



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE

www.sathyabama.ac.in

DEPARTMENT OF ENGLISH

2nd July 2020

STUDENTS CIRCULAR (2017- 2020)

Dear Students,

This is to inform you that it is mandatory to select one elective subject for the V semester of the academic year 2019 – 2020 based on your area of interest. You can select any one of the following subjects:

1. SHS1604 Creative Writing
2. SHS1605 English for Technology
3. SHS1606 English for Career

Confirm the elective subjects on or before 5th July 2019. Further changes of the subjects cannot be entertained.

Rushpa Nagini S.

HOD

Department of English



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SHS1605	ENGLISH FOR TECHNOLOGY	L	P	T	CREDIT
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OBJECTIVE:

- To develop the creation of digital content for the Internet
- To provide access to a variety of content
- To encourage and enhance students through interactive, multimedia pages

UNIT 1: Digital Media (9)

Introduction to Internet & World Wide Web - Creating and Managing Email Accounts – Future of digital media - Using audio and video to learn vocabulary and grammar.

UNIT 2: Online Strategies (9)

Online Tools and Applications -Writing online tests - Fundamentals of online communication– Developing LSRW skills - Posting Online feedback for any article.

UNIT 3: Writing for the screen (9)

Writing effective headlines - Writing Advertisements - Filling an online application - Difference in writing styles between Print , Electronic and Digital Media.

UNIT 4: Social Media Strategies (9)

Need for social media- merits and demerits-Creating Accounts - On line Groups -Twitter- Face book - Skype- Linked in - Research Gate-You Tube - Flickr .

UNIT 5: Writing for Interactive Media (9)

Projects – Creating PowerPoint Presentation and uploading – Creating Blogs and uploading data.

TEXT BOOK :

1. Prescribed Text: The Internet and the Language Classroom – A Practical Guide for Teachers – II Edition – Gavin Dudency , Cambridge University Press, 2007.

REFERENCE BOOKS:

1. <http://www.ed.gov/technology/netp->
2. Writing for the Mass Media James Glen Pearson Education, 2006(Sixth edition). Stovall
3. News Writing & Reporting James A Neal & Surjeeth Publications, 2003 Suzane S Brown
4. An Introduction to Digital Tony Feldman (Blueprint Series) 1996
5. Writing and Producing News Eric Gormly Surjeet Publications, 2005
6. Media in the Digital Age J.V Pavlik (Paperback - 1 May 2008)



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Course Name: English for Technology

Course Code: SHS1605

S. No.	Reg. Number	Student Name	Year	Dept
1	37010001	ANGELIN GETZIA R	III	English
2	37010002	CATHERINE K	III	English
3	37010003	HARISH NAIR K J	III	English
4	37010004	JAYAPRADHA J	III	English
5	37010006	JOSEPHIN VERONICA J	III	English
6	37010007	NANDHINI G	III	English
7	37010008	POOJA D	III	English
8	37010009	PUDURU VAISHNAVI	III	English
9	37010010	RUPAL	III	English
10	37010011	SHARLINE PRISILLA G	III	English
11	37010012	SHAROON M	III	English
12	37010013	SHYAMSUNDAR V	III	English
13	37010951	NITISH RAJ	III	English