DEPARTMENT: ENGLISH (SF)

NAME OF THE VALUE ADDED COURSE: PROFESSIONAL

WRITING SYLLABUS HOURS: 30 HRS

COURSE FEE: 500/-
Course Code:CPCC48

COURSE OUTCOMES:

After the completion of the course, students will be:

1. Acquainted with the basic concepts of professional writing
2. 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.
4. Furnished with opportunities to get placed at various posts pertaining to the prescribed field
5. Able to write documents that address purposes, audiences, and conventions of professional contexts
6. 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.

SYLLABUS DETAILS:

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:

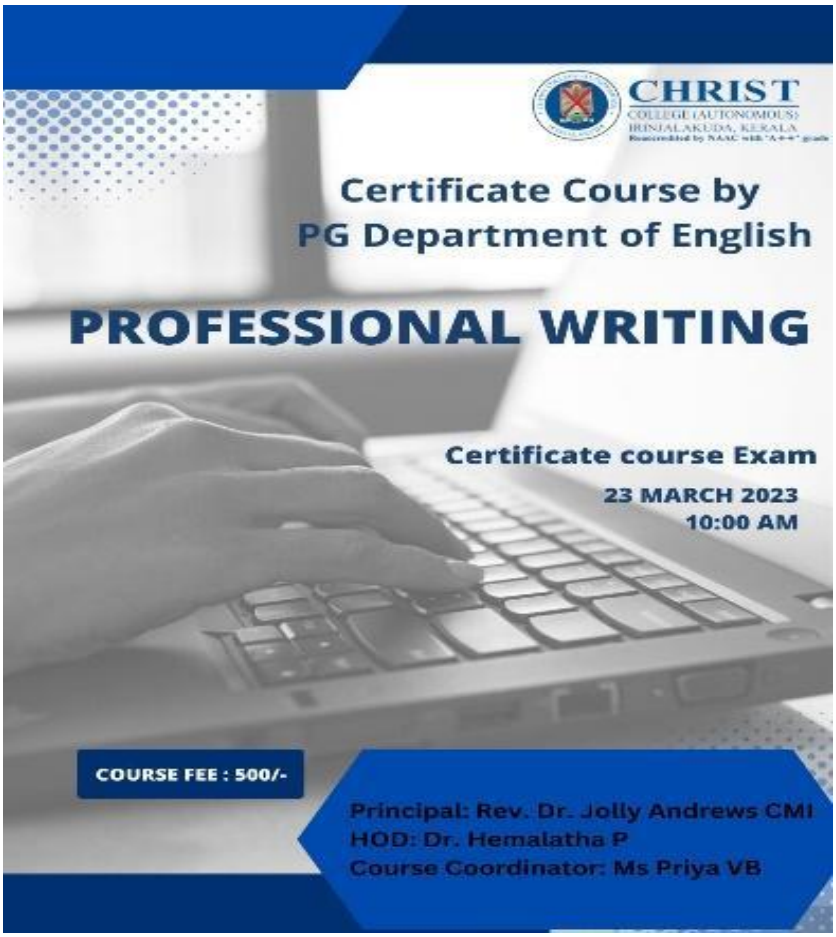
a. Write a letter to yourself in either the future or the past. What are the most important things you'd want to say to that version of yourself? How would you express them? b. Create an "alternate history" tale in which timeline of history is altered by an unlikely event. For eg: - What if everybody 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 favourite social media platform.

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

e. Imagine yourself to be a business development manager of a reputed company. Prepare a blog post on your most inspiring customer success story. Include how your product /service impacted them. Make suggestions on what Twitter profiles and blogs you think every entrepreneur should read and follow.

f. Write a short press release on launching a new product/new service of your company.


CHRIST
COLLEGE (AUTONOMOUS)
IRINJALAKUDA, KERALA
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

VALUE ADDED/ CERTIFICATE COURSE

PROFESSIONAL WRITING

REPORT – 2022-23

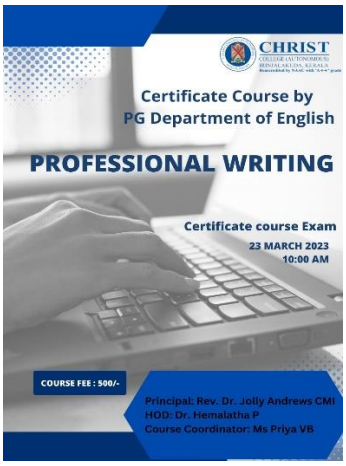
On June 25th, the PG department of English inaugurated a value education course on Professional Writing for first year (2022-2024) and Second year students (2021-2023). This is a certificate course which will be more useful for all the students. The course is designed with an objective to make students 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:Priya VB , Adeela VN, Shruthy Mohan, Shahana KM, Clinta PS Finnobin Lireesh ,Jeethu, Anjaly,Lismerin,Sreelekha and Sandrima

The Expected outcomes of this course are Acquainted with the basic concepts of professional writing Introduced to different types of writing, their styles and editing patterns 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.

Apart from the academic topics, contents taught in these classes were really useful. The course consists of 5 modules completed in 30 hours enabling the students be familiar with the basic concepts of Bussiness Writing. It helped them to get equipped with skills to craft their imagination and writing skills in tune with the demands of the digital world and global competency. The classes included topics such as Fundamentals of Creative Writing, Introduction to business writing, Introduction to Content writing, Technical Writing and Translation.



At the end of the course an exam based on the syllabus was conducted on these topics and all those who qualified the exam were provided with certificates.

CHRIST
COLLEGE (AUTONOMOUS)
IRINJALAKUDA, KERALA

PG DEPARTMENT OF ENGLISH

CERTIFICATE
OF COMPLETION

This certificate is awarded to

Ms. ANJU C

for successfully completing the Value Added Course on "Professional Writing" organised by PG Department of English, Christ College (Autonomous) Irinjalakuda during 2022-2023.

Rev. Dr. Jolly Andrews CMI	Dr. Hemalatha. P	Dr. Vivekanandan T	Rev. Dr. Wilson Tharayil CMI	Ms. Priya V B
Principal-in-Charge	HOD (English SF)	Co-Ordinator (Self)	Director(Self)	Course Coordinator

CHRIST
COLLEGE (AUTONOMOUS)
IRINJALAKUDA, KERALA

PG DEPARTMENT OF ENGLISH

CERTIFICATE
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This certificate is awarded to

MS. ASNA.K R

for successfully completing the Value Added Course on "Professional Writing" organised by PG Department of English, Christ College (Autonomous) Irinjalakuda during 2022-2023.

Rev. Dr. Jolly Andrews CMI
Principal-in-Charge

Dr. Hemalatha. P
HOD (English SF)

Dr. Vivekanandan T
Co-Ordinator (Self)

Rev. Dr. Wilson Tharayil CMI
Director(Self)

Ms. Priya V B
Course Coordinator

CHRIST
COLLEGE (AUTONOMOUS)
IRINJALAKUDA, KERALA

PG DEPARTMENT OF ENGLISH

CERTIFICATE
OF COMPLETION

This certificate is awarded to

MS. DELEENA P LUKOSE

for successfully completing the Value Added Course on "Professional Writing" organised by PG Department of English, Christ College (Autonomous) Irinjalakuda during 2022-2023.

Rev. Dr. Jolly Andrews CMI
Principal-in-Charge

Dr. Hemalatha. P
HOD (English SF)

Dr. Vivekanandan T
Co-Ordinator (Self)

Rev. Dr. Wilson Tharayil CMI
Director(Self)

Ms. Priya V B
Course Coordinator

CHRIST
COLLEGE (AUTONOMOUS)
IRINJALAKUDA, KERALA

PG DEPARTMENT OF ENGLISH

CERTIFICATE
OF COMPLETION

This certificate is awarded to

Ms. GAYATHRI

for successfully completing the Value Added Course on "Professional Writing" organised by PG Department of English, Christ College (Autonomous) Irinjalakuda during 2022-2023.

Rev. Dr. Jolly Andrews CMI	**Dr. Hemalatha. P**	**Dr. Vivekanandan T**	**Rev. Dr. Wilson Tharayil CMI**	**Ms. Priya V B**
Principal-in-Charge	H0D (English SF)	Co-Ordinator (Self)	Director(Self)	Course Coordinator

CHRIST
COLLEGE (AUTONOMOUS)
IRINJALAKUDA, KERALA

PG DEPARTMENT OF ENGLISH

CERTIFICATE
OF COMPLETION

This certificate is awarded to

Mr. KARTHIK P MARAR

for successfully completing the Value Added Course on "Professional Writing" organised by PG Department of English, Christ College (Autonomous) Irinjalakuda during 2022-2023.

Rev. Dr. Jolly Andrews CMI
Principal-in-Charge

Dr. Hemalatha. P
HOD (English SF)

Dr. Vivekanandan T
Co-Ordinator (Self)

Rev. Dr. Wilson Tharayil CMI
Director(Self)

Ms. Priya V B
Course Coordinator

CHRIST
COLLEGE (AUTONOMOUS)
IRINJALAKUDA, KERALA

PG DEPARTMENT OF ENGLISH

CERTIFICATE
OF COMPLETION

This certificate is awarded to

Ms. Reiza Maria Michael

for successfully completing the Value Added Course on "Professional Writing" organised by PG Department of English, Christ College (Autonomous) Irinjalakuda during 2022-2023.

Rev. Dr. Jolly Andrews CMI	Dr. Hemalatha. P	Dr. Vivekanandan T	Rev. Dr. Wilson Tharayil CMI	Ms. Priya V B
Principal-in-Charge	HOD (English SF)	Co-Ordinator (Self)	Director(Self)	Course Coordinator

CHRIST
COLLEGE (AUTONOMOUS)
IRINJALAKUDA, KERALA

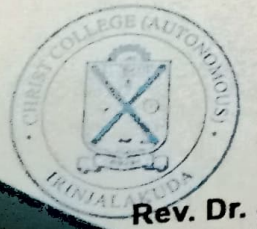
PG DEPARTMENT OF ENGLISH

CERTIFICATE
OF COMPLETION

This certificate is awarded to

Ms. SAFANA P.S

for successfully completing the Value Added Course on "Professional Writing" organised by PG Department of English, Christ College (Autonomous) Irinjalakuda during 2022-2023.



Rev. Dr. Jolly Andrews CMI
Principal-in-Charge

Dr. Hemalatha. P
H0D (English SF)

Dr. Vivekanandan T
Co-Ordinator (Self)

Rev. Dr. Wilson Tharayil CMI
Director(Self)

Ms. Priya V B
Course Coordinator

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA **QP CODE (For Office Use)**

FIRST INTERNAL EXAMINATIONS – Mar-23

SEMESTER	SUBJECT CODE	CLASS / MAIN
I &III	**CCVCMAPW**	
TIME	MAX MARKS	SUBJECT NAME
		M A ENGLISH LITERATURE
1.30	**50 MARKS**	**PROFESSIONAL WRITING**

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I. Answer any *five* of the following questions in two or three sentences each.

1. Name the basic form of Business writing.
2. What is 'Jargon'?
3. Define Content Writing.
4. What is 'Jingles'?
5. Name the Key factors in business writing.
6. Define graphic Novel. (5 x 2 =10)

II. **Answer any *four* of the following questions in a paragraph of 100 words each:**

7. Methods in translation.
8. Elements of creative writing.
9. Process of technical writing.
10. Techniques of business writing:
11. Basic process of copy writing
12. Mechanics of copy writing. (4 x 5 = 20)

III.Answer any one of the following questions in 300 words each.

13.Explain the New Trends in Creative Writing.

14. Translate the following lines:

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(1 x 10=10)

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PROFESSIONAL WRITING 2022-2023

2021-2023 M A ENGLISH

STUDENTS LIST - COURSE COMPLETED AND INCOMPLETED

SL. NO.	ROLL NO	REG. NO	STUDENTS	COURSE	INTERPRETATIONS
1	275	CCAVMEG001	AISWARYA MURALI	MA ENGLISH 2021-2023 BATCH	COMPLETED
2	276	CCAVMEG002	AISWARYA S KUMAR	MA ENGLISH 2021-2023 BATCH	COMPLETED
3	277	CCAVMEG003	ANGEL CLEMENT	MA ENGLISH 2021-2023 BATCH	COMPLETED
4	279	CCAVMEG004	AYISHA PARVEEN AHAMED KABEER	MA ENGLISH 2021-2023 BATCH	COMPLETED
5	280	CCAVMEG005	AYSWARYA T R	MA ENGLISH 2021-2023 BATCH	COMPLETED

6	281	CCAVMEG006	DELNA DALY	MA ENGLISH 2021-2023 BATCH	COMPLETED
7	282	CCAVMEG007	FATHIMABI.T. A	MA ENGLISH 2021-2023 BATCH	COMPLETED
8	283	CCAVMEG008	HARISANKAR K	MA ENGLISH 2021-2023 BATCH	COMPLETED
9	284	CCAVMEG009	HARITHA SUNIL P	MA ENGLISH 2021-2023 BATCH	COMPLETED
10	285	CCAVMEG010	JENISHA SHAJAN	MA ENGLISH 2021-2023 BATCH	COMPLETED
11	287	CCAVMEG012	JINSHA JOHNSON	MA ENGLISH 2021-2023 BATCH	COMPLETED
12	288	CCAVMEG013	JOEL SONI THANIKKAL	MA ENGLISH 2021-2023 BATCH	COMPLETED

13	289	CCAVMEG014	JOJI ELDHOSE	MA ENGLISH 2021-2023 BATCH	COMPLETED
14	290	CCAVMEG015	MARIYA JOSE	MA ENGLISH 2021-2023 BATCH	COMPLETED
15	291	CCAVMEG016	PRIYA M P	MA ENGLISH 2021-2023 BATCH	COMPLETED
16	292	CCAVMEG017	RENNA RAFI	MA ENGLISH 2021-2023 BATCH	COMPLETED
17	293	CCAVMEG018	ROSLET RISON	MA ENGLISH 2021-2023 BATCH	COMPLETED
18	294	CCAVMEG019	SAKHILA NASRIN R K	MA ENGLISH 2021-2023 BATCH	COMPLETED
19	295	CCAVMEG020	SAVIO VIJU	MA ENGLISH 2021-2023 BATCH	COMPLETED

20	296	CCAVMEG021	THAKKOLKKARAN CERA DAVIS	MA ENGLISH 2021-2023 BATCH	COMPLETED
21	297	CCAVMEG022	UTHARA P A	MA ENGLISH 2021-2023 BATCH	COMPLETED
22	298	CCAVMEG023	VISAL. R	MA ENGLISH 2021-2023 BATCH	COMPLETED

PROFESSIONAL WRITING 2022-2023

2022-2024 M A ENGLISH

STUDENTS LIST - COURSE COMPLETED AND INCOMPLETED

SL. NO.	ROLL NO	REG. NO	STUDENTS	COURSE	INTERPRETATIONS
1	321	CCAWMEG001	ADITHYA C PRAHLAD	MA ENGLISH 2022-2024 BATCH	COMPLETED
2	322	CCAWMEG002	ADWAIT SUHAS	MA ENGLISH	COMPLETED

				2022-2024 BATCH	
3	323	CCAWMEG003	AISWARYA ROSE SAJIVAN	MA ENGLISH 2022-2024 BATCH	COMPLETED
4	324	CCAWMEG004	AKSHAY S MACHINGAL	MA ENGLISH 2022-2024 BATCH	COMPLETED
5	325	CCAWMEG005	ALICE BIJU	MA ENGLISH 2022-2024 BATCH	COMPLETED
6	326	CCAWMEG006	ANAGHA K	MA ENGLISH 2022-2024 BATCH	COMPLETED
7	327	CCAWMEG007	ANJU .C	MA ENGLISH 2022-2024 BATCH	COMPLETED
8	329	CCAWMEG008	ASNA K R	MA ENGLISH 2022-2024 BATCH	COMPLETED
9	330	CCAWMEG009	DELEENA P LUCKOSE	MA ENGLISH 2022-2024 BATCH	COMPLETED

10	332	CCAWMEG010	GAYATHRI	MA ENGLISH 2022-2024 BATCH	COMPLETED
11	333	CCAWMEG011	GOPIKA A J	MA ENGLISH 2022-2024 BATCH	COMPLETED
12	334	CCAWMEG012	GOPIKA K S	MA ENGLISH 2022-2024 BATCH	COMPLETED
13	335	CCAWMEG013	KARTHIK P MARAR	MA ENGLISH 2022-2024 BATCH	COMPLETED
14	336	CCAWMEG014	MUTHU KUMAR R	MA ENGLISH 2022-2024 BATCH	COMPLETED
15	337	CCAWMEG015	NAVEEN NARANAT	MA ENGLISH 2022-2024 BATCH	COMPLETED
16	338	CCAWMEG016	NEETHU MARIYA NOBLE	MA ENGLISH 2022-2024 BATCH	COMPLETED

17	339	CCAWMEG017	REIZA MARIYA MICHAEL	MA ENGLISH 2022-2024 BATCH	COMPLETED
18	340	CCAWMEG018	SAFANA P.S	MA ENGLISH 2022-2024 BATCH	COMPLETED
19	341	CCAWMEG019	SREELAKSHMI V	MA ENGLISH 2022-2024 BATCH	COMPLETED