CERTIFICATE COURSE IN CREATIVE WRITING
AND CONTENT DEVELOPMENT

Course Objectives: Certificate course in Creative Writing and Content Development has been designed to meet the following objectives:

e) To introduce learners to the basic concepts of creative writing and Content development skills.
f) To make them understand the writing process.
g) To sensitize them to the various styles and techniques of writing and editing.
h) To hone learners' imagination
i) To nourish their creative and critical faculty.

Learning Outcome: After completion of course students will be equipped with:

1. The basic concepts of creative writing and content development
2. The knowledge of various styles and techniques of writing and editing
3. The polished creative and critical faculties
4. Better opportunities of employability

Duration of course: 6 Months

Eligibility: Any student enrolled in degree program of college

Code	Course	Credits
Paper-I	**Creative Writing**	6
Paper-II	**Content Development**	6
Paper-III	**Project**	4
Total		16

Detailed Syllabus (Paper wise Distribution)

Paper-I: Creative Writing

Max. Marks: 100
External: 70
Internal: 30
Pass: 35%
Credits: 6

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:
1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

Section-A
Fundamentals of Creative Writing: Meaning and Significance of Creative Writing; Genres of Creative Writing: poetry, fiction, non-fiction, drama and other forms.

Section-B
Elements of Creative Writing: Plot, Setting, Character, Dialogue, Point of View; Literary Devices and Figurative Language; Elements of Style; Grammar and the Structure of Language; Proof Reading and Editing

Paper-II: Content Development

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Max. Marks: 100
External: 70
Internal: 30
Pass: 35%
Credits: 6

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2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
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Basics of Content Development: The Concept of Content Writing and its relevance, Role and Functions of Content Writers

Types of Content writing: The process of Content Writing, Editing and Proof-Reading, Writing Styles; Types of Content writing-Print and web content development.

Plagiarism: Meaning and concept, Types of Plagiarism, rules on plagiarism; How to develop plagiarism-free content; T to check plagiarism, Copyright issues

Paper-III: Project

Submit a Project based on the contents covered in the theory paper I or Paper II (Platforms like Blogs, Podcasts can be used to create and present your ideas and imagination)

Recommended Books

1. Bell, Julia and Magrs, Paul. The Creative Writing Course-Book. London: Macmillan, 2001.
2. Bailey, Tom. On Writing Short Stories. USA: OUP, 2010. Print. Morley, David. The Cambridge
3. Companion to Creative Writing. Pune: Cambridge University Press India Ltd., 2012. Print.
4. Clark, Peter Roy. Writing Tools. USA: Hachette Book Group, 2008.Print.
5. Davidson, Chad. Writing Poetry: Creative and Critical Approaches. USA: Palgrave Macmillan,
   2009. Print.
6. Earnshaw, Steven (Ed). The Handbook of Creative Writing. Edinburgh: EUP, 2007
7. Field, Syd. The Screen Writer's Problem Solver. New York: Random House Publishing, 1998. Print.
8. Kundera, Milan. The Art of the Novel. London: Harper Perennial Modern Classics, 2003. Print.
9. Lajos, Egri. The Art of Dramatic Writing. USA: Merricat Publications, 2009. Print.
10. Spiro, Jane. Creative Writing Poetry. USA: Oxford University Press, 2004. Print.

Web Resources:

https://www.entrepreneur.com/article/247908
https://www.locationrebel.com/b2b-writing/
https://wordpress.com/support/prevent-content-theft/
https://blog.unisquareconcepts.com/content-writing/what-is-plagiarism-why-is-itimportant-for-blog-writing/
https://www.mindler.com/blog/how-to-become-a-content-writer-in-india/
https://www.clearvoice.com/blog/10-types-content-writers-use/
https://study.com/articles/What_is_a_Content_Writer.html