



ST. ALOYSIUS COLLEGE (AUTONOMOUS), JABALPUR

Reaccredited 'A++' Grade by NAAC (CGPA:3.58/4.00)

College with Potential for Excellence by UGC

DST-FIST Supported & STAR College Scheme by DBT

Faculty of Arts

Multi-Disciplinary Elective

SUBJECT: ENGLISH LITERATURE

B.Sc./B.COM. /B.C.A./B.B.A/B.A. I Semester

Paper- Elective

Creative Writing in English

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO1	Appreciate the Bhartiya creative tradition and have a holistic and integrated view of the indigenous blossoming of creativity.	U,A
CO3	Use language creatively, effectively and imaginatively with clarity of expression	K
CO3	Refine their literary sensibility and enrich their creativity through different writing forms and techniques.	U
CO4	Develop the skill to write for different media platforms, thereby augmenting their employability prospects	K, U
CO5	Acquire professional skills, present their content, enhancing the chances of publication.	K

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	3	-	100	100
Total	3	100		

Evaluation Scheme

Marks
External
1 External Exams (At the End of Semester)



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Content of the Course

Theory

No. of Lectures (in hours per week):3 Hrs. per week

Units	Topics	No. of Lecture
I	Fundamentals of Creative Writing • Creative Writing: Definitions, Concept, and Creative Process. • Indian Concept of Creative Writing Keywords: Creative Expression, Imagination, Inspiration, Originality, Narrative, Indian Knowledge Systems, Literary Aesthetics, Cultural Context, 1 Shruti and Smruti Literature, Katha, Akhyayika Activity: • Select a poem from an Indian Language and translate it into English and present it in class. • Write a short personal narrative (200—300 words) on "A moment that changed me."	15



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II	Art and Craft of Creative Writing • Writing with Purpose and Audience in Mind: Sentence Structure and Clarity Keywords: Target audience, Audience Awareness, Purposeful Writing, Clarity, Sentence Structure, Style, Coherence, Precision, Syntax, Objectivity, accuracy, Brevity Activity: • Compose a short poem or write a short note with one of these as a central theme : (1) Patriotism, (2) Bhartiya Literary Heritage, (3) Happiness, (4) Peace and Harmony, (5) Nature • Share your composition in the class • Write a single informative paragraph for three distinct audiences: School children, College peers, and readers of a formal newsletter. Adjust tone, vocabulary, and style accordingly. Note: Group activities should be promoted in the class	15
III	Types of Creative Writing • Descriptive Writing and Narrative Writing • Expository and Persuasive Writing Keywords: Descriptive Writing, Narrative, Expository, Persuasive, Storytelling, Argumentation, Structure, Informative Language, consistency, contemplative method, script writing Activity: Narrative Writing: Write a short narrative (200— 300 words) based on a personal memory and share in the class. Persuasive Writing for a Cause: Choose a relevant social or environmental issue and write a persuasive paragraph (150—200 words) that encourages awareness or action. Expository Writing Task: Write a concise expository piece (e.g., "How to create a study plan" or "Steps to start a blog"), using clear structure and informative language.	15



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IV	Writing for the Media • Blog Writing Travelogue, Social media Keywords: Vlog, Chat, Podcast, Audience Engagement, Digital Content, Visual Storytelling, Tone, Format, Readability Activity: • Blog Writing: Write a blog post(300-400 words) on a topic of interest, such as student life, hobbies, or a book/movie review. • Travel Writing: Create a short travel piece (250—300 words) capturing the sights, sounds, and experiences of a real or imagined local visit. • Social Media Content: Draft three platform-specific posts (Instagram caption, tweet, Facebook update) to promote an event, idea, or cause • Idea sharing activity: Brainstorm new ideas about content writing and discuss them in the class.	
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V	Editing and Publishing • Writing for the Workplace • Formatting and Layout Keywords: Editing, Proofreading, Workplace Writing, Documents, clarity, Publication, Guide, abstract drafting, redrafting, effective writing Activity: • Draft and format a professional document such as a leave application, internship request letter, or basic resume/CV using appropriate structure and language. • Create an e-newsletter of your institution, including creative content and images.	
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References

Suggested Readings:

Relevant books published by the Hindi Granth Academy.

Bhagat, Poonam. Mastering Business & Creative Communication. PBP Books, New Delhi, (2021).

Bharadwaj, Gopika. Content Writing Handbook. Gopika Publishers, Bengaluru, (2021).

Bhattacharya, Sunetra Sen.. Social Media and Digital Journalism. SAGE Publications India, New Delhi, (2020).

Chopra, Anjana. Effective Writing Skills. Orient Black Swan, Hyderabad, (2018).

Das, B.B. Creative Writing: A Beginner's Manual. Oxford University Press, New Delhi, (2010)

Dev, Anjana Neira, Anuradha Marwah and Swati Pal. Creative Writing: A Handbook for Teachers. Macmillan Publishers India, New Delhi, (2009)

Menon, Narayana. Travel Writing in Indian Literature. Atlantic Publishers & Distributors, New Delhi, (2014).



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Narasimhaiah, C.D. The Writer's Workshop Handbook. Writers Workshop, Kolkata, (1998)

Sarkar, Sumit. The Art of Creative Writing. Sumit Publications, Kolkata, (2019).

Vasudevan, Nalini. Content Writing Step by Step. Leam India Press, Chennai, (2020).

Suggested Digital platforms weblinks:

Writer's Side Literary Agency (India)— www.writersside.com

Bhavik Sarkhedi Blog—<https://bhaviksarkhedi.com/blog>

Coursera—Creative Writing Specialization (offered by Wesleyan University)

Offers structured courses on character development, plot, style, and more.

<https://www.coursera.org/specializations/creative-writing>

Reedsy Learning—Free Writing Courses

Short, email-based creative writing courses for beginners and aspiring authors.

<https://reedsy.com/learning>

Purdue Online Writing Lab (OWL)WL)

Trusted academic writing resource with useful guides on creative and professional writing.

https://owl.purdue.edu/owl/subject_specificwriting/creativewriting/index.html