

Sree Narayana College, Kollam
Department of English
Certificate Course in Writing for Digital Media

No. of Instructional Hours: 30

AIMS:-

- To sensitize students to the English language used in the media.
- To make them professionally skilled and employable in the media.
- To enhance their career prospects and employability.

OBJECTIVES:-

On completion of the course, the students should be able

- To master the creation of digital content primarily for social media and news based websites and to develop content for commercial, organizational and professional applications
 - To develop students' abilities to write clearly, precisely and accurately with energy and voice for specific online audience
 - To become better writers and more analytical thinkers
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COURSE OUTLINE

Module 1

Fundamentals of digital or online media - examples of New Media - evolution of New Media - characteristics of New Media - Internet access and Digital divide - current trends and future of digital communication - unintended consequences of New Media.

Module 2

Types of technical writing - writing news for the web - effective technical writing - writing for social media - Process of technical writing – pre-writing, writing, rewriting - language used in technical writing - grammar, style - layout of email and SMS - search engines.

Module 3

E-writing – rules – writing news for the web – House Style of popular news-based websites - blogs - planning and writing a blog – search engine optimization – writing for the social media. Use of noun phrases, pronouns, contractions, comparatives and clauses, the language used for informing and language used in a good blog.

Module 4

Advertising: elements of an advertisement – headlines, subheads, body, slogans etc– writing for advertisements / language of advertisements – presenting a finished ad. The language of old advertisements and new advertisements - The language of International Brand advertisements and National Advertisements, the multimodalities.

The variety of language devices used in slogans, use of adjectives and verbs, Language of advertising campaigns, Vocabulary of pre-production, Preparing and presenting a finished advertisement, Art in advertising- Importance of photography – Use of minimalism in language.

Surthatharajil
Principal
Sree Narayana College
Kollam

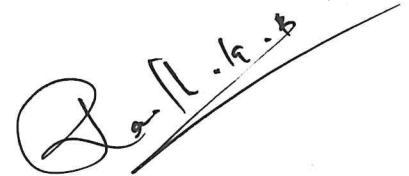


NOTICE

A meeting of the Board of Studies of Certificate Course of English will be held on 23/10/2017 at 03:30 PM. All the members are requested to attend the meeting without fail.

Agenda: -

1. Syllabus of the Course
2. Title of the Course
3. Duration of the Course.



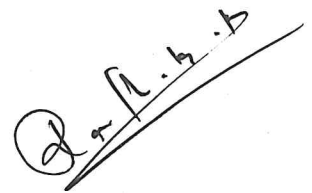
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Sree Narayana College
Kollam

NOTICE

A meeting of the Board of Studies of Certificate Course of English will be held on 27/10/2017 at 03:30 PM. All the members are requested to attend the meeting without fail.

Agenda: -

1. Time Schedule of the Course.
2. Selection of the students.

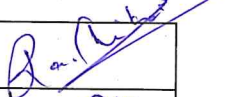








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Minutes

A meeting of the members of the Certificate Course of the Department of English was held on 23/10/2017 at 3:30 PM.

Members Present:

Ms Radhika B	
Mr R Prem Kumar	
Ms Geetu R Prasad	
Dr Nisha Somarajan	
Mr Arun Prasad	
Mr T G AjayaKumar	
Dr. S K Prathap	

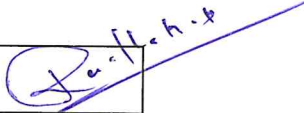




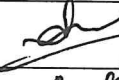

Decisions taken in the meeting: -

1. A basic outline was formed for the syllabus and curriculum.
2. It was decided to commence the course on 02 November 2017.
3. The aims and objectives of the course were discussed in detail.

Minutes

A meeting of the members of the Certificate Course of the Department of English was held on 27/10/2017 at 3:30 PM.

Members Present:

Ms Radhika B	
Mr R Prem Kumar	
Ms Geetu R Prasad	
Dr Nisha Somarajan	
Mr Arun Prasad	
Mr T G AjayaKumar	
Dr. S K Prathap	

Decisions taken: -

1. It was decided to conduct the classes from 3:30 to 4:30 PM.
2. The meeting unanimously selected the UG students for the course.
3. The committee discussed in detail the importance of the course in the current scenario.


Principal
Sree Narayana College
Kollam



Sree Narayana College, Kollam

Certificate Course in English

Writing for Digital Media

LIST OF STUDENTS

2017-2018

Sl. No	Candidate Code	Name of the Candidate
1	13016132031	ALEKH Y DAS
2	13016132033	ANJANA S
3	13016132034	ARATHY A R
4	13016132037	KARTHIK S
5	13016132039	LEKSHMI L
6	13016132041	NAVEEN RAJ
7	13016132045	PRAVITH P
8	13016132047	RESHMA V S
9	13016132049	RITZ S S
10	13016132051	RUKSANA N
11	13016132054	SARIGA R
12	13016132057	VEENA V NAIR
13	13016132058	VISHNU S
14	13016132059	JAYALEKSHMI M B
15	13016132060	NANDU S PRASOBH
16	12916132029	AROMAL O
17	12916132030	ASWANTH R
18	12916132032	ATHIRA S K
19	12916132034	DEVA PRASAD
20	12916132037	FATHIMA N
21	12916132038	GOKUL KS
22	12916132040	JISHNUJA S
23	12916132041	KIRAN S
24	12916132043	MANU M
25	12916132045	PARWATHY S
26	12916132047	SHILPA S PAL
27	12916132049	SUJIN BABY
28	12916132052	VARSHA R S
29	12916132054	AMAL VISHNU
30	12916132055	KARTHIK N

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CANDIDATE CODE	NAME OF THE STUDENT	2/11/2017	7/11/2017	9/11/2017
13016132031	ALEKH Y DAS	1	1	1
13016132033	ANJANA S	1	1	1
13016132034	ARATHY A R	1	1	1
13016132037	KARTHIK S	1	1	1
13016132039	LEKSHMI L	1	1	1
13016132041	NAVEEN RAJ	1	1	1
13016132045	PRAVITH P	1	1	1
13016132047	RESHMA V S	1	1	1
13016132049	RITZ S S	1	1	1
13016132051	RUKSANA N	1	1	1
13016132054	SARIGA R	1	1	1
13016132057	VEENA V NAIR	1	1	1
13016132058	VISHNU S	1	1	1
13016132059	JAYALEKSHMI M B	1	1	1
13016132060	NANDU S PRASOBH	1	1	1
12916132029	AROMAL O	1	1	1
12916132030	ASWANTH R	1	1	1
12916132032	ATHIRA S K	1	1	1
12916132034	DEVA PRASAD	1	1	1
12916132037	FATHIMA N	1	1	1
12916132038	GOKUL KS	1	1	1
12916132040	JISHNUJA S	1	1	1
12916132041	KIRAN S	1	1	1
12916132043	MANU M	1	1	1
12916132045	PARWATHY S	1	1	1
12916132047	SHILPA S PAL	1	1	1
12916132049	SUJIN BABY	1	1	1
12916132052	VARSHA R S	1	1	1
12916132054	AMAL VISHNU	1	1	1
12916132055	KARTHIK N	1	1	1

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Sree Narayana College
Kollam

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Sree Narayana College, Kollam

Certificate Course in English

Writing for Digital Media

2017-2018

Sl. No	Candidate Code	Name of the Candidate	Attendance Percentage	Signature
1	13016132031	ALEKH Y DAS	100	Alekh Y Das
2	13016132033	ANJANA S	97	Anjana S.
3	13016132034	ARATHY A R	100	Arathy R...
4	13016132037	KARTHIK S	100	Karthik S.
5	13016132039	LEKSHMI L	100	Lekshmi L
6	13016132041	NAVEEN RAJ	100	Naveen Raj
7	13016132045	PRAVITH P	100	Pravith P.
8	13016132047	RESHMA V S	100	Reshma V S
9	13016132049	RITZ S S	93	Ritz S S.
10	13016132051	RUKSANA N	100	Ruksana N
11	13016132054	SARIGA R	100	Sariga R.
12	13016132057	VEENA V NAIR	100	Veena V Nair
13	13016132058	VISHNU S	97	Vishnu S
14	13016132059	JAYALEKSHMI M B	100	Jayalekshmi M B
15	13016132060	NANDU S PRASOBH	100	Nandu S Praso
16	12916132029	AROMAL O	100	Aromal O
17	12916132030	ASWANTH R	100	Aswanth R
18	12916132032	ATHIRA S K	100	Athira S K
19	12916132034	DEVA PRASAD	100	Devu Prasad
20	12916132037	FATHIMA N	97	Fathima N
21	12916132038	GOKUL KS	100	Gokul K S
22	12916132040	JISHNUJA S	100	Jishnuja S
23	12916132041	KIRAN S	100	Kirana S
24	12916132043	MANU M	100	Manu M
25	12916132045	PARWATHY S	100	Parvathy S
26	12916132047	SHILPA S PAL	93	Shilpa S Pal
27	12916132049	SUJIN BABY	100	Sujin Baby
28	12916132052	VARSHA R S	100	Varsha R S
29	12916132054	AMAL VISHNU	100	Amal Vishnu
30	12916132055	KARTHIK N	100	Karthik N

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Kollam

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TIMETABLE (2017-2018)

November 2017

Date	Time	Name of the Teacher
2-11-2017	3.30 PM -4.30 PM	Ms Radhika B
7-11-2017	3.30 PM -4.30 PM	Mr T G Ajaya Kumar
9-11-2017	3.30 PM -4.30 PM	Ms Geetu R Prasad
14-11-2017	3.30 PM -4.30 PM	Dr Nisha Somarajan
16-11-2017	3.30 PM -4.30 PM	Mr Arun Prasad
21-11-2017	3.30 PM -4.30 PM	Ms Radhika B
23-11-2017	3.30 PM -4.30 PM	Dr. S K Prathap
28-11-2017	3.30 PM -4.30 PM	Ms Radhika B
30-11-2017	3.30 PM -4.30 PM	Mr T G Ajaya Kumar

December 2017

Date	Time	Name of the Teacher
5-12-2017	3.30 PM -4.30 PM	Ms Radhika B
7-12-2017	3.30 PM -4.30 PM	Mr T G Ajaya Kumar
12-12-2017	3.30 PM -4.30 PM	Ms Geetu R Prasad
14-12-2017	3.30 PM -4.30 PM	Dr Nisha Somarajan
19-12-2017	3.30 PM -4.30 PM	Mr Arun Prasad
21-12-2017	3.30 PM -4.30 PM	Ms Radhika B
26-12-2017	3.30 PM -4.30 PM	Dr. S K Prathap
28-12-2017	3.30 PM -4.30 PM	Ms Geetu R Prasad

January 2018


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Date	Time	Name of the Teacher
2-1-2018	3.30 PM -4.30 PM	Ms Radhika B
3-1-2018	3.30 PM -4.30 PM	Mr T G Ajaya Kumar
5-1-2018	3.30 PM -4.30 PM	Ms Geetu R Prasad
9-1-2018	3.30 PM -4.30 PM	Dr Nisha Somarajan
10-1-2018	3.30 PM -4.30 PM	Mr Arun Prasad
12-1-2018	3.30 PM -4.30 PM	Ms Radhika B
16-1-2018	3.30 PM -4.30 PM	Dr. S K Prathap
17-1-2018	3.30 PM -4.30 PM	Ms Radhika B
19-1-2018	3.30 PM -4.30 PM	Mr T G Ajaya Kumar
23-1-2018	3.30 PM -4.30 PM	Ms Geetu R Prasad
24-1-2018	3.30 PM -4.30 PM	Dr Nisha Somarajan
26-1-2018	3.30 PM -4.30 PM	Mr Arun Prasad
30-1-2018	3.30 PM -4.30 PM	Ms Radhika B

Radhika B

Sree Narayana College, Kollam

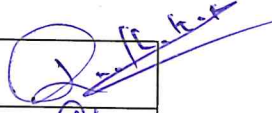






Certificate Course in English

Writing for Digital Media

Report (2017-2018)

Certificate course "Creative Writing" offered by the Department of English aims to strengthen the creative skills and writing skills of students and make them aware of the various aspects of creative writing.

Members of the Board of Studies

Ms Radhika B	
Mr R Prem Kumar	
Ms Geetu R Prasad	
Dr Nisha Somarajan	
Mr Arun Prasad	
Mr T G AjayaKumar	
Dr. S K Prathap	

Two meetings of the members of the Board of Studies were held to discuss the syllabus, curriculum, duration and plan of action of the programme. As per the decisions taken in the meetings, it was decided to commence the programme on 02 November 2017 at 3:30 PM. The UG students were selected for the course. The students were also informed of the guidelines to be followed regarding the smooth conduct of the course.

The classes were taken from 3.30 PM to 4.30 PM. Thirty students were enrolled and successfully completed the course. 30 hours of dedication from the teachers and students saw such fruitful sessions from 02 November 2017 to 30 January 2018. The examination for the course conducted on 08 February 2018.

Amal Haraji
Principal
Sree Narayana College
Kollam



Sree Narayana College, Kollam

Certificate Course in English

Writing for Digital Media

2017-18

Time: 2 Hours

Max. Marks: 50

I. Answer all questions each in a word

1. What are cyberzines?
2. What is a podcast?
3. Who invented World Wide Web?
4. What is a lead?
5. What is a blurb?

(5 x 1 = 5 Marks)

II. Answer any five each in a short paragraph not exceeding 50 words.

6. Comment on the nature and characteristics of new media.
7. Language of Interviews.
8. Briefly explain types of blogs.
9. Difference between the feature story and news story.
10. What is search engine optimization?
11. Explain the body of an advertisement.
12. Types of Digital media.

(5 x 2 = 10 Marks)

III. Answer any five each in a paragraph not exceeding 100 words.

13. Explain the term broadcast.
14. Discuss email etiquette.
15. Briefly explain the language of advertisement.
16. Compare and contrast the language of old and new advertisements
17. Develop a podcast based on your favourite director/ composer.
18. Profile Writing.

(5 x 4 = 20 Marks)

IV. Answer any one each in about three hundred words.

19. Elaborate upon the nature and characteristics of New Media.
20. Elucidate the techniques of language employed for search engine optimization.
21. Explain the process of technical writing.

(1 x 15 = 15 Marks)

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2	13016132033	ANJANA S	47
3	13016132034	ARATHY A R	48
4	13016132037	KARTHIK S	48
5	13016132039	LEKSHMI L	49
6	13016132041	NAVEEN RAJ	46
7	13016132045	PRAVITH P	46
8	13016132047	RESHMA V S	47
9	13016132049	RITZ S S	45
10	13016132051	RUKSANA N	46
11	13016132054	SARIGA R	48
12	13016132057	VEENA V NAIR	48
13	13016132058	VISHNU S	49
14	13016132059	JAYALEKSHMI M B	45
15	13016132060	NANDU S PRASOBH	47
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17	12916132030	ASWANTH R	49
18	12916132032	ATHIRA S K	46
19	12916132034	DEVA PRASAD	49
20	12916132037	FATHIMA N	50
21	12916132038	GOKUL KS	47
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23	12916132041	KIRAN S	48
24	12916132043	MANU M	49
25	12916132045	PARWATHY S	50
26	12916132047	SHILPA S PAL	46
27	12916132049	SUJIN BABY	47
28	12916132052	VARSHA R S	49
29	12916132054	AMAL VISHNU	48
30	12916132055	KARTHIK N	46

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