

Loknete Dr. Balasaheb Vikhe Patil (Padma Bhushan Awardee)
Pravara Rural Education Society's

Arts, Commerce and Science College, Satral

DEPARTMENT OF ENGLISH
CERTIFICATE COURSE IN BLOG WRITING
[SYLLABUS]

INTRODUCTION:

Blogs can be personal, artistic, academic, or professional. It is a unique form of online publishing that creates opportunities for producing knowledge, sharing research, building social networks, developing professionally, or documenting personal growth. Blog writing is a great way to encourage students to express their ideas, be creative, develop confidence in writing, to communicate and work together with peers and the teacher. Blogging helps students to work on their online presence and become reflective in their learning as well. The current syllabus in Blog Writing has been prepared keeping in mind the broad objectives of the students who wish to make a career in this field. The syllabus is designed to equip students to understand, polish and sharpen their writing skills to become a competent web content developer. The syllabus includes theoretical knowledge as well as practicals. The syllabus aims to enable students to enter the industry with enhanced skill and substantial competence.

1. Necessity of Starting this course:

With the world going digital, the demands of the job market have changed and Blog Writing has emerged as a very beneficial and promising career. A content writer does not need to report to office and can work from anywhere they choose.

Objectives:

A certificate course in enhancing the skill in blog writing will definitely help to:

1. To introduce learners to the basic concepts of Content Writing
2. To sensitize them to the various styles and techniques of writing and editing
3. To nourish their creative faculty
4. To increase employability of the learners

Learning Outcomes

After the completion of the course, students will be equipped with

1. The basic concepts of Content Writing
2. The knowledge of various styles and techniques of writing and editing
3. A nourishment of their creative skills
4. An enhancement of their employability

Unit I: Basics of Content writing

(06 lectures)

1. The Concept of Blog Writing and its relevance
2. Role and Functions of Blog Writers
3. Web Blog Writing
4. Scope and Types of Blog Writing
5. Principles and processes of blog writing

Unit II: Tools of the trade

(06 lectures)

1. Understanding the basics of social media
2. Understanding social media and blog writing

Unit III: Blog Writing

(06 lectures)

1. Introduction
2. Structure of Blog
3. Features of Blog
4. Types of Blog
5. Target Audience

Unit IV: Blog Contents

(06 lectures)

1. Listicles
2. Marketing bloggers
3. Video tutorials
4. Infographics
5. Current events
6. Inspirational stories
7. Interviews
8. Video blogs (vlogs)
9. Funny posts

Unit V: English Language and Blog Writing

(06 lectures)

1. Grammar
2. Language
3. Style
4. Cliché Site
5. Emotions, Emoticons and Smileys

Evaluation Pattern:

Internal Evaluation - 25 Marks

Practical Work – 25 Marks


[Course Coordinator]


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