



# VALUE ADDED COURSE ON PROFESSIONAL WRITING

Organised by : P.G Department of English  
Date of commencement : 25/06/2022  
No. of students attended : 41





## Expected Outcomes

After the completion of the course, students will be:


- Acquainted with the basic concepts of professional writing
- Introduced to different types of writing, their styles and editing patterns 3. Able to understand, analyse, and effectively use the conventions of the English language.
- Furnished with opportunities to get placed at various posts pertaining to the prescribed field
- Able to write documents that address purposes, audiences, and conventions of professional contexts
- Equipped to create materials, structure documents and craft their imagination and writing skills in line with the demands of the virtual world and global competency.

## REPORT

On June 25th, the PG department of English inaugurated a value education course on Professional Writing for first year (2022-2024) and Second year students (2021-2023). This is a certificate course which will be more useful for all the students. The course is designed with an objective to make students to be more acquainted with LSRW skills. Professional writing also useful in their academics to do exceptionally well. The classes were taken by the teachers of English department itself both in online and offline mode. A total number 41 students attended the course. Teachers who handled the course were Priya VB , Adeela VN, Shruthy Mohan, Shahana KM, Clinta PS, Finnobin Lireesh ,Jeethu, Anjaly,Lismerin,Sreelekha and Sandrima



## BROCHURE

 **CHRIST**  
COLLEGE (AUTONOMOUS)  
IRINJALAKUDA, KERALA  
Reaccredited by NAAC with 'A++' grade

**Certificate Course by  
PG Department of English**

**PROFESSIONAL WRITING**

**Certificate course Exam**  
**23 MARCH 2023**  
**10:00 AM**

**COURSE FEE : 500/-**

**Principal: Rev. Dr. Jolly Andrews CMI**  
**HOD: Dr. Hemalatha P**  
**Course Coordinator: Ms Priya VB**





## PHOTOS





# SYLLABUS

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## **Module 1: Creative Writing (06 Lectures)**

- a. Fundamentals of Creative Writing: Introduction to the meaning and significance of creative writing
- b. Modes and types of creative writing – Poetry, Plays, Movie and television scripts, Fiction (novels, novellas, and short stories), Songs, Speeches, Memoirs, Personal essays.
- c. Elements of Creative Writing: Plot, Setting, Character, Dialogue, Point of View · Literary Devices and Figurative Language · Elements of Style · Grammar and the Structure of Language · Proof Reading and Editing
- d. New Trends in Creative Writing: Writing for media, blogs, web content, graphic novel, flash fiction, spoken word poetry, slam poetry

## **Module 2: Business Writing (06 Lectures)**

- a. Introduction to business writing: objectives, purpose, significance, scope, style, design, presentation
- b. Basic forms and genres of business writing: instructional, informational, persuasive, and transactional; office communication, business mails, memos, reports, sales complaints, memorandum, resumes, newsletters, press release, letters of appreciation, refusal letters, proposals, announcements, invitations
- c. Techniques of business writing: Clarity of thought, conciseness, correct grammar and sentence structure, phrases and idioms, simple language, methods of presenting ideas, document design and sentence fluency
- d. Key factors in business writing: Marketing, Product Development, Sales, Customer Service

## **Module 3: Copy Writing (06 Lectures)**

- a. Introduction to Content writing: Meaning, significance and scope of copy/content writing, role of content writers
- b. Types of contents: blogging, copywriting, social media posts, emails, articles, case studies, info-graphics, ad songs, jingles, website content, vlogs, public speeches, caption writing, anchoring, registration forms, internet bots
- c. Basic process of copy writing: getting the brief, forming the idea, conducting the research, structuring, formatting, editing and proof-reading
- d. Writing for the social media: the concept of social media, types of social



media platforms & writing tips for social media contents, understanding PR in the offline and online spaces

e. Mechanics of copy/content writing: formal and informal language, jargon, writing style, target, audience, and customer requirements.

#### **Module 4: Technical Writing (06 Lectures)**

a. Introduction to Technical Writing: Meaning, significance and scope of technical writing, role of a technical writer, elements of technical writing

b. Process of Technical Writing: document development, information architecture, document design, formatting and pagination, document conversion, audience analysis, collection of content, plagiarism, professional ethics

c. Types of technical writing: medical and scientific papers, user manuals/assistance guides, technical books, assembly manuals, technical reviews and reports, product recalls, white papers, corporate reports, datasheets, business plans

d. Mechanics of technical writing: ensuring clarity, readability, editing triage, rewriting, structuring information, designing, graphics, concision

e. Translation: Introduction to theory and practice of translation, role of a translator, central issues in translation, methods of translation

#### **Module 5: Project / Practicum**

\*Prepare any four of the following:

a. Write a letter to yourself in either the future or the past. What are the most important things you'd want to say to that version of yourself? How would you express them? b. Create an "alternate history" tale in which timeline of history is altered by an

unlikely event. For eg: - What if everybody in the world had the same skin tone? What if all human lifespans were limited to 35 years? What if all humans were

vegetarians, having never evolved the ability to digest meat? What if there was no thing called 'gender' in our society?

c. Write a step by step instruction manual explaining how to send a photo to someone else through your favorite social media platform.

d. Translate a textual content (prose/poetry/articles) from any language of your choice into English. Word limit – 200

