/	/
74.	2019T68	Vidhya. B	/	/	/	/	/	/	/	/	/	/	/	/
75.	2019T69	Yuvarani. T	/	/	/	/	/	/	/	/	/	/	/	/
76.	2019Z47	Himalini. K	/	/	/	/	/	/	/	/	/	/	/	/
													</	

[illegible]

THE RESEARCH CENTRE OF ENGLISH



FATIMA COLLEGE (Autonomous)

Re-Accredited with 'A' Grade by NAAC (3rd Cycle)

College with Potential for Excellence

Mary Land, Madurai - 625018

This is to certify that Ms. *R. Suvedha, 2019264*.....
has successfully completed the Value Added Crash Course on

ENGLISH FOR MEDIA

during the academic year 2020 - 2021 and has been
awarded Distinction / First / ~~Second~~ class.

Dr. Sr. G. Celine Sahaya Mary

Dr. Sr. G. Celine Sahaya Mary
Principal

Roselin Mary

Head of the Department

[Signature]

Co-ordinator