



**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**

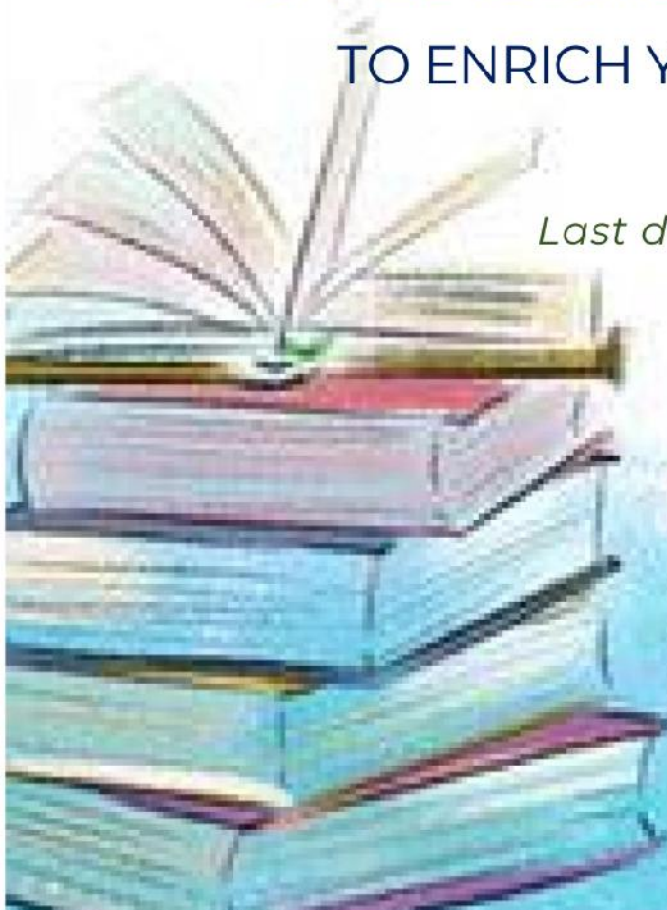
*PRESENTS*

**19UGSECL1**

**English for Media**

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

*Last day to register: 23.08.2023*





# FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University  
Re-Accredited with 'A++' by NAAC (Cycle - IV)  
Mary Land, Madurai - 625 018, Tamil Nadu

## DEPARTMENT OF ENGLISH

### Value-added Course –SKILL EMBEDDED CRASH COURSE

#### Course Teacher Name list

S. No.	Course Title with Course Code	Course Teacher	No. of Hours Taken
1.	19UGSECL1- ENGLISH FOR MEDIA	Dr. A. J. ARUNA	7 HOURS
2.	19UGSECL1- ENGLISH FOR MEDIA	Ms. J. AMALA JEYA SHALI	8 HOURS

*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

This is to certify that Ms. Akshaya. B . 2022L02  
has successfully completed the Value - added Skill Embedded  
Course on English for Media offered by  
The Research Centre of English during the academic year  
2023 - 2024 and has been awarded ~~Distinction~~ / First / ~~Second~~ class.

S. S.  
Co-ordinator

Fernando Delisla  
Head of the Department

Se. G. Lini Sahaya Mary  
Principal



மாதத்துவக்கத்தில் இருந்தவர்கள் \_\_\_\_\_ மாதத்தில் புதிதாக சேர்ந்தவர்கள் \_\_\_\_\_ மாதத்தில் விலகியவர்கள் \_\_\_\_\_  
மாதத்தில் சராசரி வருகை \_\_\_\_\_ மாதத்தில் வராதவர் சதவீதம் \_\_\_\_\_ பள்ளி வேலை நாட்கள் \_\_\_\_\_

THE RESEARCH CENTRE OF ENGLISH

SUBJECT TITLE: ENGLISH FOR MEDIA

SUB. CODE: 19UGVACL1

NAME OF THE COURSE TEACHERS: DR. A. J. ARUNA & MRS. J. AMALA JEYA SHALI

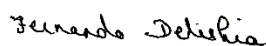
S NO.	REG. NO.	NAME OF THE STUDENTS	INT - 40	EXT - 60	TOT - 100
1	2022L02	AKSHAYA B	27	39	66
2	2022L03	AKSHITHA J	24	38	62
3	2022L11	DAYANATHERASAL J	21.5	33	55
4	2022L13	DEEPTHI LYNETTE A	18.5	30	49
5	2022L23	INFANT HELINA B	25.5	39	65
6	2022L26	JANANI R	29.5	43	73
7	2022L34	MARY JESLI A S	30	42	72
8	2022L37	MIRACLIN CHELLA VAILANKANNI M	27.5	44	72
9	2022L39	NAINA TOPPO	20	30	50
10	2022L40	NARMADHA V	23.5	33	57
11	2022L51	SHALIHA S	29	41	70
12	2022L52	SHOBANA R	31	46	77
13	2022L53	SHREENITHI A	30.5	46	77
14	2022L57	SWETHA S	32	48	80
15	2021E11	GAYATHRI B	24	42	66

Signature of the Course teachers

1.



Signature of the HOD



2.

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**THE RESEARCH CENTRE OF ENGLISH**

**SUBJECT TITLE: ENGLISH FOR MEDIA**

**SUB. CODE: 19UGVACL1**

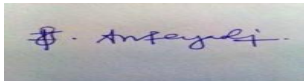
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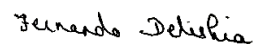
**Signature of the Course teachers**

1. 

2.



**Signature of the HOD**



**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**