

SEMESTER-III

ENG-213

COMMUNICATION SKILLS-I

Credit Hour: 3

Type: Compulsory

Course Objectives

This Course is designed to expose Students to the fundamentals of academic and professional communication in order to develop professionals who can effectively apply communication theories and best practices to meet their academic and corporate communication needs.

The Course aims to equip Students with communication skills suitable for their academic Purposes.

Course Contents

- **Introduction to Communication**
 - Communication defined
 - The process of communication
 - Models of communication
 - Communication barriers
- **Non-verbal communication and Impression management**
 - Introduction to non-verbal communication
 - Verbal and non-verbal communication relationships
 - Categories of non-verbal communication (kinesics, proxemics, chronemics, prevocalic, olfatics etc)
 - Non-verbal communication barriers
- **Public Speaking and Presentation skills**
 - Effective public presentation skills
 - Effective argumentation skills
- **Persuasive Communication**
 - Strategies for effective persuasive communication

Course Outcomes

By the end of the Course Students will be able to communicate effectively both verbally and non-verbally, apply the requisite academic communication skills in their essay writing and other forms of academic writing and demonstrate understanding of the fundamentals of communication.

Recommended Books:

Abidi, S.A.H. (1991). Communication information and development. Nairobi: Kenya Masaki Publishers.

Lucas, S.E. (2004). The art of Public speaking. (8th ed.) London: McGraw Hill

McQuail, A., & Windahl, S. (1993). Communication models for the study of communication. London: Longman