



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

**THE RESEARCH CENTRE OF ENGLISH**

***PRESENTS***

# **19UGSECL1**

## **ENGLISH FOR MEDIA**

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

***Last day to register: 30.11.2021***



**FATIMA COLLEGE (AUTONOMOUS), MADURAI-18**  
**THE RESEARCH CENTRE OF ENGLISH**

*For those who joined in June 2019 onwards*

**PROGRAMME CODE: UAEN/USEN**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>19UGSECL1</b>	<b>ENGLISH FOR MEDIA</b>	<b>Skill Embedded</b>	-	-

**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**

**( 2HRS.)**

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:**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT -1                      ADVERTISEMENTS</b>				
1.1	Types of advertisements	1	Chalk & Talk	Black Board/ PPT
1.2	Print and electronic media	1	Chalk & Talk	Black Board/PPT
<b>UNIT -2                      ADVERTISING</b>				
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
<b>UNIT -3                      COPYWRITING</b>				
<b>3.1</b>	Jingles	<b>1</b>	Chalk & Talk	Black Board LCD

			PPT	
<b>3.2</b>	Slogans	<b>1</b>	Chalk & Talk PPT	Black Board LCD
<b>3.3</b>	Story line	<b>2</b>	Chalk & Talk PPT/ Videos	Black Board LCD
<b>3.4</b>	Logo designing	<b>2</b>	Chalk & Talk PPT/ Videos/ Computer	Black Board LCD
<b>UNIT -4 SKILLS FOR RJ/VJ</b>				
<b>4.1</b>	Voice Improvement	<b>3</b>	Chalk & Talk/Video	Black Board LCD/ Mic/Tape recorder
<b>4.2</b>	Content Creation	<b>2</b>	Chalk & Talk/ PPT	Black Board LCD
<b>4.3</b>	On air techniques	<b>2</b>	Chalk & Talk/ Videos	Black Board LCD/ Mic/Tape recorder
<b>4.4</b>	Make-up and costume	<b>2</b>	Chalk & Talk/ Videos	Black Board LCD/ Mic/Tape recorder
<b>UNIT -5 PRACTICALS</b>				
<b>5.1</b>	Designing layout of advertisements	<b>4</b>	Chalk & Talk	Black Board LCD

			PPT/ Videos/ Computer	
<b>5.2</b>	Hosting Live shows	<b>3</b>	Chalk & Talk/ Videos	Black Board LCD/ Mic/Tape recorder
<b>5.3</b>	Interviews	<b>2</b>	Chalk & Talk/ Videos	Black Board LCD/ Mic/Tape recorder

## COURSE OUTCOMES

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
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

### Mapping of COs with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	2	2	1
CO2	3	1	1	1	1
CO3	1	3	1	3	1
CO4	1	1	1	2	3
CO5	1	1	2	1	3

### Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	1	2	2	2	3	2
CO2	1	1	3	1	2	3	2
CO3	3	1	1	1	2	3	2
CO4	1	3	1	1	2	3	2
CO5	1	1	1	2	3	3	2

**Note:** ♦ Strongly Correlated – 3  
 ♦ Weakly Correlated -1

♦ Moderately Correlated – 2

### COURSE DESIGNER:

1. Staff Name : A. J. BERNITA



**Forwarded By**

A handwritten signature in blue ink that reads "Roselin Mary". The signature is written in a cursive style with a horizontal line drawn across the middle of the name.

**DR.A.ROSELIN MARY**

**HOD'S Signature&Name**



வகுப்பு : The Research Centre of English

காலை

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20.21..... ஆண்டு 2022

மாதம்

வருகை நாட்கள்

குறிப்பு

மாதத்தின் முடிவில் உள்ளவர்கள் \_\_\_\_\_ மாதத்தின் சராசரி பதிவு \_\_\_\_\_

பள்ளி விடுமுறை நாட்கள்

வகுப்பாசிரியர்



## FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' by NAAC (Cycle - IV)  
Mary Land, Madurai

### THE RESEARCH CENTRE OF ENGLISH

#### Value added Courses - Course Teacher Name list

S. No.	Course Title with Course Code	Course Teacher	No. of Hours Taken
1.	English for TET Aspirants - 21UGVACL1	Dr. A. Aarthi	14 hrs
2.	English for TET Aspirants - 21UGVACL1	Mrs. N. Sangeetha Rani	16 hrs
3.	English for Media - 19UGSECL1	Ms. J. Kayal Anthony	10 hrs
4.	English for Media - 19UGSECL1	Mrs. A. J. Bernita	10 hrs

1. Aarthi  
2. Sangeetha Rani  
3. J. Kayal Anthony  
4. A. J. Bernita

Course TeachersSignature

*Roselin Mary*  
Signature of the HOD with Seal

*Dr A. Roselin Mary,*  
Associate Professor & Head,  
Research Centre of English,  
Fatima college,  
Madurai 625 018.



# THE RESEARCH CENTRE OF ENGLISH



**FATIMA COLLEGE** (Autonomous)

Re-Accredited with "A++" Grade by NAAC (Cycle-IV)

Mary Land, Madurai - 625018.

This is to certify that Ms. U. Swetha There's 2020469  
has successfully completed the Skill Embedded Course on

**ENGLISH FOR MEDIA**

during the academic year 2021 - 2022 and has been  
awarded Distinction / First / Second class.

*Dr. G. Celine Sahaya Mary*

**Dr.Sr.G.Celine Sahaya Mary**  
Principal

*Roseline Mary*  
Head of the Department

*[Signature]*  
Co-ordinator