

SAINT CLARET COLLEGE, ZIRO
B. A. (MASS COMMUNICATION)
SYLLABUS AS PER RGU SEMESTRAL SCHEME
(Subjected to syllabus enrichment by SCCZ for Claretines)
Semester II
BMC-202: COMMUNICATIVE SKILLS

Total Marks: 100 (80- End Semester and 20- Sessional)

Objectives Having studied this paper, a student will be able to:

- a. Explain with examples the essentials & modes of communication*
- b. Develop and harness basic grammar skills to achieve linguistic competence and appropriate application in writing..*
- c. Understand in dept the analytical and Interpretative skills.*
- d. familiarize with basic styles of writing formats for different occasions.*
- e. Engage in productive communication with people from diverse background by using methods of translation.*

Unit- 0 Baseline Analysis: Course Objectives & Goal Setting, Understanding the essential modes of communication, Reading & Writing skills. Translation in Journalism.

Unit- I: Essentials & Modes of Communication

1. Is writing art or craft?
2. Literary-Expository-Informative Modes of Communication.
3. Uses of English in different Registers (vertical & horizontal registers; political, business, legal, sports, media, and technology registers).
4. Kinds of Media writing: writing to Inform, writing to describe, writing to persuade.
5. The ABCD of media writing: Accuracy; Brevity; Clarity; Discernment
6. Lingua Franca & Vernacular Language

Unit- II: Reading Skills

1. Reading for Comprehension
2. Analysis and Interpretation
3. Paragraph structuring and sequencing

Unit-III: Writing Skills

1. Writing Formats: Documenting, Report writing, Making notes, Letter writing, Essay writing, Precis writing
2. Use of Foreign 'Words' and 'Phrases'.
3. Rules of Editing

Unit-IV: Translation in Journalism

1. Concept, Definition, & Scope of Translation
2. Nature & Types of Translation
3. Norms & Guidelines of Translation; Kiss rule
4. The process of translation; How to maintain fidelity to the original
5. Practice of translation form Hindi to English & Vice-versa.

Unit-100 Advanced Skills: Journal/magazine article discussion, assignment; seminar

Presentation, E-resources.

Recommended Readings:

Hasan, S. (2010). *Mass Communication: Principles and Concepts*, Delhi: CBS Publications.

Keval J . Kumar, (1981). *Mass Communication in India*. Mumbai: Jaico Publishing House.

Raman, M. Sharma, S. (2015). *Technical Communication: Principles and Practice, Third Edition*. OUP India Publishing.

Chandler, D. & Munday, R. (2011). *Oxford: Dictionary of Media and Communication*, Oxford University Press.

Bansal, R. (2017). *English Communication*. SBPD Publications.

Carnegie, D. (2016). *The Art of Public Speaking*. JBC Press

Thomas, S. (1997). *Writing for the media*. New Delhi: Vision Books Pvt. Ltd.

Adair, J (2005). *The Effective Communicator*. Mumbai: Jaico Publishing House.

Khan, M. Q. (2006-2007). *Communication & Applied English Skills*, Daryaganj, Delhi: Ocean Publishers.

Khan, M. Q. (2003). *Basic Language Skills & Remedial Grammar*. Jamia Nagar, New Delhi: Aspiration. Publishers.

Sheoran, J. S. (1999-2000). *Communication Skills-I*. Nai Sarak, Delhi: Dhanpat Rai & Co. (P) Ltd.

Roshan, T. (2019). *Idioms & Phrases*. Delhi: Arihant Publication.

Davies, L. & Conway, K. *Journalism and Translation in the era of convergence*. Geneva: Benjamins translation library.