

DISCIPLINE SPECIFIC ELECTIVE

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	Passed Class XII	Nil

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 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 do's 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, 	

<ul style="list-style-type: none"> ◇ 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 Letter, advertisement, poster, essay, advertisement, brochure, review (movie or book), speech (e.g. political), debate, poem, pro/con argument. • Learn some strategies for proofreading including identify commonly committed mistakes, 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> <ul style="list-style-type: none"> • Backhaus A. Sander I, Skrodzki J. (2019): Mittelpunkt neu: B2/C1. Deutsch als Fremdsprache für Fortgeschrittene. Intensivtrainer mit Audio-CD. Textsorten für Studium und Beruf. Klett. • Bayerlein O. (Herausgeber), Buchner P. (Autor) (2014): Campus Deutsch - Schreiben: Deutsch als Fremdsprache. Kursbuch Taschenbuch. Hueber. • Doubek M., Hohmann S., Mautsch K. (2016): Mittelpunkt neu C1. Intensivtrainer - Wortschatz und Grammatik. Deutsch als Fremdsprache für Fortgeschrittene. Klett. 	

- Dreyer H., Schmitt R. (2009): Lehr- und Übungsbuch der deutschen Grammatik. Taschenbuch. Hueber.
- Jin F., Voß U. (2017): Grammatik aktiv B2/C1: Verstehen, Üben, Sprechen. Übungsgrammatik. Deutsch als Fremdsprache. Taschenbuch. Cornelsen.
- Richter U, Fügert N. (2016): Wissenschaftlich arbeiten und schreiben: Lehr- und Arbeitsbuch (Deutsch für das Studium). Taschenbuch. Klett.

References

Bank Richard D and Olson Gillia M., (2009) *The Everything Guide to Writing Nonfiction*, New York: Simon & Schuster

Handley, Ann, (2016), *Everybody Writes*, New Delhi: Pan Macmilan

Maxwell Charles, (2020) *7 Steps to Better Writing: How to write better reports, proposals, email, blogs, and web content*, Towering Skills LLC

Max Tucker, Obront Jack, (2019), *The Scribe Method*, US: Lioncrest publishing Robinson

Joseph, (2020), *Content Writing Step-By-Step*, Amazon Digital Services LLC - KDP Print US

Additional material may be provided by the Department.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.