

Oral And Written Communication Skill

UNIT - I

Introduction to Communication: Meaning and process of communication. Scope of communication Channels of communication (04). Models of communication – SMCR Model, Shannon-Weaver Model Barriers to communication, Verbal communication, 7 C's of communication, Meta Communication (06).

Lectures: 10

UNIT - II

English Grammar and Written Communication: English Grammar – Tense/Article, Preposition, Modals, Transformation of sentences. Written communication – principles, merits & demerits. Business letters – Structure/Parts of a letter, essentials of effective business letters (06). Sales letters – qualities, using effective sales statements, Types of letters – sales, complaints and adjustments, placing orders (06).

Lectures: 12

UNIT - III

Oral Communication: Oral communication – advantages and disadvantages. Interviews – meaning and purpose, Types of interview. Guidelines for interviewer and interviewee (06). Important non-verbal aspects in an interview - Proxemics, Paralanguage. Styles of interviewing, Cover letter, Job application, Resume-writing (06).

Lectures: 12

UNIT - IV

Reading and Listening: Reading – Meaning and importance in communication, Listening – meaning, nature and importance, Barriers to listening (05). Kinesics – Role of body language in communication Group discussion – methodology, guidelines, role and functions, Practice role playing and group discussions (06).

Lectures: 11