



# KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

Name of the Value Added Course	TECHNIQUES ON TRANSLATION AND CONTENT WRITING
Coursecode	21VENTC
CourseCoordinator	Ms. V. KANCHANA Assistant Professor, English
Date	Starting Date: 23.10.2021      Ending Date: 20.01.2022
Duration of the Course	40 Hours
Total participants Enrolled	26
Successfully Completed	25
Type of Assessment	Written Examination
Course Outcome	On Completion of this course the students will be able to <ul style="list-style-type: none"><li>▪ Students have a thorough understanding of the cultures (national and foreign) of their chosen languages in all their aspects : historical, geopolitical, economic, legal, social and artistic;</li><li>• Students have a <b>command of mother tongue and foreign languages in both oral and written forms</b></li></ul>
Outcome Attainment	6 out of 25 Students scored above <b>60%</b> of Marks
<b>Q. No.</b>	<b>Parameters</b>
Q1	The Course content was in line with my expectations
Q2	General content of the Course
Q3	The Course provided additional knowledge and skill
Q4	Well-designed Practical sessions
Q5	Schedule of the classes and other relevant details have been informed promptly
Q6	Course materials provided were useful
Q7	Provides scope for self-employment and fulfills the industrial needs



**Dr. N. RAMAN**  
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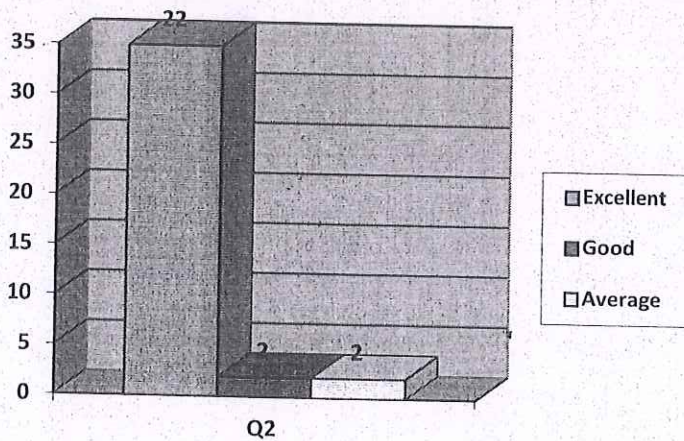
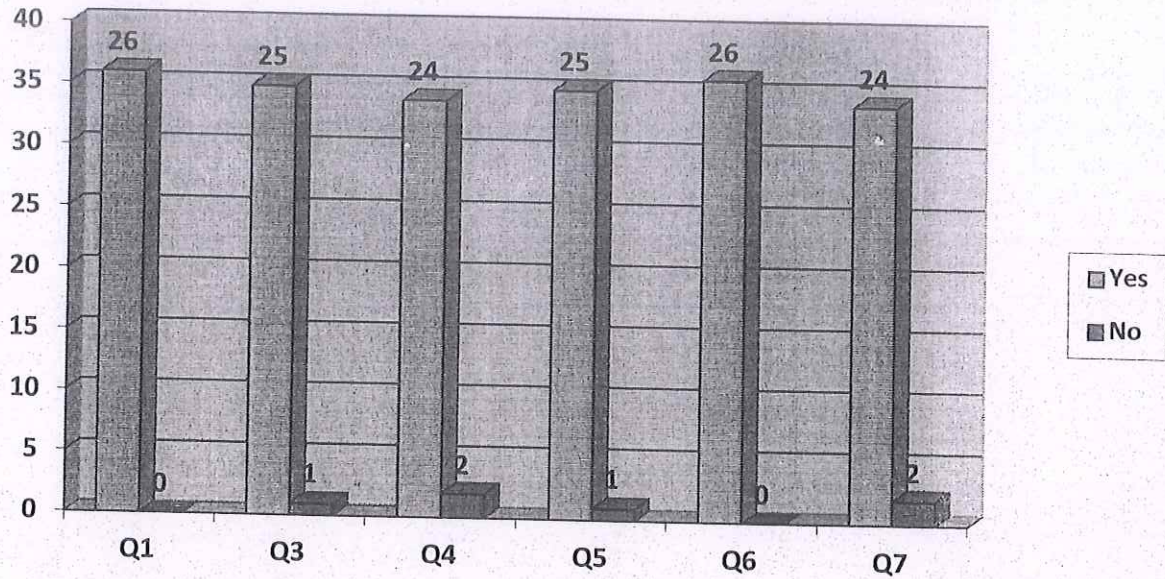



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## FEEDBACK RATINGS



  
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# KONGU ARTS AND SCIENCE COLLEGE

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ERODE - 638 107

DEPARTMENT OF ENGLISH

VALUE ADDED COURSE (2021- 2022) – PROPOSAL

Date: 22.07.2021

Submitted to the Principal

We are planning to conduct a Value-Added Course titled “21VENTC –TECHNIQUES ON TRANSLATION AND CONTENT WRITING” for all Department Students. The course will be benefitting the students for their career and placement activities. We kindly request you to grant permission for conducting the same.

## COURSE DETAILS:

Name of the Course	21VENTC – TECHNIQUES ON TRANSLATION AND CONTENT WRITING		
Duration of the Course	40 Hours		
Conducting Department	ENGLISH		
Course Coordinator(s)	Ms. V. Kanchana , Assistant Professor , ENGLISH		
Assessment Type (Total:100 Marks)	Section A One Mark Questions ( 1 x 25 = 25 Marks)	Section B Answer Any Five Questions (5x5=25)	Section C Answer All the Questions (5 x 10 =50 Marks)

## OUTCOMES:

Students will able to

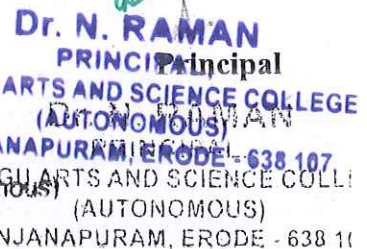
- Students have a thorough understanding of the cultures (national and foreign) of their chosen languages in all their aspects: historical, geopolitical, economic, legal, social and artistic;
- Students have a **command of mother tongue and foreign languages in both oral and written forms.**



Course Coordinator

  
HOD/ ENGLISH

HEAD OF THE DEPARTMENT  
Department of English  
Kongu Arts and Science College (Autonomous)  
Erode-638107

  
Dr. N. RAMAN  
Principal  
KONGU ARTS AND SCIENCE COLLEGE  
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# KONGU ARTS AND SCIENCE COLLEGE

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ERODE – 638 107

DEPARTMENT OF ENGLISH

VALUE ADDED COURSE(2021- 2022) – CIRCULAR

Date: 29.07.2021

Ref. No.: KASC-AE/ENG/VAC/2021-22/01

It is informed that Value Added Course on “21VENTC – TECHNIQUES ON TRANSLATION AND CONTENT WRITING” will be conducted from 23.10.2021 (Saturday). Registration will be on First-Come First-Serve basis. Students are asked to enroll your names for the above-mentioned course as earlier as possible.

III Year	II Year	I Year
<a href="https://tinyurl.com/yybu26kr">https://tinyurl.com/yybu26kr</a> Last date for Registration : 29.07.2021	<a href="https://tinyurl.com/4w595scu">https://tinyurl.com/4w595scu</a> Last date for Registration : 05.08.2021	<a href="https://tinyurl.com/3zafffr5">https://tinyurl.com/3zafffr5</a> Last date for Registration : 15.10.2021

HoDs and respective Department Staff Members are instructed to follow-up the same. Your whole hearted co-operation is needed to conduct the sessions in a gentle manner.

Total instruction Hours : 40 Hours  
Course Coordinator : MS. V. KANCHANA  
Assistant Professor / English  
Mail-id : hodenglishkasc@gmail.com

  
Head of the Department


HEAD OF THE DEPARTMENT  
Department of English


Copy to: KONGU ARTS AND SCIENCE COLLEGE (Autonomous)  
Erode-638107

All Department Notice Board



Principal

  
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**(AUTONOMOUS)**

**NANJANAPURAM, ERODE - 638 107**

**KASC ACADEMY OF EXCELLENCE**

**Academic Year 2021- 2022**

**VALUE ADDED COURSE ON**

**TECHNIQUES ON  
TRANSLATION AND  
CONTENT WRITING**

**COURSE CONTENT**

1. Lexical Meaning
2. Content Culture
3. Vocabulary Translation
4. Idioms
5. Web Content

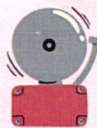
**CONTENT**



**COURSE OUTCOME**

1. Students have a thorough understanding of the cultures of their chosen languages in all their aspects: historical, geopolitical, economic, legal, social and artistic;
2. Students have a command of mother tongue and foreign languages in both oral and written forms

**COURSE DURATION**  
**THEORY : 40 HOURS**



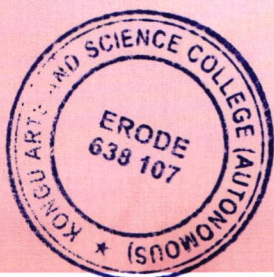
**For whom:**  
**All the UG Students**



**COURSE COORDINATOR**

**Ms. V. Kanchana**  
**Assistant Professor**  
**Department of English**

**Organized by**  
**Department of English**



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# KONGU ARTS AND SCIENCE COLLEGE

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**ERODE - 638 107**

DEPARTMENT OF ENGLISH

VALUE ADDED COURSE - SYLLABUS

21VENTC - TECHNIQUES ON TRANSLATION AND CONTENT WRITING

## Course Objective:

To graduate ethical and professionals' translators capable of translating different cultural, economic, legal, and technical genres of texts.

### UNIT I - Translation

(8 Hrs.)

- Equivalence at Word Level
- What is a Word?
- The word in Different Language
- Lexical Meaning 1111
- The Problem of non- Equivalence
- Collocation
- Collocation and Register

### UNIT II - Translation

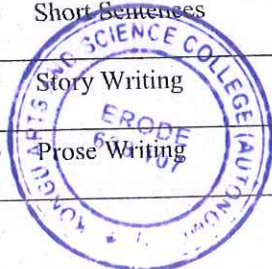
(8 Hrs.)

- Idioms and Fixed Expressions
- The direction of Translation
- The Interpretation of idioms
- The Translation of idioms: Strategies

### UNIT III - Translation

(8 Hrs.)

- Vocabulary Translation
- Practical Conversation
- Short Sentences
- Story Writing
- Prose Writing



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## UNIT IV - Content Writing

( 8 Hrs.)

- The Development of Online Content Marketing & Writing
- Early Internet Content Culture
- Today: Google Says "Yes" to Quality Content
- The Idea of Good Online Writing
- Three Companies Relying on Good Writing to Grow Their Brands
- How Does Google Influence Online Writing?

## UNIT V - Content Writing

( 8 Hrs.)

- Going from a Writer to a Great Online Content Writer
- Let's Create the Seven Types of Online Content
- Web Content
- SEO & Web Content Writing
- Why Web Pages Will Always Need Fresh Updates
- How to Create Web Content

### OUTCOMES:

- Students have a thorough understanding of the cultures (national and foreign) of their chosen languages in all their aspects: historical, geopolitical, economic, legal, social and artistic;
- Students have a command of mother tongue and foreign languages in both oral and written forms

*V. Aravind*  
Course Coordinator



*B. J. J. J.*  
Head of the Department

**HEAD OF THE DEPARTMENT**  
Department of English  
Kongu Arts and Science College (Autonomous)  
Erode-638107

*L*  
Principal  
Dr. N. RAMAN

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DEPARTMENT OF ENGLISH

ACADEMIC YEAR: 2021-2022

21VENTC - TECHNIQUES ON TRANSLATION AND CONTENT WRITING

S. No.	REG. NO.	NAME OF THE STUDENT	CLASS
1	19UENG014	Gopika A	III B.A. English Literature
2	19UENG053	Swaathisree S	III B.A. English Literature
3	19UCSC036	Rahul G L	III B.Com Corporate Secretaryship with Computer Application
4	19UBIC042	SumaiyaTanzeem B	III B.Sc.Biochemistry
5	20UENG001	Abarna S	II B. A. English Literature
6	20UENG009	Denna Christina D	II B.A. English Literature
7	20UENG010	Dharani K S	II B. A. English Literature
8	20UENG012	Dharshana S	II B.A. English Literature
9	20UENG022	Jeeva G	II B.A. English Literature
10	20UENG036	Prasanth P	II B.A. English Literature
11	20UENG037	Preethi S	II B.A. English Literature
12	20UENG046	Srimathi M	II B.A. English Literature
13	20UCOM011	Giriprasath V	II Bachelor of Commerce A
14	20UCOM033	Manoj M	II Bachelor of Commerce A
15	20UCCA067	Dharaneesh P	II Bachelor of Commerce A (Computer Application)
16	20UCPA001	Abishek M	II Bachelor of Commerce A (Professional Accounting)
17	20UCPA023	Karmegam D	II Bachelor of Commerce A ((Professional Accounting))
18	20UMAT021	Hemapriya K	II B.Sc. Mathematics
19	20UBIT010	Jaya Prabha S	II B.Sc. Biotechnology
20	20UBIT014	Kaviya S	II B.Sc. Biotechnology



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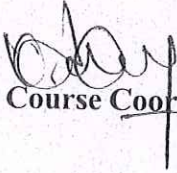


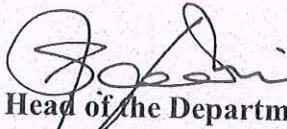
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21	20UPSY005	Deva Dharshini R	II B.Sc. Psychology
22	20UPSY014	Loga Priya E	II B.Sc. Psychology
23	21UCCA041	Rakavi R K	I BCom (Computer Application) - A
24	21UCDF017	Sri Varshini S	I B.Sc. Costume Design and Fashion
25	21UCDF018	Suthiksha P	I B.Sc. Costume Design and Fashion
26	21UPSY013	Harshithaa M J	I B.Sc. Psychology

  
Course Coordinator

  
Head of the Department  
HEAD OF THE DEPARTMENT  
DEPARTMENT OF ENGLISH  
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Principal  
PRINCIPAL,  
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DEPARTMENT OF ENGLISH

ACADEMIC YEAR : 2021- 2022

**21VENTC – TECHNIQUES ON TRANSLATION AND CONTENT WRITING**

S. No.	Date	Time	Topics Covered	Theory Hours	Lab Hours
1	23.10.2021	9.30-10.30	Translation - Introduction	1	--
2		10.45-11.45	Translation- Equivalence at Word Level	1	--
3		11.45-12.45	Translation- What is a Word?	1	--
4		1.45-2.45	Translation- The word in Different Language	1	--
5	25.10.2021	3.30 - 4.15	Translation- Lexical Meaning	1	--
6	26.10.2021	3.30-4.15	Translation- The Problem of non-Equivalence	1	--
7	27.10.2021	3.30-4.15	Translation- Collocation	1	-
8	28.10.2021	3.30-4.15	Translation- Collocation and Register	1	-
9	29.10.2021	3.30-4.15	Translation - Idioms and Fixed Expressions	1	-
10	30.10.2021	9.30-10.30	Translation - Idioms and Fixed Expressions	1	-
11		10.45-11.45	Translation - The direction of Translation	1	-
12		11.45-12.45	Translation - The direction of Translation	1	-
13	01.11.2021	3.30-4.15	Translation - The Interpretation of idioms	1	-
14	02.11.2021	3.30-4.15	Translation - The Interpretation of idioms		
15	6.11.2021	9.30-10.30	Translation - The Translation of idioms: Strategies	1	-
16		10.45-11.45	Translation - The Translation of idioms: Strategies	1	-
17		11.45-12.45	Translation - Introduction	1	-
18	8.11.2021	3.30-4.15	Translation - Vocabulary Translation	1	
19	9.11.2021	3.30-4.15	Translation - Vocabulary Translation	1	-
20	10.11.2021	3.30-4.15	Translation - Practical Conversation		
21	11.11.2021	9.30-10.30	Translation - Short Sentences		--
22		10.45-11.45	Translation - Short Sentences		

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23		11.45-12.45	Translation - Story Writing		
24	12.11.2021	3.30-4.15	Translation - Prose Writing	1	-
25	13.11.2021	3.30-4.15	Content Writing - Introduction	1	-
26		9.30-10.30	Content Writing - The Development of Online Content Marketing & Writing	1	-
27		10.45-11.45	Content Writing - Early Internet Content Culture	1	-
28	27.11.2021	11.45-12.45	Content Writing - Today: Google Says "Yes" to Quality Content	1	-
29	29.11.2021	3.30-4.15	Content Writing - The Idea of Good Online Writing	1	-
30	30.11.2021	3.30-4.15	Content Writing - Three Companies Relying on Good Writing to Grow Their Brands	1	-
31		9.30-10.30	Content Writing - Three Companies Relying on Good Writing to Grow Their Brands	1	-
32	04.12.2021	10.45-11.45	Content Writing - How Does Google Influence Online Writing?	1	-
33		11.45-12.45	Content Writing - Going from a Writer to a Great Online Content Writer	1	-
34		9.30-10.30	Content Writing - Let's Create the Seven Types of Online Content	1	-
35	17.01.2022	10.45-11.45	Content Writing - Let's Create the Seven Types of Online Content	1	-
36		9.30-10.30	Content Writing - Web Content	1	-
37	18.01.2022	10.45-11.45	Content Writing - SEO & Web Content Writing	1	-
38		9.30-10.30	Content Writing - Why Web Pages Will Always Need Fresh Updates	1	-
39	19.01.2022	10.45-11.45	Content Writing - How to Create Web Content	1	-
40	20.01.2022	11.45-12.45	Overall Analysis - Revision	1	-
<b>Total</b>					40
<b>Total Hours (Theory + Lab)</b>					40
<b>Assessment Date &amp; Time : 02.04.2022</b>					
<b>Type Of Assessment : Written Examination</b>					



Course Coordinator

  
 Head of the Department  
 HEAD OF THE DEPARTMENT  
 Department of English  
 KONGU ARTS AND SCIENCE COLLEGE (Autonomous)  
 Erode-638107

  
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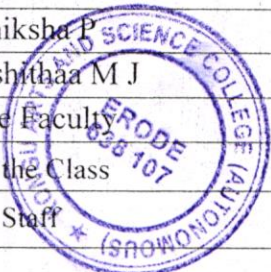
ERODE – 638 107

DEPARTMENT OF ENGLISH

ACADEMIC YEAR: 2021-2022

## SCHEDULE FOR THE VALUE-ADDED COURSE 21VENTC – TECHNIQUES ON TRANSLATION AND CONTENT WRITING

S.No.	REG. NO.	NAME	23.10.2021	23.10.2021	23.10.2021	23.10.2021	25.10.2021	26.10.2021	27.10.2021	28.10.2021	29.10.2021	30.10.2021
			9.30 – 10.30	10.45- 11.45	11.45- 12.45	1.45- 2.45	3.30 – 4.15	3.30 – 4.15	3.30 – 4.15	3.30 – 4.15	3.30 – 4.15	3.30 – 4.15
1	19UENG014	Gopika A	/	/	/	/	/	/	/	/	/	/
2	19UENG053	Swaathisree S	/	/	/	/	/	/	/	/	/	/
3	19UCSC036	Rahul G L	/	/	/	/	A	/	/	/	A	/
4	19UBIC042	SumaiyaTanzeem B	/	/	/	/	/	/	/	/	/	/
5	20UENG001	Abarna S	/	/	/	/	/	/	/	/	/	/
6	20UENG009	Denna Christina D	/	/	/	/	/	A	/	/	/	/
7	20UENG010	Dharani K S	/	/	/	/	/	/	/	/	/	/
8	20UENG012	Dharshana S	/	/	/	/	/	/	/	/	/	/
9	20UENG022	Jeeva G	/	/	/	/	/	/	/	/	/	/
10	20UENG036	Prasanth P	/	/	/	/	/	/	/	/	/	/
11	20UENG037	Preethi S	/	/	/	/	/	/	/	/	/	/
12	20UENG046	Srimathi M	/	/	/	/	/	/	/	/	/	/
13	20UCOM011	Giriprasath V	/	/	/	/	A	A	/	/	/	/
14	20UCOM033	Manoj M	/	/	/	/	/	/	/	/	/	/
15	20UCCA067	Dharaneesh P	/	/	/	/	A	A	/	OD	/	/
16	20UCPA001	Abishek M	/	/	/	/	/	/	/	/	/	/
17	20UCPA023	Karmegam D	/	/	/	/	/	/	/	/	/	/
18	20UMAT021	Hemapriya K	/	/	/	/	/	/	/	/	/	A
19	20UBIT010	Jaya Prabha S	/	/	/	/	/	/	/	/	/	OD
20	20UBIT014	Kaviya S	/	/	/	/	A	A	/	/	/	OD
21	20UPSY005	Deva Dharshini R	/	/	/	/	/	/	/	/	/	A
22	20UPSY014	Loga Priya E	/	/	/	/	/	/	/	/	/	/
23	21UCCA041	Rakavi R K	/	/	/	/	/	/	/	/	/	/
24	21UCDF017	Sri Varshini S	/	/	/	/	A	A	A	A	A	A
25	21UCDF018	Suthiksha P	/	/	/	/	/	/	/	/	/	/
26	21UPSY013	Harshithaa M J	/	/	/	/	/	/	/	/	/	/
Signature of the Faculty												
Faculty Handled the Class			VK	VK	VK	VK	VK	VK	VK	VK	VK	VK
Name of the Staff			V. Kanchana									



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**ERODE - 638 107**

**DEPARTMENT OF ENGLISH**

**ACADEMIC YEAR : 2021-2022**

## SCHEDULE FOR THE VALUE ADDED COURSE 21VENTC - TECHNIQUES ON TRANSLATION AND CONTENT WRITING

S.No	REG. NO.	NAME	30.10.2021	30.10.2021	01.11.2021	02.11.2021	06.11.2021	06.11.2021	06.11.2021	08.11.2021	09.11.2021	10.11.2021
			10.45-11.45	11.45-12.45	3.30-4.15	3.30-4.15	9.30-10.30	10.45-11.45	11.45-12.45	3.30-4.15	3.30-4.15	3.30-4.15
1	19UENG014	Gopika A	/	/	/	/	/	/	/	90%	OD	OD
2	19UENG053	Swaathisree S	/	/	/	/	/	/	/	85%	85%	A
3	19UCSC036	Rahul G L	/	/	/	/	/	/	/	80%	80%	80%
4	19UBIC042	SumaiyaTanzeem B	/	/	/	/	/	/	/	A	A	Sumaiya
5	20UENG001	Abarna S	/	/	/	/	/	/	/	A	80%	A
6	20UENG009	Denna Christina D	/	/	/	/	/	/	/	Denna	Denna	Denna
7	20UENG010	Dharani K S	/	/	/	/	/	/	/	A	85%	85%
8	20UENG012	Dharshana S	/	/	/	/	/	/	/	dharshana	dharshana	A
9	20UENG022	Jeeva G	/	/	/	/	/	/	/	Jeeva	Jeeva	Jeeva
10	20UENG036	Prasanth P	/	/	/	/	/	/	/	Prasanth	Prasanth	Prasanth
11	20UENG037	Preethi S	/	/	/	/	/	/	/	Preethi	Preethi	Preethi
12	20UENG046	Srimathi M	/	/	/	/	A	A	A	A	A	Sri
13	20UCOM011	Giriprasath V	/	/	/	/	A	A	A	Giri	Giri	A
14	20UCOM033	Manoj M	/	/	/	/	A	A	A	A	Manoj	A
15	20UCCA067	Dharaneesh P	/	/	/	/	/	/	/	Dharaneesh	A	Dharaneesh
16	20UCPA001	Abishek M	/	/	/	/	/	/	/	Abishek	Abishek	A
17	20UCPA023	Karmegam D	/	/	/	/	/	/	/	DK	DK	DK
18	20UMAT021	Hemapriya K	/	/	/	/	/	/	/	Hema	Hema	Hema
19	20UBIT010	Jaya Prabha S	/	/	/	/	/	/	/	Jaya	Jaya	Jaya
20	20UBIT014	Kaviya S	A	A	/	/	/	/	/	Kaviya	Kaviya	Kaviya
21	20UPSY005	Deva Dharshini R	A	A	/	/	/	/	/	Deva	Deva	Deva
22	20UPSY014	Loga Priya E	/	/	/	/	A	A	A	Loga	Loga	Loga
23	21UCCA041	Rakavi R K	/	/	/	/	/	/	/	Rakavi	Rakavi	Rakavi
24	21UCDF017	Sri Varshini S	A	A	/	/	/	/	/	A	Sri	Sri
25	21UCDF018	Suthaksha P	/	/	/	/	/	/	/	Suthaksha	Suthaksha	Suthaksha
26	21UPSY013	Harshitha M J	/	/	/	/	/	/	/	Harshitha	Harshitha	Harshitha
Signature of the Faculty												
Faculty Handled the Class			VK	VK	VK	VK	VK	VK	VK	VK	LR	LR
Name of the Staff			<b>Dr. N. RAMAN</b> PRINCIPAL, KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS) NANJANAPURAM, ERODE - 638 107									



# KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

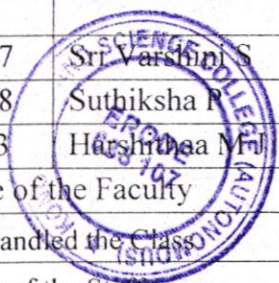
**ERODE – 638 107**

DEPARTMENT OF ENGLISH

ACADEMIC YEAR: 2021-2022

## SCHEDULE FOR THE VALUE -ADDED COURSE 21VENTC – TECHNIQUES ON TRANSLATION AND CONTENT WRITING

S.No.	REG. NO.	NAME	11.11.2021	11.11.2021	11.11.2021	12.11.2021	13.11.2021	27.11.2021	27.11.2021	27.11.2021	29.11.2021	30.11.2021
			9.30 – 10.30	10.45 – 11.45	11.45 – 12.45	3.30 – 4.15	3.30 – 4.15	9.30 – 10.30	10.45 – 11.45	11.45 – 12.45	3.30 – 4.15	9.30-10.30
1	19UENG014	Gopika A	OD	OD	OD	OD	OD	/	/	/	A.Gop	A.Gop
2	19UENG053	Swaathisree S	/	/	/	/	/	/	/	/	S	S
3	19UCSC036	Rahul G L	/	/	/	/	/	/	/	/	Rahul	Rahul
4	19UBIC042	Sumaiya Tanzeem B	/	/	/	/	/	/	/	/	Abarna	Abarna
5	20UENG001	Abarna S	/	/	/	/	/	/	/	/	A	A
6	20UENG009	Denna Christina D	/	/	/	/	/	/	/	/	Denna	Denna
7	20UENG010	Dharani K S	/	/	/	/	/	/	/	/	KS	KS
8	20UENG012	Dharshana S	/	/	/	A	/	/	/	/	Dhar	Dhar
9	20UENG022	Jeeva G	/	/	/	/	/	/	/	/	G.B	G.B
10	20UENG036	Prasanth P	/	/	/	/	/	/	/	/	Prasanth	Prasanth
11	20UENG037	Preethi S	/	/	/	/	/	/	/	/	Preethi	Preethi
12	20UENG046	Srimathi M	/	/	/	A	/	/	/	/	S	S
13	20UCOM011	Giriprasath V	/	/	/	/	/	/	A	A	Giri	Giri
14	20UCOM033	Manoj M	/	/	/	A	/	/	/	/	Manoj	Manoj
15	20UCCA067	Dharaneesh P	A	A	A	/	/	/	/	/	P.D	P.D
16	20UCPA001	Abishek M	/	/	/	/	/	/	/	/	Abi	Abi
17	20UCPA023	Karmegam D	/	/	/	/	/	/	/	/	Kar	Kar
18	20UMAT021	Hemapriya K	/	/	/	/	/	/	/	/	Hema	Hema
19	20UBIT010	Jaya Prabha S	/	/	/	/	/	/	/	/	Ji	Ji
20	20UBIT014	Kaviya S	/	/	/	/	/	/	/	/	Ka	Ka
21	20UPSY005	Deva Dharshini R	A	A	A	/	/	/	/	/	Deva	Deva
22	20UPSY014	Loga Priya E	A	A	A	/	/	/	/	/	Loga	Loga
23	21UCCA041	Rakavi R K	/	/	/	/	/	/	/	/	Rakavi	Rakavi
24	21UCDF017	Sri Varshini S	A	A	A	/	/	/	/	/	Sri	Sri
25	21UCDF018	Suthiksha P	/	/	/	/	/	/	/	/	Suthi	Suthi
26	21UPSY013	Harshitha M	/	/	/	/	/	/	/	/	Har	Har
Signature of the Faculty												
Faculty Handled the Class			VK	VK	VK	LR	LR	VK	VK	VK	VK	VK
Name of the Staff			V. Kanchana / L. Revathi									



**Dr. N. RAMAN**  
PRINCIPAL  
KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)  
NANJANAPURAM, ERODE - 638 107



# KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

**ERODE - 638 107**

DEPARTMENT OF ENGLISH

ACADEMIC YEAR: 2021-2022

## SCHEDULE FOR THE VALUE - ADDED COURSE 21VENTC - TECHNIQUES ON TRANSLATION AND CONTENT WRITING

S.No.	REG. NO.	NAME	04.01.2022	04.01.2022	04.01.2022	17.01.2022	17.01.2022	18.01.2022	18.01.2022	19.01.2022	19.01.2022	20.01.2022
			9.30 - 10.30	10.45- 11.45	11.45- 12.45	9.30 - 10.30	10.45- 11.45	9.30 - 10.30	10.45- 11.45	9.30 - 10.30	10.45- 11.45	9.30 - 10.30
1	19UENG014	Gopika A	/	/	/	/	/	/	/	/	/	/
2	19UENG053	Swaathisree S	/	/	/	/	/	/	/	/	/	/
3	19UCSC036	Rahul G L	/	/	/	/	/	/	/	/	/	/
4	19UBIC042	SumaiyaTanzeem B	/	/	/	/	/	/	/	/	/	/
5	20UENG001	Abarna S	/	/	/	/	/	/	/	/	/	/
6	20UENG009	Denna Christina D	/	/	/	A	A	A	A	/	/	A
7	20UENG010	Dharani K S	/	/	/	/	/	/	/	/	/	/
8	20UENG012	Dharshana S	/	/	/	/	/	/	/	/	/	/
9	20UENG022	Jeeva G	/	/	/	A	A	/	/	/	/	A
10	20UENG036	Prasanth P	/	/	/	/	/	/	/	/	/	/
11	20UENG037	Preethi S	/	/	/	/	/	/	/	/	/	/
12	20UENG046	Srimathi M	A	/	/	/	/	/	/	/	/	/
13	20UCOM011	Giriprasath V	/	/	/	A	A	/	/	A	A	/
14	20UCOM033	Manoj M	/	/	/	/	/	A	A	A	A	/
15	20UCCA067	Dharaneesh P	A	A	A	/	/	/	/	A	A	A
16	20UCPA001	Abishek M	/	/	/	A	A	A	A	A	A	A
17	20UCPA023	Karmegam D	/	/	/	A	A	/	/	/	/	A
18	20UMAT021	Hemapriya K	/	/	/	/	/	/	/	/	/	/
19	20UBIT010	Jaya Prabha S	/	/	/	/	/	/	/	/	/	/
20	20UBIT014	Kaviya S	/	/	/	/	/	A	A	/	/	/
21	20UPSY005	Deva Dharshini R	/	/	/	/	/	/	/	/	/	/
22	20UPSY014	Loga Priya E	/	/	/	A	A	/	/	/	/	/
23	21UCCA041	Rakavi R K	/	/	/	/	/	/	/	A	A	/
24	21UCDF017	Sri Varshini S	A	A	A	A	A	A	A	/	A	A
25	21UCDF018	Suthiksha P	/	/	/	/	/	/	/	/	/	/
26	21UPSY013	Harshithaa M J	A	A	A	/	/	/	/	/	/	/
Signature of the Faculty												
Faculty Handled the Class			VK	VK	VK	VK	VK	VK	VK	VK	VK	VK
Name of the Staff			V. Kanchana									

Dr. N. RAMAN  
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# KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

Course Coordinator

ERODE – 638 107

Head of the Department

Principal

DEPARTMENT OF ENGLISH

ACADEMIC YEAR : 2021- 2022

VALUE ADDED COURSE 21VENTC –

TECHNIQUES ON TRANSLATION AND CONTENT WRITING - Question Paper

Time: 3 Hrs.

TOTAL MARKS: 100

Section -A (1x25=25 Marks)

I. Answer the Following Questions:

1. The Term Morpheme to describe the \_\_\_\_\_ formal element of meaning in language.  
a) **Minimal formal** b) Business formal c) Formal d) Formal word
2. Among this which is not the four main types of meaning in words and utterances.  
a) Propositional meaning b) Expressive meaning c) **Language meaning** d) Evoked meaning
3. Translate the short sentence in English: Vehama padikkadhinga  
a) **Don't read fast** b) Do not read fast c) Didn't read fast d) No fast reading
4. Translate the short sentence in English: Sila tamil varththenga solluppa  
a) Speak more tamil words b) **Speak some tamil words** c) Speak few tamil words d) Speak little tamil words
5. Translate the word in English: Kariyum  
a) Lay dead b) faithful c) **deed** d) remember
6. CCO stands for \_\_\_\_\_  
a) **Chief Content Officer** b) Chief Content Organiser c) Chief Content Organising d) Chief Content Online
7. Google Panda was launched on \_\_\_\_\_  
a) March 2010 b) February 2012 c) **February 2011** d) January 2013
8. \_\_\_\_\_ is called as one of the "reading hubs" on the internet  
a) Google Panda b) LinkedIn c) Airbnb d) **Medium**
9. SEO stands for \_\_\_\_\_



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**ERODE – 638 107**

a) Search Engine Optimization b) Search Engine Organiser c) Search Engine Online d) Search Engine

Operating

10. Google's search algorithm ranked pages based on both relevance and \_\_\_\_\_

a) Internet b) Online c) Web Page **d) Authority**

11. How many online content are there

a) 5 **b) 7** c) 9 d) 4

12. The term "content marketing" was regularly used by

**a) Joe Pulizzi** b) Larry page c) Sergey Brin d) Eric Schmidt

13. Writing online content varies in

a) Complexity b) Simple c) Easy **d) Difficulty**

14. The internet is just bad form you will eventually get pointed out for it, and penalized by google

a) Checking **b) Plagiarism** c) Skimming d) Skipping

15. Analyzing and refreshing your content in this way is more officially known as

a) Blogging b) Industry Writing c) Creative Writing **d) Content Audit**

## II. Say the following statement is True or False

1. Expressive meaning cannot be judged as true or false – True

2. Evoked meaning arises from dialect and expression – False

3. The choice of a suitable equivalent in a given context depends on a wide variety of factors – True

4. Range are typically associated with the word in question – True

5. Google rank and penalized sites for doing black hat practices. – False

6. Google Penguin was nicknamed as "Farmer" – False

7. Good writing is the backbone for all content, both short and long-form, on the internet today – True

8. Google's algorithm updates are learning towards a value-based system – True

9. Good writing is the foundation that must prop up SEO knowledge – True

10. Web content must be unique to each site – True.



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**ERODE – 638 107**

SECTION – B ( $5 \times 5 = 25$  marks)

Answer any five of the following questions

1. Explain Morphemes with example (K2)
2. Outline the Expressive Meaning (K2)
3. State the problems of Non – Equivalence (K3)
4. Bring out the problem prevailing at present in online content writing (K4)
5. List out the important features of Good Online Writing (K4)
6. Illustrate the Web Content (K3)
7. Differentiate the relationship between word and meaning (K5)

SECTION – C ( $5 \times 10 = 50$  marks)

Answer all the Questions


1. a) Explain the four main types of meaning in Lexical Meaning. (K3)  
(Or)  
b) Outline the Interpretation of Idioms (K2)
2. a) List out the strategies for Translation of Idioms (K2)  
(Or)  
b) Interpret Early Internet Content Culture (K4)
3. a) Elaborate the two crucial updates in Google (K2)  
(Or)  
b) List out the three companies relying on Good Writing to grow their brands (K3)
4. a) Google Influence Online Writing – Interpret (K2)  
(Or)  
b) Going from a writer to a Great Online Content Writer - Explain (K3)
5. a) Outline the Seven Types of Online Content (K3)  
(Or)  
b) Why Web Pages always need fresh updates (K4)



Course Coordinator

  
Head of the Department  
HEAD OF THE DEPARTMENT  
Department of English

Kongu Arts and Science College (Autonomous)  
Erode-638107

  
**Dr. N. RAMAN**  
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(AUTONOMOUS)  
NANJANAPURAM, ERODE - 638 107.  
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# KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE - 638 107

DEPARTMENT OF ENGLISH

ACADEMIC YEAR : 2021-2022


VALUE ADDED COURSE 21VENTC -

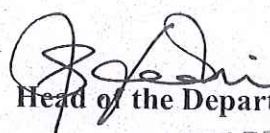
TECHNIQUES ON TRANSLATION AND CONTENT WRITING - Mark Statement


SI NO.	REG.NO.	Theory	RESULT	GRADE
1	21UPSY013	65	PASS	65
2	21UCCA041	51	PASS	51
3	21UCDF017	AB	FAIL	-
4	21UCDF018	62	PASS	62
5	20UENG001	54	PASS	54
6	20UENG009	73	PASS	73
7	20UENG010	47	PASS	47
8	20UENG012	50	PASS	50
9	20UENG022	49	PASS	49
10	20UENG036	46	PASS	46
11	20UENG037	63	PASS	63
12	20UENG046	50	PASS	50
13	20UCOM011	59	PASS	59
14	20UCOM033	50	PASS	50
15	20UCCA067	40	PASS	40
16	20UCPA001	40	PASS	40
17	20UCPA023	57	PASS	57
18	20UMAT021	46	PASS	46
19	20UBIT010	65	PASS	65
20	20UBIT014	52	PASS	52
21	20UPSY005	63	PASS	63
22	20UPSY014	40	PASS	40
23	19UENG014	68	PASS	68
24	19UENG053	51	PASS	51
25	19UCSC036	40	PASS	40
26	19UBIC042	66	PASS	66
90-100	A++ - Outstanding		60-69	B+ - Good
80-89	A+ - Excellent		50-59	B - Average
70-79	A - Very Good		40-49	C - Satisfactory


## SUBJECT DETAILS

CODE	SUBJECT	MAX MARKS
Theory	TECHNIQUES ON TRANSLATION AND CONTENT WRITING	100

  
Course Coordinator

  
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HEAD OF THE DEPARTMENT  
DEPARTMENT OF ENGLISH  
KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)  
ERODE - 638 107.

  
Principal  
PRINCIPAL,  
KONGU ARTS AND SCIENCE COLLEGE  
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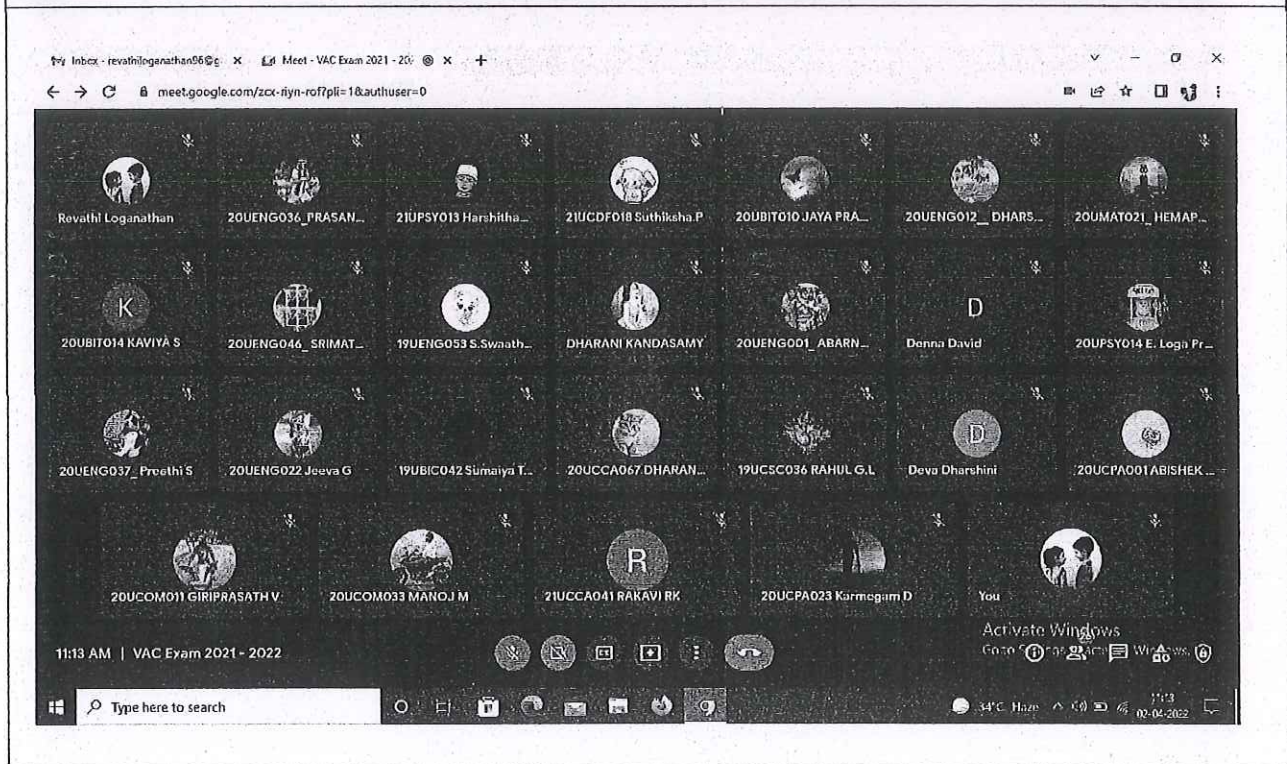
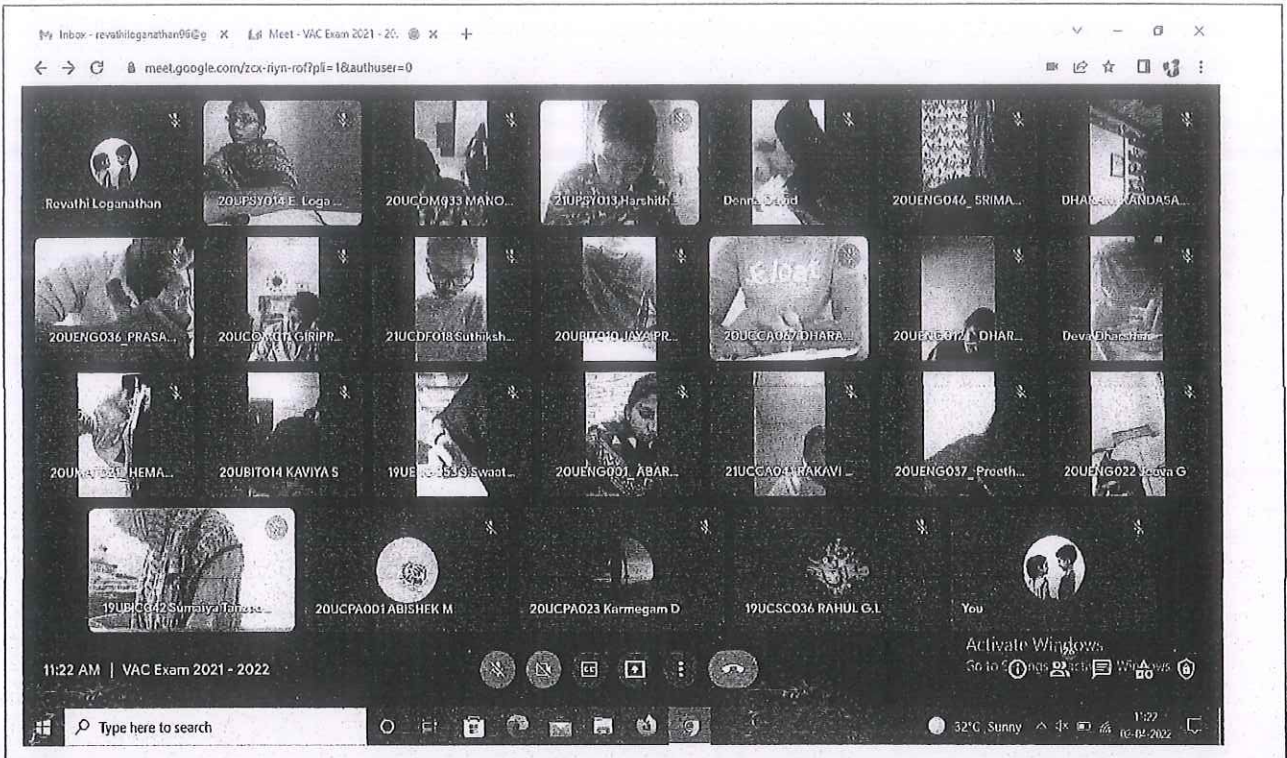
  
D. RAMAN  
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NANJANAPURAM, ERODE - 638 107



# KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE - 638 107



*[Signature]*  
Head of the Department  
HEAD OF THE DEPARTMENT  
Department of English  
Kongu Arts and Science College (Autonomous),  
Erode 638107

*[Signature]*  
Dr. N. RAMAN  
PRINCIPAL  
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(AUTONOMOUS)



# KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107


## 20VCASQ – QUERYING AND MANAGING DATA USING SQL – STUDENTS FEEDBACK

Name of the Student	
Register Number	
Department	
Year	

Parameters	Yes	No	
The Course content was in line with my expectations	Yes	No	
General content of the Course	Excellent	Good	Average
The Course provided additional knowledge and skill	Yes	No	
Well-designed Practical sessions	Yes	No	
Schedule of the classes and other relevant details have been informed promptly	Yes	No	
Course materials provided were useful	Yes	No	
Provides scope for self-employment and fulfills the industrial needs	Yes	No	

Student Signature



  
**Dr. N. RAMAN**  
PRINCIPAL,  
KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)  
NANJANAPURAM, ERODE - 638 107.



# KONGU ARTS AND SCIENCE COLLEGE

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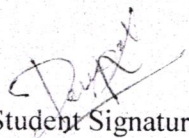
ERODE – 638 107

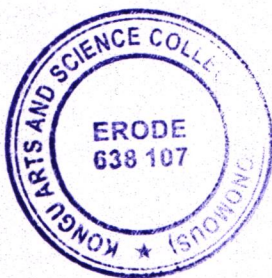
DEPARTMENT OF ENGLISH


21VENTC- TECHNIQUES ON TRANSLATION AND CONTENT WRITING

Name of the Student	Deepak . R
Register Number	21UBBA055
Department	BSA
Year	2021 - 2022

Parameters	Yes	No	
The Course content was in line with my expectations	Yes	No	
General content of the Course	Excellent	Good	Average
The Course provided additional knowledge and skill	Yes	No	
Well-designed Practical sessions	Yes	No	
Schedule of the classes and other relevant details have been informed promptly	Yes	No	
Course materials provided were useful	Yes	No	
Provides scope for self-employment and fulfills the industrial needs	Yes	No	

  
Student Signature



  
**Dr. N. RAMAN**  
PRINCIPAL,  
KONGU ARTS AND SCIENCE COLLEGE  
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MANJANAPURAM, ERODE - 638 107



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(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE - 638 107

DEPARTMENT OF ENGLISH

21VENTC- TECHNIQUES ON TRANSLATION AND CONTENT WRITING

Name of the Student	Akalya. B
Register Number	21UBCA002
Department	BCA
Year	2021 - 22

Parameters	Yes	No	
The Course content was in line with my expectations	Yes	No	
General content of the Course	Excellent	Good	Average
The Course provided additional knowledge and skill	Yes	No	
Well-designed Practical sessions	Yes	No	
Schedule of the classes and other relevant details have been informed promptly	Yes	No	
Course materials provided were useful	Yes	No	
Provides scope for self-employment and fulfills the industrial needs	Yes	No	

Student Signature



Dr. N. RAMAN  
PRINCIPAL,  
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Approved by UGC & AICTE, New Delhi & Re-accredited by NAAC  
An ISO 9001 : 2015 Certified Institution  
DBT Star College Scheme



NANJANAPURAM, ERODE - 638 107

## KASC ACADEMY OF EXCELLENCE

### Certificate

This Certificate is awarded to



**D DENNA CHRISTINA**  
II BA English Literature

for the successful completion of the Certificate Course in  
**TECHNIQUES ON TRANSLATION AND CONTENT**  
with A Grade conducted by the  
**Department of English**  
during the Academic Year 2021 - 2022



Course Coordinator

Convener  
Academy of Excellence

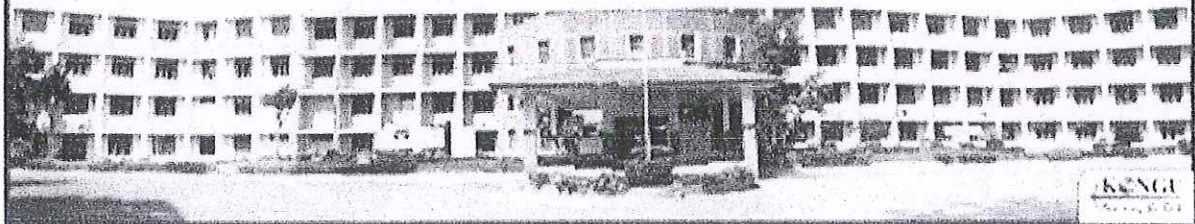
Principal


Correspondent

90 - 100 A++ Outstanding  
80 - 90 A+ Excellent

70 - 75 A Very Good  
60 - 65 B+ Good

50 - 55 B Average  
40 - 45 C Satisfactory



  
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