

SARDAR PATEL UNIVERSITY

Programme: B.Sc (Home Science)

Semester: II

Syllabus with effect from: November/December-2011

Paper Code: UH02FESW02	Total Credit: 2
Title Of Paper: Effective Speaking & Writing	

Unit	Description in detail	Weighting (%)
I	Basics of Effective Speaking A. Need Based ➤ Commonness and Uniqueness among Audience B. Focused and Target Oriented ➤ Interest and Level of Audience C. Selection of Topic ➤ As per the Demand of the Situation D. Content Briefing ➤ A Sense of Timing E. A Systematic Approach ➤ Planning ➤ Beginning ➤ Middle ➤ End F. Logical and Constructive Evaluation ➤ Evaluating Impact of One's Speaking ➤ Review of Results ➤ Future Scope	20%
II	Essentials of Good Writing Effective and Direct Words Comprehensive Language Importance of Bullets, Highlighters, Subheading and Punctuations Scientific Writing and its Application Outlining Drafting Editing	15%
III	Ways and Approaches of Addressing Public Up-beat Body Language Preparing & Crafting a Speech Citation of day-to-day Examples Analyzing Impact and Influence of Speech on Audience Taking Appropriate Pauses Verbal and Visual Support	15%
IV	Types of Speeches Informative Persuasive Entertaining Importance of Ice-Breakers At Formal and Informal Gathering Effective during Team Building Event	20%



V	Qualities of a Presenter or a Communicator Personal Appearance Vocal Delivery Body Language Gestures and Facial Expressions Awareness about Latest Multimedia Tools and its Applications Clarity of Pronunciations Acknowledgement of the Subject Etiquettes and Mannerism	30%
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Basic Text & Reference Books

- The Small Book of Big Presentation Skills: R.K.Bali, A.Dwivedi and Rajeev K.Bali Publisher: Lexden Publishing
- Effective Communication and Public Speaking: S.K.Mandal Publisher: Jaico Publishing House
- Corridors to Communication: Ranu Vanikar Publisher: Orient Longman

