

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE
(AUTONOMOUS)**



Syllabus of Basics of Communication under NEP 2020 vertical (AEC) with effect from 2024-25

Department of English (for BAMMC programme)

HoD/Senior Person of the Department: Dr. Preeti Vaswani

Date of approval by the BoS: 23rd April 2024

Approved by the Academic Council: 29th April 2024

Ratified by the Governing Body: 6th May 2024



Programme: Bachelor of Arts in Multimedia and Mass Communication			Semester : I		
Course : Basics of Communication Academic Year: 2024-2025 Batch: 2024-2027			Code: UGBAMMCIAEC24		
Teaching Scheme			Evaluation Scheme		
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	02	20 marks/40% of the total marks	30 marks/60% of the total marks

Learning Objectives :	<ul style="list-style-type: none"> • To make the students aware of functional and operational use of language in media. • To introduce key concepts of communications. • To develop proficiency in writing clear, concise and coherent messages for personal and professional use.
Learning Outcomes :	<ul style="list-style-type: none"> • Learners will be able to identify and demonstrate communication constructs in their interactions with self and others • Learners will be able to effectively draft and deliver oral and written messages. • Learners will be able to effectively use verbal and non-verbal communication cues to enhance their communication abilities
Pedagogy:	<ul style="list-style-type: none"> • Lecture • Presentation • Classroom interaction • Roleplay • Peer Learning • Observational learning

Each lecture session would be of one hour duration (30 sessions).

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
I	Introduction to Communication – <ul style="list-style-type: none"> • The Concept of communication • Process of communication 	Lecture / AV presentations/ roleplays	15

	<ul style="list-style-type: none"> • Types of communication – verbal & nonverbal / oral & written / formal & informal / with reference to number of people in the communication • Barriers to Communication • Listening Skills • Presentation Skills, Interviews and Group Discussions • Types of oral communication in different media • Enhancing Language skills (With special reference to punctuation, sentence construction, subject verb agreement, prepositions, subordinators, coordinators) 		
II	<p>Writing and Editing</p> <ul style="list-style-type: none"> • Report Writing • Business letters - Application, complaints, resignation, consumer grievance, RTI, letter to the editor • Drafting Press Release • Resume building • Editing (Editing redundant words / phrases & replacing wrong words / spellings / grammar) • Identifying common errors – homophones and errors in English language 	Classroom activities / peer learning	15

REFERENCE BOOKS

1. Smith, J. A. (2018). *Effective Communication: Strategies for Success* (2nd ed.). Pearson.
2. Hargie, O., Dickson, D., & Tourish, D. (2004). *Communication skills for effective management*.
3. Hanh, T. N. (2013). *The art of communicating*. Random House.
4. Kahlon, M. (2013). Art of speaking-An Impression of man: Analysing the need for communication and soft skills. *Pertanika Journal of Social Sciences & Humanities*, 21(2).
5. Garner, B. A. (2013). *HBR guide to better business writing (HBR Guide Series)*. Harvard Business Review Press.
6. McKay, M., Davis, M., & Fanning, P. (2009). *Messages: The communication skills book*. New Harbinger Publications.
7. Roman, K., & Raphaelson, J. (2010). *Writing that works: How to communicate effectively in business*. Harper Collins.
8. Andersen, P. A. (1999). *Nonverbal communication: Forms and functions* (2nd ed.). Mayfield Publishing Company.
9. Davis, P. Q. (Ed.). (2017). *Advanced Communication Techniques* (4th ed.). Oxford University Press.
10. Roeh, I. (2017). *Digital communication: Strategic and operational communication in the digital age*. Palgrave Macmillan.

Internal Continuous Assessment (ICA) Pattern

Sr No.	Examination Method	Marks
1	Project / Assignment	10
2	Viva / Presentation	5
3	Class Participation	5
	TOTAL	20

Term end Examinations (TEE) Question Paper Pattern

Question No.	Description	Total Marks
1	Concept Based / Case Study	6
2	A. Full Length Theory Question OR	12
	B. Full Length Theory Question	
3	Short Notes (3 out of 4)	12
	TOTAL	30