

Cambridge English for the media

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Abstrak

A short self-study or classroom course (40-60 hours) for media studies students and professionals working in advertising, journalism and other media-related occupations. Cambridge English for the Media develops the communication skills and specialist English language knowledge of media students and professionals, enabling them to work more confidently and effectively. Covering a range of media-related fields including newspapers, television, radio and marketing, the eight standalone units enable students to concentrate on the areas that are most relevant to them. As well as teaching specialist language, the course also develops job-specific skills such as writing headlines, producing advertisements, scheduling programmes and preparing a pitch. Authentic teaching materials such as newspaper articles, adapted film scripts and blogs help prepare learners for real working life. The course requires no specialist knowledge on the part of the teacher and comprehensive teacher's notes are available online. Cambridge English for ... is a new series of short courses for different areas of English for Specific Purposes. Written for professionals by professionals, they combine the best in ELT methodology with real professional practice. Other titles in the series include Engineering, Nursing and Job-hunting.