

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

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.

Parvathitharayil
Principal
Sree Narayana College
Kollam





SREE NARAYANA COLLEGE, KOLLAM

**Affiliated to the University of Kerala
(Reaccredited by NAAC with 'A' Grade)**

**College Level Certificate Course in English
2018-2019**

Course Title: Writing for Digital Media

**Offered by
Postgraduate and Research Department of English**

**Course Coordinator: Ms Viji S
Contact Number: 95392 64960**

NOTICE

A meeting of the Board of Studies of Certificate Course of English will be held on 04/10/2018 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.

 R. H. K. S.

NOTICE

A meeting of the Board of Studies of Certificate Course of English will be held on 17-10-2018 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.









HEAD
The Postgraduate & Research
Department of English
Sree Narayana College
Kollam

Minutes

A meeting of the members of the Certificate Course of the Department of English was held on 04/10/2018 at 3:30 PM.

Members Present:

1. Ms. Radhika B 
2. Ms Aswathy Mohan 
3. Ms. Gayathri Salim 
4. Sri. Arun Prasad 
5. Dr Anjana Thampi 
6. Ms. Geetu R. Prasad 

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.

Minutes

A meeting of the members of the Certificate Course of the Department of English was held on 17-10-2018 at 3:30 PM.

Members Present:

1. Ms. Radhika B

Radhika B

2. Ms. Aswathy Mohan

Aswathy Mohan

3. Ms. Gayathri Salim

Gayathri Salim

4. Sri. Arun Prasad

Arun Prasad

5. Dr. Anjana Thampi

Anjana Thampi

6. Ms. Geetu R. Prasad

Geetu R. Prasad

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.

Pusha Alharayil
Principal
Sree Narayana College
Kollam



STUDENTS LIST OF CERTIFICATE COURSE IN WRITING FOR DIGITAL MEDIA

STUDENT NAME	CANDITATE CODE
SANDRA B SAJITH	12917132058
AKHIL P S	13017132023
AMALU G RAJ	13017132026
AMRITHA MOHAN	13017132027
ARABHY M S	13017132032
APARNA GANESH	13017132031
JITHIN A	13017132042
LIJO S	13017132047
DRISYA P S	13017132037
YEDU N HARI	13017132059
VINDHUJA G	13017132056
THEERTHA H	13017132055
KRISHNALAL A S	13017132044
ANUPAM SHAIJU	13017132030
INDRAJITH R	12917132031
JAFRIYA SAJIDA BEEGUM JABBAR	12917132032
ANANTHA KRISHNAN V	12917132023
GAUTHAM KRISHNA	12917132029
M G AMBIKA DUTT	12917132035
AJMI S	12917132019
PRAVEEN V	12917132006
RAJESWARY PRASAD R S	12917132007
SILPA D	12917132009
VISAKH R S	12917132010
ASWATHY V	13017132058
JEENA ELIZABETH LAL	13017132040
BINESH S SADEESH	12917132028
MEGHA BABY G	12917132036
MIDHUN R O	12917132037
Vyshnavi S	13017132057

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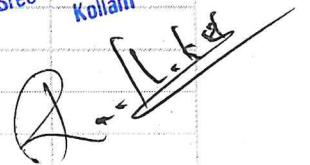
		18/10/2018	19/10/2018	23/10/2018	25/10/2018	26/10/2018
1	SANDRA B SAJITH	1	1	1	1	1
2	AKHIL P S	1	1	1	1	1
3	AMALU G RAJ	1	1	1	1	1
4	AMRITHA MOHAN	1	1	1	1	1
5	ARABHY M S	1	1	1	1	1
6	APARNA GANESH	1	1	1	1	1
7	JITHIN A	1	1	1	1	1
8	LJO S	1	1	1	1	1
9	DRISYA P S	1	1	1	1	1
10	YEDU N HARI	1	1	1	1	1
11	VINDHUJA G	1	1	1	1	1
12	THEERTHA H	1	1	1	1	1
13	KRISHNALAL A S	1	1	1	1	1
14	ANUPAM SHAIJU	1	1	1	1	1
15	INDRAJITH R	1	1	1	1	1
16	JAFRIYA SAJIDA BEEGUM J	1	1	1	1	1
17	ANANTHA KRISHNAN V	1	1	1	1	1
18	GAUTHAM KRISHNA	1	1	1	1	1
19	M G AMBIKA DUTT	1	1	1	1	1
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22	RAJESWARY PRASAD R S	1	1	1	1	1
23	SILPA D	1	1	1	1	1
24	VISAKH R S	1	1	1	1	1
25	ASWATHY V	1	1	1	1	1
26	JEENA ELIZABETH LAL	1	1	1	1	1
27	BINESH S SADEESH	1	1	1	1	1
28	MEGHA BABY G	1	1	1	1	1
29	MIDHUN R O	1	1	1	1	1
30	AIWARYA S	1	1	1	1	1

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Sree Narayana College
Kollam

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16/11/2018	20/11/2018	11/22/2018	11/23/2018	11/26/2018	11/27/2018	2/1/2019	2/4/2019
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Sree Narayana College, Kollam

Certificate Course in English

Writing for Digital Media

2018-2019

Sl. No	Candidate Code	Name of the Candidate	Attendance Percentage	Signature
1	SANDRA B SAJITH	12917132058	100	<i>Sandra B Sajith</i>
2	AKHIL P S	13017132023	97	<i>Akhil P S</i>
3	AMALU G RAJ	13017132026	100	<i>Amalu G Raj</i>
4	AMRITHA MOHAN	13017132027	100	<i>Amritha Mohan</i>
5	ARABHY M S	13017132032	100	<i>Arabhy M S</i>
6	APARNA GANESH	13017132031	100	<i>Aparna Ganesh</i>
7	JITHIN A	13017132042	100	<i>Jithin A</i>
8	LIJO S	13017132047	100	<i>Lijo S</i>
9	DRISYA P S	13017132037	93	<i>Drisya P S</i>
10	YEDU N HARI	13017132059	100	<i>Yedu N Hari</i>
11	VINDHUJA G	13017132056	100	<i>Vindhujha G</i>
12	THEERTHA H	13017132055	100	<i>Theertha H</i>
13	KRISHNALAL A S	13017132044	97	<i>Krishnalal A S</i>
14	ANUPAM SHAIJU	13017132030	100	<i>Anupam Shaiju</i>
15	INDRAJITH R	12917132031	100	<i>Indrajith R</i>
16	JAFRIYA SAJIDA BEEGUM JABBAR	12917132032	100	<i>Jafriya Sajida Beegum Jabbar</i>
17	ANANTHA KRISHNAN V	12917132023	100	<i>Anantha Krishnan V</i>
18	GAUTHAM KRISHNA	12917132029	100	<i>Gautham Krishna</i>
19	M G AMBIKA DUTT	12917132035	100	<i>M G Ambika Dutt</i>
20	AJMI S	12917132019	97	<i>Ajmi S</i>
21	PRAVEEN V	12917132006	100	<i>Praveen V</i>
22	RAJESWARY PRASAD R S	12917132007	100	<i>Rajeswary Prasad R S</i>
23	SILPA D	12917132009	100	<i>Silpa D</i>
24	VISAKH R S	12917132010	100	<i>Visakh R S</i>
25	ASWATHY V	13017132058	100	<i>Aswathy V</i>
26	JEENA ELIZABETH LAL	13017132040	93	<i>Jeena Elizabeth Lal</i>
27	BINESH S	12917132028	100	<i>Binesh S</i>

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Kollam

	SADEESH			<i>Sadeesh</i>
28	MEGHA BABY G	12917132036	100	<i>MeghaBaby G</i>
29	MIDHUN R O	12917132037	100	<i>in Midhun R O</i>
30	Vyshnavi S	13017132057	100	<i>Vyshnavi S</i>

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TIME TABLE

DATE	TIME	NAME OF FACULTY
18-10-2018	3.30pm – 4.30 pm	Aswathy Mohan
19-10-2018	3.30pm – 4.30 pm	Dr. Anjana Thampi
23-10-2018	3.30 pm – 4.30 pm	Geetu R Prasad
25-10-2018	3.30 pm – 4.30 pm	Arun Prasad
26-10-2018	3.30 pm – 4.30 pm	Gayathri Salim
1-11-2018	3.30 pm – 4.30 pm	Radhika B
02-11-2018	3.30 pm – 4.30 pm	Aswathy Mohan
06-11-2018	3.30 pm- 4.30 pm	Dr. Anjana Thampi
08-11-2018	3.30 pm – 4.30 pm	Geetu R Prasad
09-11-2018	3.30 pm – 4.30 pm	Arun Prasad



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DATE	TIME	NAME OF FACULTY
13-11-2018	3.30 pm -4.30 pm	Aswathy Mohan
14-11-2018	3.30 pm - 4.30 pm	Dr. Anjana Thampi
15-11-2018	3.30 pm- 4.30 pm	Geetu R Prasad
16-11-2018	3.30 pm – 4.30 pm	Arun Prasad
20-11-2018	3.30 pm - 4.30 pm	Gayathri Salim
22-11-2018	3.30 pm – 4.30 pm	Radhika B
23-11-2018	3.30 pm – 4.30 pm	Aswathy Mohan
26-11-2018	3.30 pm – 4. 30 pm	Dr. Anjana Thampi
27-11-2018	3.30 pm – 4.30 pm	Geetu R Prasad



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DATE	TIME	NAME OF FACULTY
01-02-2019	3.30 pm- 4.30 pm	Aswathy Mohan
04-02-2019	3.30 pm- 4.30 pm	Dr. Anjana Thampi
05-02-2019	3.30 pm- 4.30 pm	Geetu R Prasad
06-02-2019	3.30 pm- 4.30 pm	Arun Prasad
07-02-2019	3.30 pm- 4.30 pm	Gayathri Salim
08-02-2019	3.30 pm- 4.30 pm	Radhika B
11-02-2019	3.30 pm- 4.30 pm	Aswathy Mohan
12-02-2019	3.30 pm- 4.30 pm	Dr. Anjana Thampi
13-02-2019	3.30 pm- 4.30 pm	Geetu R Prasad
14-02-2019	3.30 pm- 4.30 pm	Arun Prasad
15-02-2019	3.30 pm- 4.30 pm	Gayathri Salim

R. L. K. S.

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The Postgraduate & Research
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Sree Narayana College
Kollam

Sree Narayana College, Kollam

Certificate Course in English

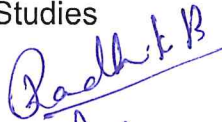
Writing for Digital Media

Report (2018- 2019)

Certificate course "writing for digital media" 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

1. Ms.Radhika B



2. Ms Aswathy Mohan



3. Ms. Gayathri Salim



4. Sri. Arun Prasad



5. Dr Anjana Thampi



6. Ms.Geetu R. Prasad



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 18 October 2018 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 in online mode 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 18 October 2018 to 15 February 2019. The examination for the course conducted on 12 March 2019.

Parthasarajil
Principal
Sree Narayana College
Kollam



Sree Narayana College, Kollam

Certificate Course in English

Writing for Digital Media

2018-2019

Time: 2 Hours

Max. Marks: 50

I. Answer all questions each in a word

1. What is geo targeting?
2. What is the purpose of list lead?
3. Give an example of a slogan for advertising
4. Explain widget.
5. What is the main function of body copy?

(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. What is the greatest challenge of advertising?
8. Explain the body of an advertisement
9. Characteristics of E-magazines
10. What are the challenges involved in writing web copy?
11. Briefly explain types of blogs.
12. What is behavioural targeting?

(5 x 2 = 10 Marks)

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

13. Briefly explain the language of advertisement.
14. Develop a personal blog.
15. Briefly explain the structure and layout of blogs.
16. Difference between the feature story and news story.
17. Discuss email etiquette.
18. Explain how to write effectively for digital media.

(5 x 4 = 20 Marks)

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

19. Explain the usage of English in Advertising in the Indian context.
20. Discuss the current trends and future of digital communication.
21. Elucidate upon the web writing techniques.

(1 x 15 = 15 Marks)

Sree Narayana College, Kollam

Certificate Course in English

Writing for Digital Media

2018-2019

Sl. No	Candidate Code	Name of the Candidate	Mark
1	SANDRA B SAJITH	12917132058	47
2	AKHIL P S	13017132023	47
3	AMALU G RAJ	13017132026	48
4	AMRITHA MOHAN	13017132027	48
5	ARABHY M S	13017132032	49
6	APARNA GANESH	13017132031	46
7	JITHIN A	13017132042	46
8	LIJO S	13017132047	47
9	DRISYA P S	13017132037	45
10	YEDU N HARI	13017132059	46
11	VINDHUJA G	13017132056	48
12	THEERTHA H	13017132055	48
13	KRISHNALAL A S	13017132044	49
14	ANUPAM SHAIJU	13017132030	45
15	INDRAJITH R	12917132031	47
16	JAFRIYA SAJIDA BEEGUM JABBAR	12917132032	50
17	ANANTHA KRISHNAN V	12917132023	49
18	GAUTHAM KRISHNA	12917132029	46
19	M G AMBIKA DUTT	12917132035	49
20	AJMI S	12917132019	50
21	PRAVEEN V	12917132006	47
22	RAJESWARY PRASAD R S	12917132007	49
23	SILPA D	12917132009	48
24	VISAKH R S	12917132010	49
25	ASWATHY V	13017132058	50
26	JEENA ELIZABETH LAL	13017132040	46
27	BINESH S SADEESH	12917132028	47
28	MEGHA BABY G	12917132036	49
29	MIDHUN R O	12917132037	48
30	VYSHNAVI S	13017132057	46

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