

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. 		6 Hours
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:</p> <p>González, Marisa, Martín, Felipe, et al (2007) <i>Socio 1 -2 : Curso de español orientado al mundo de trabajo</i>, Difusión : Madrid</p> <p>Juan, Olga, de Prada, Marisa, et al (2002) <i>En equipo.es 1</i>, Edinumen, Madrid</p> <p>Juan, Olga, Zaragoza, Ana, et al (2008) <i>En equipo.es 2</i>, Edinumen, Madrid</p>	
<p>References</p> <p>Bank Richard D and Olson Gillia M., (2009) <i>The Everything Guide to Writing Nonfiction</i>, New York: Simon & Schuster</p> <p>Handley, Ann, (2016), <i>Everybody Writes</i>, New Delhi: Pan Macmillan</p> <p>Maxwell Charles, (2020) <i>7 Steps to Better Writing: How to write better reports, proposals, email, blogs, and web content</i>, Towering Skills LLC</p> <p>Max Tucker, Obront Jack, (2019), <i>The Scribe Method</i>, US: Lioncrest publishing Robinson</p> <p>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>	