

**LN 104**

# **Essential Professional Communication**

w.e.f Session 2015-2016

## **UNIT I: Professional Communication**

Professional Communication: Its meaning & importance, Essentials of Effective Communication, Barriers to Effective Communication, The Cross Cultural Dimensions of Professional Communication

## **UNIT II: Language through Literature**

### **A. Essays**

“The Effect of the Scientific Temper on Man” by Bertrand Russell

“The Aims of Science and Humanities” by Moody E. Prior

### **B. Short Stories**

“The Meeting Pool” by Ruskin Bond

“The Portrait of a Lady” by Khushwant Singh

## **UNIT III: Basic Vocabulary**

Euphemism , One-word Substitution, Synonyms, Antonyms, Homophones, Idioms and Phrases, Common mistakes, Confusable words and expressions, Portmanteau words, Foreign words and expressions.

## **UNIT IV: Basic Grammar**

Articles, Prepositions, Tenses, Concord (Subject-Verb agreement), Modal Auxiliaries, Verbs: its Kind & Uses, Degrees of Comparison, Punctuation.

## **UNIT V: Basic Composition**

Report writing: What is a report? Kinds and objectives of reports, writing reports.

Business Letter writing: Introduction to business letters, types of business letters, Layout of business letters, Letter of Enquiry / Complaint

Proposal writing