



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

SCHOOL OF SCIENCE & HUMANITIES

DEPARTMENT OF ENGLISH

02- 06- 2022

STUDENTS CIRCULAR (2021-2023 BATCH)

Dear Students,

This is to inform you that it is mandatory to select one elective subject for the III & IV semesters of the academic year 2022 – 2023 based on your area of interest. You can select any one of the following subjects:

SEMESTER – III

SHSA7001	English for Media
SHSA7002	Research Writing
SHSA7003	ICT in Language Teaching

Confirm the elective subjects on or before 8th June 2022. Further changes of the subjects cannot be entertained.

HOD

Department of English



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Sathyabama Institute of Science and Technology

School of Science and Humanities

SHSA7001	ENGLISH FOR MEDIA	L	T	P	CREDIT
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Course Objectives:

- To prepare learners for various careers in language like technical writing
- To enhance writing for mass media, advertising etc
- To bring creating awareness about language change
- To encourage learners to observe, compare and analyze the language activities of media

UNIT 1: Writing for media

9 Hrs

Elements of News- head line, -Comparison of news items appearing in print and electronic media - Writing for Newspaper and TV - Letters to editors - use of effective, precise and catchy language- Technical writing as a career.

UNIT 2: Role of Mass media

9 Hrs

Mass Media Ethics - Editorial department — Content of newspapers - Sub-editor: need for editing, proof-reading, editing - TV writing style: words - Writing in 'aural' style - News presentation: structure of a news bulletin - Qualities of news anchor

UNIT 3: Digital Media

9 Hrs

Searching the Internet - World Wide Web — Media tools- Videos and visual narration — Softwares -E-book — E-magazine — E-journal — E-newspaper —Writing for Digital Media; Web Writing — Blogging - Caption Writing.

UNIT 4: English through Social Networks

9 Hrs

The media- Clarity in Writing — Readability- Different kinds of writing -Writing for Interactive Media Posting Online forums —Web images — Web Quests - Blogs -Wikis — Texting in Twitter-Facebook - Skype- Linked in - Whats app —Google+ Forums — Error correction- online.

UNIT 5: English through Technology

9 Hrs

Writing for the screen -Professional Development - Posting -Advertisements- Writing Projects- Email writing - completing an online application-online discussion.

Course Outcomes:

At the end of the course the students will be able to

- Display familiarity with the typical linguistic & extra-linguistic characteristics of English mediatexts.
- Awareness of the central concerns in writing & editing English texts for the media.
- Demonstrate experience in peer review & revision of English texts for multiple mediapresentation.
- Achieve clarity, correctness and conciseness in spoken and written media texts
- Communicate information, arguments and analysis in one or a variety of form(s) effectively.
- To become a freelance writer.

Prescribed Text:

- The Internet and the Language Classroom — A Practical Guide for Teachers — II Edition — Gavin Dudency. Cambridge University Press, 2007.

References:

- James Glen (2006) *Writing for the Mass Media*, Pearson Education.
- Rosales, R. G. (2006). *The Elements of Online Journalism*. iUniverse.
- Dianna Boother (2008) *E-Writing* Macmillan Publications.
- Denis 10 (2007) *Mass Communication Theory* McquailVistaar Publications.
- Eric Gormly(2005)*Writing and Producing News* Surjeet Publications.
- J.V Pavlik (2008) *Media in the Digital Age*
- Lieb, T. (2009) *All the News: Writing and Reporting for Convergent Media*.



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Course Name: English for Media

Course Code: SHSA7001

S. No.	Reg No.	Name	Year	Dept
1	41970001	ANNS FETRICA. J H	II	English
2	41970002	ARMAAN KARIM	II	English
3	41970003	DEEPASREE D	II	English
4	41970004	DHANALAKSHMI V	II	English
5	41970006	KIRUTHIKA S	II	English
6	41970007	LETHIYA Y	II	English
7	41970008	MADEV RAJ S	II	English
8	41970009	PRAVEENA R	II	English
9	41970010	RIZWANA M	II	English
10	41970011	ROSHINE B	II	English
11	41970012	SANDRA CHANDRAN P S	II	English
12	41970013	SRIVAISHNAVI T	II	English
13	41970014	THILAGAVATHY J	II	English
14	41970015	VARMEKA U	II	English
15	41970016	YOGALAKSHMI P	II	English