

YEAR 1 SEMESTER 2

## Paper IV

# Creative Writing and Online Publishing

### **OBJECTIVES**

- To provide students with deep appreciation of writing in formal, informal and creative realms.
- To create confident students that can articulate themselves in an introspective manner and put forth their thoughts via writing.
- To help students get into the habit of writing and also understanding the various forms of writing involved in different fields.
- Also, forming a grasp over their forms and structures that they can move and adapt to various modes of writing without hesitation.
- Students will be prepared to write and publish their pieces online to encourage an organic portfolio.

### **LEARNING OUTCOMES**

- Students will be able to understand different forms of writing, be it formal, informal or technical.
- Students will be able to articulate themselves well while getting into the habit of writing for different media.
- Students will have a grasp over forms and structures that they can move and adapt to different forms of writing in a creative and informed manner.
- Students will have a basic understanding of not only writing but also publishing their works on different media.

## Part I: Forms of writing

### UNIT 1

**Creative Writing:** Connotative and Expressive words, fictional characters, imagery, plots, stories, poems, novels, plays

### UNIT 2

**Expressive Writing:** Subjective, Based on Personal Experience, Narratives, and Descriptions

### UNIT 3

**Expository Writing:** Comparison/Contrast, Analysis, Cause/Effect, Argument/Persuasion

### UNIT 4

**Journalistic Writing:** Objective and factual writing style; News Stories, Features, Editorials

### UNIT 5

**Technical writing:** Objective, Formal Writing style, Written about Products and Services, User Manuals, Online Help, Memos, Letters, Reports, Resumes/CVs

## Part II: Online platform and Publication

### UNIT 6

**Online Publication:** Types - Content Writing, Search Engine Optimization-Keywords, metatags; Blogging; Social media writing, E-mail communication;

Integration of audio-visual elements in online communication; ethical and legal issues related to online publishing

### Practicals

A portfolio of written pieces will be maintained in a personal blog by each student where at the end of the course they will have to defend and articulate what they have written.

### References

- *The Elements of Style* – William Strunk Jr, E.B. White, Pearson, 1999
- *Zen in the Art of Writing* – Ray Bradbury, Bantam, 1992
- *On Writing: A Memoir of the Craft* – Stephen King, Hodder Paperbacks, 2012
- *The Forest for the Trees: An Editor's Advice to Writers* – Betsy Lerner, Riverhead Books, 2010
- *Why I Write* – George Orwell, Penguin 2014
- *Bird by Bird* – Anne Lamott, Anchor Prints, 1995
- *The Economist Style Guide* – The Economist, 12th edition, Profile Books, 2018
- *The Sense of Style: The Thinking Person's Guide to Writing in the 21st Century* – Steven Pinker, Penguin, 2015