



## CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[ESTABLISHED UNDER THE CENTRAL UNIVERSITIES ACT 2009]

PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA- 176215 (HP)

www.cuhimachal.ac.in

**Course Code:** BVMC 04

**Course Name:** **Soft Skills and Personality Development**

**Credits Equivalent:** 4 Credits

**Course Objectives:** The course is designed to

- To expose the students to the concept of 'Human Development' (Personal and interpersonal) with emphasis on the latent resources that every human being possesses.
- To fulfill the need and importance of creating an awareness of these resources and to maximize the same to enable the students meet the challenges of the modern world.
- To develop inter personal skills and be an effective goal oriented team player.
- To develop professionals with idealistic, practical and moral values.
- To develop communication and problem solving skills.
- To re-engineer attitude and understand its influence on behavior.

### **Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

### **Evaluation Criteria:**

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25%
  - Class Participation: 10%
  - Group Discussion: 5%
  - Home Assignments: 5%
  - Role Play: 5%

### **Course Contents:**

#### **UNIT- I: Self-Assessment; Identifying Strength & Limitations:**

- Developing Self-Esteem and Building Self-Confidence, Significance of Self-Discipline.
- Attitude, Process of attitude formation, How to build a success attitude, Spot analysis, Self-management techniques, Self-image and self-esteem, Building self –confidence.
- Power of irresistible enthusiasm, etiquettes and manners in a group, public speaking, oral and written communication.
- Body language, Importance of listening and responding, tips for technical writing.

### **UNIT - II: Understanding Perception, Attitudes, and Personality Types:**

- Introduction to Personality-Basic of Personality, Human growth and Behavior, Personality, Motivation; Techniques in Personality development.
- Self-confidence, Mnemonics, Goal setting.
- Time Management and effective planning, Techniques in Personality Development
- Stress Management, Meditation and concentration techniques.
- Self-hypnotism, Self-acceptance and Self-growth.

### **UNIT - III: Communicating: Understanding and Overcoming barriers:**

- Development of Communication & Co-operation. Functions of Communication.
- Communication Basics, Communication Networks.
- Tips for Effective Internal Communication.
- Non-verbal Communication. Ethical Communication: austerity in speech, value, ethics and communication. Communication aids.
- Suitable behavior towards customers, Influence in skill, Creativity in presentation & projection and Multi-cultural skills.

### **UNIT - IV: Group Discussion and Interview:**

- Co-ordination while working in a team.
- Role of career planning in personality development.
- How to face personal interviews and group discussions.
- Importance and necessity of Decision Making.
- Process and practical way of Decision Making.

### **UNIT- V: Leadership as a process:**

- Understanding the relationship between Leadership Networking & Team work. Assessing Interpersonal Skills Situation description of Interpersonal Skill.
- Leadership styles, Leader & Team player, Management of conflict, Profiles of great and successful personalities.
- Skills for a good Leader, Assessment of Leadership Skills

**Prescribed Text Books:**

- Personality Development’ by Rajiv K. Mishra, Rupa& Co.
- An Approach to Communication Skills’ by Indrajit Bhattacharya, Delhi :DhanpatRai.
- Business Communication Skills’ by Varinder Kumar, Bodh Raj, Manocha, Kalyani Publishers, New Delhi.
- Introduction to Psychology’ by Atkinson and Hilgard’s ,Edward E. Smith, Susan Nolen-Hoeksema, Barbara Fredrickson, Geoffrey Loftus.
- Communication Today & Tomorrow’ by Ravi Aggarwal, Sublime Publications, Jaipur.

**Suggested Additional Readings:**

- Dorch, Patricia. *What Are Soft Skills?* New York: Execu Dress Publisher, 2013.
- Kamin, Maxine. *Soft Skills Revolution: A Guide for Connecting with Compassion for Trainers, Teams, and Leaders.* Washington, DC: Pfeiffer & Company, 2013.
- Klaus, Peggy, Jane Rohman& Molly Hamaker. *The Hard Truth about Soft Skills.* London: HarperCollins E-books, 2007.
- Petes S. J., Francis. *Soft Skills and Professional Communication.* New Delhi: Tata McGraw-Hill Education, 2011.
- Stein, Steven J. & Howard E. Book. *The EQ Edge: Emotional Intelligence and Your Success.* Canada: Wiley & Sons, 2006.

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PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA- 176215 (HP)  
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**Course Code:** BVMC 05

**Course Name:** Reporting and Editing

**Credits Equivalent:** 4 Credits

**Course Objectives:** The course is designed to

- Understand the art of writing, report and editing.
- Develop skills of writing, report and editing.
- To understand the significance of reporting.
- To discuss the news values and the basics of news writing.
- To know the different types of leads.
- To understand the techniques of re-writing.
- To know the meaning of news agency copy

### **Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

### **Evaluation Criteria:**

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25%
  - Class Participation: 10%
  - Group Discussion: 5%
  - Home Assignments: 5%
  - Role Play: 5%

### **Course Contents:**

#### **UNIT- I: Principles of Reporting:**

- Principles of reporting, functions and responsibilities, writing news - lead - types of leads; body - techniques of re-writing - news agency copy.
- Introduction to News
- News: Meaning & definition.
- Sources and elements of news.

- Characteristics of news.
- Different styles of news writing.
- Headline: Importance & types

### **UNIT - II: Different Types of writing:**

- Writing for newspaper and magazines: Nature & Difference.
- Feature writing: Meaning, definition & nature.
- Editorial: Importance & art of writing.
- Writing column, Reportage, analysis etc.

### **UNIT - III: Reporting Techniques:**

- Reporting techniques.
- Qualities of a 'reporter.
- News - elements, sources - types – pitfalls and problems in reporting - attribution - off - the - record - embargo - pool reporting; follow - up.
- Definition, scope, concept & principles of news reporting.
- Types & techniques of news reporting.
- Functions of reporting: Interview, collection of data, research.
- Qualities & Responsibilities of a reporter.
- Introduction to different types of reporting: Investigative, Cultural, Political, Seminar & civic issues.
- Types of reporting: Crime, courts, health, civil administration, civic, culture, politics, education beats.

### **UNIT - IV: Editing:**

- Theories and Principles of Editing.
- Preparing good copies for Newspaper, Magazine & others.
- Introduction to editing symbol, proof reading symbols & Copy desk.
- Role, functions and responsibilities of Copy editor.
- Nature and need for editing.

### **UNIT- V: Function of Editing:**

- Principles of editing, editorial desk, functions of editorial desk, copy-editing preparation of copy for press - style sheet - editing symbols, proof reading symbols and their significance.
- Functions and qualifications of a sub-editor and chief--sub editor,
- Copy selection and copy testing.

- Structure and functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions.

**Prescribed Text Books:**

- Natrajan J, History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997.
- Parthasarthy, Rangaswami., Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi.
- Aruna Zachariah., Print Media, Communication and Management : Elements, Dimensions and Images, Kanishka Publishers, Delhi, 2007.
- Ambrish Saxena., Fundamentals of Reporting & Editing, Kanishka Publishers, Delhi,
- George A. Hough., News Writing, Kanishka Publishers, Delhi, 2006.
- Suhas Chakravarty., News Reporting & Editing : An Overview, Kanishka Publishers, Delhi.

**Suggested Additional Readings:**

- Reporting Methods S.Kundra (Anmol Publications Pvt.Ltd).
- Outline of Editing M.K.Joseph.
- Editing Techniques S.Kundra.
- News Reporting and Editing (Jan.R.Hakemulder, Fay AC de Jonge, P.P. Singh)
- Wynford Hicks., Writing for Journalist, Routledge, London, 2000

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**Course Code:** BVMC 06

**Course Name:** Indian Communication System

**Credits Equivalent:** 4 Credits

**Course Objectives:** The course is designed to

- Helps Students in understanding basic concepts of India Society and its culture.
- Understand the various concepts Indian Values and belief Systems.
- It is also aimed at helping student to know about Socio-Cultural aspects of Communication.
- To provide knowledge about indigenous communication systems.
- Understand the social structure of Indian society, role and importance different factors in social change.

### **Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

### **Evaluation Criteria:**

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25%
  - Class Participation: 10%
  - Group Discussion: 5%
  - Home Assignments: 5%
  - Role Play: 5%

### **Course Contents:**

#### **UNIT- I: Indian Society and Culture**

- Basic characteristics, Socio-cultural context of communication
- Four layered theory of Purusharthas and Ashramas.
- Theory of Karmic bonds, Concept of rebirth, Famous festivals
- Difference between Dharma and sect.
- Interpretation of signs and symbols.

#### **UNIT- II: Indian Communication Theories**

- Vak and Rasa theory, Samvad and Shastrarthaparampara, Oral tradition
- Music- the master tool of communication
- Kumbh-the biggest communicative event
- Indian Communication thinker-DevarshiNarada, Patanjali, Bharat Muni, AcharyaAbhinavgupta, Bhartihari.

### **UNIT - III: Society & Religions**

- Concept and types of Society.
- Introduction to Indian Society: Structure, Characteristics & background.
- Definition and Concept of religions.
- Brief idea of religions: Hinduism, Muslims, Christianity, Buddhism, Jainism & Sikhism.

### **UNIT - IV: Family in Indian Society**

- Marriage and kinship in India.
- Functions of family.
- Types of family.
- Changes in Indian family system.

### **UNIT - IV: Caste system in India.**

- Characteristics of caste system in India.
- Socio-cultural, economic, political dimension of caste system in India.
- Power dimension of caste system in India.
- Inter-caste relations, changes in caste system in India

### **UNIT- V: Social Change**

- Factors of social change.
- Education in social change: Importance & Need.
- Globalization & Social change.
- Media & Social change.
- Technology for Social change.

### **Prescribed Text Books:**

- Shyam Benegal Bharat Ek Khoj (Series).
- Ram Chander Guha India After Gandhi: The History of the World's Largest Democracy, Perennial.
- D.B. Vohra History of Freedom Movement, Delhi Admin.
- H.R. Ghosal An Outline History of Indian People.

### **Suggested Additional Readings:**

- A.L. Basham A Cultural History of India: The Wonder that is India: Volume-1 & 2.
- A.N. Aggarwal Indian Economy.



- Rajni Kothari Caste in Indian politics 8. Ministry of I &B Facts about India

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