

As Per NEP 2020

University of Mumbai



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

EFFECTIVE COMMUNICATION – II

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: WRITING
	1. Report Writing: Report Writing (English, Hindi or Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report) 2. Organizational Writing: Organizational writing : (English, Hindi or Marathi) Internal communication , E- mails - Email E-mail Etiquette; Overcoming Problems in E-mail Communication, Stake holder communication Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular; Notices- Purpose- Format- Important points to remember while writing a notice, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act, Press Release, Letter to the Editor. 3. Writing for Publicity materials: Writing for Publicity materials (English, Hindi or Marathi) Headline, sub- headline, Body copy, Slogan, Jingle, Radio spot
	Module 2: EDITING
	1. Editing: (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Restructuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words. 2. Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, news paper editing and magazine editing
	Module 3: PARAPHRASING AND SUMMARIZING
	1. Paraphrasing: Meaning, how to use paraphrase in communication, Paraphrase in plagiarism, Translation 2. Summarization: Summarizing content, the points and sub- points and the logical connection between the points
	Module 4: INTERPRETATION OF TECHNICAL DATA
	1. Read graphs, maps, charts, Write content based on the data provided

10	Text Books: 1. Business Communication - Rhoda A. Doctor and Aspi H. Doctor 2. Communication Skills in English – Aspi Doctor 3. Teaching Thinking - Edward De Bono De Bono's																
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. Publish letters to the editor 3. Reporting of College events															
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 <table border="1" data-bbox="241 1087 1440 1362"> <thead> <tr> <th>Question No</th><th>Questions</th><th>Marks</th></tr> </thead> <tbody> <tr> <td>Q 1</td><td>Practical/ Case study</td><td>15</td></tr> <tr> <td>Q 2</td><td>Practical/ Theory</td><td>15</td></tr> <tr> <td>Q 3</td><td>Practical/ Theory</td><td>15</td></tr> <tr> <td></td><td>TOTAL</td><td>30</td></tr> </tbody> </table> 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.		Question No	Questions	Marks	Q 1	Practical/ Case study	15	Q 2	Practical/ Theory	15	Q 3	Practical/ Theory	15		TOTAL	30
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Sign of the BOS Chairman
Dr. Navita Kulkarni
BoS in Mass Media

Sign of the
Offg. Associate Dean
Prof. Mala Lalwani
Humanities

Sign of the Offg. Dean
Dr. Anil Singh
Humanities