

Teaching Plans
Effective Communication (MCNM 105)

Credits: 04
Total Lecture Hours: 36
Practicals : 24 (40%)

	Day	Title of Topic	No. of Hours per Topic	Suggestive Readings
Week One	1	Introduction to Communication	1	Mass Communication in India by KJ Kumar
	2	Elements of Communication	1	Mastering Communication and culture: Readings in the codes of human interaction by Stanton N
	3	7cs of Communication	1	Do
	4	Forms of Communication	1	Mass Communication in India by KJ Kumar
	5	Panel Discussion (Practicals)	2	
Week two	1	Types of Communication	1	Mass Communication in India by KJ Kumar
	2	Barriers to Effective Communication (contd)	1	Do
	3	Barriers to Effective Communication	1	Do
	4	Desirable and undesirable communication	1	Do
	5	Debates (Practicals)	2	
Week three	1	Introduction to aesthetics	1	Public Speaking by Osborn, Michael and Suzanna Osborn
	2	Great speeches	1	The Art of Listening by McGregor, Graham and White, R.S
	3	How to speak well	2	Do
	4	Formal and Informal speaking	1	Do
	5	Group Presentations (Practicals)	2	
Week Four	1	How to read out poems	1	Mastering Communication and culture: Readings in the codes of human interaction by Stanton N
	2	How to deliver speeches	2	Do
	3	Impromptu and extempore speeches	1	Human Communication – The Basic Course by

				Devito A. Joseph
	4	Dos and Don'ts of anchoring	1	Human Communication – The Basic Course by Devito A. Joseph
	5	Individual Anchoring (Practicals)	2	
Week Five	1	Introduction to Discourse of Rhetoric	1	Mastering Communication and culture: Readings in the codes of human interaction by Stanton N
	2	Genres of literary writing	1	Do
	3	How to write good short stories	1	Do
	4	How to write good poems	1	Do
	5	Individual Writing Assignments (Practicals)	2	
Week Six	1	Non literary writing	1	Writing by George A. Hough.
	2	Reportage writing	1	Do
	3	How to write summary, notes and speeches	1	Do
	4	How to take minutes	1	Do
	5	Individual Writing Assignments (Practicals)	2	
Week Seven	1	Introduction to Quark Express	1	Fundamentals of Copy & Layout by Albert Book and Dennes Schiel.
	2	Introduction to Indesign	1	Do
	3	Introduction to Newspaper Design	1	Do
	4	Introduction to magazine design	1	Do
	5	Field Visits (Practicals)	2	
Week Eight	1	Introduction to photography	1	Making Media: Foundations of Sound and Image Production by Jan Roberts-Breslin
	2	Depth of Field	1	Do
	3	Components of camera	1	Do
	4	Light	1	
	5	Field Visits (Practicals)	2	
Week	1	Writing to Visuals	1	Writing for Broadcast Journalists by Rick

				Thompson
	2	Genres of Radio writing	2	Do
	3	Writing for Television	1	Do
	4	Basics of Screenplay writing	1	Do
	5	Debate (Practicals)	1	
Week Ten	1	Introduction to New Media	1	Writing for the Mass Media by Stovall, James Glen
	2	Analog and Digital	1	Do
	3	Text and Hypertext	1	Do
	4	Introduction to online writing	1	Do
	5	Group Writing Assignments (Practicals)	2	
Week Eleven	1	Basics of webpage design	1	Hand Book of New Media by Lievrouw and Livingston.
	2	Convergence	1	Do
	3	Webcasting, podcasting	1	Do
	4	Blogging	1	Do
	5	Group writing Assignments (Practicals)	2	
Week Twelve	1	Dos and Don'ts of writing on digital platform	2	Producing Online News: Stronger Skills, Stronger Stories by Ryan M. Thornburg
	2	Writing reports for website	1	Do
	3	Writing opinion pieces for website	1	Do
	4	Writing reviews for website	1	Do
	5	Individual Writing Assignments (Practicals)	2	Do