

CONTENT AND CREATIVE WRITING

INTRODUCTION

Content writing is writing about any topic given by the client for the goals set by the client. For example, one can write articles for a website's blog to highlight the main service of that website. This type of content writing achieves the goal of adding more information about that service in that website, plus adding new and good content to that website gives a boost to its traffic as well

Definition of **Creative writing** is "writing that expresses ideas and thoughts in an imaginative way." It's the "art of making things up" or putting a creative splash on history, as in creative nonfiction. For Example-novels, poems, epics, short stories, screenplays, songs, television scripts.

SKILL SET

- The Ability to Communicate. Writing is the art of communication.
- The Power of Observation. On some level, all authors possess the power of observation.
- Reasoning and Problem Solving.
- Knowledge of Grammar, Spelling, and Punctuation.
- Fearlessness.
- Adaptability
- Strong Research Skills
- Organizational Skills.
- The Ability to Get Focused
- The Ability to Meet Deadlines.

JOB PROSPECTS

- **Technical Writer** also called technical communicators, prepare instruction manuals, journal articles, and other supporting documents to communicate complex and technical information more easily.
- **Editor** plan, revise, and coordinate material for publication in newspapers, magazines, books, or websites.

- **News Reporter** also known as journalists, investigate, observe, interview and write news stories
- **Freelance Writer** is a writer who works on a self-employed basis. They can work for just one magazine or, more often, they write for several different publications at a time.
- **Social Media Manager** are responsible for planning, implementing, managing and monitoring company's Social Media strategy in order to increase brand awareness, improve Marketing efforts and increase sales
- **Blogging** write, edit, post, and promote the content on their web pages or websites. They generate and pitch ideas, compose and edit posts, market posts to readers, and conduct research.
- **Writer** produce various forms of literary art and creative writing such as novels, short stories, poetry, plays, screenplays, and essays as well as various reports and news articles that may be of interest to the public
- **Copywriter** can write more creative text, like ad jingles, taglines, and other creative copy, or more research-based copy, like a job description on a website
- **Journalist** is a person who collects, writes, or distributes news or other current information to the public. ... A journalist can work with general issues or specialize in certain issues.
- **Web Content Editor** are responsible for planning, creating, editing and publishing information on websites. They work in company communication departments or external organizations, such as web design agencies, IT consultancies and media companies.
- **SEO** involves making certain changes to your website design and content that make your site more attractive to a search engine
- **Proof-reader/Sub-Editor** are in charge of making sure that the text of any product that involves writing (such as magazines, newspapers and books) is free of any errors, whilst ensuring that texts are engaging and accessible to the readers.
- **Content Marketing Specialist** The Internet is evolving and changing into a system that rewards businesses who provide their consumers with top-notch quality content

TOP COLLEGES

➤ IIT, Madras

- **Course:** Integrated M.A. English
- **Eligibility:** Pass in the Intermediate/10+2 examination or its equivalent, with 50% marks for general/OBC candidates, and 45% marks for SC/ST category candidates, and with English as one of the subjects
- **Selection Process :** Entrance Test- HSEE

➤ English and Foreign Languages University, Hyderabad

- **Course:** B.A. (Hons.) English
- **Eligibility:** Pass in the Intermediate/10+2 examination or its equivalent, with 50% marks for general/OBC candidates, and 45% marks for SC/ST category candidates, and with English as one of the subjects
- **Selection Process :** Entrance Test

➤ Delhi University, New Delhi

- **Course:** B.A. (Hons.) English
- **Eligibility:** English from List A + Any two subjects from List B1 + Any one subject from either List B1 or List B2
- **Selection Process:** Merit will be based on the CUET scores obtained from the above-mentioned combination of subjects.

Some colleges under Delhi University:

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|-----------------------------------|--------------------------------------|
| • Aryabhatta College | • Delhi College of Arts and Commerce |
| • Atma Ram Sanatan Dharma College | • Gargi College (W) |
| • Bharati College (W) | • Hans Raj College |
| • Daulat Ram College (W) | • Hindu College |
| • Deen Dayal Upadhyaya College | • Kamala Nehru College (W) |
| | • Kirori Mal College |

- **Fergusson College (Autonomous), Pune**
 - **Course:** B.A. English
 - **Eligibility:** 12th pass out
 - **Selection Process :** Marks Based

- **Mount Carmel College, Bangalore**
 - **Course:** B.A. Psychology, English and Communication Studies / Journalism
 - **Eligibility:** 12th pass out
 - **Selection Process :** Entrance Based and Merit Based+ Walk-in-Interview

- **Banaras Hindu University, Varanasi**
 - **Course:** B.A. (English Honours)
 - **Eligibility:** BHU Entrance Test for admission to the Under Graduate to be conducted by NTA. (CUET)
 - **Selection Process :** Entrance Based

- **CHRIST University, Bangalore**
 - **Course:** B.A. (English Honours)
 - **Eligibility:** 12th Pass
 - **Selection Process :** Entrance Based

Disclaimer: The information provided here is best to our knowledge. It is highly recommended that you should cross-check the source of information through the specific Colleges and Institutes. Career Prabhu (Career Prabhu Education Pvt. Ltd) is in no way responsible for the decisions made solely on the basis of this document.