

CERTIFICATE COURSE, 2022-2023

LFCC22MUL1 – INTRODUCTION TO CREATIVE WRITING

SYLLABUS

Course Description

The course will provide the basics of creative writing such as fundamental principles and elements of writing, and introduce the new modes/forms of creative writing to the aspiring and budding writers. It aims at imparting the key concepts of modern forms of creative writing and shaping the amateur's mind into the professional writer's mind.

MODULE I

Basics of Writing: elements of writing, principles of writing, types of writing, Mode of writing: online writing, craft of writing, Define creativity, elements of creativity, importance of creativity in writing.

MODULE II

Feature Writing: Feature, Rules of feature writing, Writing in Different Medium, Newspaper, TV, Online Medias, Structure of Feature: Newspaper, TV, Online Media, Concept of photo feature, Scope of approach of freelancing for newspapers and magazines,

Practical: Students should submit at least one type of feature writing.

MODULE III

Content Writing: The Concept of Content Writing and its relevance, Role and Functions of Content Writers Industrial, Principles and processes of content writing, Types of Content writing: Marketing content writing, social media content writing, Article content writing, Copywriting, SEO Writing, Product description Writing, E-books writing.

Practical: Students should submit at least one type of content writing.

MODULE IV

Script Writing: Writing for film, writing for Radio, writing for stage, Types of script: feature film script, Ad film script, TV Script: Reality show, Game show, Documentary Script, Career and opportunities of film and Media field,

Practical: Students should submit at least one type of Script.