



NAIPUNNYA
SCHOOL OF MANAGEMENT

A Project of the Archdiocese of Ernakulam - Angamaly
Affiliated to the University of Kerala
Accredited by NAAC with A Grade
An ISO Certified Institute

ADD ON COURSE 2022-23

ADD-PGDE-03

**CERTIFICATE IN
CREATIVE AND
FUNCTIONAL ENGLISH**

POSTGRADUATE DEPARTMENT OF ENGLISH

ADD-PGDE-03

CERTIFICATE IN CREATIVE AND FUNCTIONAL ENGLISH

Total hours: 30

Objectives:

Develop creative writing skills: The course aims to help students develop their creative writing skills, including fiction, poetry, and creative nonfiction, enabling them to produce original and engaging written works.

Enhance language proficiency: The course intends to improve students' proficiency in English, including their ability to read, write, and communicate effectively in different contexts.

Improve critical thinking skills: The course will enable students to think critically about literature and language, analyzing and interpreting different forms of writing and using this knowledge to inform their own writing.

Develop editing and proofreading skills: The course aims to develop students' editing and proofreading skills, enabling them to revise their own writing and provide constructive feedback to others.

Enhance research and documentation skills: The course intends to develop students' research and documentation skills, including the use of primary and secondary sources, and citation and referencing guidelines.

Outcomes:

Enhanced creative writing skills: Students will have developed their ability to write creatively in various forms, such as fiction, poetry, and creative nonfiction, producing original and engaging written works.

Improved language proficiency: Students will have improved their proficiency in English, including their ability to read, write, and communicate effectively in different contexts.

Enhanced critical thinking skills: Students will have developed their critical thinking skills, enabling them to analyze and interpret different forms of writing and use this knowledge to inform their own writing.

Developed editing and proofreading skills: Students will have developed their editing and proofreading skills, enabling them to revise their own writing and provide constructive feedback to others.

Enhanced research and documentation skills: Students will have developed their research and documentation skills, including the use of primary and secondary sources and citation and referencing guidelines, to support their writing and academic work.

Syllabus

MODULE I:

General Principles of Writing

- A. Fundamental norms of Writing
- B. Structure of Writing
- C. Dramatisation of Ideas
- D. Preparing a Press Copy

MODULE II

Feature Writing

- A. Writing about Women
- B. Book Reviews
- C. Travel Writing
- D. Interviews

MODULE III

Short Story

- A. Basic Elements of Short Story
- B. Writing for Children
- C. Detective Stories
- D. Experimental Stories

MODULE IV

Writing for Media: Radio and Television

- A. Writing for Radio - I
- B. Writing for Radio - II
- C. Writing for TV-I
- D. Writing for TV - II

Reference Books:

- The Elements of Style by William Strunk Jr. and E.B. White
- On Writing: A Memoir of the Craft by Stephen King