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

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