

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



Syllabus of Advanced 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 : II		
Course : Advanced Communication Academic Year: 2024-2025 Batch: 2024-2027			Code: UGBAMMCIIAEC24		
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 analyse how digital communication has reshaped interpersonal communication and organizational communication To draft clear and concise messages after understanding the communication goals and the target audiences To outline the key concepts related to digital communication, including social media, mobile communication and digital communication
Learning Outcomes :	<ul style="list-style-type: none"> Learners will realize the concepts and relevance of digital communication in the context of digital age Learners will be able to define their own thoughts effective usage of language Learners will demonstrate proficiency in drafting objective oriented written correspondence
Pedagogy:	<ul style="list-style-type: none"> Lecture Presentation Classroom interaction Roleplays Peer Learning Group discussions / Debate

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

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
I	Communication in Digital Age: <ul style="list-style-type: none"> Introduction Influence of digital media on interpersonal communication Concept of digital workspace, Communication in digital workspace and Communication Ethics Reading and comprehension Skills Thinking skills and mind mapping 	Lecture, AV presentations	15

II	Writing Skills: <ul style="list-style-type: none"> • Paraphrasing • Summarization, Precis writing, Synopsis and Abstract • Technical Writing & Interpretation of infographics • Translation Skills • Drafting notice, agenda, emails, Circular, Minutes of the Meetings, Resolutions 	Lecture / 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 B. Full Length Theory Question	12
3	Short Notes (3 out of 4)	12
TOTAL		30