

AECC

AECC ENGLISH

Course Objectives

Effective communication is an essential skill for success in any sphere of activity, from leadership responsibilities, teamwork, interviews, presentations, and inter-personal relations. This is a skill that needs to be taught in a systematic manner so that students imbibe the fundamentals of communication. The art of persuasive speaking and writing depends crucially on clarity of thought and contextual understanding expressed through appropriate vocabulary.

The ability to think critically is crucial for a good communicator and involves an understanding of the communicative process. Therefore, we need to study every stage of this process systematically in order to be much more effective at communicating successfully -- in interviews, public speaking, letter writing, report writing, presentations, and inter-personal debates and conversations.

Learning Outcomes

- Students will master the art of persuasive speech and writing.
- Students will master the art of listening, reading, and analyzing. Students will spend the bulk of their time in class in practical exercises of reading and writing.
- Students will develop critical thinking skills.
- They will be introduced to established principles of academic reading and writing.

Facilitating the Achievement of Course Learning Outcomes

Unit No.	Course Learning Outcomes	Teaching and Learning Activity	Assessment Tasks
1.	Understanding concepts	Interactive discussions in small groups in Tutorial classes	Reading material together in small groups initiating discussion topics participation in discussions
2.	Expressing concepts through writing	How to think critically and write with clarity	Writing essay length assignments
3.	Demonstrating conceptual and textual understanding in tests and exams	Discussing exam questions and answering techniques	Class tests

Course Content

Unit 1

Introduction

Theory of communication, types and modes of communication (Introductions to all five sections)

Unit 2

Language of Communication

Verbal and non-verbal, spoken and written

Personal communication

Social communication

Business communication

Barriers and Strategies

Intra-personal Communication

Inter-personal Communication

Group communication

Unit 3

Speaking Skills

Monologue

Dialogue

Group Discussion

Effective Communication

Mis-Communication

Interview

Public Speech

Unit 4

Reading and Understanding

Close Reading

Comprehension

Summary

Paraphrasing

Analysis

Interpretation

Translation from Indian languages to English and vice versa

Literary/Knowledge, Texts

Unit 5

Writing Skills

Documenting
Report writing
Making notes
Letter writing

Suggested Teaching Plan

Week 1

1. Introduction:

Week 2 and 3

2. Language of Communication

Verbal and non-verbal, spoken and written
Personal communication
Social communication
Business communication
Barriers and Strategies
Intra-personal Communication
Inter-personal Communication
Group communication

Week 4, 5 and 6

3. Speaking Skills

Monologue
Dialogue
Group Discussion
Effective Communication
Mis-Communication
Public Speech

Week 7, 8 and 9

4. Reading and Understanding

Close Reading
Comprehension
Summary
Paraphrasing
Analysis
Interpretation

Translation from Indian languages to English and vice versa
Literary/Knowledge, Texts

Week 10-13

5. Writing Skills

Documenting
Report writing
Making notes
Letter writing

Week 14

Revision and clarifying concepts

Keywords

Critical reading
Comprehension
Summary
Paraphrase
Translation
Context
Argumentation
Perspective
Reception
Audience
Evaluation
Synthesis
Verbal communication
Non-verbal communication
Personal communication
Social communication
Barriers to communication
Intra-personal communication
Inter-personal communication
Group discussion
Miscommunication
Public speech
Literary knowledge
Writing skills
Documentation
Report writing
Note taking
Letter writing