

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE	
Board of Studies in Mass Media	
UG First Year Programme -	
Semester	1
Title of Paper	Credits 2
Effective Communication & Language	(2 Credits)
From the Academic Year	2024-25

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Introduction, relevance, Usefulness, Application, interest, connection with other courses, demand in the industry, job prospects etc.
2	Vertical :	Open Elective
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	30 Marks

	Subject Name:- Effective Communication
7	Course Objectives: The Effective Communication course aims to equip participants with comprehensive communication skills, focusing on reading, writing, oral communication, and non-verbal communication across Marathi, Hindi, and English languages. The course further delves into advanced verbal and non-verbal communication techniques, psychology of communication, personality development, and professional etiquette, aiming to enhance participants' overall communication proficiency in various contexts.
8	Course Outcomes: Upon completion of the course, participants will: Demonstrate proficiency in reading and writing skills in Marathi, Hindi, and English. Effectively edit and summarize texts in all three languages. Develop enhanced oral communication skills, including improved pronunciation, fluency, and public speaking abilities. Utilize advanced verbal communication techniques to express ideas clearly with an understanding of pitch, tone, and language use. Demonstrate proficiency in non-verbal communication, including proxemics, kinesics, and paralanguage. Understand and use body language effectively, including posture awareness and practical exercises for enhanced communication. Recognize and interpret gestures, facial expressions, and eye contact, applying these insights to real-world communication scenarios. Develop advanced verbal communication and voice training skills, including speech clarity, grammar, speed, volume, pronunciation, and modulation. Manage stress effectively and maintain a positive mindset through stress management techniques. Identify and leverage personal strengths and limitations for improved communication. Demonstrate knowledge of social etiquette and professionalism, including table manners, utensil

	usage, and appropriate accessory selection for different occasions.
9	Module I: Fundamentals of Communication
	Developing Reading & Writing Skills • Proficiency in Marathi, Hindi, and English • Exercises and techniques for enhancing language skills Editing & Summarizing • Techniques for concise writing in Marathi, Hindi, and English • Practical exercises for summarizing texts Oral Communication • Development of spoken skills across Marathi, Hindi, and English • Pronunciation, fluency, and public speaking exercises
	Module II: Enhanced Communication Skills Development
	Enhancing Verbal Communication Skills • Techniques to improve verbal expression and clarity • Understanding Pitch and Tone • Language use for effective interpersonal communication Non-Verbal Communication Skills • Understanding Proxemics, Kinesics and Paralanguage • Understanding and using body language effectively • Reading body language signals and interpreting meanings Posture and Body Language • The importance of posture in communication • Practical exercises for body language awareness
	Module III: Psychology of Communication
	• Gestures, facial expressions, and eye contact • Handshakes, sitting posture, and maintaining comfortable distances • Mirroring and Dressing Sense • The concept of mirroring in communication • Dress codes: corporate, formal, semi-formal, and casual • Personality Types and Communication Styles • Identifying and interacting with auditory, visual, and kinaesthetic communicators • Understanding the impact of eye movement and facial expressions
	Module IV: Personality Development
	• Advanced Verbal Communication and Voice Training • Enhancing speech clarity, grammar, speed, volume, and pronunciation • Utilizing humor, pauses, and modulation in speech • Stress Management and Psychological Well-being- Techniques for managing stress and maintaining a positive mind-set • Understanding and leveraging personal strengths and limitations • Social Etiquette and Professionalism • Etiquettes of table manners and correct usage of utensils • Selecting appropriate accessories for different occasions
10	Text Books: 1. Crucial Conversations: Tools for Talking When Stakes are High , by Kerry Patterson. 2. Presenting to Win: The Art of Telling Your Story, by Jerry Weissman.

11	Reference Books: 1. Crucial Conversations: Tools for Talking When Stakes are High , by Kerry Patterson. 2. Presenting to Win: The Art of Telling Your Story, by Jerry Weissman. 3. Verbal Judo: The Gentle Art of Persuasion, by George J. Thompson. 4. Write to the Top: Writing for Corporate Success, by Deborah Dumaine		
12	Internal Continuous Assessment: 40% - Individual Passing in Internal examination External Evaluation : 60 % - Individual Passing in External Examination		
13	Continuous Evaluation through:	Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	
14	Format of Question Paper: for the final examination Question.1 is compulsory. Attempt any 1 from Q2. And Q3. Each question carries 15 Marks		
	Question No	Questions	Marks
	Q 1	Practical/ Case study	15
	Q 2	Practical/ Theory	15
	Q 3	Practical/ Theory	15
		TOTAL	30
	Note: 1. Equal Weightage is to be given to all the modules. 2. Internal option shall be given in Q1. 3. 15 marks question may subdivide into 7.5 marks each. Internal option shall be given, i.e attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two. 4. Use of simple calculator is allowed in the examination. 5. Wherever possible more importance is to be given to the practical problems.		

Sign of the BOS Chairman
Dr. Navita Kulkarni
BoS in Mass Media

Sign of the
Offg. Associate Dean
Prof. Suchitra Naik
Humanities

Sign of the Offg. Dean
Dr. Anil Singh
Humanities