

## SYLLABUS

SEM ESTER-1

BASI C-4

# COMMUNICATION ARTS

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**Credits: 3**

L	T	P
2	1	0

### 1. Introduction to Communication

Process and functions of communication, Communication as a social, human & universal process, Brief history and Development of communication; Seven C's of communication, Barriers of Communication, Strategies for effective communication

### 2. Communication Process

**Elements:** Sender, Ideas, Encoding, Communication channel, Receiver, Decoding and Feedback

**Forms:** Intra-personal, Interpersonal, Group Communication, Mass Communication

### 3. Development of Verbal communication

- a) Vocabulary Building: Synonymous, Antonymous, Homophones, Words often confused, one word substitution, Idioms and Phrasal verbs, Technical terms
- b) Principles of effective oral communication: Speech preparation, Voice control, Pronunciation and physical behavior

### 4. Professional Communication Development

Letter writing, Resume writing, Job application, Business letters, Letter to Editor or Media, Reports, News reports, E-mail communication, and Blog writing.

### 5. Listening Skills

Listening process, Nature and importance of listening, Observation in listening, Guidelines for effective listening, Self-awareness and witnessing; Goal setting and career planning

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## References Books:

1. Improve Your Communication Skills: Barker. A -- Kogan Page India Pvt Ltd
2. Language in Use (Upper-Intermediate): Adrian Doff and Christopher Jones – Cambridge University Press
3. The Oxford Guide to Writing and Speaking: John Seely, Oxford University Press
4. Mass Communication Theory: Denis McQuail, Sage Publication, 2010
5. Mass Communication in India: Keval J Kumar

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