

**ST. MIRA' S COLLEGE FOR GIRLS, PUNE**  
(Autonomous - Affiliated to Savitribai Phule Pune University)

**SKILL ENHANCEMENT COURSE**

**CLASS: TYBA**

**SUBJECT: ENGLISH**

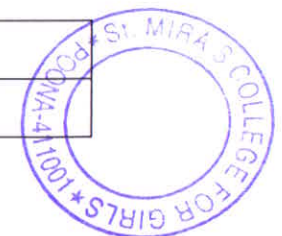
**TITLE: CONTENT WRITING**

<b>Semester: V</b>	<b>Credits: 2</b>	<b>Subject Code: EN52220</b>	<b>Lectures: 30</b>
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<b>Course Outcomes</b>
At the end of the course, the learner will be able to: <ul style="list-style-type: none"><li>• Write copy for advertisements, websites and instruction manuals</li><li>• Understand logistics like space constraint, attention spans, target audiences and market readiness</li><li>• Apply concepts like design and positioning</li><li>• Develop content for social media</li></ul>

<b>Sr. No.</b>	<b>Unit</b>	<b>Pedagogy</b>	<b>Evaluation &amp; Assessment</b>	<b>Skills to be imparted</b>
1	Writing Advertising Copy	1. Classroom lectures and discussions 2. AV aids	Practical assignment	Creating, writing, designing

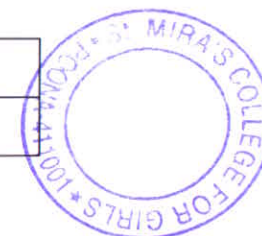
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Chairperson (HoD)	Dr. Snober Sataravala	<i>S.J. Sataravala</i>



2	Content for Web / Print Promotions	1. Classroom lectures and discussions 2. AV aids	Practical assignment	Creating, writing, designing
3	Technical Writing	1. Classroom lectures and discussions 2. AV aids	Practical assignment	Creating, writing, designing

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Chairperson (HoD)	Dr. Snober Sataravala	J.J. Sataravala 15/05/24	
Faculty	Ms. Suhaile Azavedo		Suhaile Azavedo 15.05.24
Faculty	Ms. Komal Tujare	Komal Tujare 15/5/24	
Subject Expert (Outside SPPU)	Dr Vrushali Nagrale		Vrushali Nagrale 15/05/24
Subject Expert (Outside SPPU)	Dr Suchetana Banerjee	Suchetana Banerjee 15/05/24	
VC Nominee	Dr. Sachin Bankar		Sachin Bankar 15/05/24
Industry Expert	Ms. Natasha Deboo	Natasha Deboo 15/05/24	
Alumni	Dr Shirin Shaikh	Shirin Shaikh 15/05/24	

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Sr. No.	Unit	Pedagogy	Evaluation & Assessment	Skills to be imparted
1	UNIT I- <ul style="list-style-type: none"> <li>● Learning the basics of proofreading, punctuation</li> <li>● Recognising common errors and learning how to avoid them</li> <li>● Building content flow</li> <li>● Parallelism</li> </ul>	Chalk and Talk, LMS, ICT, Hands-on Training through practical lessons, Virtual classes	Practical assignment	<ul style="list-style-type: none"> <li>● Recognising errors</li> <li>● Proofreading errors</li> <li>● Create coherence and cohesion</li> </ul>

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2	<p>UNIT 2-</p> <ul style="list-style-type: none"> <li>• Contrasting the US and UK English conventions (Commas, spelling differences, lexical differences, apostrophes, and date &amp; time)</li> <li>• Getting acquainted with 'Track Change' mode on Word (Practical lesson)</li> <li>• Understanding the various levels of editing (authority to make changes would depend on the level of editing);</li> <li>• Contrasting the task of a proof reader with that of an editor</li> <li>• Learning to build logical flow</li> </ul>	Chalk and Talk, LMS, ICT, Hands-on Training through practical lessons, Virtual classes	Practical assignment	<ul style="list-style-type: none"> <li>• Ability to edit documents to suit the US convention</li> <li>• Ability to edit documents to suit the UK convention</li> <li>• Apply 'Track Change' mode on Word and use it efficiently</li> <li>• Access levels of editing and proofreading comprehensively</li> <li>• Create logical flow in all content</li> </ul>
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3	<p>UNIT 3-</p> <ul style="list-style-type: none"> <li>● Recall grammatical concepts and rules</li> <li>● Learn to run a spell check after understanding its advantages and limitations</li> <li>● Learn to run a final review: How to actually go about editing; general editing techniques</li> <li>● Referencing from various style guides</li> </ul>	Chalk and Talk, LMS, ICT, Hands-on Training through practical lessons, Virtual classes	Practical assignment	<ul style="list-style-type: none"> <li>● Apply correct rules of grammar and punctuation to written documents</li> <li>● Run a 'Spell check' on Word effectively</li> <li>● Use effective editing techniques</li> <li>● Format documents to suit various internationally recognised style guides</li> </ul>
4	<p>UNIT 4-</p> <ul style="list-style-type: none"> <li>● Screening of a few relevant episodes</li> <li>● Adding of comments and formatting on Word</li> <li>● Practicing editing excerpts (Practical lesson)</li> </ul>	Chalk and Talk, LMS, ICT, Hands-on Training through practical lessons, Virtual classes	Practical assignment	<ul style="list-style-type: none"> <li>● Formatting and use of comments on word</li> <li>● Practice editing excerpts through practical lessons</li> </ul>

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