

ADD-ON COURSES

Paper I

Mass Media and English Communication

Course Objectives

This add on course intends to create a group of advanced learners who can use their language skills in an applied field in order to be both competent in articulation, communication of larger ideas in an user-friendly and popular space while focussing on a creative use of the language. It also intends to teach the students the ways in which English language informs mass media and is in turn informed by it.

Unit1:

Language as Thought

Communication through literature

The Register of Journalism and Communication network

Unit2:

Print Media as Discourse

All sections

Unit3:

The Electronic Medium

Electronic Media and communicative tools

Unit 4:

The Glamour world of Language

Advertisement as Rhetoric

Learning Outcome

The Course looks for the following outcome:

1. Enabling the learners use the English language with a comfortable access of new words and structures intelligently manufactured by mass media.
2. Giving an opportunity to cultivate writing skills such as feature, editorial, sports and other news columns.
3. Producing skillful advertisement copyeditors thereby facilitating employability.

Suggested Reading:

Rangaswamy Parthasarathy, *Journalism in India: From the earliest times to the present day*, Sterling.

S V Parasher, *Indian English: Functions and Form*, Bahri Publications.

Stephen McLaren, *Easy Writer*

A R Parhi, *Indian English through Newspapers*, Concept Publications.

Latha, Nair, *English for the Media*

G L Labru, *Indian Newspaper English*, B R Publishing House.

Vinod Dubey, *Newspaper English in India*, Bahri Publications.

Kachru, Braj: *from Indianization of English*

Aijaz Ahmed: 'Disciplinary English: Third-Worldism and Literature'.

Omkar N. Koul: *English in India: Theoretical and Applied Issues*. New Delhi: Creative Publishers.

William, Littlewood-Communicative Language Teaching. Cambridge University Press.

David Nunan- Task Based Language Teaching- Cambridge University Press.