



## ST. ANN'S COLLEGE FOR WOMEN

(Autonomous)  
Affiliated to Osmania University  
Accredited A+ Grade by NAAC (3<sup>rd</sup> Cycle), College with Potential for Excellence by UGC  
ISO 9001 : 2015 ISO 14001 : 2015  
Santoshnagar colony, Mehdiapatnam, Hyderabad - 500 028.

### Language and Communication Skills

2020 – 2021

| S.No | Name Of the Capability Enhancement Program                          | Date Of Implementation (DD/MM/YY) | No. Of Students Enrolled | Name Of the Agencies / Consultants  |
|------|---|-----------------------------------|--------------------------|---|
| 1    | International Webinar -Crisis Communication: Relevance and Practice | 22.6.2020                         | 38                       | Dr. Majia Nadeson, Professor of Communication, Arizona State University   |
| 2    | COC-Communication for Personal and Professional                     | 19.09.2020                        | 43                       | Mr Melvin (Vista-Academy for spoken English )   |
| 3    | IDC-Creative Writing  | 20.9.2020                         | 40                       | Ms. Sunita David, HOD, Department of English  |
| 4    | Accelerate Your Future  | 6.10.2020                         | 68                       | Dr. Lakshmi Mantha -Faculty, Center for English Language Teaching, Osmania University   |
| 5    | The power of Written words  | 20.10.2020                        | 68                       | Dr. Chumki Biswas, Assistant Professor, Mumbai University   |
| 6    | National webinar on The Rise of Social Media'-A Panel Discussion    | 06.04.2.21                        | 239                      | 1.K.S. Dakshina Murthy, a key member of the Editorial team Al-Jazeera news website 2.Paul Oommen, an IJNM alumnus 3.Rishika Sadam, an IJNM alumni 4.Maya Sharma a television journalist |



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### **International Webinar -Crisis Communication: Relevance and Practice**

#### **Report**

**Date:** 20.06.2020

**Name of the resource persons:** Dr. Majia Nadeson, Professor of Communication, Arizona State University

**Venue:** A.V Room

**Target group:** Students and faculty members

**Number of students:** 38

**Objective:** This webinar aims to explore the significance and application of Crisis Communication, delving into its relevance and practical implications.

**Summary:** The English Department organized an enlightening conference on Crisis Communication, catering to students and faculty members alike. The event commenced with a solemn prayer, setting the tone for the insightful session ahead. Dr. Majia Nadeson, a distinguished Professor of Communication from Arizona State University, graced the occasion as the esteemed Chief Guest. With a brief introduction, the audience got to know more about the accomplished speaker.

The conference was hosted in an online format, ensuring broad participation and convenience for all attendees. To acknowledge the engagement and participation of the audience, E Certificates were awarded to the participants, recognizing their involvement in the event.

The session, which commenced at 8 in the evening, was met with enthusiasm and curiosity from the attendees. Throughout the event, valuable insights and knowledge were shared, making it an enriching experience for everyone present. The content covered proved to be highly informative, offering valuable lessons in the realm of Crisis Communication.



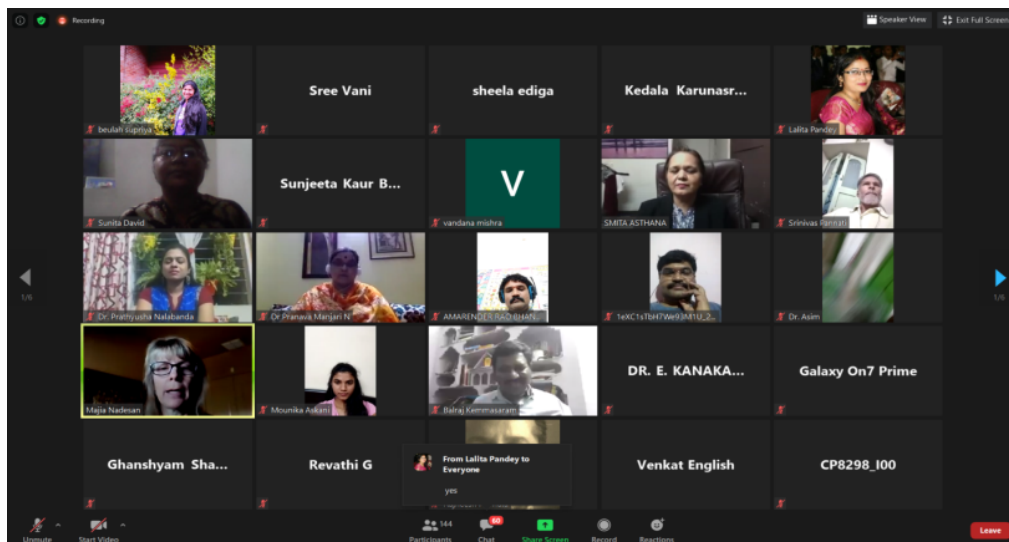
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As the session drew to a close, it left a lasting impact on the participants. It was a memorable and educational experience, leaving the attendees equipped with valuable skills and understanding to face the challenges of crisis communication effectively.

Overall, the conference on Crisis Communication served as a testament to the English Department's commitment to empowering its students and faculty with practical and relevant knowledge. The success of the event reflects the department's dedication to fostering an environment of continuous learning and growth.

**Outcome:** The session achieved remarkable success, driven by the cohesive engagement of both students and teachers. The key strength of the event was the consistent commitment to excellence, making it highly beneficial for all participants involved.



  
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# Career Oriented Courses-Communication for Personal and Professional

## Report

**Date:** 19.09.2020

**Name of the resource persons:** Mr. Melvin (Vista-Academy for spoken English), Ms. Afifa

**Venue:** English Lab

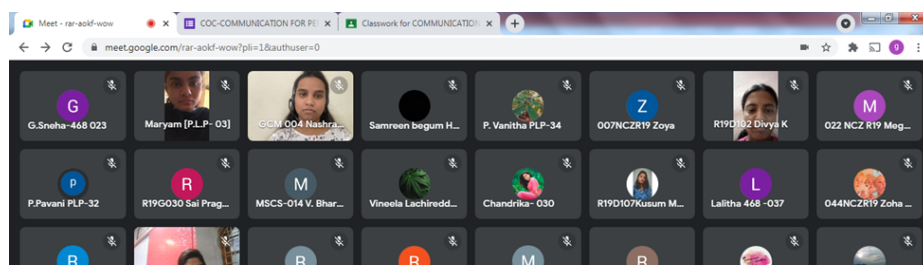
**No. of Students:** 57

**Objective: Objective:** The objective of the course is to enable the students to pursue a career oriented course simultaneously with their regular degree courses which will make them better equipped with a cutting edge to compete in the job market in future.

**Summary:** This course has a carefully crafted syllabus that aims to provide students with a comprehensive understanding of both theoretical and practical aspects of communication Skills. To facilitate active learning, the course includes various engaging activities such as role-plays, group discussions, and presentations. By participating in these activities, students have the opportunity to actively develop and improve their communication skills. The teaching methods in the course strike a balance between audio-visual and traditional approaches, creating an enriching learning experience for the students. The inclusion of both internal and guest faculties further enhances the learning process by offering diverse perspectives and expertise on the subject.

At the conclusion of the course, students undergo examinations in March to assess their knowledge and understanding of the material covered. This marks the successful completion of the program, providing students with a tangible measure of their progress and accomplishments.

**Outcome:** Students demonstrated positive interpersonal communication skills, adapting styles for different situations. Proficient in communication across mediums, fostering better relationships. Equipped with strategies to overcome obstacles and resolve conflicts effectively, enhancing overall personal effectiveness.





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### **Interdisciplinary Course -Creative Writing**

#### **Report**

**Date:** 20.9.2020

**Name of the resource person:** Ms. Sunita David, Head, Dept. of English

**Venue:** English lab

**No. of Students:** 40




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**Objective:** To equip the students with effective comprehending and thinking skills. To make the students sharp in terms of brainstorming the creative ideas for writing, and to make them visualize content in their attempt of writing, and the features of creative writing.

**Summary:** The course content is a reading list of different genres of writing: fiction, short stories, poetry, and plays. Students were taught on how to write feature articles, screenplays, news reports, travel writing etc. The syllabus is specifically designed for those who wish to write creatively. This course taught the students to be avid readers and the skills to develop love into writing and make a literary world. The course was successful in making the students learn critical and creative tools for effective writing.

**Outcome:** Students were able to understand the necessity of the essential writing skills in journalism and acquired a working knowledge of these skills. Students successfully learnt the features of creative writing, the styles of writing and genres of writing. The course encouraged the students to be avid readers and that helped them in critical thinking and visualization of the content.

  
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## Workshop on Accelerate your future

### Report

**Date:** 06.10 2020

**Name of the resource person:** Dr. Lakshmi Mantha, Faculty, Center for English Language Teaching, Osmania University

**Venue:** Zoom platform

**Target group:** Bcom students



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**No. of students: 68**

**Objective:** The workshop aims to equip students with valuable insights and knowledge to enhance their career planning skills.

**Summary:** On October 6th, 2020, the Department of English organized an online session that began with a Bible reading, setting a reflective and positive tone for the event. Following that, Prof. Lakshmi Mantha was introduced as the resource person for the session. As a knowledgeable and experienced expert in the field, Prof. Lakshmi Mantha played a vital role in imparting valuable insights and practical knowledge to help students improve their job skills.

The main intention behind the workshop was to empower students by providing them with the necessary tools and guidance to accelerate their future prospects. By focusing on enhancing their job skills, the session aimed to equip students with the capabilities and confidence to succeed in their career paths.

Throughout the workshop, Prof. Lakshmi Mantha likely shared valuable advice on career planning, resume building, interview preparation, and other essential aspects of professional development. By doing so, the session aimed to assist students in making well-informed choices about their career paths, ensuring they are better prepared for the opportunities and challenges that lie ahead.

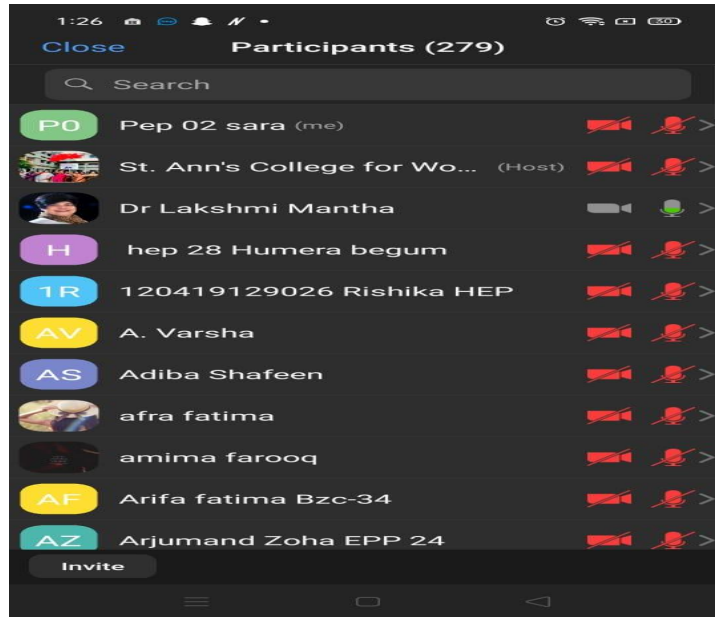
Overall, the online session organized by the Department of English served as a valuable platform for students to gain essential knowledge and insights to shape their professional journeys positively. It not only highlighted the significance of effective communication and career development but also instilled a sense of empowerment and determination among the students to pursue their dreams and aspirations with confidence.


**Outcome:** The workshop concluded successfully, leaving the students enlightened and empowered with valuable knowledge to make informed decisions about their career paths and plan their future job prospects effectively.



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### Webinar on - The Power of Written Words

#### Report

**Date:**20.10. 2020

**Name of the resource person:** Dr. Chumki Biswas, Assistant Professor, Mumbai University

**Venue:** Online

**Target group:**I and II year students

**No.of students:** 68

**Objective:** The event aimed to teach students essential language skills, including CV writing, email etiquette, and vocabulary building.

**Summary:** The online event commenced with a heartwarming gesture of seeking God's blessings, as a small scripture from the Bible was read, accompanied by a soulful song. St. Ann's College extended a warm welcome with green greetings, reflecting their thoughtful and eco-friendly approach.

Ms. Sunitha David, the Head of the English department, hosted the event and introduced the esteemed guest speaker, Dr. Chumki Biswas, an Assistant Professor of English from Mumbai University. Despite being in an online setting, the guest speaker made the session engaging by interacting with the students and encouraging their active participation.

The primary focus of the event was on exploring the power of written words in the English language. Dr. Chumki Biswas emphasized the importance of using words effectively to convey thoughts, ideas, and emotions. She discussed the impact of words in various contexts, including CV writing, emails, and everyday communication.

Throughout the session, the students were enlightened about the art of choosing the right words and expressions to create a strong and persuasive impact. Dr. Chumki Biswas shared valuable insights on crafting impressive CVs and professional emails, highlighting the significance of language proficiency in enhancing one's communication skills.

The event served as a valuable platform for the students to understand the nuances of English language usage and its potential to influence and inspire. Despite being conducted online, the



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interactive nature of the session kept the students engaged and enriched their understanding of the power of words in effective communication.

Overall, the online event on the power of words in English provided students with essential knowledge and appreciation for language skills. It underscored the importance of articulating ideas with precision and eloquence, empowering students to communicate effectively in both academic and professional realms.

**Outcome:** The session proved to be highly informative and beneficial for the students. The valuable tips shared during the event were instrumental in enhancing their skills to write CVs and emails in a professional manner.

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**Department of English**  
*Presents*

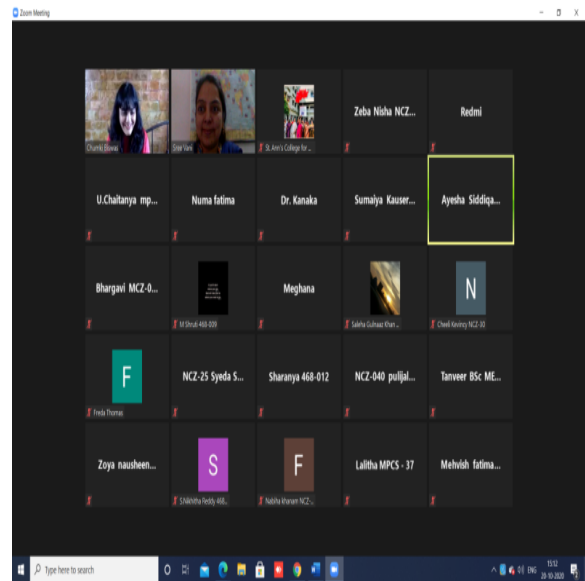
*The Power of Written Words*


AN INFORMATIVE SESSION BY  
**Dr. Chumki Biswas**

October 20th, 2020 ,  
Mehdiapatnam  
@2:00 pm

ELT Researcher & Trainer  
Assistant Professor in English  
Thadomal Shahani  
Engineering College  
University of Mumbai

"Open for  
all students"



  
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# National-level Panel Discussion on social media and its influence on Journalism

## Report

**Date:** 06. 04.2021

**Name of the resource person:** K.S. Dakshina Murthy, a key member of the Editorial team Al-Jazeera news website, Paul Oommen, an IJNM alumnus, Rishika Sadam, an IJNM alumnus, Prof. Srinivas Lankala, Department of Communication at English and Foreign Languages University, and Maya Sharma a television journalist

**Venue:** A.V Room

**Target Audience:** JLP Students and Faculty

**No.of students:** 239

**Objective:** The primary objective of this session is to provide students with a comprehensive understanding of the advantages and disadvantages of social media and its impact on the field of journalism.

**Summary:** The session commenced with a prayer and warm greetings extended to the esteemed guest speakers. Our Head of Department presented green greetings as a mark of respect for their valuable contributions. The event featured inspirational sayings from The Bible and a prayer to set the tone for the discussion.

A compelling Panel Discussion on the influence of social media on Journalism was conducted by distinguished working Journalists from the News Minute and accomplished alumni from the Indian Institute of Journalism & New Media, Bengaluru. The discussion commenced with an insightful introduction to the field of journalism, followed by an exploration of the diverse effects of social media.

The guest speakers shared eye-opening statistics from a recent survey, revealing how social media platforms have impacted the journalism industry. They highlighted concerns about inaccurate and one-sided news accounts due to the excessive control exerted by these platforms over the news people see.

The session delved into various crucial aspects of journalism, including reporting, storytelling, the impact of social media trolling, and the rise of citizen journalism. The discussion was

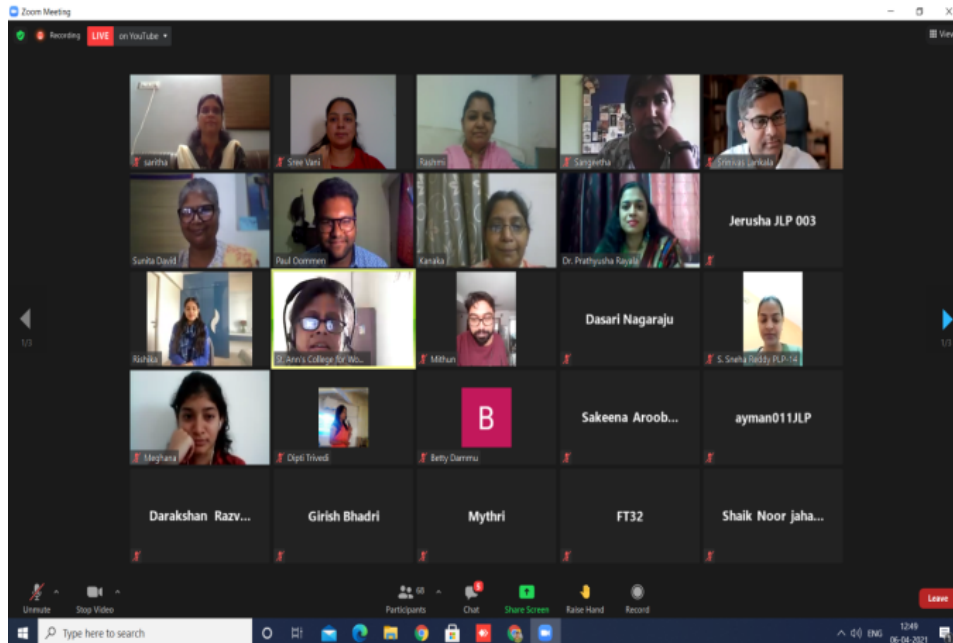



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skillfully moderated by Prof. Srinivas Lankala from the Department of Communication at EFLU, ensuring a fruitful and engaging exchange of ideas during this insightful Panel Discussion.

**Outcome:** The Panel Discussion concluded with resounding applause for the esteemed members, faculty, and our honorable chief guests. The session proved to be highly informative, leaving students enlightened about the multifaceted impact of social media on journalism. A crucial takeaway from the discussion was the importance of verifying the authenticity of news before sharing it further. The event succeeded in fostering a deeper understanding of the dynamic relationship between social media and journalism, empowering students to be discerning consumers and responsible communicators in the digital age.



  
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