

Bachelors in Journalism & Mass Communication (BJMC Hons)

Generic Elective Course (Option-A)

(BJMC-GE-1101-A)

Credits: 6

Semester I

COMMUNICATION SKILLS

Objective: To introduce students to basic communication skills.

UNIT I

- Listening and its importance; Listening vs Hearing
- Components of Listening: Hearing, Attending, Understanding
- Barriers to proper listening; Tips for effective listening

UNIT II

- Importance of Reading, Effective Reading
- Types of Reading- skimming, scanning, reading for information, pleasure
- Techniques of Reading- SQ3R Reading Strategy

UNIT III

- Various forms of Writing- Essays, Short Stories, Poetry
- Kinds of Sentences, Parts of Sentence, Parts of Speech
- Report writing, Letter/email Writing, Cover Letter, Resume writing

UNIT IV

- Public speaking process and types
- Factors that affect public speaking, Knowing Your Audience
- Body Language, Voice Modulation
- Presentation Plan, Visual Aids

Practical work based on relevant theory topics

Suggested readings

1. *Basic Communication Skills* by P KiranmaiDutt and GeethaRajeevan
2. *'Messages: The Communication Skills Book'* by Matthew McKay et al
3. *Interplay: The Process of Interpersonal Communication* by Ronald Adler et al