



Dr. M.G.R. Educational and Research Institute University
(Deemed to be University of U.G. & P.G. Courses)
Maduravoyal, Chennai - 95
(An ISO 9001 : 2008 Certified Institution)

Faculty of Humanities & Science
DEPARTMENT OF ENGLISH
B.A. English Full Time
Curriculum & Syllabus (2016 - 2017)

ELECTIVE-I
CREATIVE WRITING

LTPC
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Objectives:

The learners should be able to

- Identify their creative skills in various aspects of narrative, poetic and dramatic writing
- Gain knowledge in copy-writing.
- Understand the art of précis and various poetic techniques.
- Get knowledge and practice in the art of narration.
- Gain understanding of the techniques in stage and screen art.

Unit I

Introduction to Creative Writing

Situational Imagination – Expression of Imagination in Language – Creation of Word Pictures – Creation of Ambience

Unit II

Copy Writing and Advertisement

Introduction to Copy Writing – Copy Writing and Creativity – Copy Writing for Target Groups – Use of Language in Effective Copy Writing

Unit III

Writing Poetry

The art of Poesis – Poetic Devices – Metaphor – Simile – Sound Devices – Sound and Sense – Symbols – Imagery

Unit IV

Writing Narrative Fiction

Elements of Narration – Story and Plot – Characterization – Choice of Medium of Narration – Point of View – Short Stories – Novellas – Extended Narratives

Unit-V

Writing for Stage and Screen



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Basics of Script Writing for Stage and Screen – Characterization on Stage – Dialects and characterization through dialogue – Stage devices and ambience creation

Outcomes:

The learners will be able to

- Gain a comprehensive knowledge of narrative, poetic and dramatic skills.
- Exploit the art of copy-writing.
- Understand the art of poet's and the techniques involved in it.
- Employ successfully the knowledge of the art of narration.
- Employ successfully the techniques in the art of stage and screen.

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