

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE	
Board of Studies in Mass Media	
UG First Year Programme	
Semester I	
Title of Paper	Credits 2
Effective Communication – I	2
From the Academic Year	2024-2025

EFFECTIVE COMMUNICATION – I

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Effective Communication is a fundamental course designed to enhance the communication proficiency of the learners
2	Vertical :	Open Elective
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: (List some of the course objectives) 1. To make the students aware of functional and operational use of language in media. 2. To equip or enhance students with structural and analytical reading, writing, and thinking skills. 3. To introduce key concepts of communications	

8	Course Outcomes: (List some of the course outcomes) 1. Learners will be able to understand the basic processes involved in effective communication, including encoding, transmitting, and decoding messages. 2. Learners will be able to develop and deliver clear and organized oral presentations. 3. Learners will be able to engage in effective one-on-one and small group communication, showing empathy and clarity. 4. Learners will be able to write clear, concise, and well-organized texts tailored to specific audiences and purposes.
9	Modules:- Per credit One module can be created
	Module 1: Introduction to Communication
	1. The concept of communication: Communication, its concepts, process Importance of Communication in Media; Differences between Technical and General Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication. 2. Types of Communication: Types of Communication; Verbal Communication-Importance of verbal communication- Advantages of verbal communication- Advantages of written communication; Significance of Non-verbal Communication. 3. Oral communication and media: Anchoring, voice modulation, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates, and group discussion 4. Listening Skills: Listening Process; Classification of Listening; Purpose of Listening; Common Barriers to the Listening Process; Measures to Improve Listening; Listening as an Important Skill in Work Place.
	Module 2: Reading -English, Hindi OR Marathi
	1. Types of Reading: Types of reading -skimming and scanning Reading -examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi OR Marathi. Recognizing aspects of language particularly in media. Importance of spelling 2. Various aspects of language: Recognizing various aspects of language particularly related to media , Vocabulary 100 media words 3. Grammar & Usage: Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms , Phrases, proper usage of homophones, homonyms etc. (Kindly provide practice session- Test , Quiz etc)
	Module 3: Thinking and Presentation
	1. Thinking: Types of thinking (rational, logical, critical, lateral etc.) Errors in thinking, Partialism, Time scale, Egocentricity 2. Presentation: Presentation, its importance, Steps in Making a Presentation; Delivering a Presentation

	Module 4: Translation	
	1. Introduction to Translation: Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation. Interpretation: Meaning, Difference between interpretation and translation	
10	Text Books: 1. Word Power Made Easy by Norman Lewis 2. Six Hats of thinking by Edward de Bono Communication Skills by Sanjay Kumar 3. Wren and martin for English Grammar	
11	Reference Books: 1. Roman, K., & Raphaelson, J. (2010). Writing that works: How to communicate effectively in business. Harper Collins. 2. Andersen, P. A. (1999). Nonverbal communication: Forms and functions (2nd ed.). Mayfield Publishing Company. 3. Davis, P. Q. (Ed.). (2017). Advanced Communication Techniques (4th ed.). Oxford University Press.	
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	1. Project/Assignment 2. Debate & Group discussion 3. Presentation 4. Skit /Play in any 2 languages 5. Translation of any famous short story or folk or fable

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