

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.

Turtha Alharajil
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
2020-2021**

Course Title: Writing for Digital Media

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

**Course Coordinator: Ms Aswathy Mohan
Contact Number: 79071 96258**

NOTICE

A meeting of the Board of Studies of Certificate Course in English will be held on 16-09-2020 at 3.30 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.



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

NOTICE

A meeting of the Board of Studies of Certificate Course in English will be held on 30-09-2020 at 3.30 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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The Postgraduate & Research
Department of English
Sree Narayana College
Kollam

Minutes

A meeting of the members of the Board of Studies of Certificate Course of the Department of English was held on 30-09-2020 at 3.30 PM.

Members Present:

1. Ms Radhika B Radhika.B
2. Dr Anjana Thampi Anjana
3. Ms Aswathy Mohan Aswathy
4. Ms Chinnu Chandran P Chinnu Chandran P
5. Ms Viji S Viji S.

Decisions taken in the meeting: -

1. It was decided to conduct the classes in online mode from 3:30 to 4:30 pm.
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.

Minutes

A meeting of the members of the Board of Studies of Certificate Course of the Department of English was held on 16-09-2020 at 3.30 PM.

Members Present:

1. Ms Radhika B *Radhika.B*
2. Dr Anjana Thampi *Anjana*
3. Ms Aswathy Mohan *Aswathy*
4. Ms Chinnu Chandran P *Chinnu Chandran P*
5. 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 19 October 2020.
3. The aims and objectives of the course was discussed in detail.

Amal Harayil
Principal
Sree Narayana College
Kollam



Sree Narayana College, Kollam

Certificate Course in English

Writing for Digital Media

List of Students

2020-2021

Sl. No	Candidate Code	Name of the Candidate
1	13019132006	AMRUTHA ANILKUMAR
2	13019132013	GAYA A S
3	13019132033	ARJUN PRAKASH
4	13019132025	AMMULEKSHMI S L
5	13019132039	GOKUL KRISHNA B
6	13019132018	RAGENDHU B
7	13019132065	DEV SANKAR M A
8	13019132057	SHALU KRISHNAN
9	13019132046	MANU A R
10	13019132066	DURGA S
11	13019132010	ARYA V S
12	13019132043	KEERTHI PRASAD
13	13019132060	SNEHA SAJEENDRAN B
14	13019132020	S M NAVEEN
15	13019132049	PAVITHRA VIJAYAKUMAR
16	12819132005	JYOTHIRMAYI
17	12819132027	ANANTHAN S
18	12819132001	ANANYA ANIL PILLAI
19	12819132048	R C SRIPATHI THAMPI
20	12819132066	YOJI J SINGH
21	12819132069	VAISHNAVI S
22	12819132037	KRISHNA RAJEEV
23	12819132060	SRUTHY D
24	12819132051	SANDRA S L
25	12819132045	NIDHY PREM
26	12819132035	KAVYA SURESH
27	12819132033	FEMINA THOMAS
28	12819132041	MEKHA S
29	12819132003	BHAMA DEVI
30	12819132014	REVATHY R



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Sree Narayana College, Kollam

Certificate Course in English

Writing for Digital Media

2020-2021

Sl. No	Candidate Code	Name of the Candidate	Attendance Percentage	Signature
1	13019132006	AMRUTHA ANILKUMAR	97	
2	13019132013	GAYA A S	100	
3	13019132033	ARJUN PRAKASH	100	
4	13019132025	AMMULEKSHMI S L	100	
5	13019132039	GOKUL KRISHNA B	100	
6	13019132018	RAGENDHU B	100	
7	13019132065	DEV SANKAR M A	100	
8	13019132057	SHALU KRISHNAN	100	
9	13019132046	MANU A R	100	
10	13019132066	DURGA S	100	
11	13019132010	ARYA V S	100	
12	13019132043	KEERTHI PRASAD	100	
13	13019132060	SNEHA SAJEENDRAN B	97	
14	13019132020	S M NAVEEN	100	
15	13019132049	PAVITHRA VIJAYAKUMAR	93	
16	12819132005	JYOTHIRMAYI	100	
17	12819132027	ANANTHAN S	100	
18	12819132001	ANANYA ANIL PILLAI	100	
19	12819132048	R C SRIPATHI THAMPI	100	
20	12819132066	YOJI J SINGH	100	
21	12819132069	VAISHNAVI S	100	
22	12819132037	KRISHNA RAJEEV	100	
23	12819132060	SRUTHY D	100	
24	12819132051	SANDRA S L	100	
25	12819132045	NIDHY PREM	100	
26	12819132035	KAVYA SURESH	100	
27	12819132033	FEMINA THOMAS	100	
28	12819132041	MEKHA S	100	
29	12819132003	BHAMA DEVI	100	
30	12819132014	REVATHY R	100	

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The Postgraduate & Research
Department of English
Sree Narayana College
Kollam

TIMETABLE (2020-2021)

October 2020

Date	Time	Name of the Teacher
19-10-2020	3.30 PM – 4.30 PM	Dr Anjana Thampi
20-10-2020	3.30 PM – 4.30 PM	Ms Aswathy Mohan
21-10-2020	3.30 PM – 4.30 PM	Ms Chinnu Chandran P
22-10-2020	3.30 PM – 4.30 PM	Ms Radhika B
23-10-2020	3.30 PM – 4.30 PM	Ms Viji S

November 2020

Date	Time	Name of the Teacher
16-11-2020	3.30 PM – 4.30 PM	Dr Anjana Thampi
17-11-2020	3.30 PM – 4.30 PM	Ms Aswathy Mohan
18-11-2020	3.30 PM – 4.30 PM	Ms Radhika B
19-11-2020	3.30 PM – 4.30 PM	Ms Viji S
20-11-2020	3.30 PM – 4.30 PM	Ms Chinnu Chandran P

December 2020

Date	Time	Name of the Teacher
07-12-2020	3.30 PM – 4.30 PM	Ms Aswathy Mohan
08-12-2020	3.30 PM – 4.30 PM	Ms Chinnu Chandran P
09-12-2020	3.30 PM – 4.30 PM	Dr Anjana Thampi
10-12-2020	3.30 PM – 4.30 PM	Ms Viji S
11-12-2020	3.30 PM – 4.30 PM	Ms Radhika B

R. L. S. B.

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January 2021

Date	Time	Name of the Teacher
11-01-2021	3.30 PM – 4.30 PM	Ms Viji S
12-01-2021	3.30 PM – 4.30 PM	Dr Anjana Thampi
13-01-2021	3.30 PM – 4.30 PM	Ms Aswathy Mohan
14-01-2021	3.30 PM – 4.30 PM	Ms Radhika B
15-01-2021	3.30 PM – 4.30 PM	Ms Chinnu Chandran P

February 2021

Date	Time	Name of the Teacher
01-02-2021	3.30 PM – 4.30 PM	Ms Chinnu Chandran P
02-02-2021	3.30 PM – 4.30 PM	Ms Aswathy Mohan
03-02-2021	3.30 PM – 4.30 PM	Ms Radhika B
04-02-2021	3.30 PM – 4.30 PM	Dr Anjana Thampi
05-02-2021	3.30 PM – 4.30 PM	Ms Viji S

March 2021

Date	Time	Name of the Teacher
08-03-2021	3.30 PM – 4.30 PM	Ms Aswathy Mohan
09-03-2021	3.30 PM – 4.30 PM	Ms Radhika B
10-03-2021	3.30 PM – 4.30 PM	Ms Viji S
11-03-2021	3.30 PM – 4.30 PM	Ms Chinnu Chandran P
12-03-2021	3.30 PM – 4.30 PM	Dr Anjana Thampi



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The Postgraduate & Research
Department of English
Sree Narayana College
Kollam

Sree Narayana College, Kollam

Certificate Course in English

Writing for Digital Media

2020-2021 Report

Certificate course "Writing for Digital Media" offered by the Department of English aims to help the students enhance their writing skills for digital media.

Members of the Board of Studies

1. Ms Radhika B

2. Dr Anjana Thampi

3. Ms Aswathy Mohan

4. Ms Chinnu Chandran P

5. Ms Viji S

Radhika B

Anjana

Chinnu Chandran P

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 19 October 2020 at 3:30 pm. The second year BA 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. Thirty hours of dedication from the teachers and students saw such fruitful sessions from 19 October 2020 to 12 March 2021. The examination for the course was conducted on 25 March 2021 through online mode.

Turtha Ilhcrayil
Principal
Sree Narayana College
Kollam



Sree Narayana College, Kollam

Certificate Course

Writing for Digital Media

2020-2021

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 Cohesion in the context of Advertising
5. What do you mean by puffery?

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 director/ composer.
18. Describe the duties of an editor.

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 evolution of New Media.
21. Explain the process of technical writing.

(1 x 15 = 15 Marks)

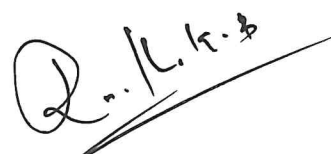
Sree Narayana College, Kollam

Certificate Course in English

Writing for Digital Media

2020-2021

Sl. No	Candidate Code	Name of the Candidate	Mark
1	13019132006	AMRUTHA ANILKUMAR	45
2	13019132013	GAYA A S	47
3	13019132033	ARJUN PRAKASH	48
4	13019132025	AMMULEKSHMI S L	49
5	13019132039	GOKUL KRISHNA B	48
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28	12819132041	MEKHA S	49
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30	12819132014	REVATHY R	44



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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.