

Department of Liberal Education
Era University, Lucknow
Course Outline
Effective From: 2023-24

Name of the Program	B.A. / B.Sc. (LIBERAL EDUCATION)			Year/ Semester:	1st / 2nd
Course Name	English Communication	Course Code:	EC101	Type:	Theory
Credits	02			Total Sessions Hours:	30 Hours
Evaluation Spread	Internal Continuous Assessment:	100		End-Term Exam:	NA
Type of Course	<input type="radio"/> Compulsory	<input type="radio"/> Core	<input type="radio"/> Creative	<input checked="" type="radio"/> Life Skill	
Course Objectives	<ul style="list-style-type: none"> ● To understand the importance of Communication skills, in a world rife with conflict, competition and discord ● To understand basic concepts and strategies to analyze global opportunities and local problems and issues ● To know the methodology and tools used for better communication. ● To develop an interdisciplinary understanding. ● To learn about the role of communication in overall sustainable development. 				
Course Outcomes(CO): <i>After the successful course completion, learners will develop following attributes:</i>					
Course Outcomes (CO)	Attributes				
CO1	1. Have a critical understanding of using communication skills in different situations				
CO2	2. Understand the dynamic nature of the subject and its dimensions				
CO3	3. Learn about global contemporary issues with a focus on the Indian scenario				
CO4	4. Develop basic life skills and soft skills				
Pedagogy	Interactive, discussion-based, student-eccentric, activity-based, presentation & digital learning				
Internal Evaluation Mode	1. Participation in class discussion - 15 2. Assignments - 50 3. Seminar/ Conference/Symposium - 20 4. Quiz - 10 5. Attendance - 05				
Session Details	Topic			Hours	Mapped CO
Unit 1	Introduction & Concepts in Communication <ul style="list-style-type: none"> ● ‘What’, ‘Why’ and ‘How’ (Concept, meaning & definition) ● Process & types of communication ● Strategies & techniques ● Barriers to communication ● Vocabulary building Activity: 1] Quote live examples from your day-to-day life reflecting the			6	CO2

	importance of communication and the role of language. 2] Prepare a list of new words/advanced words used and share it with your classmates.		
Unit 2	<p>Understanding Language Analysis and Verbal & Non-verbal Clues in Media Communication</p> <ul style="list-style-type: none"> ● Introduction to Language Analysis: Define its relevance in media studies and set objectives. ● Verbal Clues in Print Media: Explore language usage, bias, and persuasion in print journalism. ● Nonverbal Communication in Radio: Examine tone, pitch, and pace in spoken word content on radio. ● Language and Visuals in TV News: Analyze integration of verbal and nonverbal cues in television journalism. ● Persuasive Language in Advertising: Investigate linguistic devices and nonverbal cues in advertising. ● Ethical Considerations and Conclusion: Address ethical issues and summarize key takeaways for media analysis. <p>Activity:</p> <ul style="list-style-type: none"> ● Role play (Situational based learning) ● Kahoot game quiz 	6	CO1, CO2
Unit 3	<p>Written Communication</p> <ul style="list-style-type: none"> ● Formal & Informal (Letters/emails/notice etc): format, tone, purpose, structure and content. ● Application documents: crafting resumes & CVs, cover letters, SOP for academic and professional application, tailoring application for specific job or academic requirement. ● Reports & types: structuring with clear heading, sections and visuals, incorporating research findings, analysis and conclusions. ● Agenda & MOMs: drafting concise agendas outlining meeting objectives and topics, taking accurate minutes, formatting for clarity and accuracy. ● Official documentations: understanding and filling, identifying key components (forms & applications), following guidelines, understanding legal complications and consequences of official document completion. ● Drafting standards, Terms & Conditions, Contracts and Agreements: purpose and importance, drafting contracts & agreements with clear terms and clauses, ensuring legal compliance and accuracy in written agreement. <p>Activity:</p> <p>1] Online practice exercise/tests (Parts of speech) 2] Identification of Figure of speech (different content) 3] Writing practice</p>	9	CO2, CO3
Unit 4	<p>Mastering Communication and Presentation Skills</p> <ul style="list-style-type: none"> ● Verbal and Nonverbal Communication: Understanding 	9	CO3, CO4

	<p>and importance of verbal and nonverbal cues in communication, Exploring the impact of body language, tone, and facial expressions, Recognizing cultural differences in nonverbal communication.</p> <ul style="list-style-type: none"> • Effective Presentation Skills: Techniques for structuring engaging presentations, tips for confident delivery and overcoming public speaking anxiety, utilizing visual aids and storytelling to enhance presentations. • In-Person and Online Presentation Skills: Adapting presentation skills for in-person and virtual environments, familiarization with online platforms for remote presentations, strategies for maintaining audience engagement in virtual settings. • Participating in Seminars and Discussions: Understanding appropriate etiquette for asking questions and sharing views, active listening skills and fostering constructive dialogue, navigating group dynamics and managing conflicts diplomatically. • Interpersonal Communication in Various Settings: effective communication in interviews and telephonic conversations, utilizing nonverbal cues to convey confidence and professionalism, addressing communication challenges in diverse contexts. • Online Meeting Platforms and Etiquette: navigating features of online meeting platforms for effective communication, ensuring professionalism in virtual meetings through proper attire and behavior, managing technical issues and optimizing virtual meeting experiences. <p>Activity: 1] Guest lecture of placement cell In charge 2] Organizing Mock Interviews with the help of placement cell</p>		
	Total Hours	30	

CO-PO and PSO Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	3	3	3	2	2	2	3	3	2	1	1	2
CO2	2	2	3	3	3	3	2	1	2	2	2	3	2	1
CO3	2	2	2	1	1	2	3	2	2	2	3	2	3	2
CO4	2	3	3	3	2	2	2	3	3	2	3	2	1	3
<i>Strongcontribution-3,Averagecontribution-2, Lowcontribution-1,</i>														
Suggested Readings:														
Text- Books	<p>Note-All reading material will be provided by the faculty member well in time.</p> <ul style="list-style-type: none"> • Communication Skills in English - AnjanaTiwari (Aligned with outcome based education NEP 2020) • English Language Skills for Communication- Mohan Das &Gopa Kumar • Communication Skills for Professionals and Students- Dr. Amitabh Kishore 													

	Dwivedi
Reference Books	<ul style="list-style-type: none"> • Communication Beginnings- Della Jean Abrahams [Pdf available] • Advance skills for communication in English – [Pdf available] • English Grammar & Composition Wren & Martin • English Grammar in Use – Raymond Murphy • Oxford English Grammar [Pdf available]
Para Text	<p>Suggested Articles/ Movies/Short Film/ Videos</p> <ul style="list-style-type: none"> • https://wordpandit.com/practice-reading-english/ • https://youtu.be/ksYCNuctkmQ • https://www.youtube.com/watch?v=V1mhdFpsYFA • https://redfoxeducation.com/blogs/learning-vs-studying-your-path-to-fluent-english • https://theconversation.com/global/topics/english-language-6781 • https://www.pearson.com/languages/community/blogs/2022/04/novels-to-help-improve-your-english.html • https://in.indeed.com/career-advice/career-development/english-communication-skills • https://youtu.be/qFWsTsvJ8Xw • https://youtu.be/Cft7DXRklvM • https://youtu.be/gCfzeONu3Mo • https://youtu.be/D-YHC8b6Hjk

Recapitulation & Examination Pattern

Internal Assessment: 100

6. Participation in class discussion - 15
7. Assignments - 50
8. Seminar/ Conference/Symposium - 20
9. Quiz - 10
10. Attendance - 05

Internal Assessment (100)

1. Activity (20): Activity will be unit wise. (05 each)
2. Class Test (10): There will be class test of 10 marks. Question will be in form of descriptive type. This test will be conducted offline. If you miss a test, it cannot be make up.
3. Online Test/Objective Test (15): There will be online quiz of 15 marks. Questions will be in the form of MCQs, Fill in the blanks, and True and False. These quizzes will be conducted online. If you miss, it cannot be make up.
4. Assignments/Presentation (50): Presentation and Assignments will fulfill 50 of your internal course grade. The details will be discussed in class
5. Attendance (05): Marks of attendance will be as per students attendance.

Internal Continuous Assessment:

Component	Marks	Pattern
Mid Semester	NA	<u>NA</u>
Activity	20	Will be decided by subject teacher
Class Test	10	Contains 05 short answer questions . Each question carries 02 mark.
Online Test/ Objective Test	15	Contains 15 multiple choice questions . Each question carries 01 mark.
Assignment/ Presentation	50	Assignment to be made on topics and instruction given by subject

		teacher
Attendance	05	As per policy
Total Marks	100	

Course created by: Mr. SyedaSalehaJafri

Signature:



Approved by: Dr.Shefali Balsari - Shah

Signature:

