

*PG, Department of
English presents*

CONTENT WRITING

VALUE ADDED COURSE 2022-'23

01 UNLEASHING YOUR CREATIVE POTENTIAL

Discover the power of content writing, set goals, and embrace the digital landscape.

02 IDENTIFY YOUR NICHE & DEVELOP A UNIQUE VOICE

In this course, we'll cover how to build a content that is captive in the digital space.

03 CREATING COMPELLING CONTENT

Craft engaging content, master storytelling, and leverage various formats and platforms.

04 OPTIMUM USE OF SCIAL MEDIA

Increase visibility on social media by creating and crafting outstanding content

05 UNDERSTANDING AND ANALYSING USP

Geberate content specific to the target audience for wider reach and popularity.

06 CARVE YOUR OWN WRITING STYLE



What's in STORE.

01 UNLEASHING YOUR CREATIVE POTENTIAL

Welcome to the exciting and enriching world of content creation. In this unit the classes will focus on writing styles that are captive and engaging.

02 IDENTIFY YOUR NICHE & DEVELOP A UNIQUE VOICE

The course will help you identify your strength and prepare you to ace in your areas of interest

03 CREATING COMPELLING CONTENT

Content is the lifeblood of any successful content creator. In this chapter, we'll dive into the art of crafting compelling content that grabs attention and leaves a lasting impact on the target audience

04 ESTABLISHING YOUR PRESENCE

This chapter, will guide you through the process of defining your personal brand and creating a cohesive brand identity for the band and the creator

05 CONCLUSION

Content writing is the future of online marketing and advertising. This course will be an eyeopener to those who are willing to pursue a career in online media marketing

VALUE ADDED/ CERTIFICATE COURSE
INTRODUCTION TO CONTENT WRITING
REPORT – 2022-23

Course Code:CPCC38

On February 22nd, the PG department of English inaugurated a value education course on content writing for first year students (2022-2025). This is a certificate course which will be more useful for those plans for a content writing career in future. The course is designed with an objective to make students to be more acquainted with concepts of content writing. Content writing is useful for students not only in making a career related to content writing, but it is 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 53 students attended the course. Teachers who handled the course: Anima Dilip, Adeela VN, Shruthy Mohan, Shahana KM, Sandrima Menon Finnobin Lireesh, Sreelekha Chandrasekaran, Lis Merin Peter, Lanjo Jose M, Jeethu Antony and Shahana KM.

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 Content 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. Apart from the first class taken on the topics introduction to content writing, concepts of content writing, areas encompassed by content writing, roles of content writer etc. and one more session rest all classes were on online mode. Those classes included topics such as process of content writing, examples of content writing, types of plagiarism and topics related to plagiarism and how to control plagiarism and or stop plagiarism in content writing etc. 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.



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This certificate is awarded to

Mr. ABIJITH HARI

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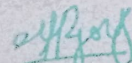
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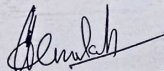
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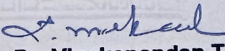
Mr. AKSHAY SINGH S

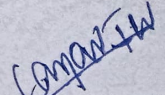
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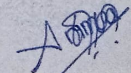



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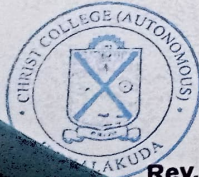
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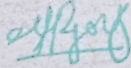


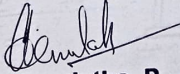
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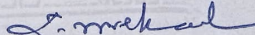
Ms. FATHMATH NAHALA KS

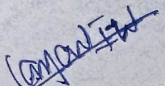
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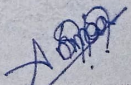



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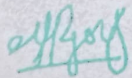


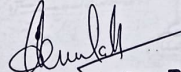
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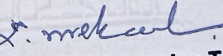
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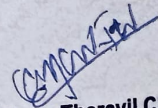
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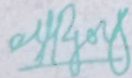


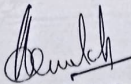
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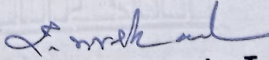
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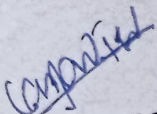
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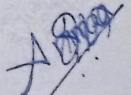



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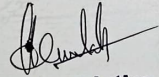
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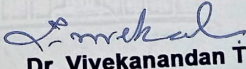
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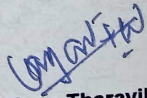
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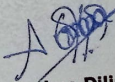


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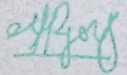


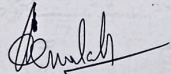
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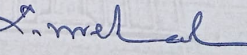
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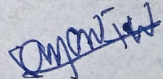
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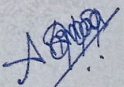



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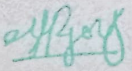
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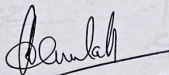
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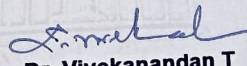
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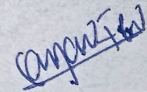
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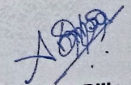



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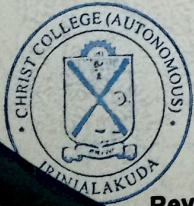
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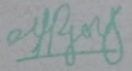
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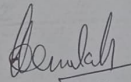
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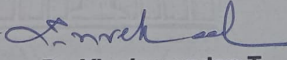
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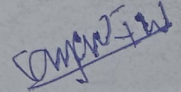
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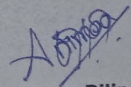



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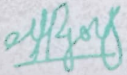
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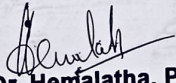
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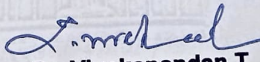
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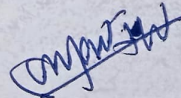
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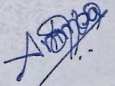



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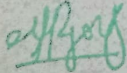
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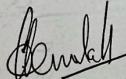
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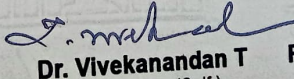
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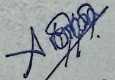



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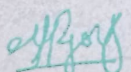
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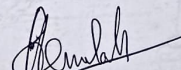
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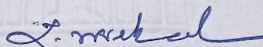
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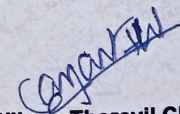
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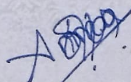



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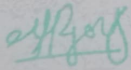
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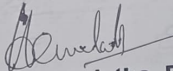
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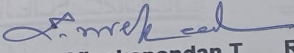
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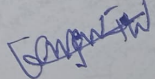
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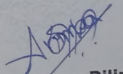



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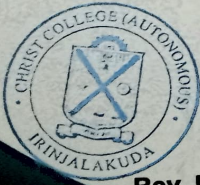


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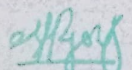


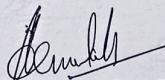
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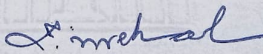
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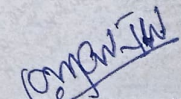
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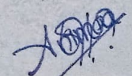



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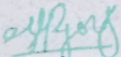
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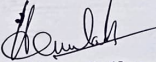
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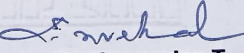
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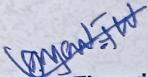
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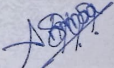



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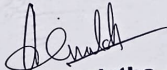
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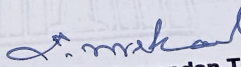
Mr. ANAND MANOJ

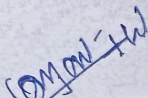
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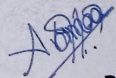


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Principal-in-Charge


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HOD (English SF)


Dr. Vivekanandan T
Co-Ordinator (Self)


Rev. Dr. Wilson Tharayil CMI
Director(Self)


Ms. Anima Dillip
Course Coordinator



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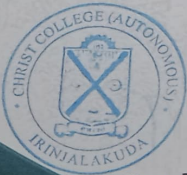


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[Signature]
Ms. Anima Dillip
Course Coordinator

VALUE ADDED COURSE – CONTENT WRITING
IInd Sem B.A English (2022-2025)

PART – A

1. What is a clickbait?
2. How does social media help in promoting a vlog?
3. What is a gimbal?
4. Define prewriting.
5. Define drafting.

(5*2=10 marks)

PART B

6. What are the quintessential elements of an interesting vlog?
7. Define Plagiarism.
8. Draw the differences between writing for traditional media and the web.
9. How to write attractive captions for photographs?

(4*5= 20 marks)

PART- C

10. Prepare an anchoring script for the department inaugural function.
(Welcoming, guests, HOD, Lamp lightening, Keynote speaker Cultural activities, Closure)
11. Prepare a podcast script for a travelogue (Destination- Fort Kochi).

(2*10=10 marks)



GPS Map Camera

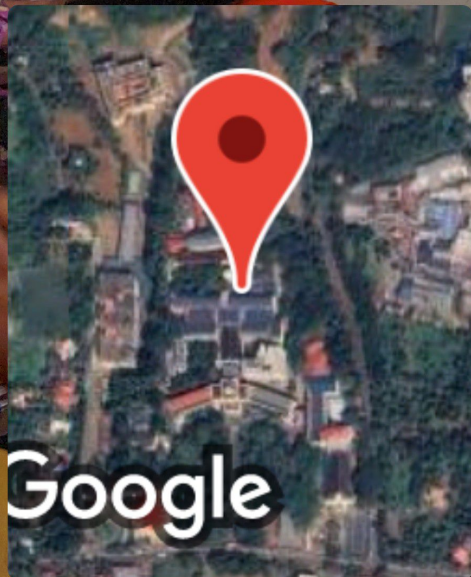
Irinjalakuda, Kerala, India

9647+995, Irinjalakuda, Kerala 680125, India

Lat 10.356165°

Long 76.213574°

01/03/23 01:18 PM GMT +05:30





GPS Map Camera

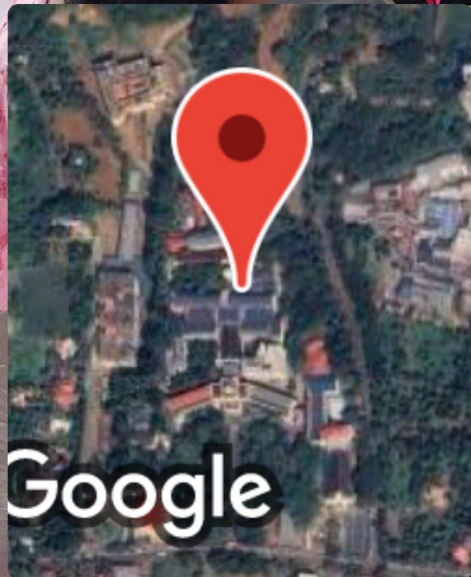
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9647+995, Irinjalakuda, Kerala 680125, India

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CHRIST COLLEGE (AUTONOMOUS)
Irinjalakuda, Kerala-680125

CONTENT WRITING- 2022-2023
2022-2025 BA English Literature
Student's list- Completed & Incomplete

Sl.No.	Roll No	Reg. No	Students	Course	Interpretations
1	1442	CCAWAEGR01	ABHIJITH HARI	BA English 2022-2025	Completed
2	1443	CCAWAEGR35	AGNAS MARIA JOBY	BA English 2022-2025	Completed
3	1444	CCAWAEGR17	AISHWARYA V S	BA English 2022-2025	Completed
4	1445	CCAWAEGR43	AKSHAY M	BA English 2022-2025	Completed
5	1446	CCAWAEGR23	AKSHAY SINGH S	BA English 2022-2025	Completed
6	1447	CCAWAEGR02	ALA V DINESH	BA English 2022-2025	Completed
7	1448	CCAWAEGR34	AMAL P A	BA English 2022-2025	Completed
8	1449	CCAWAEGR46	AMRITHA K K	BA English 2022-2025	Completed
9	1450	CCAWAEGR29	ANAGHA GOPAKUMAR	BA English 2022-2025	Completed
10	1451	CCAWAEGR50	ANAND MANOJ	BA English 2022-2025	Completed
11	1452	CCAWAEGR47	ANDERSON DAVIS	BA English 2022-2025	Completed
12	1453	CCAWAEGR11	ANET JOY	BA English 2022-2025	Completed
13	1454	CCAWAEGR07	ANGEL MARTIN	BA English 2022-2025	Completed
14	1455	CCAWAEGR27	ANN MARY JOSE V	BA English 2022-2025	Completed
15	1456	CCAWAEGR12	ANNA JOHN	BA English 2022-2025	Completed
16	1457	CCAWAEGR25	ARJUN C	BA English 2022-2025	Completed
17	1458	CCAWAEGR32	ASHLEE SHIBU	BA English 2022-2025	Completed
18	1459	CCAWAEGR04	ATHIRA P S	BA English 2022-2025	Completed
19	1460	CCAWAEGR13	ATHUL RAJU	BA English 2022-2025	Completed
20	1461	CCAWAEGR28	AYSHA T S	BA English 2022-2025	Completed

21	1462	CCAWAEGR33	BHARADWAJ M JYOTHI	BA English 2022-2025	Completed
22	1463	CCAWAEGR08	CATHARIN LONA	BA English 2022-2025	Completed
23	1464	CCAWAEGR14	DANIEL JOSEPH	BA English 2022-2025	Completed
24	1465	CCAWAEGR42	DEVAP S	BA English 2022-2025	Completed
25	1466	CCAWAEGR10	DEVALAKSHMI N S	BA English 2022-2025	Completed
26	1467	CCAWAEGR41	DEVIKA PRADEEP	BA English 2022-2025	Completed
27	1468	CCAWAEGR06	DILNA C D	BA English 2022-2025	Completed
28	1469	CCAWAEGR49	FATHIMA NASRIN M M	BA English 2022-2025	Completed
29	1470	CCAWAEGR22	FATHIMATH NAHALA K S	BA English 2022-2025	Completed
30	1471	CCAWAEGR44	FAYIZA IQBAL	BA English 2022-2025	Completed
31	1472	CCAWAEGR39	GODWIN SHAJAN	BA English 2022-2025	Completed
32	1473	CCAWAEGR38	JESEENA JOY	BA English 2022-2025	Completed
33	1474	CCAWAEGR19	KAILAS R NATH	BA English 2022-2025	Completed

34	1475	CCAWAEGR05	KARTHIK K MANOJ	BA English 2022-2025	Completed
35	1476	CCAWAEGR09	KARTHIKA BIPIN	BA English 2022-2025	Completed
36	1477	CCAWAEGR20	KRISHNENDHU SURESH	BA English 2022-2025	Completed
37	1478	CCAWAEGR18	LEEGASKOIN LEO	BA English 2022-2025	Completed
38	1479	CCAWAEGR48	LIYANA NASRIN K S	BA English 2022-2025	Completed
39	1480	CCAWAEGR26	MUHAMMED HANAN V	BA English 2022-2025	Completed
40	1481	CCAWAEGR40	MUHAMMED MUNAWAR. K	BA English 2022-2025	Completed
41	1482	CCAWAEGR24	NAJIA MUJEEB RAHAMAN	BA English 2022-2025	Completed
42	1483	CCAWAEGR37	PARVATHY VINOD	BA English 2022-2025	Completed
43	1483 A	CCAWAEGR36	PRITHVI RAJ	BA English 2022-2025	Completed
44	1484	CCAWAEGR30	RAINA JOHNSON	BA English 2022-2025	Completed
45	1485	CCAWAEGR16	RICHA RAJ	BA English 2022-2025	Completed

46	1486	CCAWAEGR03	SANA PARVEEN SADIQUE	BA English 2022-2025	Completed
47	1487	CCAWAEGR31	SANADH K S	BA English 2022-2025	Completed
48	1488	CCAWAEGR45	SUDHI K S	BA English 2022-2025	Completed
49	1489	CCAWAEGR21	SYAM SASI	BA English 2022-2025	Completed
50	1490	CCAWAEGR15	VYDEHI SURESH	BA English 2022-2025	Completed