

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

SKILL ENHANCEMENT COURSE

CLASS: TYBA

SUBJECT: ENGLISH

TITLE: CONTENT WRITING

Semester: V	Credits: 2	Subject Code: EN52220	Lectures: 30
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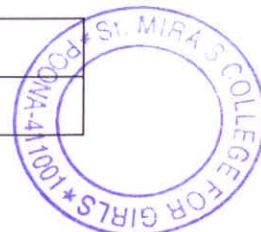
Course Outcomes

At the end of the course, the learner will be able to:

- Write copy for advertisements, websites and instruction manuals
- Understand logistics like space constraint, attention spans, target audiences and market readiness
- Apply concepts like design and positioning
- Develop content for social media

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

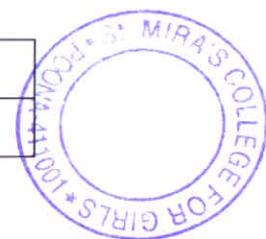
Board of Studies	Name	Signature
Chairperson (HoD)	Dr. Snober Sataravala	<i>S.J. Sataravala</i>



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 15/05/21
Faculty	Ms. Suhaila Azavedo	Suhaila Azavedo 15/05/21
Faculty	Ms. Komal Tujare	Komal Tujare 15/05/21
Subject Expert (Outside SPPU)	Dr Vrushali Nagrale	Vrushali Nagrale 15/05/21
Subject Expert (Outside SPPU)	Dr Suchetana Banerjee	Suchetana Banerjee 15/05/21
VC Nominee	Dr. Sachin Bankar	Sachin Bankar 15/05/21
Industry Expert	Ms. Natasha Deboo	Natasha Deboo 15/05/21
Alumni	Dr Shirin Shaikh	Shirin Shaikh 15/05/21

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SKILL ENHANCEMENT COURSE

CLASS: TYBA

SUBJECT: ENGLISH

TITLE: EDITING

Semester: VI	Credits: 2	Subject Code: EN62220	Lectures: 30
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Course Outcomes
At the end of the course, the learner will be able to:
<ul style="list-style-type: none">Recall the basic rules of grammar, punctuation and formattingContrast the written conventions of the US with those of the UK in terms of syntax and styleApply the 'track change' mode on wordApply the 'spell check' function appropriately after studying its advantages and limitationsAccess written documents using various style guidesCreate logical flow in the content in order to best convey the matter

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

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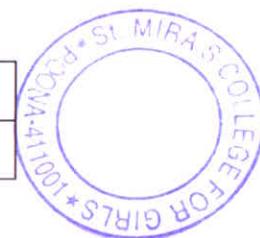
2	<p>UNIT 2-</p> <ul style="list-style-type: none"> Contrasting the US and UK English conventions (Commas, spelling differences, lexical differences, apostrophes, and date & time) Getting acquainted with 'Track Change' mode on Word (Practical lesson) Understanding the various levels of editing (authority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

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