

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE	
Board of Studies in Mass Media	
UG First Year Programme	
Semester I	
Title of Paper	Credits 2
Content Writing	2
From the Academic Year	2024-2025

CONTENT WRITING

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	A content writing course is designed to equip students with the understanding and the skills required to create compelling, effective, and engaging written content for various platforms and purposes.
2	Vertical :	Open Elective
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: (List some of the course objectives) 1. To understand the role of content writing in marketing and communication strategies. 2. To review essential grammar rules, punctuation, and writing style guidelines. 3. To understand basic principles of content writing apt for different platforms and different target audiences	
8	Course Outcomes: (List some of the course outcomes) 1. To provide students with tools that would help them communicate effectively. 2. Understanding crisp writing as part of Mass Communication 3. The ability to draw the essence of situations and develop clarity of thought.	

9	Modules:- Per credit One module can be created
	Module 1: FOUNDATION
	1. Grammar Refresher: With special emphasis on use of punctuations, prepositions, capital letters and lower case 2. Vocabulary building: Meaning, usage of words , acronyms 3. Common errors: Homophones and common errors in English usage. 4. Editing Skills: Identifying redundant words and phrases and eliminating these. 5. Essentials of good writing: With emphasis on writing with clarity, logic and structure, Structuring a story, Creating a flow,
	Module 2: WRITING TIPS AND TECHNIQUES
	1. Writing tickers/ scrolls: For television news 2. Writing social media post: Twitter and for other social networks 3. Writing briefs/snippets: News briefs, Lifestyle and entertainment snippets 4. Caption writing: Picture stories etc 5. Writing headlines: News headlines and feature headlines
	Module 3: PRESENTATION TOOLS AND TECHNIQUES
	1. Power Point Presentation: Use of Power Point tools, Power Point to Pdf Power Point to self-animated presentation, Auto timing of Power Point presentation 2. Info graphic: Colour selection, Use of clip art, Use of Power Point smart tools, Minimalist animation for maximum impact 3. Three minute presentation: Content for single slide, Uses of phrases, Effective word selection, Effective presentation 4. Google Advance search: How to select relevant information, Locating authentic information, How to gather information for domestic and international websites 5. Plagiarism: How to do a plagiarism check, Paraphrasing, Citation and referencing style
	Module 4: WRITING FOR THE WEB
	1. Content is King: Importance of content 2. Less is More: Writing for print media/ social media like Twitter, etc 3. Copywriting: Ad campaigns (creative, witty and attractive) 4. Realtime Content: Difference in writing for print vs digital 5. Keywords: Designing keywords for Search Engine Optimization

10	Text Books: 1. The Editor’s Toolbox by Buck Ryan and Michael O’ Donnell, Surjeet Publication 2. Writing for the Mass Media by James Glen Stovall 3. A Handbook of Rhetorical Devices by Robert A Harris																
11	Reference Books: 1. The Editor’s Toolbox by Buck Ryan and Michael O’ Donnell, Surjeet Publication 2. Writing for the Mass Media by James Glen Stovall 3. A Handbook of Rhetorical Devices by Robert A Harris																
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination															
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	 1. Writing Captions and Headlines: Simple writing is difficult. This assignment will help the learners to grasp the most essential aspect of a story and present these as headlines and captions. 2. A three- minutes power point presentation: This assignment challenges the learners to draw the essence of elaborate reports, research papers and present in three minutes. 3. Word Game/ Quiz: This is an exciting way to get learners engaged in vocabulary building.															
14	Format of Question Paper: for the final examination Question.1 is compulsory. Attempt any 1 from Q2. And Q3. Each question carries 15 Marks <table><tr><th>Question No</th><th>Questions</th><th>Marks</th></tr><tr><td>Q 1</td><td>Practical/ Case study</td><td>15</td></tr><tr><td>Q 2</td><td>Practical/ Theory</td><td>15</td></tr><tr><td>Q 3</td><td>Practical/ Theory</td><td>15</td></tr><tr><td></td><td>TOTAL</td><td>30</td></tr></table>		Question No	Questions	Marks	Q 1	Practical/ Case study	15	Q 2	Practical/ Theory	15	Q 3	Practical/ Theory	15		TOTAL	30
Question No	Questions	Marks															
Q 1	Practical/ Case study	15															
Q 2	Practical/ Theory	15															
Q 3	Practical/ Theory	15															
	TOTAL	30															

	Note: 1. Equal Weightage is to be given to all the modules. 2. Internal option shall be given in Q1. 3. 15 marks question may subdivide into 7.5 marks each. Internal option shall be given, i.e attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two. 4. Use of simple calculator is allowed in the examination. 5. Wherever possible more importance is to be given to the practical problems.
--	--

Sign of the BOS Chairman
Dr. Navita Kulkarni
BoS in Mass Media

Sign of the
Offg. Associate Dean
Prof. Suchitra Naik
Humanities

Sign of the Offg. Dean
Dr. Anil Singh
Humanities