OBJECTIVES

- To develop the four basic skills of language (reading, writing, speaking and listening) in order to acquire a creative and analytical mind that would fit into this new age of technological and global communication.
- To explore the various ways language is used effectively in media.
- To learn the appropriate form and structure essential for effective communication.

UNIT 1

UNIT 2

UNIT 3

UNIT 4

UNIT 5

Total: 45 periods

REFERENCES
3. Dept. of Humanities & Social Sciences, Anna University, English for Engineers and Technologists. Chennai: Orient Longman, 2006