

PROGRAM STRUCTURE

Content Writing Program

EXPRESSIONAL BASICS

Unit 1: Common Spelling Errors

- Spelling Rules
- Suggestions for Avoiding Spelling Mistakes
- Words Commonly Misspelled

Unit 2: Common Usage Errors

- Words that Sound Similar or Look Similar
- Words that are Frequently Misused
- Putting together or not

Unit 3: Basic English Usage

- Scientific-technical writing (English)- basic principles/ norms
- Introduction to the basic rules, elements of style, grammar and good writing
- US and UK English

CONTENT WRITING ESSENTIALS

Unit 1: Structured and Chronological Description

- Introduction
- Definition and Components of Structured Description
- Steps involved in creating a Structural Description
- Sample Descriptions

Unit 2: Letter Writing

Unit 3: Resume Writing

- Before You Start Writing
- Structure of the CV
- Special Tips for fresher
- The Finishing Touches

Unit 4: Reading Comprehension

- Reasons for lack of Comprehension Resource
- How to Comprehend Written English Resource
- Approaching the Reading Comprehension Resource
- Sample Practice Exercise