



SREE NARAYANA COLLEGE, KOLLAM

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

**College Level Certificate Course in English
2019-2020**

Course Title: Writing for Digital Media

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

**Course Coordinator: Ms Chinnu Chandran
Contact Number: 94964 17220**

NOTICE

A meeting of the Board of Studies of Certificate Course of English will be held on 28/September/2019 at 01:00 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

MEETING MINUTES

A meeting of the members of the Certificate Course of the Department of English was held on 24/September/2019 at 01:00 PM.

Members Present:

1. Mr. R Prem Kumar *PK*
2. Ms. Radhika B *Radhika B*
3. Dr. Anjana Thampi *Anjana*
4. Ms. Chinnu Chandran *Chinnu Chandran P*
5. Ms. Aswathy Mohan
6. Ms. Viji S *Viji S*

Decisions taken in the meeting: -

1. An outline was formed for the syllabus and curriculum.
2. It was decided to commence the course on 03 October 2019.
3. The aims and objectives of the course was discussed in detail.

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Minutes

A meeting of the members of the Certificate Course of the Department of English was held on 28/September/2019 at 01:00 PM.

Members Present:

1. Mr. R Prem Kumar. *RK*
2. Ms. Radhika B *Radhika. B*
3. Dr. Anjana Thampi *Anjana*
4. Ms. Chinnu Chandran *Chinnu chandran*
5. Ms. Aswathy Mohan *Aswathy*
6. Ms. Viji S *Viji S*

Decisions taken in the meeting: -

1. It was decided to conduct the class on week days from 3:30 to 4:30 pm, without affecting the regular classes of the students.
2. The meeting unanimously selected the second year students for the course.
3. The committee discussed in detail the importance of the course in the current scenario.

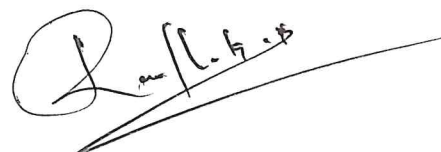
SREE NARAYANA COLLEGE

CERTIFICATE COURSE IN WRITING FOR DIGITAL MEDIA

2019-2020

SL.NO.	CANDIDATE CODE	NAME
1	12818132003	ANANTHARAMAN R S
2	12818132010	HASHIK H
3	12818132012	KAVITHA S BABU
4	12818132017	ABHINANDH M
5	12818132018	ABHIRAMI S SHARMA
6	12818132020	AMANA SREENI
7	12818132025	ASWATHY DEVAN S
8	12818132029	BINEESH BABU
9	12818132030	DILAN MATHAI
10	12818132032	GAYATHRI J S
11	12818132036	KAVYA PRAKASH
12	12818132037	KAVYA UDAYAN
13	12818132040	SALMA C D
14	12818132059	AMMU SATHEESAN
15	12818132060	MALASREE V R
16	13018132012	POURNAMI S
17	13018132011	MANJIMA M
18	13018132016	SIDHARTH MOHAN
19	13018132018	SREEHARI S
20	13018132017	SIVAPRIYA P B
21	13018132019	SUJITH BABU

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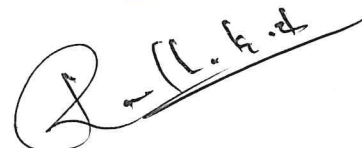
SREE NARAYANA COLLEGE

CERTIFICATE COURSE IN WRITING FOR DIGITAL MEDIA

2019-2020

22	13018132020	UNNIMAYA M S
23	13018132026	AMAL MADHU
24	13018132031	ASHA RAJAN R
25	13018132037	DARSHANA B
26	13018132035	AYANA RAJ
27	13018132052	RAJALEKSHMI A
28	13018132054	SANDHEEP BABU
29	13018132057	SETHULEKSHMI U
30	13018132061	ARUN S DAS

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TIME TABLE

2019-2020

OCTOBER 2019

DATE	TIME	NAME OF FACULTY
03-10-19 Thursday	3.30pm – 4.30 pm	Mr. R Prem Kumar
4-10-19 Friday	3.30pm – 4.30 pm	Ms. Radhika B
7-10-19 Monday	3.30 pm – 4.30 pm	Dr. Anjana Thampi
9-10-19 Wednesday	3.30 pm – 4.30 pm	Ms. Chinnu Chandran
11-10-19 Friday	3.30 pm – 4.30 pm	Ms. Aswathy Mohan
14-10-19 Monday	3.30 pm – 4.30 pm	Ms. Viji S
16-10-19 Wednesday	3.30 pm – 4.30 pm	Mr. R Prem Kumar
18-10-19 Friday	3.30 pm- 4.30 pm	Ms. Radhika B
21-10-19 Monday	3.30 pm – 4.30 pm	Dr. Anjana Thampi
23-10-19 Wednesday	3.30 pm – 4.30 pm	Ms. Chinnu Chandran

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SREE NARAYANA COLLEGE
CERTIFICATE COURSE
WRITING FOR DIGITAL MEDIA

SL.NO.	NAME	ATTENDANCE %	SIGNATURE
1	ANANTHARAMAN R S	100%	<i>Anantharaman R S</i>
2	HASHIK H	100%	<i>Hashik H</i>
3	KAVITHA S BABU	100%	<i>Kavitha S Babu</i>
4	ABHINANDH M	100%	<i>Abhinandh M</i>
5	ABHIRAMI S SHARMA	100%	<i>Abhirami S Sharma</i>
6	AMANA SREENI	97%	<i>Amana Sreeni</i>
7	ASWATHY DEVAN S	100%	<i>Aswathy Devan S</i>
8	BINEESH BABU	100%	<i>Bineesh Babu</i>
9	DILAN MATHAI	100%	<i>Dilan Mathai</i>
10	GAYATHRI J S	100%	<i>Gayathri J S</i>
11	KAVYA PRAKASH	100%	<i>Kavya Prakash</i>
12	KAVYA UDAYAN	100%	<i>Kavya Udayan</i>
13	SALMA C D	100%	<i>Salma C D</i>
14	AMMU SATHEESAN	100%	<i>Ammu Satheesan</i>
15	MALASREE V R	100%	<i>Malasree V R</i>
16	POURNAMI S	100%	<i>Pournami S</i>
17	MANJIMA M	100%	<i>Manjima M</i>
18	SIDHARTH MOHAN	100%	<i>Sidharth Mohan</i>
19	SREEHARI S	100%	<i>Sreehari S</i>
20	SIVAPRIYA P B	100%	<i>Sivapriya P B</i>
21	SUJITH BABU	100%	<i>Sujith Babu</i>
22	UNNIMAYA M S	100%	<i>Unnimaya M S</i>
23	AMAL MADHU	100%	<i>Amal Madhu</i>
24	ASHA RAJAN R	100%	<i>Asha Rajan R</i>
25	DARSHANA B	100%	<i>Darshana B</i>
26	AYANA RAJ	100%	<i>Ayana Raj</i>
27	RAJALEKSHMI A	100%	<i>Rajalekshmi A</i>
28	SANDHEEP BABU	100%	<i>Sandheep Babu</i>
29	SETHULEKSHMI U	100%	<i>Sethulekshmi U</i>
30	ARUN S DAS	100%	<i>Arun S Das</i>

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D. L. K. S.

NOVEMBER 2019

DATE	TIME	NAME OF FACULTY
2-11-19 Monday	3.30 pm -4.30 pm	Ms. Aswathy Mohan
1-11-19 Friday	3.30 pm - 4.30 pm	Ms. Viji S
4-11-19 Monday	3.30 pm- 4.30 pm	Mr. R Prem Kumar
6-11-19 Wednesday	3.30 pm – 4.30 pm	Ms. Radhika B
8-11-19 Friday	3.30 pm - 4.30 pm	Dr. Anjana Thampi
11-11-19 Monday	3.30 pm – 4.30 pm	Ms. Chinnu Chandran
13-11-19 Wednesday	3.30 pm – 4.30 pm	Ms. Aswathy Mohan
15-11-19 Friday	3.30 pm – 4. 30 pm	Ms. Viji S
18-11-19 Monday	3.30 pm – 4.30 pm	Mr. R Prem Kumar
20-11-19 Wednesday	3.30 pm – 4.30 pm	Ms. Radhika B
22-11-19 Friday	3.30 pm – 4.30 pm	Dr. Anjana Thampi
25-11-19 Monday	3.30 pm – 4.30 pm	Ms. Chinnu Chandran



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DECEMBER 2020

DATE	TIME	NAME OF FACULTY
02-12-19 Monday	3.30 pm- 4.30 pm	Ms. Aswathy Mohan
04-12-19 Wednesday	3.30 pm- 4.30 pm	Ms. Viji S
06-12-19 Friday	3.30 pm- 4.30 pm	Mr. R Prem Kumar
09-12-19 Monday	3.30 pm- 4.30 pm	Ms. Radhika B
11-12-19 Wednesday	3.30 pm- 4.30 pm	Dr. Anjana Thampi
13-12-19 Friday	3.30 pm- 4.30 pm	Ms. Chinnu Chandran
16-12-19 Monday	3.30 pm- 4.30 pm	Ms. Aswathy Mohan
18-12-19 Wednesday	3.30 pm- 4.30 pm	Ms. Viji S
20-12-19 Friday	3.30 pm- 4.30 pm	Mr. R Prem Kumar



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Sree Narayana College, Kollam
Certificate Course in Writing for Digital Media
Department of English
2019- 2020 Report

Certificate course in “Writing for Digital Media”, offered by the Department of English, aims to help the students attain high proficiency in professional writing.

Members of the Board of Studies

1. Mr. R Prem Kumar. OK
2. Ms. Radhika B Radhika B
3. Dr. Anjana Thampi Anjana
4. Ms. Chinnu Chandran Chinnu Chandran P
5. Ms. Aswathy Mohan Aswathy Mohan
6. Ms. Viji S Viji S

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 03 October 2019 at 3:30 pm. The second year UG students were selected for the course. The students are also informed of the guidelines to be followed regarding the smooth conduct of the course.

The classes were taken on week days after the regular college time, that is after 3:30 pm. Thirty students enrolled for the course, and they regularly attended all the classes. 30 hours of dedication from the teachers and students saw such fruitful sessions from 03 October 2019 to 20 December 2019.

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Sree Narayana College, Kollam

Certificate Course in English

Writing for Digital Media

2019-2020

Time: 2 Hours

Max. Marks: 50

I. Answer all questions each in a word

1. What are blurbs?
2. What is a Lead?
3. Who invented the World Wide Web?
4. Explain the term cataphora in the context of Advertising.
5. What is filter blog?

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

(5 x 1 = 5 Marks)

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

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

(5 x 2 = 10 Marks)

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 author.
18. Briefly explain the structure and layout of blogs.

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

(5 x 4 = 20 Marks)

19. Elaborate upon the nature and characteristics of New Media.
20. Discuss the current trends and future of digital communication.
21. Explain the process of technical writing.

(1 x 15 = 15 Marks)

Sree Narayana College, Kollam

Certificate Course in English

WRITING FOR DIGITAL MEDIA

2019-2020

Sl. No	Candidate Code	Name of the Candidate	Mark
1	12818132003	ANANTHARAMAN R S	47
2	12818132010	HASHIK H	47
3	12818132012	KAVITHA S BABU	48
4	12818132017	ABHINANDH M	48
5	12818132018	ABHIRAMI S SHARMA	49
6	12818132020	AMANA SREENI	46
7	12818132025	ASWATHY DEVAN S	46
8	12818132029	BINEESH BABU	47
9	12818132030	DILAN MATHAI	45
10	12818132032	GAYATHRI J S	46
11	12818132036	KAVYA PRAKASH	48
12	12818132037	KAVYA UDAYAN	48
13	12818132040	SALMA C D	49
14	12818132059	AMMU SATHEESAN	45
15	12818132060	MALASREE V R	47
16	13018132012	POURNAMI S	50
17	13018132011	MANJIMA M	49
18	13018132016	SIDHARTH MOHAN	46
19	13018132018	SREEHARI S	49
20	13018132017	SIVAPRIYA P B	50
21	13018132019	SUJITH BABU	47
22	13018132020	UNNIMAYA M S	49
23	13018132026	AMAL MADHU	48
24	13018132031	ASHA RAJAN R	49
25	13018132037	DARSHANA B	50
26	13018132035	AYANA RAJ	46
27	13018132052	RAJALEKSHMI A	47
28	13018132054	SANDHEEP BABU	49
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