



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

Master of Arts (M.A.) II Year

SUBJECT: ENGLISH LITERATURE

VALUE ADDED COURSE M.A. IV Semester

English Literature: Professional Application

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO1	Apply literary critical thinking to digital platforms	
CO2	Understand the basics of Archival Studies and digitizing manuscripts.	
CO3	Master the art of Professional Storytelling for corporate and social sectors.	
CO4	Navigate the ethics of AI-generated content and copyright.	
CO5	Design a professional portfolio aligned with a creative and academic career.	
CO6	Enhance employability by integrating the curriculum with work-based learning and internships.	

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	2	-	100	100
Total	2	100		

Evaluation Scheme

	Marks	
	Internal	External
Theory	-	1 External Exam (At the End of Semester)



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Content of the Course

Units	Topics	No. of Lectures
Unit I Professional Content Writing	• Difference between professional, academic, and journalistic writing • Shifting tone: formal academic - reader centric professional style • Basics of SEO (Search Engine Optimization) • Blog writing vs. technical and corporate writing. • Writing micro-content for social media platforms Activities • Rewrite an academic paragraph into a blog post • Draft SEO-friendly headlines and meta descriptions	06
UNIT II The Art of Copyediting and Proofreading	• Introduction to style guides: MLA, APA • Levels of editing: ○ Substantive editing ○ Copyediting ○ Proofreading • Common grammatical and stylistic errors • Standard proofreading symbols and conventions Activities • Hands-on workshop on editing a manuscript • Peer-editing exercise using proofreading marks	06



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UNIT III Digital Humanities and Archiving	• Concept of Digital Humanities • Introduction to Distant Reading (Franco Moretti) • Use of digital tools • Voyant Tools (text analysis) • Gephi (network visualization- introductory) • Digitization of histories, folk narratives, and literary texts • Preserving Indian Knowledge Systems (IKS) through digital platforms Activities • Create a small digital archive (text/image/audio) • Perform a basic Voyant analysis of a literary text	06
UNIT IV AI and Ethical Content Creation	• Overview of AI tools: ChatGPT, Claude, Gemini, Co-pilot, and Perplexity • Using AI for: brainstorming, outlining, research assistance • Ethical concerns in AI-generated content • Distinction between plagiarism and AI assistance • Copyright laws and Intellectual Property Rights (IPR) content creation. Activities: • Analyze an AI-generated text for ethical concerns • Case study discussion on copyright infringement.	06



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UNIT V Contemporary Literature and Global Citizenship	• Building a professional digital presence • LinkedIn profile optimization • Academic/Research Profile- Google Scholar, Research Gate, etc. • Blogging Platforms: WordPress, Blogger • Resume and cover letter writing for the creative and academic industries • Portfolio curation • Academic research excerpts Activities: • Hands-on, skill-oriented assignments (Individual or group-based) • Create a digital portfolio or blog • Prepare a CV and Cover letter for a chosen career path	06
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Keywords/Tags: Literary tradition, Ethics, Society, Social responsibility, Life Skills, Personality, Global Citizenship.

References

Reference Books:

1. Ann Handley. *Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content*, Wiley (2014)
2. Sara Wachter-Boettcher. *Content Everywhere: Strategy and Structure for Future-Ready Content*. Rosenfeld Media (2012)
3. Peter Ginna (Editor). *What Editors Do: The Art, Craft, and Business of Book Editing*. University of Chicago Press, (2017)
4. David M. Berry (Editor). *Understanding Digital Humanities*. Palgrave Macmillan, (2012)
5. Eileen Gardiner. *The Digital Humanities: A Primer for Students and Scholars*. Cambridge University Press, (2015)
6. Adrian Bourne, Christopher Lyons, Colin McCrudden. *Building a Portfolio Career*. Management Books 2000 Ltd, (2016)
7. Lynn Meade. *Building a Professional Portfolio*. University of Arkansas (2023)



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Suggested equivalent online courses:

1. https://www.msunlv.ac.ln/Images/distance%20educatlon/learning%20fnaterials/ug%20pg%202023/ug%202021/BA%20english%202021/DECW41JV_Se_m_Content_Writing.pdf
2. <https://dripify.com/content-writing/>
3. <https://www.theartofcopyediting.com/btog/some-milestones-on-the-art-of-copyediting-ioumey>
4. <https://www.universalclass.cani/articles/writiiig/the-basics-of-Droofreading.htnt>
5. <https://ebooks.inflibnet.ac.in/engp08/chapter/digital-liumanities-and-new-literature-archiving-and-digitization>
6. <https://pll.harvard.edu/coiir5e/infroductiion-digital-humanities>
7. <https://gnidesJib.ufexas.edb/digitalhumanities/resources>
8. <https://www.coursera.org/itn/articfes/aii-etfhliifcs>
9. <https://www.thestfv.ai/bIog/ethicaI-use-ca5es-of-ai-in-academic-writinffra-2026-Euide-for-students-and- researchers>
10. <https://www.nlethbridge.ca/sitcs/default/files/portfalioguide.pdf>
11. <https://hub.teachingandleaming.ie/wp-content/uploads/2021/FLEXIpath-ePortfolio-Gutde.pdf>
12. <https://www.planeispark.in/personality-development/how-students-can-build-a-professional-portfolio>
13. <https://www.rivier.edu/acadeniics/wpcontent/uploads/sitesZ19/20i9/06/Portfolio-Writing-Guide.pdf>