



CHAUDHARY BANSI LAL UNIVERSITY, BHIWANI

(A State University established under Haryana Act No. 25 of 2014)

Undergraduate Programme as per NEP-2020

Subject: English

(Multiple Entry-Exit, Internships and Choice Based Credit System LOCF)
w.e.f. the Session 2025-26 (in a phased manner)

Semester IV

Course Nomenclature: Content Writing

Course Code: 25-UN-ENG-MI

Course Type: MI (Vocational)

Credits (L+T+P): 4 (3+1+0)

External Theory Marks: 70

Internal Assessment Marks: 30

Time Allowed: 3 Hrs.

Course Objectives:

- To understand the basics of content writing
- To develop skills in writing structured and purposeful content
- To introduce various types and formats of content
- To teach the ethical use of content and current trends in the writing industry
- To prepare students for practical and professional writing tasks

Course Outcomes:

At the end of the course, the students will be able to:

- Develop clarity in producing structured and purposeful digital content
- Apply audience-centric writing techniques across multiple content formats
- Create blogs, social media posts, product descriptions, and website content effectively
- Use writing tools and SEO basics to enhance content quality and visibility
- Demonstrate ethical writing practices and avoid plagiarism

Note for Paper Setter:

There shall be nine questions in all. Question no 1 shall be compulsory, consisting of eight short answers type questions covering the entire syllabus. Two questions will be asked from each unit. The students will have to attempt one question from each unit. All questions shall carry equal marks.

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Unit-I

Introduction to Content Writing

Definition and Scope of Content Writing, Importance and Role in Digital Media, Various Types of Content: Blogs, Web, Social Media, etc., Essential Skills for Content Writers, Career Opportunities in Content Writing.

Unit-II

Writing Skills and Structure

Understanding the Audience and Purpose, Tone, Language, and Style, Components of a Well-Structured Content, Editing and Proofreading Techniques, Use of Keywords and SEO Basics.

Poetic Devices: Simile, Alliteration, Metaphor, Hyperbole, Personification, Onomatopoeia, Apostrophe, Anaphora, Synecdoche, Irony, Allegory, Fable, Archetype, Ballad, Blank Verse, Burlesque, Epigram, Farce, Fallacy, Genre, Grotesque, Heroic Couplet, Motif, Paradox, Antithesis, Oxymoron, Parable, Pathos, Pun, Repartee, Rhetoric, Romance, Zeugma.

Unit-III

Practical Forms of Content Writing

Blog Writing: Topics, Format, and Flow, Social Media Content: Tips, Trends, and Language, Product Descriptions and Review Writing, Advertisement and Copywriting Essentials, Website Content: Home, About, and Contact Pages..

Unit-IV

Tools, Ethics, and Future Trends

Writing Tools: Grammarly, Canva, Google Docs, Plagiarism: Meaning, Consequences, and Avoidance, Time Management for Writers, Planning and Content Strategy, Trends in Content Writing: AI, Visual Content, and Beyond.

Suggested Readings:

- Bly, Robert W. *The Content Writer's Handbook*. Henry Holt and Company, 2018.
Clark, Roy Peter. *Writing Tools: 55 Essential Strategies for Every Writer*. Little, Brown and Company, 2006.
Gerrish, Sarah. *Content Writing Step-by-Step: A Beginner's Guide to Creating Effective Content*. Independently Published, 2020.
Handley, Ann. *Everybody Writes: Your New and Improved Go-To Guide to Creating Ridiculously Good Content*. Harper Business, 2022.
Rose, Jim, and Joe Pulizzi. *Epic Content Marketing*. McGraw-Hill Education, 2014.
Scott, David Meerman. *The New Rules of Marketing and PR*. Wiley, 2020.
Prasad, B. *A Background to the Study of English Literature*. Revised ed., Macmillan India, 2000.

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