

KU2AECENG108: ENGLISH FOR CONTENT CREATION

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
2	AEC	100-199	KU2AECENG108	3	60

Learning Approach (Hours/Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
2	2	0	25	50	75	1.5

Course Description:

This course aims to enhance students' abilities in content creation, focusing on the translation and writing techniques necessary for effective communication in various contexts. Students will explore different types of translation, delve into the characteristics of flash fiction, and participate in creative writing workshops. They will also learn to write for different purposes, such as blurbs, book reviews, travelogues, and biographies. The course emphasizes cultural sensitivity, ethical considerations, and practical applications in content creation.

Course Prerequisite: NIL**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Understand the principles and scope of translation, including the importance of cultural sensitivity and ethical considerations.	U
2	Identify and apply the characteristics of flash fiction and other writing techniques in content creation.	A, An
3	Develop skills in prequel and sequel writing, as well as in writing prefaces and brochures.	A, E
4	Creative writings focusing on limericks and picture-inspired poetry.	C
5	Create content for various purposes, such as blurbs, book reviews, travelogues, and biographies.	C

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	X					X	
CO 2		X	X				
CO 3			X				
CO 4	X		X				
CO 5	X		X				

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HRS 60
1	Module 1: Translation		10
	1	Definition and Scope of Translation - Language transfer - Meaning Preservation - Context consideration – Equivalence -- Cultural sensitivity	
	2	Types of Translation - Literary translation - Medical translation - Legal translation - Technical translation - Audio-visual translation -- Business translation -- Localization	
	3	Key Terms in Translation - Source language - Target language - Source text - Target text - Cultural competence	
	4	Professional and Ethical Considerations in Translation - Confidentiality - Accuracy - Impartiality	
2	Module 2: Content Crafting		16
	1	Blurb Writing - Conciseness - Hook - Clarity- Tone and style - Pacing - Voice - Promise - Avoiding spoilers	
	2	Book Review -Bibliographic information - Brief summary - Analysis and evaluation of themes, character, plot, writing style, setting - Strengths and weaknesses - Personal reflections - Comparisons - Recommendations	
	3	Forward/Preface Writing - Introduction to the author - Purpose and scope - Inspiration and background - Acknowledgments - Overview of the content - Intended audience	
	4	Brochure Making - Clear objective - Target audience - Compelling design - Concise content - Engaging headlines - Contact information	

3	Module 3: Creative Writing		17
	1	Sequel Writing - Continuation of the plot - Character evolution - New conflict - Thematic developments - Progressions - Satisfying resolutions	
	2	Picture Inspired Poetry - Writing poetry using wordless picture books - Old family photographs - Political cartoons - Famous paintings - Hashtags	
	3	Flash Poems – Brevity, concise, emotional impact, vivid imagery – focus on a single moment or idea - directness and simplicity - open interpretation- surprise or twist	
	4	Free Verse Poetry - Characteristics of Free Verse - Learn about the lack of a fixed rhyme scheme - Explore the flexibility of line lengths - Use enjambment effectively - Engage in creative brain storming activities - Focus on Content and Meaning.	

4	Module 4:		12
	1	Travelogues - First person narrative - Description detail - Chronological structure - Cultural insights - Personal reflections -Informative content - Adventure and discovery - Interaction with locals - Visual elements	
	2	Biography - Life story - Research-based - Objective perspective - Narrative structure - Contextualization - Factual accuracy - Literary style	

5	Teacher Specific Module		5
	Directions: A teacher can use this module to give further practice on the topics discussed in the previous modules or design activities related to them. This module is for internal evaluation		
	Students should be instructed to produce original content based on the prescribed concepts.		

Essential Readings:

1. Ann Handley. *Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content*
2. John Seely. *Oxford Guide to Effective Writing and Speaking*
3. Orson Scott Card. *Elements of Fiction Writing*
4. Dan Lawrence. *Digital Writing: A Guide to Writing for Social Media and the Web.*

Suggested Readings:

Stanley Fish. *How to Write a Sentence: And How to Read One.*
 William Zinsser. *On Writing Well.*
 Barbara Lounsberry. *The Art of the Fact: Contemporary Artists of Non-Fiction*
 Eileen Pollack. *Creative Non-Fiction: A Guide to Form, Content and Style with Readings.*

Assessment Rubrics:

Evaluation Type		Components		Marks
End Semester Evaluation		Theory		35
		Practical		15
		a)	Test paper / Viva Voce	15
		ESE Total		50
Continuous Evaluation		Theory		15
		a)	Test Paper	5
		b)	Assignment I	5
		c)	Assignment II	5
		Practical		10
		a)	Blurb Writing	5
		b)	Biography Writing	5
		CE Total		25
Total		75		

Note: Practicums have only internal assessment