

## Art of Communication

Course Code: UECOD0008T

Course Title : Art of Communication

Semester : II

Credits : 2

**Rationale:** Today's leaders must convey their messages concisely, confidently, and memorably. How can one make every communication a dialogue? How can one advance one's goals and those of one's listeners? How does speaking from the best of oneself give confidence? How does one distil a message into one memorable sentence that captures listeners' attention, moves ideas forward, focuses the problem, and helps one achieve goals? To answer these questions, one must study Art of Communication. This course shall help the students to strengthen their public speaking and writing skills, and develop their authentic voices as professionals.

### **Course Outline**

Contents	No. of Lectures
<b>Unit I: Understanding Communication</b> Nature & scope of communication, definition and functions of communication, Principles of communication-7Cs: conciseness, courtesy, correctness, creativity, consideration, completeness, credibility, Communication networks: upward, downward, horizontal, diagonal/spiral, Communication barriers: organizational structure, lack of trust, difference in status, information overload, message complexity & competition, physical distractions.	10
<b>Unit II: Verbal &amp; Non-Verbal Communication</b> Characteristics and Types of oral (verbal) communication: formal & informal, Principles of oral communication: accuracy, preciseness, clarity, courtesy, Types of non-verbal communication- kinesics, facial expressions, posture, haptics, oculesics, proxemics, chronemics, Effective non-verbal communication	10
<b>Unit III: Listening</b> Types of listening: informative, attentive, relationship, appreciative, critical, discriminative, Effective listening, Barriers to effective listening: content, speaker, medium, distractions, mindset, language, listening speed, feedback, Role of listening in leadership roles	10
<b>Unit IV: Group Discussions and Interviews</b> General preparation for an interview, Strategies for Success in an interview: assess, track, update, re-assess, prepare, follow-up, Types of interviews: screening, selection, group, stress, walk-in, virtual, campus, panel, telephonic, behavioral interview, Functional and non-functional roles in group discussion, Improving group performance	10
<b>Unit V: Ethics in communication And Public Speaking</b> Values, ethics & communication- ethical perspectives, Ethical dilemmas: secrecy, whistle-blowing, leaks, rumours & gossips, lying, ambiguity.	10

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## Course Outcomes

Upon successful completion of this course, candidates will be able to learn

1. Art of public speaking in victory and crisis
2. Communicating from values, and working with social media and the news media.
3. Listen with greater empathy and understanding to what the other person is saying and feeling
4. Engage in empathic dialogue to achieve mutual understanding
5. Manage conflicts and disagreements calmly and successfully
6. Nurture your relationships on a consistent basis
7. Experience the power of expressing gratitude and appreciation

## Reference Books

1. Apps J. (2014) , The Art of Conversation: Change Your Life with Confident Communication
2. Apps J. (2019), The Art of Communication: How to be Authentic, Lead Others, and Create Strong Connections
3. Fine D. (2023) The Fine Art of Small Talk: How To Start a Conversation, Keep It Going, Build Networking Skills -- and Leave a Positive Impression, Hachette Go
4. Bento C. Leal (2017) 4 Essential Keys to Effective Communication in Love, Life, Work-- Anywhere! Including the "12-Day Communication Challenge!"

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