

**Course Objective:**

The objective of the course is to:

- Review and discuss the importance of effective communication.
- Evaluate presentation, writing and listening skills.
- Develop critical and analytical understanding of communication process and techniques.
- Identify and discuss the essential components of effective communication.
- Using various activities discuss various issues and techniques related to interpersonal communication.
- Identify various communication styles apply them to various situations.
- Observe, analyze and Interpret verbal and nonverbal communication in others.
- Practice giving and receiving constructive feedback. To understand research-based principles and skills to enhance interpersonal relationships.
- Provide understanding about verbal and nonverbal communication in diversified situations.

**Learning Outcomes:**

After completion of course, students shall be able to:

- Provide understanding about the communication process and interpersonal communication.
- Know about Interpersonal communication skills.
- Understand the significance of Interpersonal Communication in Relationships: at home, on the Internet, and at Work.

**Contents:**

Introduction to the Course

- Communication and the communication process
- Types of communication
- Barriers to Communication
- Value of listening skills

Seven C's of Effective Communication:

- Completeness.
- Conciseness.
- Clarity.
- Correctness.
- Consideration.
- Courtesy.
- Concreteness

Oral Presentation Skills

- Making Power Point Slides
- Stage Fright
- Preparation - Choosing Overall Organizational Pattern
- Building Strong Opening & Tips for Creating a Great Introduction

- Checking for Understanding
- Posture and Gestures
- Eye Contact
- Use of the Voice
- First Impressions
- Timing
- Handling difficult Questions
- Building a Powerful Closing

#### Interpersonal Communication (IPC)

- Introduction to IPC
- Strategies for Successful Interpersonal Communication
- Nonverbal and Dyadic Communication
- Concept of the Self and IPC
- Empathy and IPC
- Emotions and IPC
- Gender Differences in IPC

#### The Appearance and Design of Business Messages

- Business Letters
- Memorandums
- Special Timesaving Message Media

#### Persuasive Writing Messages

- Persuasive Requests
- Persuasive Sales Letters
- Bad News Messages
- Plans for bad-news messages
- Negative Replies to Requests
- Interviewing
- Telephoning and Dictation
- Job Application Process
- Resume
- Cover Letter

#### **Recommended books:**

Littlejohn, Stephen W. (1999). Theories of Human Communication. 6th ed. Belmont, CA, Wadsworth.

Wood, J. T. (2002) Interpersonal Communication: Everyday Encounters (3rd edition) Wadsworth Study Skills by Richard York

Harmon, William; Holman, C. Hugh. A Handbook to Literature. 7th ed. Upper Saddle River, NJ: Prentice-Hall, 1996.

Note: Works of William Shakespeare, Thomas Hardy, etc. along with Pakistani writers like Mohsin Hamid, Sarah Sulehri, Bapsi Sidhwa may be suggested to students for additional readings.