



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 2021

STUDENTS CIRCULAR (2019- 2022)

Dear Students,

This is to inform you that it is mandatory to select one elective subject for the V semester of the academic year 2021 – 2022 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 2021. Further changes of the subjects cannot be entertained.

Dr. J. Anurtha Narayana

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: SHS1605

Course Code: English for Technology

S. No.	Reg. Number	Student Name	Year	Dept
1	39010001	Arunachalam	III	English
2	39010002	Banusha	III	English
3	39010003	Bipana	III	English
4	39010004	Farzila	III	English
5	39010005	Gnana selva mary	III	English
6	39010006	Jeromy fermina	III	English
7	39010007	Machendran nadhan	III	English
8	39010008	Naresh	III	English
9	39010009	Pravin kumar	III	English
10	39010010	Roshinisri	III	English
11	39010012	Shamyuktha	III	English
12	39010013	Swetha.J	III	English
13	39010014	Swetha.P	III	English
14	39010015	Tamilselvan	III	English
15	39010016	Tamilmaran	III	English
16	39010017	Reshma	III	English
17	39010018	Snega	III	English

Dr. J. Anantha Moide

HOD

Department of English