

PIEND20 - INDEPENDENT ELECTIVE II B: CREATIVE WRITING

Year: 2020	Course Code: PIEND20	Title of the Course: Independent Elective: Creative Writing	Course Type: Theory	Course Category: Independent Elective IIB	H/W:	Credits:	Marks: 100
Sem - II							

Course Outcomes (CO)

On Completion of the Course the Learners will be able to:

1. Understand how to describe critical ideas
2. Apply critical and theoretical approaches to the reading texts
3. Examine the relationship between the individual works and conventional literary work
4. Evaluate how ideas, themes and values create an impact on societies
5. Create poems or literary non-fictional pieces those are original and engaging

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	M
CO2	H	H	H	H	M	M
CO3	H	H	H	H	H	M
CO4	H	H	H	H	H	M
CO5	H	H	H	H	M	H

H - High – (3), M - Moderate (2), L - Low (1)

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	M
CO2	H	H	H	H	M	M
CO3	H	H	H	H	H	M
CO4	H	H	H	H	H	M
CO5	H	H	H	H	M	H

Unit I Introducing Creative Writing

(18 Hours)

1.1 Analyze Purpose of writing	K4
1.2 Learning to Write	K3
1.3 Inventions of Creative Writing	K1
1.4 Rhetoric's Play	K1
1.5 Reading and the Individual writer	K1
1.6 Publishing and Editing	K2

Unit II Challenges of Creative Writing

2.1 Reflective Criticism	K3
2.2 Challenges to Writer	K4
2.3 Challenges of Translation	K4
2.4 Challenges of Experiment	K4
2.5 The Challenge of Design	K4
2.6 The Challenge of Quality	K4

Unit III **Process of Creative Writing**

K3, K4

(18 Hours)

3.1 Seven Processes (Preparing, Planning, Incubation, Beginning, Flowing, Breakthroughs and finish lines, On titles)
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- 3.2 The writer post- performance
- 3.3 Precisions of Process
- 3.4 Confidence and Practise
- 3.5 ‘Method’ Writing
- 3.6 Effacement

Unit IV Composition and Creative Writing K5, K6 (18 Hours)

- 4.1 Habits of mind, Principles of practice
- 4.2 Discipline
- 4.3 Notebooks and rituals
- 4.4 Compositions and action
- 4.5 Language’s Mercury
- 4.6 Influence and Imitation

Unit V: Practice of Poetry, Fiction and Nonfiction K6 (18 Hours)

- 5.1 Writing literary fiction (Flash fiction- Short story- Novel- Character- Story making)
- 5.2 Writing literary fiction (Novel- Character- Story making)
- 5.3 Writing creative nonfiction (writing about yourself- writing about people and the world)
- 5.4 Writing poetry (listening to language- finding language- awakening language- shaping language- playing with language- poetry’s reason)
- 5.5 Form and Structure
- 5.6 Subverting the form

Books for Study:

Morley, David. *The Cambridge Introduction to Creative Writing*. Cambridge: CUP, 2007.

Books for Reference:

1. Best, Wilfred D. *The Students Companion*. London: Rupa Paperback, 1984.
2. Dawson S.W. *Drama and Dramatic: The Critical Idiom Series*. London: Methuen & Co, 1984.
3. Doubtfire, Dianne. *Creative Writing*. Britain: The Chaucer Press Ltd, 1983.
4. Evans, Ifor B. *The Use of English*. London and New York: Staples Press, 1949.
5. Hall Donald and Sven Birkerts. *Writing Well*. New York: Harper Collins Publishers, 1991.
6. Kahn John Ellison (Ed.) *Reader’s Digest: How to Write and Speak Better*. New York: Reader’s Digest, 1993.

7. Millward Celia. *Handbook for Writers, 2nd Edition*. New York: Holt, Rinehart & Winston, 1980.
8. Reid Ian. *The Short Story: The Critical Idiom Series*. London: Methuen & Co, 1986.
9. Saxena Sunil. *Headline Writing*. New Delhi: Sage Publications, 2006.
10. Schwartz Helen J. *Interactive Writing: Composing with a Word Processor*. New York: Saunders College Publishing, 1985.
11. Scott Bill. *The Skills of Communicating*. Mumbai: Jaico Publishing House, 1995.

PIENF20 - ELECTIVE III B: CONTENT WRITING

Year : II	Course Code : PIENF20	Title Of The Course : Elective III B: Content Writing	Course Type : Theory	Course Category : Independent Elective	H/W 6	Credits 4	Marks 100
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Course Outcomes (CO)

On Completion of the Course the Learners will be able to:

1. Cultivate technical writing Skills
2. Develop editing skills
3. Create using analytic skills
4. Display skills in publication and advertising
5. Engage in Freelance writing and entrepreneurship

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	M	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H

CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

H - High – (3), M - Moderate (2), L - Low (1)

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	H	M	M	
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

Unit I:

K4-K6

(18 hours)

1. 1. SEO Content Writing
1. 2. Technical Writing
1. 3. Communication and Marketing Writing
1. 4. Publication Based and Editorial Writing, Instructional Design
- 1.5. Profile Writing (Individual, Institution, Corporate)
1. 6. Research and Report Writing

Unit II:

K1 – K6 (18 hours)

2. 1 Writing on Corporate Social Responsibility (CSR)
2. 2. Feature Writing and headlines
- 2.3. Business Writing
- 2.4. Press Release Writing

- 2.5. Magazine Writing
- 2.6. Copywriting

Unit III: **K1-K6** **(18 hours)**

- 3.1 ISBN – The International Standard Book Number, ISSN – The International Standard Serial Number, Foreword – Preface
- 3.2 Introduction to copy- editing- making the typescript - Copyright Permission and acknowledgement
- 3.3 Making corrections- House Style- Abbreviation - Bias and Parochialism
- 3.4 Capitalization - Cross- References - Dates and Time- Italic - Proper Names
- 3.5 Punctuation – Spelling - Miscellaneous Points
- 3.6 Preliminary Pages

Butcher, Judith, Drake Caroline, and Leach, Maurice. *Butcher’s Copy-editing: The Cambridge Handbook for Editors, Copy-editors and Proof readers.*

Unit IV: **K1, K4-K6** **(18 hours)**

- 4.1 Report Writing
- 4.2 Proofreading
- 4.3 Editing
- 4.4 Review Writing
- 4.5 Book and Film Review
- 4.6 Transcribing audio talks or interviews

Mukhopadhyay, Lina *et al.* *Polyskills: A Course in Communication Skills and Life Skills.* Chennai and New Delhi: Foundation Books CUP, 2012

Essential Reading

Writing for the Media

Introduction to Scriptwriting	<i>Mike Harris</i>
Writing for the Stage	<i>Brighde Mullins</i>
Writing for Radio	<i>Mike Harris</i>
Writing for Television	<i>Stephen V. Duncan</i>
Writing for Television	<i>John Milne</i>
Writing for Film	<i>Bonnie O’Neill</i>

Steven Earnshaw (Ed) *The Handbook of Creative Writing* Edited by Edinburgh University Press Ltd. Edinburgh 2007

Unit V:**K1, K3-K6****(18 hours)**

- 5.1 User's Manual
- 5.2 Technical Letters
- 5.3 Newsletters
- 5.4 Writing Instruction
- 5.5. Brochure, Poster/flyer and Leaflets
- 5.6 Pamphlets, invitations and advertisements

Pauley, Steven E. and Daniel, G.Riordan. *Technical Report Writing*. New Delhi: A.I.T.B.S. Publishers and Distributors, 2006.

Essential Reading in General:**Other Writing**

Writing as Experimental Practice	<i>Thalia Field</i> 305
Writing as 'Therapy'	<i>Fiona Sampson</i> 312
Writing in the Community	<i>Linda Sargent</i> 320
Writing for the Web	<i>James Sheard</i> 327
Copyright	<i>Shay Humphrey, with Lee Penhaligan</i>

Steven Earnshaw (Ed) *The Handbook of Creative Writing* Edited by Edinburgh University Press Ltd. Edinburgh 2007

Books for Study:

1. Butcher, Judith, Drake Caroline, And Leach, Maurice. *Butcher's Copy-editing: The Cambridge Handbook for Editors, Copy-editors and Proof readers*. Fourth Edition Cambridge University Press, 2007
2. Steven Earnshaw (Ed) *The Handbook of Creative Writing* Edited by Edinburgh University Press Ltd. Edinburgh 2007

Books for Reference:

1. Gerson, Sharon. J. and Steven M. Gerson. *Technical Writing: Process and Product - III* edition. New Delhi: Pearson Education Inc., 2005.
2. Pauley, Steven E. and Daniel, G.Riordan. *Technical Report Writing*. New Delhi: A.I.T.B.S. Publishers and Distributors, 2006.

3. <https://content-writing-india.com/blog/different-types-of-content-writing/>