

<b>Semester</b>	<b>4</b>
<b>Course</b>	ENGLISH
<b>Paper Code</b>	<b>S2EN230421T</b>
<b>Paper Title</b>	CONTENT WRITING
<b>No. of Credits</b>	<b>3</b>
<b>Theory / Practical / Composite</b>	<b>THEORY</b>
<b>Minimum No. of preparatory hours per week a student has to devote</b>	<b>3</b>
<b>Number of Modules</b>	<b>2</b>
<b>Syllabus</b>	<p style="text-align: center;"><b>Module 1</b></p> <p><b>The concept of content; qualities and importance of good content; process and principles of content writing.</b></p> <p><b>Different types of content: A) Text-based content; B) Visual Content C) Audio Content); D) Video Content; E) Interactive Content.</b></p> <p><i>(Note: students will be introduced to all the five types of contents. However, only text-based content will be taught in detail).</i></p> <p><b>Text-Based content: 1) Web Content; 2) E-commerce Content</b></p> <p><b>Web Content: Websites, Blog Posts, Social Media Posts (Facebook, Twitter, etc), Press Release, White Papers, E-mail Newsletters, E-Books, E-Magazines.</b></p> <p><b>E-commerce Content: Product Descriptions, Customer Success Stories, Testimonials, Case Studies, FAQs, User Manuals, and Business Correspondence.</b></p> <p style="text-align: center;"><b>Module 2</b></p> <p><b>Thinking like a screenwriter; Building story worlds; Developing characters; Plotting story beats; Thinking in terms of genres – the comic, the tragic, and the sentimental.</b></p>
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li><b>1. This course is designed to equip students with the necessary knowledge and skills in creating engaging, compelling, and persuasive written content for various mediums such as print media, websites, social media, blogs, marketing platforms and cinema.</b></li> <li><b>2. The course will teach students the fundamentals of content creation such as audience analysis, topic selection, research methods, types of written content, writing style, and editing techniques with special</b></li> </ol>

	<p>emphasis on written content. It will also teach them the essential of writing scripts for films of different genres.</p> <p>3. By the end of the course, students will have obtained the necessary competence in content writing that makes them eligible for lucrative careers on global platforms.</p>															
<b>Reading/Reference Lists</b>	<ol style="list-style-type: none"> <li>1) Felder, Lynda. <i>Writing for the Web: Creating Compelling Web Content Using Words Pictures, and Sound</i>. New Riders, 2012.</li> <li>2) Jones, Colleen. <i>Clout: The Art and Science of Influential Web Content</i>. New Riders, 2011.</li> <li>3) Redish, Janice. <i>Letting Go of the Words: Writing Web Content that Works</i>. Morgan Kaufmann, 2012.</li> <li>4) Lima, Paul. <i>Fundamentals of Writing: How to Write Articles, Media Releases, Case Studies, Blog Posts and Social Media Content</i>, Paul Lima, 2020.</li> <li>5) Garrand, Timothy. <i>Writing for Multimedia and the Web</i>. Focal Press. 2006.</li> <li>6) Handley, Ann. <i>Everybody Writes Your Go-To Guide to Creating Ridiculously Good Content</i>, Wiley, 2014.</li> </ol> <p style="text-align: center;"><b>Module 2</b></p> <ol style="list-style-type: none"> <li>1) <b>Screenplay: The Foundations of Screenwriting – Syd Field</b></li> <li>2) <b>The Anatomy of Story – John Truby</b></li> <li>3) <b>Into the Woods – John Yorke</b></li> <li>4) <b>Story: Style, Structure, Substance, and the Principles of Screenwriting – Robert McKee</b></li> </ol>															
<b>Evaluation</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;"><b>CIA:</b> 13 + 2 MARKS</td> <td style="width: 40%;"><b>END-SEMESTER EXAMINATION:</b> <b>Module 1:</b> 2 x 5 = 10 1 x 10 = 10 <b>Module 2:</b> 1x 15= 15</td> </tr> </table>	<b>CIA:</b> 13 + 2 MARKS	<b>END-SEMESTER EXAMINATION:</b> <b>Module 1:</b> 2 x 5 = 10 1 x 10 = 10 <b>Module 2:</b> 1x 15= 15													
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