FOUR-YEAR UNDERGRADUATE PROGRAMME (CU-FYUGP) BA ENGLISH

LANGUAGE AND LITERATURE HONOURS

MINOR

BASKET 1: ENGLISH FOR CONTENT CREATION

Programme	**BA ENGLISH LANGUAGE AND LITERATURE HONOURS**				
Course Code	**ENG1MN101**				
Course Title	**FUNDAMENTALS OF CONTENT CREATION**				
Type of Course	**MINOR**				
Semester	1				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	Basic communication skills and an aptitude for English language				
Course Summary	This course is designed to introduce learners to the basic concepts of professional content writing. The course enables them to become competent content developers by engaging in creative and professional writing. The learners will be equipped with the techniques of writing and editing which will help them to manage digital platforms with proficiency and skill.				

Course Outcomes (COs):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Develop professional Language competency	U	F	● Classroom Assignments ● Internal Test
CO2	Attain employability in creative industries	U	F	● Group Tasks ● Individual Assignments
CO3	Enhance language skills to optimize content creation and manage the digital algorithm	Ap	C	● Take Home Assignments ● Seminars ● Sample analysis
CO4	Equip learners with market research skills and sharpen the entrepreneurial outlook	Ap	M	● Seminar Presentation ● Practice writing for the web and peer review
CO5	Develop skills to use AI generated contents creatively and ethically.	E	P	● Sample analysis ● Self evaluation ● Peer learning ● Group projects

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
    # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)
    Metacognitive Knowledge (M)				

Detailed Syllabus:

MODULE	UNIT	CONTENT	Hrs	Marks
I		**CONTENT WRITING: BASICS**	05	10
	1	Content Writing–Web and Print Media –News, E-Commerce and Entertainment Industry	01	
	2	Types of Content Writing – creative fiction, creative non-fiction, advertisements, , transcribing, translation, subtitling , summarising, editing	01	
	3	Identifying the demands of various platforms	01	
	4	Content writing and language competency	01	
	5	Careers in content writing	01	
		Suggested Activities: 1. Free Writing Exercises in the classroom 2. Identify and evaluate the contents from an online website and a conventionally printed introduction of a book and a newspaper editorial– group activity 3. Group Discussion on editing techniques		
II		**PROFESSIONAL ENGLISH**	12	18
	6	Compelling Language – Strategies and Tools	02	
	7	Reader-Centric Communication – Understanding the target audience	02	
	8	The Art of Telling the Story – Audience, Purpose, Need-based content	02	
	9	Accepted Usage – Sensitive language use	02	
	10	Creative Uses of English – Vocabulary Skills, Proverbs and Idiomatic Expressions	02	
	11	How to write effectively and without mistakes-Accuracy-Consistency -Tone and Style	02	
		Suggested Activities: 1. Prepare a write up on a given topic within a stipulated time and evaluate the content through peer review 2. Conduct a vocabulary quiz 3. Practise creating an effective headline and sub-headlines for specific audiences and specific purposes.		

III		**APPLIED LANGUAGE SKILLS**	**16**	**22**
	12	Content Writing Process –ideation, research, structure, format	**04**	
	13	Developing an effective content strategy	**04**	
	14	Writing styles- Fiction and Non-Fiction Genres	**04**	
	15	Editing and proof reading 1. Misspelt words, wordiness, jargon, language registers, dialectical variations 2. Tailor-make content according to different style sheets	**04**	
		Suggested Activities: 1. Write content for a specific platform. Analyze the content for language use 2. Editing and proof-reading assignments 3. Co-writing stories		
IV		**LANGUAGE SKILLS FOR THE CORPORATE SPACE**	**15**	**20**
	16	Corporate communications	**01**	
	17	English for digital marketing – Writing for websites	**02**	
	18	Writing in the social media platforms for business purposes	**02**	
	19	Content writing for e-commerce sites	**02**	
	20	SEO (Search Engine Optimisation)– How to evaluate language use analytically	**04**	
	21	AI Tools, Ethics and Creativity	**02**	
	22	Plagiarism and Copyrights Acts	**02**	
		Suggested Activities: 1. Transcribe and translate Malayalam video content into English 2. Develop Catchphrases/expressions for marketing/e-commerce sites 3. Develop a publishable content applying the SEO language tools		
V		**OPEN ENDED**	**12**	

Note: The course is divided into five modules, with four having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 transaction hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules.

Suggested Reading:

1. Clark, Michael Dean, Trent Hergenrader, Joseph Rein. Eds. *Creative Writing in the Digital Age: Theory, Practice, and Pedagogy. Bloomsbury Academic, 2015.*
2. Coven, Martha B.*Writing on the Job: Best Practices for Communicating in the Digital Age. Princeton University Press*, 2022.
3. Dillard, Annie. *The Writing Life*. New York: Harper Perennial, 1989.
4. Drennan, Marie*. Et al. Scriptwriting for Web Series: Writing for the Digital Age*. Routledge, 2018.
5. Goldsmith, Kenneth. *Uncreative writing: Managing Writing in the Digital Era* . Columbia University Press*, 2011.
6. Gupta, Kounal. *The Only Content writing handbook You'll ever Need*. Henry Harvin Education. 2020
7. King, Stephen*. On Writing: A memoir of the Craft.* Simon & Schuster, 2000.
8. Kleon, Austin. *Steal Like an Artist.* Workman Publishing Company, 2012*.*
9. Lamott, Anne. *Bird by Bird.* Vintage, 1995.
10. Penn, Joanna. *Successful Self-publishing*. Curl Up Press, 2015.
11. Quirk, Randolph and Sidney Greenbaum. *Student's Grammar of the English Language.* 1990.
12. Robinson, Joseph. *Content Writing Step-by-Step: Learn How to Write Content That Converts and Become a Successful Entertainer of Online Audiences*(Audio Book)Charlie Creative Lab Ltd. 2020
13. Sautoy, Marcus Du*. The Creativity Code: Art and Innovation in the age of AI.* The Belknap Press of Harward. 2019
14. Field, Marion. *Improve Your Punctuation and Grammar.* Brown Book Group, 2009.
15. Critchley, William. A Pocketbook of Proof Reading: A Guide to Freelance Proofreading and Copy-Editing, First English Books, 2006.

Web Resources:

https://www.youtube.com/watch?v=blehVIDyuXk

https://www.youtube.com/watch?v=1NCiuI6F5O0

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	3	-	-	3	3	-	-	-	-
CO2	2	-	-	2	3	-	2	-	3	-	-	-	1
CO3	3	-	-	3	1	-	3	2	2	3	-	-	1
CO4	2	-	-	2	-	-	2	-	3	-	-	-	3
CO5	-	-	-	3	2	-	2	1	2	3	1	-	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Assignment/ Discussion / Seminar
- Midterm Exam
- Class Tests/Quiz
- Final Exam (70%)

Mapping of Cos to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1		✓		✓
CO 2	✓	✓		✓
CO 3		✓		✓
CO 4	✓	✓		✓
CO 5		✓		✓