

Theory and Practice of Advanced Communication

Course Code: LN 202
Credits Assigned: 3
Total No. of Hours: 32

(w.e.f. Session 2015-2016)

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Unit I: Reading & Listening Comprehension (7 hours)

Ways to improve the Speed & Efficiency of Reading ,Importance of Skim Reading, Listening Skills & Features of Effective Listening, Benefits of Effective Listening

Unit II: Writing Skills (7 hours)

C V & Resume writing, Job Application letter/Covering letter,
Precis: Principles of Condensation
Paragraph writing , Development of Paragraph

UNIT III: Group Discussion and Interview Skills (7 hours)

Group Discussion: Meaning &Significance, How to prepare & practice for GD,
Common Pitfalls in a GD
Interview: Definition, Skills & Techniques, Preparation, Negative Interview
Factors & Interview Tips

Unit IV: Presentation Skills (7 hours)

Presentation Strategies: Purpose, Audience and Locale, Organizing Contents,
Audio-Visual Aids, Nuances of Delivery, Body Language, Voice Dynamics.

Unit V: Project Work (4 hours)

At the commencement of the semester, the student would be assigned a topic by the Teacher/Instructor. They will research it & submit a duly documented report of about 20-25 pages by the end of the semester.

Books Recommended:

1. Raman, Meenakshi & Sharma, Sangeeta. *Technical Communication: Principles and Practice*, Oxford University Press-2013
2. Konar, Nira. *Communication Skills For Professionals*, PHI Learning Pvt. Ltd -2011
3. Board of Editors. *Written and Spoken Communication in English*, University Press-2007
4. Lata , Pushp & Kumar, Sanjay .*Communicate or Collapse :A Handbook of Effective Public Speaking , Group Discussions and Interviews*, PHI Learning Pvt. Ltd -2011
5. Duck, Steve & McMahan, David T. *The Basics of Communication : A Relational Perspective*, Sage Publication-2012
6. Laws, Anne- *Presentations*, Orient Black Swan-2011
7. O'Connor, J. D. *Better English Pronunciation*, Universal Books Stall-1991
8. Anderson, Marilyn, Nayar, Pramod K. & Sen, Madhuchhanda .*Critical Thinking, Academic Writing and Presentation Skills*, Pearson-2009