

## ZEPHYR – 2024

### SCRIPT'O MAINA -RULEBOOK

---

Content writing is the process of writing, editing, and publishing content in a digital format.

That content can include blog posts, video or podcast scripts, e-books or whitepapers, press releases, product category descriptions, landing page or social media copy ... and more.

Content writing is a type of professional marketing writing created for an online audience. Marketers and business owners publish content, or copy, online for many reasons. They may look to increase the traffic to their website or to inform their customers about a new product or service. Business professionals often hire content writers to produce high-quality messages for sales copy, blogs, articles, and social media posts. The writer must understand the audience to write successful copy that appeals to them.

#### Rules & General Information:

- Single Round
- One Participant
- Topic will be shared on the spot
- Time Limit 60 Minutes
- Best Content will be recognised
- The language should be English only.
- The content should be hand written
- The essay should be original work of the student and it should not be copied from anywhere. The writing should not have grammatical error as well as overlapping of contents.
- There should be structural coherence. The introduction and conclusion of the essay should be proper and rational.
- The evaluation will be made on the basis of content, coverage, facts, writing spirit inclined towards the topic and logical presentation with due rationale.
- Last Minute Changes in Above Rules if necessary can be made
- Judges decision is final and binding