PG S1- 02 (AEC)

TWO YEAR MASTER'S DEGREE COURSE

(CBCS in Accordance with NEP 2020)

SEMESTER - I

ENGLISH FOR MEDIA STUDIES

Bhupen Hazarika School of Mass Communication

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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COURSE INTRODUCTION :

Communication plays an important role in every industry. Media is an industry where the use of language skills is vital to disseminate an information effectively. English being a common language, is understood, read and written by a majority of people, hence fluency in English would help you in excelling in any field in almost all parts of the world. This course will provide you the basic technical skills required to use the English language in media and communications. It will help you in developing your creative practice in anchoring or screenwriting or in print media.

While going through a unit, you will notice some along-side boxes, which have been included to help you know some of the difficult, unseen terms. Some ‘‘ACTIVITY’’ (s) have been included to help you apply your own thoughts. Again, we have included some relevant concepts in ‘‘LET US KNOW’’ along with the text. And, at the end of each section, you will get ‘‘CHECK YOUR PROGRESS’’ questions. These have been designed to self-check your progress of study. It will be better if you solve the problems put in these boxes immediately after you go through the sections of the units and then match your answers with ‘‘ANSWERS TO CHECK YOUR PROGRESS’’ given at the end of each unit.