

IMEV1001 ENGLISH LANGUAGE COMMUNICATION (3-0-0)

Course Objectives:

The objectives of the course are;

1. To provide an overview of the process and types of communication, causes of miscommunication, and strategies for effective communication
2. To familiarize the learners with requisites for using the four language skills, namely, Listening, Speaking, Reading, and Writing
3. To put in use the basic mechanics of grammar, usage, and punctuation.

ModuleI: Basics of Communication

The Process of Communication & its elements; Barriers to communication & Strategies for overcoming them, Non-verbal communication: Kinesics; Oculistics; Proxemics; Chronemics; Haptics; Paralanguage; Appearance and Artifacts. Communication network in an organization: The Grapevine; Downward, Upward, Horizontal and Diagonal Channels. 7Cs' of effective communication.

ModuleII: Listening, Speaking and Reading Skills

Listening: Importance; Types of listening: Active listening; Content listening; Empathic listening; Critical listening. Strategies for improving listening skills.

Speaking: Characteristics of Effective Speech- Clear articulation; Rate of speaking; Voice quality; Eye Contact; Relevance of content for the audience.

The Sounds of English, IPA symbols, The Syllable- Division of words into syllables – Problem sounds for Indian learners of English. Stress– Word stress, Contrastive Stress- Rules of Intonation (Falling and Rising tones) in English.

Reading: Developing reading skills of skimming and scanning; predicting, guessing the meaning of unfamiliar words, inferring; Extensive and Intensive Reading.

Module – III: The Writing Skill & English Grammar.

- **Writing:** The Writing Process; Characteristics of effective writing: clear organization and structuring of ideas, clarity of language, stylistic variation. Paragraph writing; Summary/précis writing; Note-making.
- **Applied English Grammar:** English verb types: Main and Auxiliary verbs; Stative and Dynamic; Transitive and Intransitive. Tenses; Subject-verb concord; Non-finite forms; Conditionals & Relative clauses; Parallel Structures; Punctuation.

Course Outcomes:

After completing the course, the students will be able to:

- CO-1: Apply conceptual knowledge to enforce the basic concepts of communication, identify and overcome potential barriers in communication and use proper verbal and nonverbal modes of communication in an organisation.
- CO-2: Analyse and implement effective listening and speaking skills for proper articulation of words and sentences and maintain proper eye contact and prepare relevant content for audience.
- CO-3: Develop effective reading skills and maintain clarity in writing styles along with structuring ideas for stylistic variation in writing.
- CO-4: Use Basic Grammar effectively in writing and speaking.

Reference Books:

1. Communication Skills, Sanjay Kumar & Pushpa Lata, Oxford
2. An introduction to Professional English and Soft Skills: Das et al, BPUT TextBook.
3. Business communication- Meenakshi Raman & Prakash Singh, OUP.
4. Effective Technical Communication, Ashraf Rizvi, McGraw Hill India.
5. A University Grammar of English, Quirk et al, Pearson