| Program | BS PR & Advertising | Course Code | PRAD-409 | Credit Hours | 3 |
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| **Course Title** | **AI & ACADEMIC WRITING** | | | | |

| Course Introduction |
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This course aims to equip students with the skills and knowledge to effectively integrate AI into their academic writing processes, enhancing their research capabilities and writing quality while maintaining ethical standards. The course explores the integration of artificial intelligence (AI) tools and techniques in academic writing. Students will learn how to enhance their writing process, research capabilities, and overall academic productivity using AI-driven applications. The course covers the fundamentals of academic writing, introduces various AI tools, and provides hands-on experience in using these technologies to improve writing quality and efficiency.

| Learning Outcomes |
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By the end of this course, students will:
1. Understand the principles of academic writing and the role of AI in enhancing writing skills.
2. Develop proficiency in using AI tools for research, writing, editing, and citation management.
3. Enhance their ability to generate, structure, and refine academic content using AI technologies.
4. Learn to critically evaluate and ethically use AI tools in academic contexts.
5. Improve their overall academic writing efficiency and quality.

| Course Content | | Assignments/Readings |
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| **Week 1-4** | 1. **Introduction to Academic Writing and AI**<br>    1.1. Overview of academic writing principles<br>    1.2. Introduction to AI and its applications in writing<br>    1.3. Key concepts and terminology<br>2. **Fundamentals of Academic Writing**<br>    2.1. Structure of academic papers (essays, research papers, reports)<br>    2.2. Thesis statements, arguments, and evidence<br>    2.3. Writing with clarity and coherence<br>3. **AI Tools for Research**<br>    3.1. Using AI for literature searches and reviews<br>    3.2. Tools for academic research (Google Scholar, Semantic Scholar, etc.)<br>    3.3. Evaluating sources and managing references | |
| **Week 5-8** | 4. **AI-Driven Writing Assistants**<br>    4.1. Introduction to AI writing assistants (Grammarly, QuillBot, etc.)<br>    4.2. Enhancing grammar, style, and tone with AI<br>    4.3. Practical workshop: Using AI writing assistants<br>5. **AI in Idea Generation and Content Organization**<br>    5.1. Brainstorming and mind-mapping tools (MindMeister, Scapple, etc.)<br>    5.2. AI tools for content organization (Scrivener, Evernote, etc.)<br>    5.3. Practical workshop: Structuring and organizing academic content<br>6. **Automated Citation and Reference Management**<br>    6.1. Importance of proper citations in academic writing | |

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| | 6.2. Using AI tools for citation management (Zotero, EndNote, etc.)<br>6.3. Practical workshop: Managing references and generating citations | |
| **Week 9-12** | **7. Improving Writing with AI Editing Tools**<br>  7.1. Advanced editing tools (ProWritingAid, Hemingway Editor, etc.)<br>  7.2. AI for readability and conciseness<br>  7.3. Practical workshop: Editing and refining academic writing<br>**8. Plagiarism Detection and Ethical Writing**<br>  8.1. Understanding plagiarism and its consequences<br>  8.2. Using AI tools for plagiarism detection (Turnitin, Copyscape, etc.)<br>  8.3. Ethical considerations in using AI for writing<br>**9. AI for Collaborative Writing and Feedback**<br>  9.1. Tools for collaborative writing (Google Docs, Overleaf, etc.)<br>  9.2. AI for peer review and feedback (Peergrade, Edmodo, etc.)<br>  9.3. Practical workshop: Collaborative writing and peer feedback | |
| **Week 13-16** | **10. Data Analysis and Visualization in Academic Writing**<br>  10.1. Basics of data analysis and visualization<br>  10.2. Using AI tools for data visualization (Tableau, Power BI, etc.)<br>  10.3. Incorporating data visuals into academic writing<br>**11. AI for Language Translation and Multilingual Writing**<br>  11.1. AI translation tools (Google Translate, DeepL, etc.)<br>  11.2. Writing for multilingual audiences<br>  11.3. Practical workshop: Translating academic work using AI<br>**12. Ethical Considerations and Future Trends**<br>  12.1. Ethical use of AI in academic writing<br>  12.2. Emerging trends in AI and academic writing<br>  12.3. Preparing for future developments | |

## Textbooks and Reading Material

1. Giray, L. (2023). Prompt engineering with ChatGPT: a guide for academic writers. *Annals of biomedical engineering*, *51*(12), 2629-2633.
2. Hosseini, M., Rasmussen, L. M., & Resnik, D. B. (2023). Using AI to write scholarly publications. *Accountability in research*, 1-9.
3. Dönmez, İ., Idin, S., & Gülen, S. (2023). Conducting academic research with the ai interface chatgpt: Challenges and opportunities. *Journal of STEAM Education*, *6*(2), 101-118.
4. Selected articles and case studies on AI applications in academic writing (provided by the instructor)
5. Tutorials and guides on using specific AI tools (provided by the instructor)

## Teaching Learning Strategies

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

| **Assignments: Types and Number with Calendar** |
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Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.

| **Assessment** | | | |
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| **Sr. No.** | **Elements** | **Weightage** | **Details** |
| 1. | Midterm Assessment | 35% | Written Assessment at the mid-point of the semester. |
| 2. | Formative Assessment | 25% | Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc. |
| 3. | Final Assessment | 40% | Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc. |