

DegreeLive

B.Com Honours

Semester III

Calicut University

English for Communication

Course Code: AEC5 • Module 4 Notes

1. Digital Communication, Professional Writing, & Career Skills

The modern digital economy demands strong web content writing, professional portfolio development, technical documentation skills, and meticulous editing. This module covers digital media communication, blog/website content writing, resume and CV formatting, cover letter writing, technical instructions, and proofreading mechanics.

Digital Content Writing & Web Netiquette

Writing for digital platforms requires scannable layouts, engaging headlines, and search engine optimization awareness:

Web Content & Blogs

- **Scannable Layouts:** Using short paragraphs, bold subheadings, bulleted lists, and active voice to accommodate online readers.
- **SEO Basics:** Integrating relevant target keywords naturally into titles, headings, meta descriptions, and body text to enhance search visibility.
- **Tone & Engagement:** Conversational yet professional tone tailored to target online demographics.

Social Media & Digital Ethics

- **Professional Profiles:** Optimizing LinkedIn profiles with compelling summaries, key skills, and professional achievements.
- **Digital Netiquette:** Respecting online communication norms, maintaining privacy, avoiding inflammatory language, and verifying source authenticity.
- **Brand Consistency:** Ensuring uniform messaging across corporate digital handles.

Resumes, Cover Letters, & Technical Writing

Career advancement documents must highlight key skills and accomplishments effectively:

Document Type	Key Structural Formats	Core Content & Objective
Chronological Resume	Lists work history in reverse chronological order.	Best for candidates with a continuous, progressive career track in a specific industry.
Functional Resume	Organized by specific skill categories rather than dates.	Ideal for career changers, fresh graduates, or those with employment gaps.
Cover Letter	Standard 3-paragraph formal letter format.	Introduces the candidate, aligns qualifications with job requirements, requests an interview.
Technical Manual / SOP	Step-by-step numbered instructions with visual diagrams.	Guides users clearly through operational procedures, safety guidelines, and troubleshooting.

Grammar Mechanics & Proofreading Strategies

Proofreading is the essential final step before publishing any professional or academic document:

- **Grammar & Syntax Checks:** Verifying subject-verb agreement, pronoun-antecedent agreement, parallel sentence structure, and correcting dangling modifiers.
- **Punctuation Precision:** Ensuring accurate placement of commas, semicolons, apostrophes, quotation marks, and hyphens.
- **Proofreading Techniques:** Reading text aloud to catch awkward phrasing, reading sentences backward to spot spelling errors, printing physical copies for manual markup, and taking breaks between drafting and final editing.

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