

Content Writing defined

Content writing involves creating written descriptions in a way that is informative, yet interesting. Gone are the days when the consumer was satisfied with taking things at face value. Today's audience wants information, and that too information that is both correct and easy to read, before making important decisions. As a tool for satisfying today's content-hungry consumer, Content Writing plays a pivotal role in making or marring the fortunes of a product.

The Future of Content writing

The demand for quality content writers is increasing exponentially. With the outsourcing boom, and the unbelievably easy connectivity afforded by the internet, almost every site is populated with scores of advertisements, offering writing opportunities for a reasonably good remuneration. The KPO bug has bitten big, and more and more people are looking at content writing as a serious vocation one that requires good English and a certain amount of understanding of the customer psyche. The icing on the cake is that as a profession, it can even be carried out successfully in the comfort of your own home!

The Growing Demand for Quality Content Writers

One of the greatest needs of the industry today is people who can write grammatically correct, error-free, interesting and factually correct content. People satisfying this need will never be able to complain of dearth of work! The range covered by this field is tremendous, because no matter how good the product, it still needs to be advertised and

explained. We mention just a few sectors that need Content Writers.

- Insurance Companies
- Companies dealing in food and beverages
- Companies dealing in Fast Moving Consumer Goods (FMCG)
- Knowledge Process Outsourcers (KPOs)
- Business Process Outsourcers (BPOs)
- Web Development based companies
- Software Companies
- Publishing Houses
- Advertising Agencies

The list is endless.

Salient Features of the Content Writing Programme

The programme aims to train the candidate to be able to generate quality content. The programme would be helpful for professionals from a gamut of fields, because of the general and widespread need for good written communication.

- **Six months** of intensive content writing training
- Well structured course content
- Worksheets and extensive exercises based on course content
- Starts from basic expression and builds up to professional content writing

Course Objective

The course aims to accomplish the following objectives

- The candidate must see a marked difference in the level of English usage and vocabulary
- An easy flow of ideas must be generated so that writing becomes as effortless as

possible

- Development of the ability to think logically in a sequential progression and present material that flows logically and is structured logically
- Finally, inculcation of those skills that are necessary to become a professional Content Writer in the corporate world

Course Progression

- We start by covering the basics of grammar, and strengthening your language skills by explaining commonly used idioms and correcting common errors in English usage
- A comprehensive word-list of approximately 1,500 words enriches your vocabulary by introducing words that are most commonly used in good written English
- The general level of understanding of written English is enhanced through exercises in Reading Comprehension
- We then guide you gently into the sphere of written communication, and make you write short essays, letters and applications.
- Once you are adept at writing short passages, longer and more involved passages are introduced.
- Your writing style is then refined by detailing the process of writing structured content using bullets, numbering, white space etc.
- Once we find that you are comfortable in these, we equip you in the tasks that most content writers are expected to perform such as writing company brochures,

flyers, tag lines and press releases.

Target Audience

The course is targeted at a wide range of candidates, right from students to working professionals, because it begins from the basics of the English language and ends at the level where we teach you the nuances of professional communication. **All those who have cleared their 10+2 are eligible**, but we strongly recommend this course to those who are already working.

Fee Structure

The program fee along with completed application form and documents should be sent at Noida, Corporate Office.

The fee should be paid through a demand draft in favour of "**Nano Science & Technology Consortium**" payable at **Delhi/New Delhi**.

Draft should be sent to:

Program Co-ordinator,

Content Writing Fee Details

Fee Details	Indian Students	Overseas Students
Program Fee*	Rs. 8,000/-	US\$ 500/-

Nano Science & Technology Consortium

C-56A/28, Sector-62, Noida, U.P., India

Scholarship (Fee waiver)

Please visit the relevant page in url www.nstc.in/programs/writing for details.

Course Syllabus

The course is divided into two phases, and course material will be sent in two successive lots along with worksheets, to be submitted by an indicated date.

Phase 1:

A) Expressional Basics :

- Basic English usage
- Basic Vocabulary
- Common spelling errors
- Common usage errors

B) Content Writing Essentials:

- Fundamentals of Structured Presentation (Using indentation, bullets, lists etc.)
- Writing structured and chronological descriptions
- Writing common applications and submissions
- Letter Writing
- Resume' Writing
- Reading and Comprehension Level-I

Phase 2:

A) Advanced Expression:

- Essay Writing
- Commonly used Idioms
- Short story writing
- Reading and Comprehension Level II

B) Advanced Content Writing:

- Copywriting Effective Advertisements, Press Releases, Mailers & Flyers, Catalogs and Brochures
- Professional Article Writing
- Company Profile Writing
- Tagline Creation
- Document Design and Graphics
- Formatting conventions, Final Packaging.

- Selected relevant bodies, global conventions and norms concerning writing, referencing.
- Ethical norms in Content Writing.

Program Joining Procedure

1) Advertisement

The training program is advertised in leading Indian daily news papers, and on the NSTC web site.

2) Registration

In response to the advertisement, candidates apply with duly completed application form. Candidates can download the free application form by clicking the link

www.nstc.in/programs, or can send a written request for a complete brochure and application form along with a DD of Rs. 100.00 or US\$ 50.00 (for those outside India) in favour of "Nano Science and Technology Consortium" payable at Delhi/New Delhi .

Duly filled out application form and necessary documents (refer to the application form) , accompanied with the demand draft in the amount of aggregate applicable fee (please refer to the section *Fee Structure and Scholarship* for details) should be sent to the Noida, Corporate Office.

Certification on Successful Completion of the Program

- Candidate is awarded with a program completion certificate after satisfactory submission and the clearance of the

assignments.

- The time period required to complete the certification is six months. Candidates are instructed to complete and ensure submission of compulsory assignments to the NSTC within the stipulated time period. Failing to submit and get clearance on compulsory assignments, on or before the program conclusion date requires a re-registration in the same program. This facilitates an extension of three months (maximum) period for the submission of requisite assignments.

Policy for Change in Information

NSTC reserves the right to change the commencement/ conclusion dates of the program.

NSTC also reserves the right to revise the course material without informing the candidate as and when it is found necessary.

Legal

In case of any dispute, the jurisdiction is only Noida district and the dispute has to be resolved only through arbitration. The sole

Nano Science and Technology Consortium

C-56, A/ 28, Sector-62, Noida, U.P., India,
Pin- 201301

Tel: 0120 - 4330376, 09958161117

Website : www.nstc.in

E-mail: tech.writing@nstc.in, info@nstc.in



Content Writing

A Distance Participation Programme



Content is king!

Nano Science and Technology Consortium

C-56A/28, Sector-62, Noida - 201 301 (U.P.), INDIA
Tel.: 0120 - 4330376, 09958161117

E-mail : tech.writing@nstc.in

Website : www.nstc.in/programs/writing