



**JECRC Foundation**



**JAIPUR ENGINEERING COLLEGE  
AND RESEARCH CENTRE**

## JAIPUR ENGINEERING COLLEGE AND RESEARCH CENTRE

Year & Sem –B. Tech I year, Sem.-I

Subject – Communication Skills

Unit – 1st

Presented by – Saroj Parihar

Designation - Assistant Professor

Department - English and Humanities

# VISSION AND MISSION OF INSTITUTE

**To become a renowned centre of outcome based learning, and work towards academic, professional, cultural and social enrichment of the lives of individuals and communities.**

# MISSION OF INSTITUTE

- ❖ **Focus on evaluation of learning outcomes and motivate students to inculcate research aptitude by project based learning.**
- ❖ **Identify, based on informed perception of Indian, regional and global needs, the areas of focus and provide platform to gain knowledge and solutions.**
- ❖ **Offer opportunities for interaction between academia and industry.**
- ❖ **Develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders may emerge.**

# COURSE OUTCOMES

Upon the successful completion of the course, the students will be:

CO-1.Able to express themselves better and use English for communicating in an effective manner both professionally and in real life situations .

CO-2-Able to write formal letters ,reports and proposals ,as well as speak fluently through correct usage of the various parts of speech.

CO-3.Able to get an exposure to the culture ,values, ethics and social norms reflected in the prose and poetry of authors from around the world and respond accordingly coupled with their imagination.

## Lecture Plan (12 Week)

S. No.	Unit Name	Topic	Lecture Required	Total Lectures	Proposed Date	Actual Date/Taken
1.	Communication	Meaning, Importance and Cycle	1	1		
		Media and Types of Communication	1	2		
		Formal Channels	1	3		
		Informal Channels	1	4		
		Barriers to Communication	1	5		
		Overcoming Barriers	1	6		
		Division of Human Communication and Methods to Improve Interpersonal Communication	1	7		
		Qualities of Good Communication	1	8		
Revision	1	9				

# INTRODUCTION TO SYLLABUS

# CONTENTS (TO BE COVERED)

## Communication:

- Meaning, Importance and Cycle of Communication.
- Media and Types of Communication.
- Verbal and Non-Verbal Communication.
- Barriers to communication.
- Formal and Informal Channels of Communication (Corporate Communication).
- Divisions of Human Communication and Methods to improve Interpersonal Communication.
- Qualities of good communication.

# TYPES OF COMMUNICATION

- DOWNWARD
- UPWARD
- HORIZONTAL
- DIAGONAL OR CROSS-WISE



# FORMAL COMMUNICATION

Formal communication is communication structured on the basis of hierarchy, authority & accountability.



## Types of Formal Communication

**UPWARD  
COMMUNICATION:**  
Sending of message  
from subordinates to  
superior





# DOWNWARD COMMUNICATION

It is the flow of information from superior to subordinate in the organisational hierarchy.





# HORIZONTAL COMMUNICATION

It refers to the horizontal flow of message among colleagues.



## Diagonal Communication

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- Diagonal communication cuts across different functions and level in an organization.

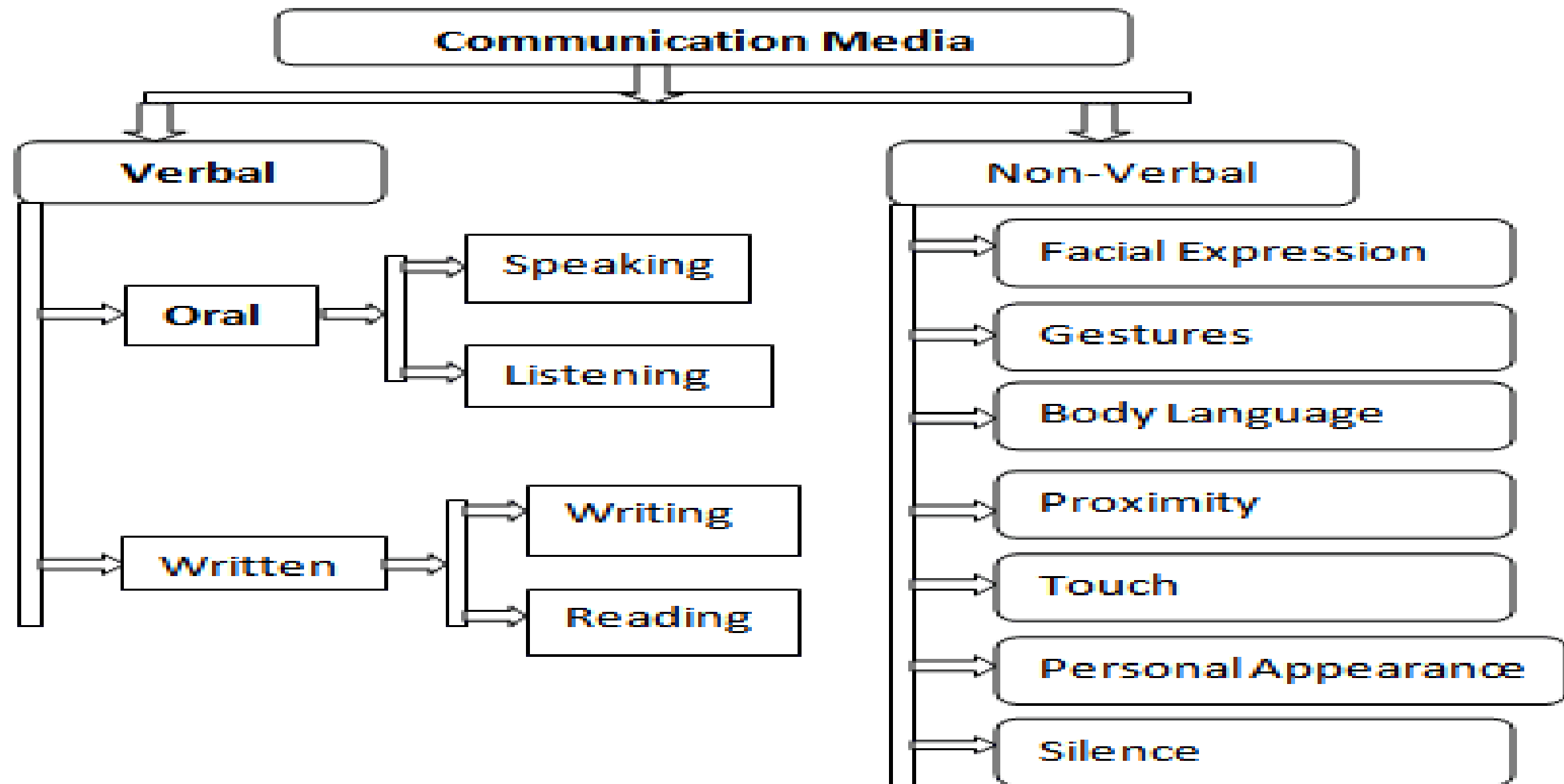


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- Diagonal communication occurs between officers who are at different levels of authority and who serve under different commands.





# Media and Types of communication



# LECTURE CONTENTS WITH A BLEND OF NPTEL CONTENTS

- <https://nptel.ac.in/courses/109/104/109104031/>
- <https://www.youtube.com/watch?v=QSLIttMmaLk>
- [https://www.youtube.com/watch?v=CQ6D\\_bxZyxg](https://www.youtube.com/watch?v=CQ6D_bxZyxg)



# References

- Adler, R. B. & Rodman, G. 2006. *Understanding Human Communication*. 9<sup>th</sup> Ed. Oxford: Oxford University Press
- De Vito, J. A. 2014. *Human Communication. The Basic Course*. 12<sup>th</sup> Ed. Essex: Pearson
- Pearson et al., 2013. *Human Communication*. 6<sup>th</sup> Ed. Singapore: McGraw Hill



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*Thank  
you!*