

# **Report of Communicative English (2018-19)**



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**Department Name: Add on Certificate course in Communicative English.**

**Session: 2018-19**

**Names of Programmes/Courses/ offered:**

- (I) Web Copywriting and Content Marketing Workshop: With an aim to open doors of employment opportunities for students, the Skill Development Committee of MCM DAV College for Women, Chandigarh, organized a web copywriting and content marketing workshop. The workshop comprised of 11 brainstorming sessions, conducted by the resource person, Dr Nosheen Kapoor who is a PhD in Literature in English from Panjab University and has worked as a copywriter for over a decade with a Chandigarh-based IT firm in Manimajra.
- (II) Meet the author- Simran Bhui, the author of A Trickster's Guide to Happy Living (Rupa) delivered a lecture for the students of writing, expressing and just being.
- (III) Film Appreciation: The students were introduced to the basics of film appreciation- light, cinematography, sound, background score through films like The Great Gatsby, The Bridges of Madison County, Cast Away and others.
- (IV) Research and Writing: A workshop series was conducted on the basics of research and development of a paper based on it. The students wrote on topics across disciplines- mental health, gender, civic society.
- (V) In class TEDx sessions: The year culminated with TEDx sessions where each student had to present a 3 minutes speech before the class.