



Department of Languages
Integral University, Lucknow

Effective from Session: 2023-2024							
Course Code	LN115	Title of the Course	Effective Communication and Media Studies in English	L	T	P	C
Year	2023-24	Semester	Even	3	1	0	4
Pre-Requisite	10+2	Co-requisite	UG				
Course Objectives	<p>The students will be able to:</p> <ul style="list-style-type: none"> • Developing the art of communication and learning basic skills of conversation. • Knowledge of Professional and Media Skill Development, Career enhancement tips and goal oriented learning. • Basic concept of Phonetics, Voice and Accent. • Students will learn academic learning and descriptive writing. 						

Course Outcomes	
CO1	Students will be able to develop Formal and Informal Spoken skills, learn career development skills and learn to have clear idea of goal setting.
CO2	Students will learn about the importance and usage of mass media and ways to develop their media skills.
CO3	Academic Writing will help students to format and structure the content they create which will help them to be professional writers and bloggers.
CO4	The unit will help students to learn and develop better conversation skills in formal and informal setup. They will learn the proper usage and pronunciation in various accent enabling them to converse in competitive environment.
CO5	The unit enables students to put all the theoretical knowledge to practice, assuring complete learning and implementation.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Communication in Practice	Do's and Don'ts of Formal and Informal Communication Tips on Career Management- Setting Clear Goals, Skill Development, Network Building and Professional Relationship Etiquette, Knowing Aptitude and Values. Classroom Practice- JAM (Just A Minute)	8hrs	CO1

		Extempore, Rebuttal, Forum, Role Play.		
2	Mass Communication and Journalism	<p>Introduction to Mass Communication.</p> <p>Types of Mass Communication/ Mass Media</p> <p>Impact of Globalization on Mass Media</p> <p>Socio Political Impact of Digital Media</p> <p>Advertisement- Ethical and Unethical Advertisement, Jingles, Tag Lines, Punch Lines, Media Writing</p>		CO2
3	Fundamentals of Academic Writing	<p>The four main types of academic writing- Descriptive, Analytical, Persuasive and Critical.</p> <p>Writing Book Review,</p> <p>Introduction to Descriptive Writing</p> <p>Techniques and Features of Descriptive Writing - Character, Place and Travel Description, Event, Movie and Food description.</p>	8hrs	CO3
4	Conversation Skills	<p>Phonetics- Learning Speech Mechanism (Voice and Accent)</p> <ul style="list-style-type: none"> • Introduction- Self and Other-Guest Speaker / Colleague • Polite Conversational Etiquette • Varieties of English Language; their difference in terms of Pronunciation, Vocabulary and Spelling: <ul style="list-style-type: none"> - British -American 	8hrs	CO4
5	Academic Project	<ul style="list-style-type: none"> • Creating News Bytes • Writing News Report • Creating Jingles and Tag Lines for Famous Brands. • Writing Editorial on a Topical Subject • Writing Film Reviews • Travelogue 	8hrs	CO5

Reference Books:

1. Kumar, Sanjay and Pushp Lata. *Communication Skills*. Oxford University Press, Oxford 2011.

2. Raman, Meenakshi, and Sangeeta Sharma. *Technical Communication: Principals and Practice*. Second Edition, Oxford University Press, 2012.
3. Raina, Roshan Lal, Iftikhar Alam, and Faizia Siddiqui. *Professional Communication*. Himalaya Publication House 2012.
4. Agarwal, Malti. *Professional Communication*. Krishna's Educational Publishers. 2016.
5. Carnegie, Dale. *How to Win Friends and Influence People in the Digital Age*. Simon and Schuster. 2012.
6. Covey, Stephen R. *The Seven Habits of Highly Successful People*. Free Press. 1989.
7. Verma, KC. *The Art of Communication*. Kalpaz. 2013.
8. Alred, G. J., Brusaw, C. T., & Oliu, W. E. (2011). *Handbook of Technical Writing, Tenth Edition (10th ed.)*. St. Martin's Press
9. Sherman, Barbara.(2014). *Skimming and Scanning Techniques*. Liberty University Press.
10. Barker, Alan. (2011). *Improve Your Communication Skills*. Kogan Page Pub. [later edited version to be added if any]
11. Seely, John. (1998). *The Oxford Guide to Effective Writing and Speaking*. Oxford UP.

e-Learning Source:

1. <http://www.uptunotes.com/notes-professional-communication-unit-i-nas-104...>

2. <https://www.docsity.com/en/subjects/professional-communication/>

<https://lecturenotes.in/download/note/22690-note-for-communication-skills-for-profession...>

3. https://www.files.ethz.ch/isn/125396/1154_trystnehr.pdf

4. <https://kr.usembassy.gov/martin-luther-king-jr-dream-speech-1963/#:~:text=I%20have%20a%20dream%20that,skin%20but%20by%20their%20character.>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO4	PSO5
	CO1	3	1	1	2	2	1	2	3	3	1	2	2	3	2	2
CO2	3	3	2	2	2	2	2	1	2	2	2	3	2	2	3	3
CO3	3	2	2	3	2	3	3	2	2	3	2	3	2	3	3	3
CO4	2	3	1	2	3	1	2	2	3	3	3	3	3	3	2	2
CO5	3	2	2	1	2	3	3	3	2	3	2	2	3	2	2	3

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator

	Sign & Seal of HoD
--	-------------------------------