

National Seminar on Bridging the Gap between Academia and Industry: Content Development, Technical Writing and Digital Marketing

The Department of English conducted a National Seminar on “Bridging the Gap between Academia and Industry: Content Development, Technical Writing and Digital Marketing.” The department intended to conduct it on 16 & 17 January, 2020, but due to the unexpected demise of our third year BA English student Ms. Prajitha Subran, the first day of the seminar including inaugural ceremony was postponed to 10th February 2020.

The first session of the seminar was conducted on 17th January, 2020. The seminar was inaugurated by Dr. Sr. Isabel CHF, principal of the college on 10th February. The resource persons, Mr. Subash S. L., Freelance content producer based on Chennai Mr. Joby Joseph, CEO of Out There Communications, and Dr. Minu Susan Koshy, Assistant Professor of English, Marthoma College, Perumbavoor took classes on various aspects of the topic.

Content writing refers to creating content for online marketing purposes. With content, businesses can attract leads and foster positive connections with their audience, ultimately pushing them down the sales funnel. Content writing offers job for the English language students as most of the firms, companies, research centers, NGO s hire capable content producers. The resource person Mr. Joby Joseph emphasised the scarcity of content producers in Kerala. Dr. Minu Susan Koshi detailed about the process of writing, the process of editing and proof reading. The deliberations in the seminar provided a platform for the teachers and students to engage in academic discussions about content producing.



**A NATIONAL SEMINAR
ON
BRIDGING THE GAP BETWEEN ACADEMIA AND INDUSTRY:
CONTENT DEVELOPMENT,
TECHNICAL WRITING AND DIGITAL MARKETING**

10 FEBRUARY 2020



Organised by

**THE POST GRADUATE
AND RESEARCH DEPARTMENT OF ENGLISH
ST. JOSEPH'S COLLEGE (AUTONOMOUS)
CENTRE WITH POTENTIAL FOR EXCELLENCE,
NAAC ACCREDITED WITH A GRADE
IRINJALAKUDA, KERALA**

Dear Sir / Madam,

The Post Graduate and Research Department of English is pleased to invite you to the National Seminar on BRIDGING THE GAP BETWEEN ACADEMIA AND INDUSTRY: CONTENT DEVELOPMENT, TECHNICAL WRITING AND DIGITAL MARKETING.

Writing as a skill has evolved beyond the domains of mere writing for the print media. In the present scenario, where the digital media is steadily gaining precedence over print media, writing for the digital media and industry is the newest skill in demand. Hence a seminar in content writing that proposes to enhance the writing skills of the learners with an aim to equip them with skills for online content development will prove to be interesting as well as useful for the learners. Such an endeavour will ensure that learners learn the basics of developing content writing for the web and industry. The seminar has been conceived as hands on training sessions in content writing, technical writing and digital marketing with insights and exposure to multifarious job environments in the field. The deliberations in the seminar will provide a platform to teachers and students to engage in academic discussions on definitions and redefinitions of the need for industry-connectivity with academia in changing contexts. The seminar will open a window to the industry and highlight the potential of language studies as an interdisciplinary domain in industrial, cultural and literary circles. Researchers, teachers and students of Literature, Language, Media and Culture are envisaged as the target audience.

With immense pleasure we invite you to participate in this seminar and look forward to your gracious presence.

Dr. Sr. Isabel
Principal

Dr. Shali Anthappan
Head of the Department

PROGRAMME



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| 09.00 | : | REGISTRATION |
| INAUGURATION | : | Dr. Sr. Isabel |
| 10 AM-10.45 A M | : | Principal, St. Joseph's College, Irinjalakuda |
| Session I | : | The Curious World of Mad Men and Women |
| 11 A M-12.30 PM | : | Mr. Joby Joseph Founder Chairman and Chief Creative Officer , Out There Communications Pvt. Ltd.) |
| Session II | : | The Craft of Correction : Basics of Editing and Proofreading for Content Writers. |
| 1.30 P M-3.00 PM | : | Dr. Minu Susan Koshy Assistant Professor, Dept. of English, Marthoma College, Perumbavoor |

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