MANGALMAY
INSTITUTE OF MANAGEMENT TECHNOLOGY

Value added Course

On

CREATIVE WRITING

Resource Person

Ms. Vandana

March 1st to 23rd March, 2023

Toll Free : 1800 103 3797 | www.mangalmay.net.in
Plot No. 8 & 9, Knowledge Park-II, Greater Noida, Delhi-NCR, India

SYLLABUS

Certification Course on "Creative Writing"

Duration: 30 Hours

Course Objectives
 1. To enable the students familiar with concepts pertaining to creative writing, such as the craft, the art and the fundamental abilities needed to be an efficient creative writer.
2. To make the students understand the principles of creative writing and the difference between the various literary genres.
3. To develop the creative and critical faculties of learners.
4. To provide students with the opportunity to practice the different types of creative writing that they have learned during the course in their practical life.

Course Outcomes:
1. Develop the critical and analytical skills necessary to evaluate literary works in progress, both in the student's own work-in-progress.
2. Differentiate between the literary genres.
3. Create understanding of professional and pedagogical practices in the field of creative writing.
4. Appreciate various forms of literature such as Drama, Poetry and Fiction etc.

Unit I:
- Basics of Creative Writing: Meaning and Importance of Creative Writing
- Genres of Creative Writing: Drama, Fiction, Prose, Poetry and other forms
- The importance of Research for Creative Writing

Unit II:
Traditional Forms of Creative Writing:
- Short story
- Novel
- Poetry
- Plays
- Essay
- Fiction
- Personal Essays
- Travelogues
- Memoirs
- Self-Narrative Writing

Unit III:
Emerging Trends in Creative Writing
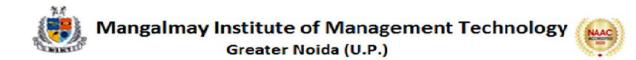- Proposal Writing

- Journal Writing
- Web Content Writing and Blog Writing
- Script Writing

SUGGESTED ACTIVITIES

Teachers could encourage the students at the following tasks:

1. Translation of comprehension passages
2. Make a Mind Map
3. Start a Class Discussion and Share Story Ideas
4. Write the Main Ideas Out on Flashcards

Schedule of Certification Course on "Creative Writing"

Duration:30 hours

Sr.No.	Resource Person	Topic Covered	Date & Time
1.	Ms.Vandana	• Basics of Creative Writing: Meaning and Importance of Creative Writing	1st March,2023 3:00p.m.-5:00p.m.
2.	Ms.Vandana	Genres of Creative Writing: • Drama • Fiction,	2nd March,2023 3:00p.m.-5:00p.m.
3.	Ms.Vandana	Genres of Creative Writing: • Prose • Poetry	3rd March,2023 3:00p.m.-5:00p.m.
4.	Ms.Vandana	• The importance of Research for Creative Writing	6th March,2023 3:00p.m.-5:00p.m.
5.	Ms.Vandana	**Traditional Forms of Creative Writing:** • Short story	9th March,2023 3:00p.m.-5:00p.m.

6.	Ms.Vandana	● Novel	10th March,2023 3:00p.m.-5:00p.m.
7.	Ms.Vandana	● Poetry ● Plays	13th March,2023 3:00p.m.-5:00p.m.
8.	Ms.Vandana	● Fiction	14th March,2023 3:00p.m.-5:00p.m.
9.	Ms.Vandana	● Personal Essays	15th March,2023 3:00p.m.-5:00p.m.
10.	Ms.Vandana	● Travelogues ● Memoirs	16th March,2023 3:00p.m.-5:00p.m.
11.	Ms.Vandana	● Self-Narrative Writing	17th March,2023 3:00p.m.-5:00p.m.
12.	Ms.Vandana	**Emerging Trends in Creative Writing** ● Proposal Writing	20th March,2023 3:00p.m.-5:00p.m.
13.	Ms.Vandana	● Journal Writing	21st March,2023 3:00p.m.-5:00p.m.
14.	Ms.Vandana	● Web Content Writing ● Blog Writing	22nd March,2023 3:00p.m.-5:00p.m.

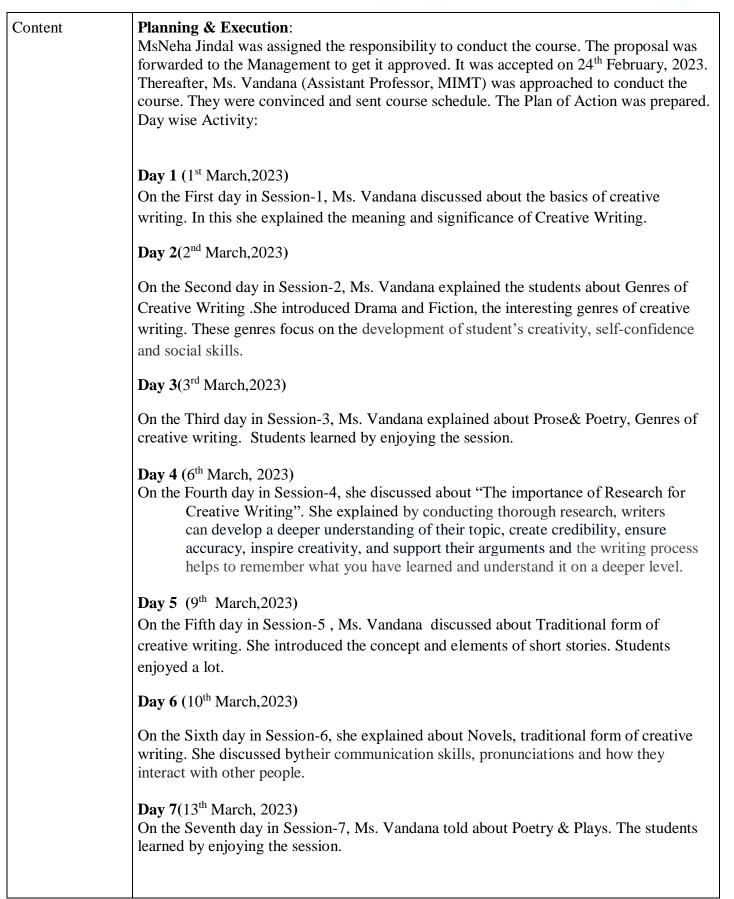| 15.	Ms.Vandana	• Script Writing • Copywriting	23rd March,2023 3:00p.m.-5:00p.m.

	Report
Name of the Course	Certification Course on **"Creative Writing"**
Date	1st March,2023 to 23rd March,2023
Venue	Seminar Hall, Block C
Organized by	School of Education, MIMT
Participated by	Students of B.A. B.Ed. II year
Activity -In charge	Neha Jindal
Recourse Person	Ms. Vandana
Objective	On completion of Certification Course on **"Creative Writing"**, the prospective teacher educator will be able to: • Develop knowledge of the appropriate body of literature associated with the genre and subject of the writing. • Identify and artfully explain significant writing for an audience. • Engage in all kinds of writing activities- informal, formal/business related and academic. • Enrich vocabulary through various strategies and techniques. • Develops an artistic vision, thesis, or research contribution • Enhance creative writing and presentation skill of report/academic writing.

Content	**Planning & Execution**:
	MsNeha Jindal was assigned the responsibility to conduct the course. The proposal was forwarded to the Management to get it approved. It was accepted on 24th February, 2023. Thereafter, Ms. Vandana (Assistant Professor, MIMT) was approached to conduct the course. They were convinced and sent course schedule. The Plan of Action was prepared. Day wise Activity:

Day 1 (1st March,2023)

On the First day in Session-1, Ms. Vandana discussed about the basics of creative writing. In this she explained the meaning and significance of Creative Writing.

Day 2(2nd March,2023)

On the Second day in Session-2, Ms. Vandana explained the students about Genres of Creative Writing .She introduced Drama and Fiction, the interesting genres of creative writing. These genres focus on the development of student's creativity, self-confidence and social skills.

Day 3(3rd March,2023)

On the Third day in Session-3, Ms. Vandana explained about Prose& Poetry, Genres of creative writing. Students learned by enjoying the session.

Day 4 (6th March, 2023)
On the Fourth day in Session-4, she discussed about "The importance of Research for Creative Writing". She explained by conducting thorough research, writers can develop a deeper understanding of their topic, create credibility, ensure accuracy, inspire creativity, and support their arguments and the writing process helps to remember what you have learned and understand it on a deeper level.

Day 5 (9th March,2023)
On the Fifth day in Session-5 , Ms. Vandana discussed about Traditional form of creative writing. She introduced the concept and elements of short stories. Students enjoyed a lot.

Day 6 (10th March,2023)

On the Sixth day in Session-6, she explained about Novels, traditional form of creative writing. She discussed bytheir communication skills, pronunciations and how they interact with other people.

Day 7(13th March, 2023)
On the Seventh day in Session-7, Ms. Vandana told about Poetry & Plays. The students learned by enjoying the session.
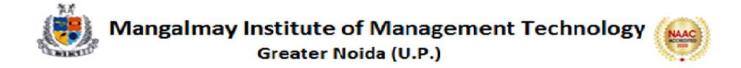
Day 8 (14th March,2023)

On the Eight day in Session-8, Ms. Vandana discussed about Fiction, the most interesting form of genres. Reading fiction improves the brain's ability to keep an open mind as we learn new information: learners who read stories will develop better critical thinking skills than those exposed to solely factual texts.

Day 9(15th March,2023)

On the Ninth day in Session-9, she helped students to clear their doubts about writing different forms of essays like Personal essays.

Day 10 (16th March,2023)

On the tenth day in Session-10, Ms. Vandana discussed about the Travelogues and Memoirs. She told the students writing travelogues helps to organize our thoughts and collect your impressions of a place and the things you wish to remember—the destinations, hotels, restaurants, and people.

Day 11 (17th March,2023)

On the eleventh day in Session-11, Ms. Vandana explained Self-Narrative Writing.

Day12(20th March,2023)

On the Twelfth day in Session-12 she discussed about **Emerging Trends in Creative Writing.** She discussed Proposal Writing and told the students that this will help you to refine your thinking and identify areas where you need to do more research or gather more information. A well-written proposal can increase your chances of success in securing funding, approval, or support for your project or initiative.

Day 13(21st March,2023)

On the next day in Session-13, Ms. Vandana made students understand about Journal Writing that in addition to the mental health benefits, journal writing can help students to improve writing skills, build goal setting and achievement skillsets, and inspire creativity – all of which can help with improved academic performance

Day 14 (22nd March,2023)

	On the fourteenth session she discussed explained in detail aboutWeb Content Writing and Blog Writing. She highlighted the objective of learning Blog writing to up skill and enhance the art of writing on a blog platform. It aimed to furnish the students with the right instruments involved in the selection of a topic, style of writing, presentation among others. Furthermore, it was an enriching opportunity for the students to observe the inner workings of content writing and understand its relevance. **Day 15** (23rd March,2023) On the last day in Session-15 Ms. Vandana told them about Script Writing and Copywriting. She explained various steps of script writing and benefits of script writing that by teaching script writing, students take away a new writing skill that they may find fun and interesting. Script writing gives students reason to look at the form of the story, characterization, what descriptions are essential/unessential to understanding and interpreting the story. Students enjoyed the session.
Outcome	The learning outcomes of the Certification Course on **"Creative Writing"** are: ● Students able to write effectively and produce clear and coherent prose demonstrating effective use of grammar and style. ● It developed practice writing and revision as a craft with attention to voice, style, form, language, technique, and other elements of literary composition. ● It helped to develop a positive attitude in every individual. ● It create demonstrate awareness of English as a language, including its systematic structure, history and uses. **69 students of B.A. B.Ed. II year had done this course. The course was highly interactive and extremely motivated the students.**

Ms.Vandana taking a session of "Creative Writing"

B.A.B.Ed II Year (Session: 2021-2025)

Certification Course on "Creative Writing"

Time: 20 min.   **M.M.20**

Name:

Father's Name:

Enrolment No.:

Read the following passage carefully and answer the questions:

The Evolution of Content Writing: A Historical Perspective

Content writing, the art of crafting compelling and informative text for various mediums, has a rich and multifaceted history that spans centuries. From its humble beginnings to its pivotal role in today's digital age, content writing has continuously evolved, adapting to the changing needs and technologies of society. The origins of content writing can be traced back to ancient civilizations, where scribes were responsible for recording important events, laws, and religious texts on clay tablets, papyrus scrolls, and other primitive mediums. These early writings served as a means of communication and preservation of knowledge, laying the foundation for the written word's significance in human history. As societies progressed, so did the methods and purposes of content writing. During the Renaissance period, the invention of the printing press revolutionized the dissemination of information, allowing written works to reach broader audiences. This era saw the emergence of newspapers, pamphlets, and books, marking a significant shift in how content was created and consumed.

The industrial revolution further accelerated the evolution of content writing, as advancements in technology enabled mass production and distribution of printed materials. With the rise of literacy rates and the expansion of educational opportunities, there was a growing demand for written content across various industries, including advertising, journalism, and literature. The 20th century witnessed another transformative leap in content writing with the advent of radio, television, and cinema. These new mediums presented unique opportunities for storytellers and advertisers to engage audiences through scripted narratives and persuasive messaging. Content writing became increasingly specialized, with professionals mastering the art of crafting compelling scripts for broadcast media.

However, it was the digital revolution of the late 20th and early 21st centuries that truly revolutionized content writing. The proliferation of the internet and the birth of social media platforms created an unprecedented demand for online content. Websites, blogs, and social media channels became essential tools for businesses, organizations, and individuals to connect
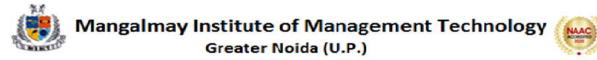
with their audiences and share information. The rise of search engines like Google introduced the concept of search engine optimization (SEO), shaping the way content was written and structured online. Keywords, metadata, and algorithms became integral components of content creation strategies, as writers sought to optimize their content for better visibility and ranking in search results. Today, content writing continues to evolve in response to emerging technologies and changing consumer behaviors. The rise of artificial intelligence and machine learning has introduced new possibilities for automated content generation and personalization. Additionally, the growing importance of multimedia content, such as videos, infographics, and podcasts, has expanded the scope of content writing beyond traditional text-based formats.

The history of content writing is a testament to humanity's enduring desire to communicate, inform, and persuade through the written word. From ancient scribes etching stories onto clay tablets to modern digital marketers optimizing content for search engines, the evolution of content writing reflects the dynamic interplay between technology, culture, and communication. As we look to the future, it's clear that content writing will continue to play a vital role in shaping the way we connect and engage with information in an ever-changing world.

Choose the correct option.   (2×10=20)

1. The evolution of content writing backs to:
a) Ancient civilization
b) Late 19th century
c) Late 19th century and 20th century
d) Renaissance period

2. Which of the following was not in use during the Renaissance period according to the text?
a) Newspapers
b) Emails
c) Pamphlets
d) Books

3. Which of the following got the greatest success in search engine optimization?
a) Yahoo!
b) Google
c) Bing

d) Yandex

4. Which of the following is not an important factor influencing the quality of content?
a) Keywords
b) Algorithms
c) Story telling
d) Structuring

5. What helped in the high production of content writing before the 20th century?
a) Interest of readers
b) Industry revolution
c) Increase in the number of writers
d) All the above

6. Content writing is not used for:
a) Advertisement
b) Entertainment
c) Persuasion
d) None of the above

7. What helps in listing the websites of content in the search engine?
a) The attractive website
b) Use of images
c) Search Engine Optimization
d) Correct use the punctuations

8. 8) What is the primary goal of content writing?
   a) To entertain
   b) To inform
   c) To persuade

d) To express personal feelings

   9) Which of the following is a key element of a good character in creative writing?
   a) Flat and one-dimensional
   b) Perfect and without flaws
   c) Dynamic and well-developed

d) Unreliable and unrealistic

10) What is the term for a story that is set in the future?
a) Science fiction
b) Historical fiction
c) Fantasy
d) Romance

Write a composition (200-250 words)

Study the picture given above. Write a story or a description or an account of what it suggests to you. Your composition may be about the subject of the picture or you may take suggestions from it; however, there must be a clear connection between the picture and your composition. In the examination, word-limit for the picture composition is 200-250 and it consists of 10 marks weightage.

Following points should be follow for picture composition.

- The student should look at the picture carefully to ascertain the basic plot or the theme.
- If the picture doesn't suggest anything evidently, the student is advised to invent a theme which bears a direct connection with the picture.
- After identifying or deciding the theme, major attention should be given to the designing or moulding of the characters of the story. It can be both presented as an autobiography and biography.
- The composition must have an atmosphere, moralistic view and a strong climax.

Name: _____
Date : _____

● ● ●

Picture Composition

Look at the picture given below and write few lines about it

_____

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REVISION PICTURE COMPOSITION

Q. Look at the picture and write 6 sentences to describethe scene.

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MIMT
SCHOOL OF EDUCATION
ASSESSMENT-SHEET:ADD-ON COURSE
Name of Course: Certification Course on "Creative Writing"

Date:3rd April,2023

S.N	Name of Students	Reading & Comprehension	Extempore	MM: 30	QUALIFIED FOR CERTIFICATE (YES/NO)
1	AANCHAL KUMARI	12	6	18	YES
2	AKANSHA BHATI	16	5	22	YES
3	AKSHA SAIFI	14	7	21	YES
4	ALSHIFA SAIFI	15	8	23	YES
5	ANN MARY JAMES	13	8	21	YES
6	ARCHI BHATI	14	6	20	YES
7	ARTI BHATI	16	6	22	YES
8	AYUSH SINGH	15	7	22	YES
9	AYUSHI RATHI	14	7	21	YES
10	CHANCHAL BHATI	17	6	23	YES
11	DEEKSHA	18	9	27	YES
12	DIVYA BHATI	16	6	22	YES
13	DIVYA MALIK	15	8	23	YES
14	DIYA CHAUHAN	19	8	27	YES
15	GUDDI	12	7	19	YES
16	GULSHAN	17	8	25	YES

17	HARSHITA SINGH	16	8	24	YES
18	HIMANSHI CHAUHAN	13	7	20	YES
19	KAJAL MALIK	14	6	20	YES
20	KANAK	18	8	26	YES
21	KAVITA MALIK	17	8	25	YES
22	KHUSHI	15	7	22	YES
23	KIRTI BHATI	16	6	22	YES
24	KOMAL BHATI	19	8	27	YES
25	KOMAL SHARMA	18	7	25	YES
26	KRISHNA YADAV	17	8	25	YES
27	LAVANYA SINGH	18	7	25	YES
28	MAANVI TRIPATHI	14	7	21	YES
29	MAMTA CHOUDHARY	19	8	27	YES
30	MANI BHATI	12	8	20	YES
31	MITANSHI	13	7	20	YES
32	NEETU PRAJAPATI	19	6	25	YES
33	NEETU TANWAR	13	8	21	YES
34	NEHA	14	8	22	YES
35	NEHA CHANDRA	14	7	21	YES
36	NEHA CHAUHAN	12	6	18	YES
37	NIKITA BHARDWAJ	15	8	23	YES
38	NIKITA BHATI	16	8	24	YES
39	NISHU PAYAL	15	7	22	YES
40	PHOOL KUMARI	13	6	19	YES

41	PRACHI BHATI	17	6	23	YES
42	PRACHI CHECHI	18	8	26	YES
43	PRAGYA JHA	16	8	24	YES
44	PRATIKSHA BHATI	14	7	21	YES
45	PRITI SINGH	19	6	25	YES
46	PRIYA YADAV	15	8	23	YES
47	PRIYANKA KUMARI	12	8	20	YES
48	PRIYANKA YADAV	13	7	20	YES
49	RITIK	17	6	23	YES
50	RIYA JHA	16	8	24	YES
51	RIYA TYAGI	16	9	25	YES
52	ROHIT CHANDILA	17	8	25	YES
53	RUCHI CHAUHAN	16	8	24	YES
54	RUCHIKA BAISLA	16	6	22	YES
55	RUCHIKA BHATI	18	8	26	YES
56	SANA DAVID	18	7	25	YES
57	SHALINI MALIK	17	7	24	YES
58	SHIKHA SHARMA	19	6	25	YES
59	SHILPI SINGH	16	8	24	YES
60	SHIVAM JHA	17	6	23	YES
61	SIDDHARTH KUMAR	19	8	27	YES
62	SIMPLE	12	8	20	YES
63	SIMRAN RASTOGI	18	7	25	YES
64	TUSHAR CHAPRANA	13	6	19	YES

65	VANSHIKA SAGAR	19	8	27	YES
66	VARNIKA SHARMA	13	6	19	YES
67	VIDHI CHOUDHARY	12	8	20	YES
68	VISHU NAGAR	14	8	22	YES
69	VANSHIKA SAGAR	14	6	20	YES

Signature (Internal Examiner: **Ms.Vandana, Assistant professor, School of Education,MIMT)**	Signature (External Examiner: **Ms.Vandana, Assistant professor, School of Education,MIMT)**
Signature (HOD/PRINCIPAL)	

16/20

Ruchi Chauhan, B.A.B.Ed 2nd Year

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Maanvi Tripathi
B.A. B.Ed II yr.

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Name - Nikita Bhardwaj
Class - B.A.B.Ed IInd year

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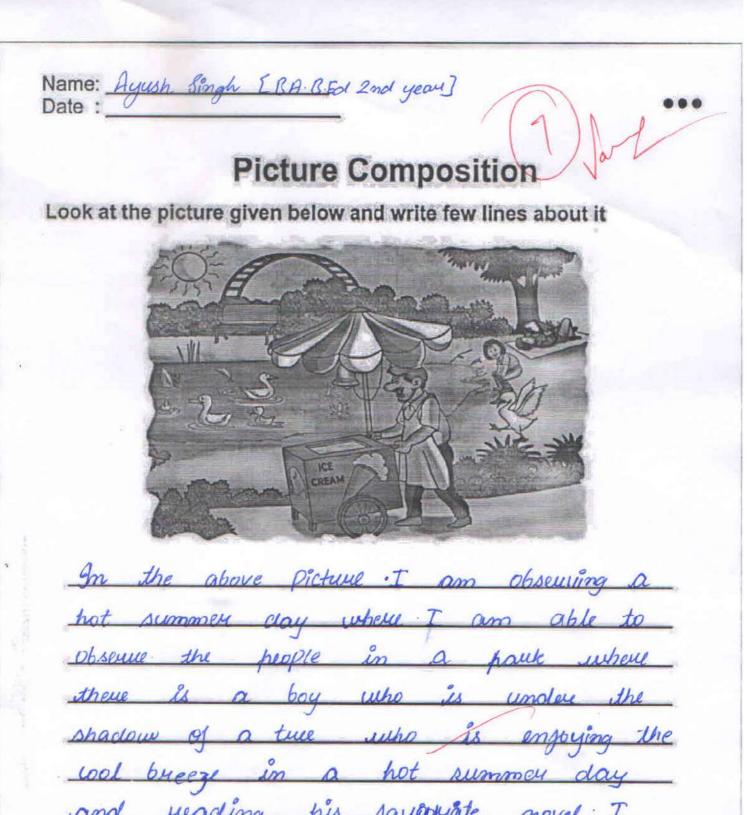## REVISION PICTURE COMPOSITION

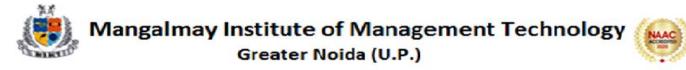Q. Look at the picture and write 6 sentences to describethe scene.

Once upon a time, a boy named Aryan was going to market and suddenly he saw two vehicles colliding each other. There was one pick up van and the other was a small car. This cau-sed a severe injuries to both sides. The moral of the story is that we should always follow traffic rules to save our own as well as others life too. And to save ourselves from severe injuries too.

Its better to be late Mr. Late than to be Late Mr.

Conclusion: At the last, one should not do rash driving. One should not be in a hurry, one should no neglect others while driving, one should pay proper attention while driving, we should not use any alcoholic substance to avoid any further loss to

Name: Ayush Singh [B.A. B.Ed 2nd year]

Date :

Picture Composition

Look at the picture given below and write few lines about it

In the above picture. I am observing a hot summer day where I am able to observe the people in a park where there is a boy who is under the shadow of a tree who is enjoying the cool breeze in a hot summer day and reading his favourite novel. I can observe an energetic girl who is enjoying the moment and Playing with ducks and fish. I can also observe a hard working men who is selling ice cream to earn

Profile of Resource Person

Ms.Vandana

Core Skills: Content Writer**,** Soft Skill Trainer, Highly skilled in Research writing

Qualification: M.Phil. M.Ed., M.A. (English), NET, CTET

Experience: 6 years

Research Area: Soft Skills & Communication, Educational Psychology

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CERTIFICATE

Certified that

Mr./Ms   AANCHAL KUMARI

of **B.A.B.Ed.IInd year** of **Mangalmay Institute of Management Technology, Greater Noida,**

has successfully completed **30 Hours** Add- On Certification Program course on **Creative Writing**

conducted from **1/March/ 2023 to 23/March/2023**

Associate Dean
Mangalmay Institute of
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Convener
Mangalmay Institute of
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