



Youth Employability Skill Training Co-operative Educational Society Ltd.
AN AUTONOMOUS VOCATIONAL TRAINING INSTITUTION
(NATIONAL YOUTH PROGRAMME)

COURSE NAME: DIPLOMA IN CONTENT WRITING

DURATION: 6 Months

SUBJECTS:

<u>SL. NO</u>	<u>SUBJECTS</u>	<u>TOTAL MARKS</u>
1	CONTENT WRITING FOR PRINT MEDIA	50
2	CONTENT WRITING FOR DIGITAL MEDIA	50
3	VIVA/PROJECT	100

SYLLABUS:

CONTENT WRITING FOR PRINT MEDIA

Course Outcome

- To introduce students to the fundamentals of content writing for print media.
- To enable students to write clear, concise, and engaging content for various print media platforms such as newspapers, magazines, and brochures.
- To make students write articles, advertisements, and brochures effectively and persuasively.
- To enable students to develop skills in writing for different audiences and purposes.
- To make students improve their editing and proofreading skills.

UNIT I Fundamentals of the Writing Process (BTCL- K1, K2, K3)

Mechanics of Writing – Words, Syntax – Grammar – Ideation – Research – Structuring – Formatting – 3 Cs of Writing – Writing Flawlessly

UNIT II Basics of Content Writing (BTCL- K2, K3, K4)

Definition of Content Writing – Importance of Content Writing – Creativity in Content Creation – Ethics in Content Writing – Information Collection – Reader Focus – Punctuation – Styling – Editing – Proof-reading

UNIT III Article Writing (BTCL- K2, K4, K5, K6)

What is an article? – Types of articles – Writing Article Leads – Full news Articles – Soft Articles – Feature Articles – Business Articles – Reviews

UNIT IV Advertisement Writing (BTCL- K2, K4, K6)

Understanding Purpose – 5Ws & 1H – Understanding Product – Branding – Know Your Audience – Layout – Language – Lost in Translation

UNIT V Brochure Writing (BTCL- K2, K4, K6)

Types – Understanding Purpose – 5Ws & 1H – Understanding Audience – Frames – Style – Visuals in Brochures

Reference Books

1. Bowdery, Robert. Basics Advertising, Copywriting: The Creative Process of Writing Text for Advertisements or Publicity Material. AVA Publishing, 2008.
2. Lima, Paul. Fundamentals of Writing: How to Write Articles, Media Releases, Case Studies, Blog Posts and Social Media Content. Paul Lima, 2014.
3. Sugarman, Joseph. The Adweek Copywriting Handbook. John Wiley & Sons, 2012.
4. Urquhart, Vicki, and Monette McIver. Teaching Writing in the Content Areas. ASCD, 2005.

CONTENT WRITING FOR DIGITAL MEDIA

Course Outcome

- To acquaint students to the basic concepts of content writing for digital media.
- To enable students to create clear, concise, and engaging content for various digital media platforms, such as websites, blogs, social media, and email marketing campaigns.
- To orient students in writing effective and persuasive content for different purposes, such as informing, educating, entertaining, and promoting.
- To make students aware of the methods to optimize content for search engines (SEO) and social media.
- To familiarize students with the skills in using multimedia elements, such as images, videos, and info graphics, to enhance content.

UNIT I Writing for the Web – Text

Personal (Blogs) – Promotional (E-commerce & Websites) – Professional (Emails & Newsletters) – Types – Structuring the Content – Title Tags – Style – Engagement – Limitations of Technology – Sitemaps

UNIT II Writing for the Web – Audio

Personal – Informative – Podcasts - Types – Understanding Audience – Style – Engagement

UNIT III Writing for the Web – Video

Personal – Informative – Promotional – Vlogs – YouTube Channels – Online Ads – Thumbnails – Hashtags – Clickbait headlines

UNIT IV Writing for the Social Media

Types – Facebook – Instagram – LinkedIn – YouTube Scripts – Hashtag – Ethics – Fact Checking – Inclusivity – Sensitivity – Working with Images

UNIT V Creating Compelling Content

Hooks – Headlines – Power of Storytelling – SEO – Free tools – Google Keyword Planner – Understanding Audience – Selecting a Topic and Outline – Keyword Research, Analysis & Placement – Writing & Re-writing

Reference Books

1. Lima, Paul. Fundamentals of Writing: How to Write Articles, Media Releases, Case Studies, Blog Posts and Social Media Content. Paul Lima, 2014.
2. Sweet, Phil. Blog Writing: How to Create Killer Content Strategy, Grow Audience and Learn to Monetize your Blog. Phil Sweet, 2018.
3. Reads, Smart. Writing on the Internet: Learn SEO Tips & Techniques and Become a Successful Online Writer. Smart Reads, 2017.
4. Murray, Glenn. SEO Secrets: The DIY Guide to Topping Google. Divine Write Copywriting Pvt Ltd, 2009.
5. Barr, Chris and Yahoo Inc. The Yahoo! Style Guide: The Ultimate Sourcebook for Writing, Editing, and Creating Content for The Digital World. Yahoo! Macmillan, 2011.