

Objective: to impart basic knowledge about English communication

UNIT-1: Communication - Introduction, Meaning & Definition: Communication: Meaning and Concept, Historical Background of Communication- Fayol's Contribution, Barnard's Contribution, Definitions of Communication, Models of Communication- Shannon's Model of the Communication Process, Intermediary Models of the Communication Process, The Communication Process, Functions of Communication, Importance of Communication, Types of Communication.

UNIT-2: Communication Networks, Directions of Communication, Types Of Communication: Definition of Communication, Characteristics of Communication, Communication Networks- Formal Communication Network, Informal Communication Network, Directions of Communication- Downward Communication, Upward Communication, Horizontal Communication, Diagonal Communication, Types of Communication- Verbal Communication, Non-Verbal Communication

UNIT- 3: Differences Between Oral and Written Communication, Directions Of Communication, Barriers and Gateways to Communication: Oral Communication-Meaning of Oral Communication, Advantages of Oral Communication, Limitations of Oral Communication, Written Communication- Meaning of Oral Communication, Advantages of Oral Communication, Limitations of Oral Communication, Difference between Oral Communication and Written Communication, Directions of Communication- Downward Communication, Upward Communication, Horizontal Communication, Diagonal Communication, Barrier and Gateway to Communication

UNIT-4: Stages of Writing, Purpose of Written Communication in Professional Environment: Stages of Writing, Purpose of Written Communication in Professional Environment, The Importance of Communicating in the Tourism Industry-Computers in Airlines, Computers in Hotels, Application Areas, Written Complaints.

UNIT-5: Types of Written Communication, Report Writing, Proposals, Circulars, Memos, Noting, Agendas, Minutes and Drafting: Types of Written Communication, Report Writing-Categories of Reports, Understanding the Sections of Your Report, Reviewing the Draft, Memos-Memoranda: Important Purposes, Format of a Memo, Memos vis à vis E-mails, Making the Memos readable, Good Qualities, Unwelcome Qualities, Procter & Gamble: Memo, Note, Minutes, Proposal, Circulars, Agenda, Drafting.

UNIT- 6: Writing Letters, Business Letter Formats, Types of Letters, Telex Messages, E-Mail Communication, Communication through Internet: Management Information Systems, Other Applications Software, Writing Letters- Business Letter Formats, Types of Letters- Telex Messages, What is Email?-Important Characteristics of the Email, Getting Started, Terms to Know Before You Use Email, To Compose a Message, Emoticons and Online Shorthand, Forwarding Mail to Someone Else, Checking your Spelling, Deleting Mail , Filing Your Messages, Managing an Address Book, Signing Out of Your Account, Using Proper Email Netiquette, An Important Note on Email Safety, What is the Internet?- Benefits of the Internet, Communicating through Email or Discussion Groups, The Difference between the Web and the Internet, Cruising the Net at Work, Cruising the Net at Home, The Anatomy of an Internet Address.

UNIT-7: Listening: Definition, Types and Levels of Listening; Keys to Effective Listening: Definition, Comparison of Communication Activities, Types of Listening- Informative Listening, Relationship Listening, Appreciative Listening, Critical Listening, Discriminative Listening, Levels of Listening-Level 1 or Internal listening, Level 2 or Listening to understand, Level 3 or Global Listening, Keys to Effective Listening , The Benefits of Improved Listening.

UNIT-8: Effective Speaking: Essential Qualities of a Good Speaker, Appearance and Bodily Actions, Use of Voice, Use of Visual Aids: Essential Qualities of a Good Speaker, Appearance and Bodily Actions- Rid Yourself of Distracting Mannerisms, Build Self-confidence by Being Yourself, Let your Body Mirror Your Feelings, Build Self-confidence through Preparation, Use Your Everyday Speaking Situations, Use of Voice-Be energetic when you speak, Add color and excitement with pitch inflection, Vary your rhythm and pace, Use the power of silence, Vocal quality creates a richer audience experience, Use of Visual Aids- Using Visual Aids, Types of Visual Aids.

UNIT-9: Classification of Non Verbal Communication: Kinesics, Proxemics, Time Language, Paralanguage and Physical Context: What is Non Verbal Communication?, Characteristics of Non Verbal Communication, Types of Non Verbal Communication- Kinesics, Proxemics, Time Language, Paralanguage, Physical Context.

UNIT-10: Grooming Standards, Impact of Body Language in Tourism Industry: Suggestive grooming standards for ladies, Suggestive grooming standards for men, Suggestive grooming standards for employees working in administration, How to get noticed and promoted, Body Language- Impact of body language in tourism industry, Ways to use body language to positively impact yourself and others, Signs and signals to communicate more effectively