



FATIMA COLLEGE

(Autonomous)

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle-IV)

Mary Land, Madurai-625 018, Tamil Nadu

THE RESEARCH CENTRE OF ENGLISH

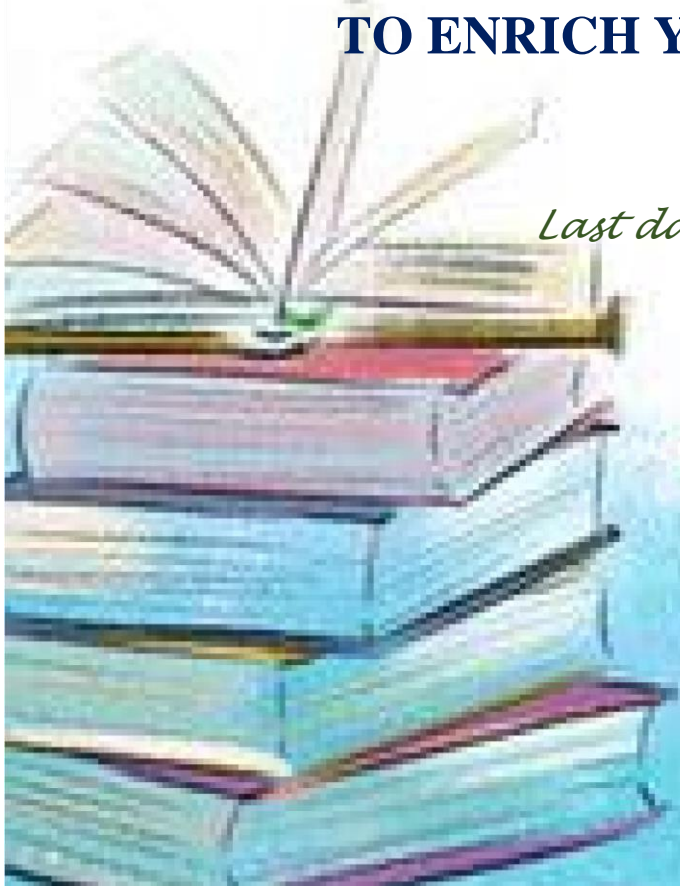
PRESENTS

19UGSECL1

ENGLISH FOR MEDIA

**OFF - CLASS SKILL EMBEDDED CRASH COURSE
TO ENRICH YOUR MEDIA SKILLS**

Last day to register: 23.08.2022



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

For those who joined in June 2019 onwards

PROGRAMME CODE: UAEN/USEN

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

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:

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
UNIT -3 COPYWRITING				
3.1	Jingles	1	Chalk & Talk	Black Board LCD

			PPT	
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
UNIT -5 PRACTICALS				
5.1	Designing layout of advertisements	4	Chalk & Talk	Black Board LCD

			PPT/ Videos/ Computer	
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

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



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எண்	பெயர்	20.09.22	27.09.22	3.10.22	10.10.22	16.10.22	20.10.22	27.10.22	3.11.22	10.11.22	16.11.22	20.11.22	27.11.22	3.12.22	10.12.22	16.12.22	20.12.22	27.12.22	3.01.23	10.01.23	16.01.23	20.01.23	27.01.23	3.02.23	10.02.23	16.02.23	20.02.23	27.02.23	3.03.23	10.03.23	16.03.23	20.03.23	27.03.23	3.04.23	10.04.23	16.04.23	20.04.23	27.04.23	3.05.23	10.05.23	16.05.23	20.05.23	27.05.23	3.06.23	10.06.23	16.06.23	20.06.23	27.06.23	3.07.23	10.07.23	16.07.23	20.07.23	27.07.23	3.08.23	10.08.23	16.08.23	20.08.23	27.08.23	3.09.23	10.09.23	16.09.23	20.09.23	27.09.23	3.10.23	10.10.23	16.10.23	20.10.23	27.10.23	3.11.23	10.11.23	16.11.23	20.11.23	27.11.23	3.12.23	10.12.23	16.12.23	20.12.23	27.12.23	3.01.24	10.01.24	16.01.24	20.01.24	27.01.24	3.02.24	10.02.24	16.02.24	20.02.24	27.02.24	3.03.24	10.03.24	16.03.24	20.03.24	27.03.24	3.04.24	10.04.24	16.04.24	20.04.24	27.04.24	3.05.24	10.05.24	16.05.24	20.05.24	27.05.24	3.06.24	10.06.24	16.06.24	20.06.24	27.06.24	3.07.24	10.07.24	16.07.24	20.07.24	27.07.24	3.08.24	10.08.24	16.08.24	20.08.24	27.08.24	3.09.24	10.09.24	16.09.24	20.09.24	27.09.24	3.10.24	10.10.24	16.10.24	20.10.24	27.10.24	3.11.24	10.11.24	16.11.24	20.11.24	27.11.24	3.12.24	10.12.24	16.12.24	20.12.24	27.12.24	3.01.25	10.01.25	16.01.25	20.01.25	27.01.25	3.02.25	10.02.25	16.02.25	20.02.25	27.02.25	3.03.25	10.03.25	16.03.25	20.03.25	27.03.25	3.04.25	10.04.25	16.04.25	20.04.25	27.04.25	3.05.25	10.05.25	16.05.25	20.05.25	27.05.25	3.06.25	10.06.25	16.06.25	20.06.25	27.06.25	3.07.25	10.07.25	16.07.25	20.07.25	27.07.25	3.08.25	10.08.25	16.08.25	20.08.25	27.08.25	3.09.25	10.09.25	16.09.25	20.09.25	27.09.25	3.10.25	10.10.25	16.10.25	20.10.25	27.10.25	3.11.25	10.11.25	16.11.25	20.11.25	27.11.25	3.12.25	10.12.25	16.12.25	20.12.25	27.12.25	3.01.26	10.01.26	16.01.26	20.01.26	27.01.26	3.02.26	10.02.26	16.02.26	20.02.26	27.02.26	3.03.26	10.03.26	16.03.26	20.03.26	27.03.26	3.04.26	10.04.26	16.04.26	20.04.26	27.04.26	3.05.26	10.05.26	16.05.26	20.05.26	27.05.26	3.06.26	10.06.26	16.06.26	20.06.26	27.06.26	3.07.26	10.07.26	16.07.26	20.07.26	27.07.26	3.08.26	10.08.26	16.08.26	20.08.26	27.08.26	3.09.26	10.09.26	16.09.26	20.09.26	27.09.26	3.10.26	10.10.26	16.10.26	20.10.26	27.10.26	3.11.26	10.11.26	16.11.26	20.11.26	27.11.26	3.12.26	10.12.26	16.12.26	20.12.26	27.12.26	3.01.27	10.01.27	16.01.27	20.01.27	27.01.27	3.02.27	10.02.27	16.02.27	20.02.27	27.02.27	3.03.27	10.03.27	16.03.27	20.03.27	27.03.27	3.04.27	10.04.27	16.04.27	20.04.27	27.04.27	3.05.27	10.05.27	16.05.27	20.05.27	27.05.27	3.06.27	10.06.27	16.06.27	20.06.27	27.06.27	3.07.27	10.07.27	16.07.27	20.07.27	27.07.27	3.08.27	10.08.27	16.08.27	20.08.27	27.08.27	3.09.27	10.09.27	16.09.27	20.09.27	27.09.27	3.10.27	10.10.27	16.10.27	20.10.27	27.10.27	3.11.27	10.11.27	16.11.27	20.11.27	27.11.27	3.12.27	10.12.27	16.12.27	20.12.27	27.12.27	3.01.28	10.01.28	16.01.28	20.01.28	27.01.28	3.02.28	10.02.28	16.02.28	20.02.28	27.02.28	3.03.28	10.03.28	16.03.28	20.03.28	27.03.28	3.04.28	10.04.28	16.04.28	20.04.28	27.04.28	3.05.28	10.05.28	16.05.28	20.05.28	27.05.28	3.06.28	10.06.28	16.06.28	20.06.28	27.06.28	3.07.28	10.07.28	16.07.28	20.07.28	27.07.28	3.08.28	10.08.28	16.08.28	20.08.28	27.08.28	3.09.28	10.09.28	16.09.28	20.09.28	27.09.28	3.10.28	10.10.28	16.10.28	20.10.28	27.10.28	3.11.28	10.11.28	16.11.28	20.11.28	27.11.28	3.12.28	10.12.28	16.12.28	20.12.28	27.12.28	3.01.29	10.01.29	16.01.29	20.01.29	27.01.29	3.02.29	10.02.29	16.02.29	20.02.29	27.02.29	3.03.29	10.03.29	16.03.29	20.03.29	27.03.29	3.04.29	10.04.29	16.04.29	20.04.29	27.04.29	3.05.29	10.05.29	16.05.29	20.05.29	27.05.29	3.06.29	10.06.29	16.06.29	20.06.29	27.06.29	3.07.29	10.07.29	16.07.29	20.07.29	27.07.29	3.08.29	10.08.29	16.08.29	20.08.29	27.08.29	3.09.29	10.09.29	16.09.29	20.09.29	27.09.29	3.10.29	10.10.29	16.10.29	20.10.29	27.10.29	3.11.29	10.11.29	16.11.29	20.11.29	27.11.29	3.12.29	10.12.29	16.12.29	20.12.29	27.12.29	3.01.30	10.01.30	16.01.30	20.01.30	27.01.30	3.02.30	10.02.30	16.02.30	20.02.30	27.02.30	3.03.30	10.03.30	16.03.30	20.03.30	27.03.30	3.04.30	10.04.30	16.04.30	20.04.30	27.04.30	3.05.30	10.05.30	16.05.30	20.05.30	27.05.30	3.06.30	10.06.30	16.06.30	20.06.30	27.06.30	3.07.30	10.07.30	16.07.30	20.07.30	27.07.30	3.08.30	10.08.30	16.08.30	20.08.30	27.08.30	3.09.30	10.09.30	16.09.30	20.09.30	27.09.30	3.10.30	10.10.30	16.10.30	20.10.30	27.10.30	3.11.30	10.11.30	16.11.30	20.11.30	27.11.30	3.12.30	10.12.30	16.12.30	20.12.30	27.12.30	3.01.31	10.01.31	16.01.31	20.01.31	27.01.31	3.02.31	10.02.31	16.02.31	20.02.31	27.02.31	3.03.31	10.03.31	16.03.31	20.03.31	27.03.31	3.04.31	10.04.31	16.04.31	20.04.31	27.04.31	3.05.31	10.05.31	16.05.31	20.05.31	27.05.31	3.06.31	10.06.31	16.06.31	20.06.31	27.06.31	3.07.31	10.07.31	16.07.31	20.07.31	27.07.31	3.08.31	10.08.31	16.08.31	20.08.31	27.08.31	3.09.31	10.09.31	16.09.31	20.09.31	27.09.31	3.10.31	10.10.31	16.10.31	20.10.31	27.10.31	3.11.31	10.11.31	16.11.31	20.11.31	27.11.31	3.12.31	10.12.31	16.12.31	20.12.31	27.12.31	3.01.32	10.01.32	16.01.32	20.01.32	27.01.32	3.02.32	10.02.32	16.02.32	20.02.32	27.02.32	3.03.32	10.03.32	16.03.32	20.03.32	27.03.32	3.04.32	10.04.32	16.04.32	20.04.32	27.04.32	3.05.32	10.05.32	16.05.32	20.05.32	27.05.32	3.06.32	10.06.32	16.06.32	20.06.32	27.06.32	3.07.32	10.07.32	16.07.32	20.07.32	27.07.32	3.08.32	10.08.32	16.08.32	20.08.32	27.08.32	3.09.32	10.09.32	16.09.32	20.09.32	27.09.32	3.10.32	10.10.32	16.10.32	20.10.32	27.10.32	3.11.32	10.11.32	16.11.32	20.11.32	27.11.32	3.12.32	10.12.32	16.12.32	20.12.32	27.12.32	3.01.33	10.01.33	16.01.33	20.01.33	27.01.33	3.02.33	10.02.33	16.02.33	20.02.33	27.02.33	3.03.33	10.03.33	16.03.33	20.03.33	27.03.33	3.04.33	10.04.33	16.04.33	20.04.33	27.04.33	3.05.33	10.05.33	16.05.33	20.05.33	27.05.33	3.06.33	10.06.33	16.06.33	20.06.33	27.06.33	3.07.33	10.07.33	16.07.33	20.07.33	27.07.33	3.08.33	10.08.33	16.08.33	20.08.33	27.08.33	3.09.33	10.09.33	16.09.33	20.09.33	27.09.33	3.10.33	10.10.33	16.10.33	20.10.33	27.10.33	3.11.33	10.11.33	16.11.33	20.11.33	27.11.33	3.12.33	10.12.33	16.12.33	20.12.33	27.12.33	3.01.34	10.01.34	16.01.34	20.01.34	27.01.34	3.02.34	10.02.34	16.02.34	20.02.34	27.02.34	3.03.34	10.03.34	16.03.34	20.03.34	27.03.34	3.04.34	10.04.34	16.04.34	20.04.34	27.04.34	3.05.34	10.05.34	16.05.34	20.05.34	27.05.34	3.06.34	10.06.34	16.06.34	20.06.34	27.06.34	3.07.34	10.07.34	16.07.34	20.07.34	27.07.34	3.08.34	10.08.34	16.08.34	20.08.34	27.08.34	3.09.34	10.09.34	16.09.34	20.09.34	27.09.34	3.10.34	10.10.34	16.10.34	20.10.34	27.10.34	3.11.34	10.11.34	16.11.34	20.11.34	27.11.34	3.12.34	10.12.34	16.12.34	20.12.34	27.12.34	3.01.35	10.01.35	16.01.35	20.01.35	27.01.35	3.02.35	10.02.35	16.02.35	20.02.35	27.02.35	3.03.35	10.03.35	16.03.35	20.03.35	27.03.35	3.04.35	10.04.35	16.04.35	20.04.35	27.04.35	3.05.35	10.05.35	16.05.35</
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FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

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 Media - 19UGSECL1	Dr. A. J. Aruna	15
2.	English for Media - 19UGSECL1	Mrs. A. J. Bernita	15

Fernando Delishia

Signature of the HOD with Seal

Dr. Fernando Delishia
Associate Professor & Head
Research Centre of English
Fatima College (Autonomous)
Madurai-625018.



FATIMA COLLEGE (AUTONOMOUS)

AFFILIATED TO MADURAI KAMARAJ UNIVERSITY
RE-ACCREDITED WITH 'A++' BY NAAC (CYCLE-IV)
MARY LAND, MADURAI- 625 018

THE RESEARCH CENTRE OF ENGLISH

Asiya Parveen Khan. A 2022L61

This is to certify that Ms. _____
has successfully completed the Skill Embedded Crash Course on

ENGLISH FOR MEDIA

during the academic year 2022-2023 and has been
awarded Distinction / First / Second class.

S. S.

Dr. S. S. S. S. S. S.

Co-ordinator

Roseline Mary

Head of the Department

Sr. G. Celine Sahaya Mary

Dr. Sr. G. Celine Sahaya Mary

Principal