



About the Faculty

The Faculty of Journalism and Communication (FJC) was set up in the year 1992 in The Maharaja Sayajirao University of Baroda.

FJC offers a comprehensive curriculum which encapsulates a range of relevant subject areas and related practical work. During the proceeds of the course, the students get ample opportunities for exposure to theoretical understanding and hands-on training in the field.

Such an interface helps students build their confidence and capabilities to be effective practising communicators in the future.

The Faculty strives to help students cultivate a holistic perspective of communication processes by means of seminars and workshops for application based media subjects.

Regular programmes offered:

- **Bachelor of Journalism and Mass Communication (BJMC)- a three years under-graduate Degree course**
- **Master of Journalism and Mass Communication (MJMC)- a two years post-graduate Degree course**



Faculty of Journalism and Communication
The Maharaja Sayajirao University of Baroda



Effective Communication Skills

Certificate Course | 2 Credits | 30 Hours

Eligibility: Open for all

Fees: INR 5000/-

CONTACT

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COURSE OUTLINE

This course is designed for individuals who aim at taking their communication competencies to the next level by learning theoretical approaches to communication and its practical implementation. It provides the conceptual understanding of communication process and equips them with the toolkit to use effective communication in various facets of their life. Module one of this course is aimed at understanding scope, importance and implications of carefully crafted messages in order to make communication effective for targeted audiences. Module two of the course take practical approach where individuals can practice their learnings in the safe classroom environment and can gain confidence to present their ideas in outside world.

COURSE SPECIFIC OUTCOMES

- Students should be able to consciously apply effective and sensitised communication at workplaces as well as in their daily lives.
- Students should be enabled to deliver their ideas in a convincing manner to a specific set of an audience by using acquainted training in effective writing, public speaking and presentation skills.



WRITING



PUBLIC SPEAKING



PRESENTATION SKILLS

UNIT 01

Understanding Communication

- Importance, types and barriers of communication
- Introduction to Rhetoric – Art of persuasion (Theory and practice)
- Global communication perspectives/ Cross-cultural communication: Sensitisation towards civic approaches of inclusivity through communication (Gender, Religion, Race, Caste, People with special abilities, etc.)

UNIT 02

Written communication and presentation skills

- Business writing –proposals and report writing, E-mail & mobile etiquettes
- Intra organizational and inter-organizational communication – Writing concise and effective letters, memos, goodwill messages, etc.
- Presentation skills, public speaking and non-verbal communication: Importance and practice

