

Credit distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
Introduction to Content Writing	4	3	1	0	Successfully completed sem I & II	Successfully completed sem I & II

Introduction to Content Writing	
Learning Objectives: <ul style="list-style-type: none"> • Imparting basic skills and tools of content writing • Encouraging awareness and imparting knowledge of content creation skills in the concerned foreign language. • Enabling learners to master specialised vocabulary, expressions for different kinds of content writing. 	
Learning Outcomes: <ul style="list-style-type: none"> • Enable students with content writing skills for effective designing of content catering to a variety of fields. • Equip students to develop meaningful, need based offline and online content • Understanding offline and online trends of different types of content – text, voice, infographics and videos. • Imparting awareness that writing is thinking. 	
Syllabus:	
UNIT I: Introduction to Content Writing	6 Hours
<ul style="list-style-type: none"> • Informative content: to provide information, describe, explain, give the reader facts, tell what something looks like, summarize. • Basic Characteristics: Expository or other topic-centered structure, title, opening statement, information organized in logical clusters, conclusion or summary. • Writing Challenges and Possible solutions • Basic dos and don'ts of Content writing 	
UNIT II: Outline, Presentation and Basic content of the Body	6. Hours
<ul style="list-style-type: none"> • Ascertaining different types of texts – informational report, descriptive report, explanatory report, observation log, scientific description, comparison, News article, photos with captions, • Content creation steps: Developing basic grammar, punctuation. • Outlining process of engaging headlines, • Discovering the goals of content, • Determining general structures of content writing which include step by step verb-first, sentences or presented in a specific order using time-order words (first, second, third; now, next, then, finally) etc. • Writing of Recipe, science experiment, directions, instructions or manual, safety procedure, itinerary/schedule, rules, describing steps in a process such as a math operation, art project, steps in a fire drill, writing process, map with Directions, etc. 	
UNIT III: Narrative Texts (Articles, Blogging, Web Pages)	9 Hours

<ul style="list-style-type: none"> • Understand the difference between article, blogs and web page. • Enabling students to write attractive contents by drawing them into an event or sequence of events to provide insights into a situation or the life of a person or other living thing • Texts for practice may include Personal narrative, narrative nonfiction, eye-witness account, news/magazine article recounting an event, nonfiction storyboard, diary, autobiography, biography, historical account, photo essay (sequential), observation log that includes personal thoughts and reflections (over time) • Make students aware of internet writing guidelines such as keyword density, plagiarised content etc. 	
UNIT IV: Additional Writing Strategies and Proofreading	9 Hours
<ul style="list-style-type: none"> • How to influence readers to take action or to subscribe to a belief. • Learn to give an overview of a topic, cite or paraphrase statement of author's position/argument, supporting facts/ evidence, Appeal to reader, conclusion or summary. • Texts for practice may include letters, advertisements, posters, essays, brochures, reviews (movie or book), speeches (e.g. political), debates, poems, pro/con arguments. • Learn some strategies for proofreading including identifying commonly committed mistakes, and suggested language level for different texts and distinct targeted readers. 	
UNIT V: Writing Processes	6 Hours
<ul style="list-style-type: none"> • Pre-writing: planning and research • Drafting • Revising • Editing • Publishing, Presenting and Sharing 	
<p>Learning/Teaching Material: Any of the textbooks given below may be prescribed: González, Marisa, Martín, Felipe, et al (2007) <i>Socio 1 -2 : Curso de español orientado al mundo de trabajo</i>, Difusión : Madrid Juan, Olga, de Prada, Marisa, et al (2002) <i>En equipo.es 1</i>, Edinumen, Madrid Juan, Olga, Zaragoza, Ana, et al (2008) <i>En equipo.es 2</i>, Edinumen, Madrid</p> <p>References Bank Richard D and Olson Gillia M., (2009) <i>The Everything Guide to Writing Nonfiction</i>, New York: Simon & Schuster Handley, Ann, (2016), <i>Everybody Writes</i>, New Delhi: Pan Macmillan Maxwell Charles, (2020) <i>7 Steps to Better Writing: How to write better reports, proposals, email, blogs, and web content</i>, Towering Skills LLC Max Tucker, Obront Jack, (2019), <i>The Scribe Method</i>, US: Lioncrest publishing Robinson Joseph, (2020), <i>Content Writing Step-By-Step</i>, Amazon Digital Services LLC - KDP Print US</p>	
<p>Additional material may be provided by the Department.</p> <p>Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.</p>	