

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE
(AUTONOMOUS)**



BOARD OF STUDIES: MEDIA AND MASS COMMUNICATION
PROGRAMME: BBI
SEMESTER: III
NOMENCLATURE OF THE COURSE: Content Writing
NEP Vertical: Open Elective (OE)
Credit: 02

(As Per Choice Based Credit System (under NEP 2020) with effect from the academic year 2025-2026)



Programme	BBI
Nomenclature of the Course	Content Writing
Total Marks	50 Marks
Semester	III
Academic year	2025-2026

Learning Objectives

- To understand the core principles of content writing.
- To orient learners towards different forms of content writing and when to use each form effectively.

Course outcomes

- Learners will be able to produce content for multiple media platforms.
- Learners will develop advanced skill in writing viewer engagement content.

Unit	Course Content	Andragogy	No of Lectures
I	<p>Module 1: Basics of Content Writing</p> <ul style="list-style-type: none"> • Introduction to content writing • Understanding online, offline, television and radio content • Understanding target audience and goal setting • Writing for Online & Offline Communication <ul style="list-style-type: none"> • Blog Posts and Website Content • Social Media Content (Facebook, Instagram, Twitter, LinkedIn) • Brochures and Pamphlets 	Lectures/ Presentation	15
II	<p>Module 2: Content writing techniques for Audio Visual Communication</p> <ul style="list-style-type: none"> • Introduction to Writing for Television and Radio • Basics of TV Scriptwriting • Understanding Visual and Audio Cues for Storyboarding. • Basics of Radio Scriptwriting 	Lectures/ Presentation	15

Syllabus Courtesy: Mr. Chetan Mathur

SUGGESTED READINGS

1. Reppen, R. (1994). A genre-based approach to content writing instruction. *TESOL journal*, 4(2), 32-35.
2. Walling, D. R. (Ed.). (2009). *Writing for understanding: Strategies to increase content learning*. Corwin Press.
3. Redish, J. G. (2007). *Letting go of the words: Writing web content that works*. Morgan Kaufmann.
4. Berman, M. (2024). *Content and Copywriting: The Complete Toolkit for Strategic Marketing*. John Wiley & Sons.
5. Petit, Z. (2015). *The essential guide to freelance writing: How to write, work, and thrive on your own terms*. Penguin.

Internal Continuous Assessment (ICA) Pattern

Sr No.	Examination Method	Marks
1	Project / Assignment	10
2	Viva / Presentation	5
3	Class Participation	5
	TOTAL	20

Term End Examinations (TEE)

Question Paper Pattern

Question No.	Description	Total Marks
1	A. Full Length Theory Question OR	12
	B. Full Length Theory Question	12
2	A. Full Length Theory Question OR	12
	B. Full Length Theory Question	12
3	Short Notes (Any 2 out of 3) OR Case Study	6
	TOTAL	30