

Syllabus template

Semester: 4				
Programme : ENGLISH				
Course : CONTENT WRITING				
Paper code: S2EN230421T			Credits: 3	
Hours/week : 3				
Category: Core/MDC/SEC/VAC : SEC				
Theory / Practical / Composite : THEORY				
No of Modules : 2				
<p>Course Overview: 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.</p>				
Course Outcome:				
1. Remember: Define different types of content.				
2. Understand: Explain and understand the different skill sets required for each kind of content.				
3. Apply: Demonstrate the technical skills acquired through nuanced analysis and presentations				
4. Analyze: Compare and examine relationships arising out of issues related to different modes of writing.				
5. Evaluate: Critique and argue assumptions regarding content writing.				
6. Create: Implement skills acquired through training and write short works of original content.				
Prerequisites: Basic knowledge about any prior course				
SYLLABUS				
UNIT/Module	CONTENT	HOURS or NUMBER OF CLASSES	CO Mapping	COGNITIVE LEVEL
I.	<p>Module 1</p> <ul style="list-style-type: none"> • The concept of content; qualities and importance of good content; process and principles of content writing. • Different types of content: A) Text-based content; B) Visual Content C) Audio Content); D) Video Content; E) Interactive Content. <p>(Note: students will be introduced to all the five types of contents. However, only text-based content will be taught in detail)</p> <ul style="list-style-type: none"> • Text-Based content: 1) Web Content; 2) E-commerce Content 	18	CO1 CO2 CO3 CO4 CO5 CO6	K1 K2 K3 K4 K5 K6

	<ul style="list-style-type: none"> • Web Content: Websites, Blog Posts, Social Media Posts (Facebook, Twitter, etc), Press Release, White Papers, E-mail Newsletters, E-Books, E-Magazines. • E-commerce Content: Product Descriptions, Customer Success Stories, Testimonials, Case Studies, FAQs, User Manuals, and Business Correspondence. 			
II.	Module 2 <ul style="list-style-type: none"> • Thinking like a screenwriter; Building story worlds; Developing characters; Plotting story beats • Thinking in terms of genres – the comic, the tragic, and the sentimental 	18	CO1 CO2 CO3 CO4 CO5 CO6	K1 K2 K3 K4 K5 K6
Text Books				
1. TO BE SPECIFIED BY COURSE INSTRUCTORS				
2.				
3.				
Suggested readings				
1. Felder, Lynda. Writing for the Web: Creating Compelling Web Content Using Words Pictures, and Sound. New Riders, 2012.				
2. Jones, Colleen. Clout: The Art and Science of Influential Web Content. New Riders, 2011.				
3. Redish, Janice. Letting Go of the Words: Writing Web Content that Works. Morgan Kaufmann, 2012.				
4. Lima, Paul. Fundamentals of Writing: How to Write Articles, Media Releases, Case Studies, Blog Posts and Social Media Content, Paul Lima, 2020.				
5. Garrand, Timothy. Writing for Multimedia and the Web. Focal Press. 2006.				
6. Handley, Ann. Everybody Writes Your Go-To Guide to Creating Ridiculously Good Content, Wiley, 2014.				
7. Screenplay: The Foundations of Screenwriting – Syd Field				
8. The Anatomy of Story – John Truby				
9. Into the Woods – John Yorke				
10. Story: Style, Structure, Substance, and the Principles of Screenwriting – Robert McKee				
Web Resources				
1. TO BE SPECIFIED BY COURSE INSTRUCTORS				
2.				
3.				
4.				
Evaluation CIA: 15 13 marks Assessment 2 marks Attendance End-Semester: 35				

Paper Structure for Theory Semester Exam:

Module 1: 2 x 5 = 10

1 x 10 = 10

Module 2: 1x 15= 15

Course outcomes (COs) and Cognitive Level Mapping

COs	CO Description	Cognitive levels
CO1	Remember: Define different types of content.	K1
CO2	Understand: Explain and understand the different skill sets required for each kind of content.	K2
CO3	Apply: Demonstrate the technical skills acquired through nuanced analysis and presentations	K3
CO4	Analyze: Compare and examine relationships arising out of issues related to different modes of writing.	K4
CO5	Evaluate: Critique and argue assumptions regarding content writing.	K5
CO6	Create: Implement skills acquired through training and write short works of original content.	K6