



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

10th July 2020

STUDENTS CIRCULAR (2018- 2021)

Dear Students,

This is to inform you that it is mandatory to select one elective subject for the V semester of the academic year 2020 – 2021 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 11th July 2020. Further changes of the subjects cannot be entertained.

S. Parvathy Ann Canolhi

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.

Total No of Hours: 45

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

Batch : 2018- 2021

S. No.	Reg. Number	Student Name	Year	Dept
1	38010001	ABINAYA. I	III	English
2	38010002	ARMAAN KARIM	III	English
3	38010004	AZIN SHAD	III	English
4	38010005	JANANI. P	III	English
5	38010006	JEBA TIMOTHY. J	III	English
6	38010007	JELIN. S	III	English
7	38010008	KOWSIKA. K	III	English
8	38010009	MADEV RAJ. S	III	English
9	38010010	MANIMEHALAI. M	III	English
10	38010011	PAVITHRA. P	III	English
11	38010012	PRAVEENA. R	III	English
12	38010013	RACHEL DEBORAH. S	III	English
13	38010014	RAHAMATH BANU.B	III	English
14	38010015	RIZWANA. M	III	English
15	38010016	ROSHINE.B	III	English
16	38010017	SABIREEN. A	III	English
17	38010018	SELVA TAMIL UDAYAN. J	III	English
18	38010019	SUMATHI. S	III	English
19	38010020	THILAGAVATHY. J	III	English
20	38010021	VARMEKA. U	III	English