

**PERSONAL COMMUNICATION**  
**AEC- (2 Credits): Full Marks: 100**  
**NEP 2020 Undergraduate 5th Semester**

**Course Outcomes**

To develop personal communication skills for entrepreneurial competence in students to brave the emerging challenges in the professional sphere

To equip the students with required skills to write, edit and present reports & projects

To prepare them for interviews and group discussion

To learn to communicate technical information to non-technical audience

To aid the students in personality development

To equip the students with nonverbal communication skills towards effective communication

**UNIT I**

**Soft Skills**

1. Conversational Strategies:

- How to give Introductions, Use of Lubricants, Effective communicating with teachers, researchers and resource persons, relationship building

- Use of Lubricants and Etiquette in smooth communication

2. Nonverbal Communication and Body Language

- Basics of Nonverbal communication, smiling, use of gestures, posture, dressing etc

**UNIT II**

Group Discussion

- Strategies of launching a GD, Confidence building measures.

- Bridging dialogues, Concluding

**UNIT III**

Interview Skills

- Use of Modules in Interview Preparation and Body language

- Interview conversation Strategies


**Unit IV**

**Presentation Skills**

- Use of the transcript, Academic Presentation strategies, PPT, Use of multimedia.

**Recommended Reading:**

1. Keval J. Kumar, Mass Communication in India, Jaico Publishing House
2. Gill Brandston, Roy Stafford, The Media Student's Book, Routledge.
3. Stephen M. Croucher, Understanding Communication Theory: A Beginner's Guide, Taylor and Francis

  
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