

IDC- BA120
COMMUNICATION SKILLS

Max. Marks: 100
Pass Marks: 35
Time Allowed: 3hrs
SECTION A

Theory: 50 Marks
Viva: 20 marks
Internal: 30 marks

INSTRUCTIONS FOR THE PAPER SETTER

The question paper will consist of 2 sections A and B. Section A will have 8 questions from the entire syllabus. Candidates are required to attempt 4 questions. Each question will carry 10 marks. Section B will be compulsory with 5 short answer type questions of 2 marks each.

Course Objectives

- Understand the basics of communication: Gain Knowledge about the fundamentals, concepts, and types of communication.
- Enhance verbal and non-verbal skills: improve speaking, listening, and body language skills for effective communication.
- Develop written communication
- Strengthen Soft Skills

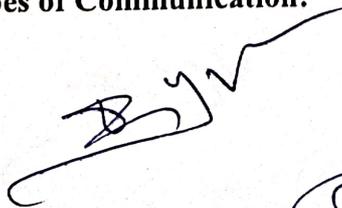
Outcomes

- Effective verbal, non-verbal communication including oral and written.
- Professional Interactions: exhibit proper professional etiquette and conducts in various settings.
- Enhancing Soft Skills in Leadership
- Technological Proficiency: utilize modern communication tools and maintain a professional online presence.

Communication skills:-

- Introduction
- Definition
- Nature and Scope of Communication
- Importance and Purpose of Communication
- Process of Communication
- Elements of Communication

Types of Communication:



- Verbal and Non-Verbal communication
- Need for effective communication
- 7Cs of communication
- Barriers to communication and how to overcome them

Listening skills

- The role of active listening in the effective communication
- Techniques for active listening
- Understanding empathy and its importance
- Developing empathy skills through exercises and role-play

Essential Soft Skills

- Group Discussion
- Presentation Skills
- Decision Making
- Team Work
- Innovation
- Creative Thinking
- Time Management
- Public Speaking and Presentation Skills

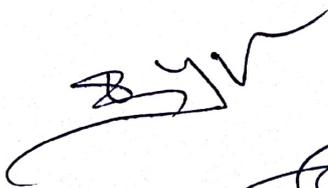
SECTION B

Writing Skills:-

- Basics of Writing
- Paragraph Writing
- Precise Writing
- Writing effective emails and documents
- Memos
- Advertisements
- Paraphrasing and Summarizing
- Note making

Letter Writing

- Informal and Formal Letter
- Essential and Occasional parts of a Letter
- Characteristics and Layout






Report Writing

- Format and Structure
- Kinds of Reports (Long and short Reports)
- Technical Reports

Reading Skills

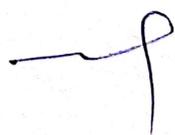
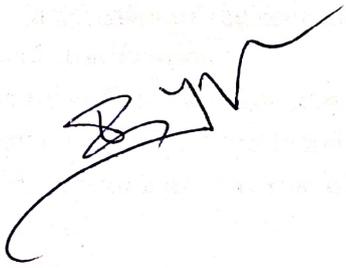
- Skimming and Scanning
- Intensive and Extensive Reading
- The SQ3R methods
- Audio-Visual Aids
- Proof reading

Cultural Diversity and Communication

- Cultural differences in Communication Style
- Stereotypes and Biases
- Cross-cultural communication strategies
- Building cultural competence

Suggested Readings

- *How to Win Friends and Influence People* by Dale Carnegie
- *Crucial Conversations: Tools for Talking when Stakes are High* by Karry Patterson, et. al.
- *Nonviolent Communication: A Language of Life* by Marshall B. Rosenberg
- *Emotional Intelligence 2.0* by Travis Bradberry and Jean Greaves
- *The Art of Public Speaking* by Stephen E. Lucas



IDC- BA220
MEDIA CULTURE AND SOCIETY

Max. Marks: 100
Pass Marks: 35
Time Allowed: 3hrs

Theory: 50 Marks
Viva: 20 marks
Internal: 30 marks

INSTRUCTIONS FOR THE PAPER SETTER

The question paper will consist of 2 sections A and B. Section A will have 8 questions from the entire syllabus. Candidates are required to attempt 4 questions. Each question will carry 10 marks. Section B will be compulsory with 5 short answer type questions of 2 marks each.

Course Objectives

1. To explore the role of communication in shaping culture and society.
2. To understand the interplay between Media, culture and society.
3. To study the role of Media and understanding Media representations.
4. To understand the ways in which communication technology facilitates social and cultural formations.

Course outcomes

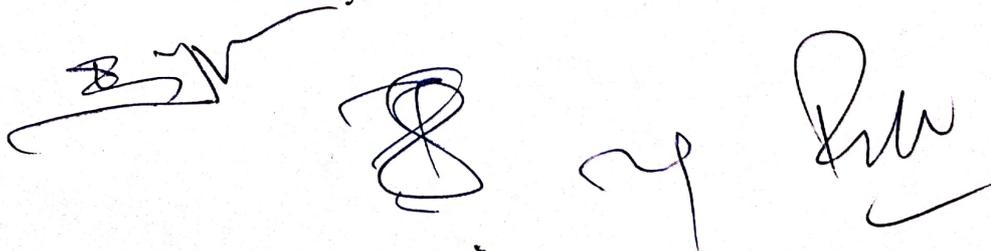
- Understanding the role of media in our times.
- Examining interaction of media, culture and society.
- Understanding the sociological perspective of media and communication.
- Role of communication technology in the context of media globalization.

SECTION A

- Defining Media, culture and society.
- Relationship between media and culture.
- Characteristics of society: social institutions, socialization, social interactions, social change, social stratification.
- The role of media in shaping cultural identities.
- Social media and participatory culture.
- Public opinion and the role of media.

SECTION B

- Media framing and agenda setting.
- Media and globalization.
- Media ethics and responsibilities.
- Media literacy, need, and importance.
- Effects of Media on society.



- Media globalization and its effects: media and intercultural communications.

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