

HS341 Communication and Discourse Strategies

Credit: 3-0-0-3

Approval: Approved in 2nd Senate

Prerequisite: Consent of the faculty member

Students intended for: B.Tech

Elective or Core: Elective

Semester: Odd/Even:

Course objective: This is an elementary course designed to acquaint students with essential aspects of communication processes common to all languages. It seeks to equip them to respond adequately and appropriately in any particular communication situation. The course, structured around four learning modules spread over a semester, is based wholly on practice, and, laterally, to analysis of communication situations.

Course content

Communication Models; the Medium and the Message; Basic Concepts of Argument; Discourse Strategies; Communication Strategies in Contemporary Society; Building Special Vocabularies

Text & Reference Books:

Recommended Reading

John Berger: Ways of Seeing. Harmondsworth (Penguin) 1972.

William Strunk Jr. & E.B. White: The Elements of Style. London/New York (Macmillan 1979)

J. Michael Sproule: Argument. Language and its Influence. New York (McGraw-Hill) 1980.

Graeme Burton: More Than Meets The Eye. An Introduction to Media Studies. London (Edwin Arnold) 1997.

Owen Hargie: The Handbook of Communication Skills. London (Routledge) 1997.

Richard Dumbleby & Graeme Burton: More than Words. An Introduction to Communication. London (Routledge) 1998.

Andrew Beck, Peter Bennett & Peter Wall: Communication Studies. The Essential Introduction. London (Routledge) 2001.

Richard Ellis: Communication Skills. Stepladders to Success for the Professional. Bristol (Intellect Books) 2002.