

**FACULTY OF LANGUAGES**  
**SYLLABUS**  
**OF**  
**CERTIFICATE COURSE IN CONTENT WRITING**  
**SESSION: 2022-23**



**The Heritage Institution**  
**KANYA MAHA VIDYALAYA**  
**JALANDHAR**  
**(Autonomous)**

**Kanya Maha Vidyalaya, Jalandhar (Autonomous)**

**Certificate Course in Content Writing**

**Session-2022-23**

| Course Code | Course Title    | Course Type | Max Marks |      |    | Examination time (in Hours) |
|-------------|-----------------|-------------|-----------|------|----|-----------------------------|
|             |                 |             | Total     | Ext. |    |                             |
|             |                 |             |           | L    | P  |                             |
| CCWM-1211   | Content Writing | E           | 50        | 25   | 25 | 3                           |

**E - Elective**

## **Certificate Course in Content Writing**

### **COURSE OUTCOMES**

After the completion of the course, students will be equipped with:

**CO1:** the basic concepts of Content Writing

**CO2:** the knowledge of various styles and techniques of writing and editing

**CO3:** a nourishment of their creative skills

**CO4:** a skill extremely useful for bloggers

**CO5:** a creation of an industry-academia interface through institutional support

**CO6:** the ability to detect any grammatical and factual errors

## **Certificate Course in Content Writing**

**Session 2022-23**

**Course Code: CCWM-1211**

**Course Title: Content Writing**

**Duration: Minimum 30 Contact Hours**

**Marks: 50**  
**Theory: 25**  
**Practical: 25**

### **Instructions:**

The candidate will have to attempt five questions in all selecting one from each unit of the question paper and the fifth question from any of the four units.

### **Unit- I**

**Content Writing** – Online Etiquettes, Public Speaking, Time Management.

**Practical** – Conversation Skills

### **Unit- II**

**Media Writing-** Mass Media and Stereotypes, Violence in Media, Censorship and Propaganda

**Practical-** Increasing use of social Media Among Public Relations Practitioners.

### **Unit- III**

**Modern forms of Communication-** Report Writing, Email, Script Writing and Advertisements.

**Practical** – Blogs

### **Unit-IV**

**English Grammar-** Parts of speech, Vocabulary Skills, Proverbs and Idiomatic Expressions, Words often misspelt , Small Words for big ones.

**Practical-** Oral Presentation.

### **Suggested Reading:**

The Ultimate Guide to Content Writing by Tushar Mangal

The Ultimate Beginner's Guide to Content Writing By John Ajayi

# Placement Opportunities of Certificate Course

## Content Writing

After completing this course, students can get placements as

- Media authors (audio,video)
- Editors
- Translators
- Technical Writers
- Instructional Designers
- Analysts
- Critics
- Journalists