

Paper-II: Content Development

Max. Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

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.