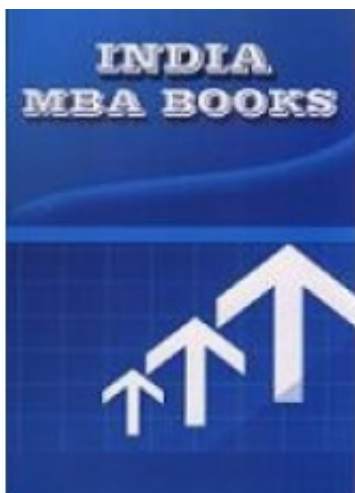


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Unit 2

Non-verbal communication – Body language – Posture – Gestures – Facial Expression – Eye contact – Space Distancing – Effective listening – Barriers to communication – Principles and objectives of communication

Unit 3

Oral communication – face to face communication – informal talking techniques in conducting meetings – telephone conversation – Speeches – Committees – Conducting seminars and conferences – Evaluating oral presentations – Group discussions – Interviews – Managing conflict – relating interpersonal conflicts in cyberspace.

Unit 4

Written communication – Fundamentals of business writing – Writing for effective communication - Basic patterns of Business messages (e-mail, kinds of business letters memos, indirectness in bad news and refused requests) – Report Writing – Agenda and minutes and resolution of meetings.

Unit 5

Technology enabled communication – use of audio visual aids for communication-dealing effectively with the media. Persuasion – organising and delivery of speeches – defending one's view before adversarial audiences – impromptu and prepared speeches – effective use of PowerPoint – visual display of data.

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