Basics of Journalism and Content Writing

Course Code: Total Credits: 4
Contact Hours: 40   Total Marks: 100

Outcome of the Course

After the completion of the course, students will be equipped with

1. The basic concepts of Content Writing
2. The knowledge of various styles and techniques of writing and editing
3. A nourishment of their creative skills
4. An enhancement of their employability

Objectives

1. l To familiarise students with the fundamental principles of content writing.
2. l To make students aware of the many writing and editing styles and methods.
3. l To foster their creative potential
4. To improve the students' employability

Course Outline

Module	Title
1	**Basics of Journalism** ● Introduction to Journalism and Mass Media ● Types of Media ● Functions and role of Journalism ● Practice of Journalism
2	**Basics of Content Writing** ● The Concept of Content Writing and its relevance ● Role and Functions of Content Writers ● Print and Web Content Writing ● Scope and Types of Content Writing ● Types of Media Content: Explore various types, such as articles, blog posts, social media posts, press releases, and more.

		● Identifying Target Audience: Learn how to define and understand the target audience to tailor content effectively
3	**Content Writing Process**	● The process of Content Writing – getting the brief, ideation, researching, structuring, formatting ● Editing and Proof-Reading—following company style sheet, grammar, copy flow, restructuring, market research ● Writing Styles - Non-fiction (Essays, Reports), Advertising, Newspapers ● Writing blogs, social media posts and other digital content ● Corporate Communications -- Writing for business to business (B2B), business to consumer (B2C), press releases, newsletters – focus on language, jargon, writing style, target audience, formal and informal language
4	**Crafting Compelling Content**	● Headlines and Hooks: Techniques for writing attention-grabbing headlines and hooks that engage readers. ● Storytelling: Understand the power of storytelling and how to incorporate it into media content. ● Content Structure: Discuss the importance of a logical and coherent content structure.

References

1. Feldar, Lynda. Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound. New Riders, CA, USA. ISBN-13: 978-0321794437, ISBN10: 9780321794437.
2. James, Anthony. Blog Writing : The Content Creation Blueprint. Amazon digital services LLDKDP print US, 2018.
3. Jones, Colleen. Clout: The Art and Science of Influential Web Content. New Riders, CA, USA. ISBN-13: 978-0321733016, ISBN-10: 0321733010.
4. Nielsen, Jakob and Budiu, Raluca. Mobile Usability. New Riders, CA, USA. ISBN 13: 978-0321884480, ISBN-10: 0321884485.
5. Redish, Janice. Letting Go Of The Words : Writing Web Content That Works. Morgan Kaufmann. ISBN: 0123859301.