

# ***CONTENTS***

## **CHAPTER - 1**

What is Communication?  
Communication Process and its Elements  
Types of Communication  
Channels of Communication  
Understanding Communication Models  
Barriers to Effective Communication  
Principles of Effective Communication

## **CHAPTER - 2**

What is language?  
Importance of language in communication  
Language Skills  
English- Global language for business  
Developing Listening Skills  
Speaking English intelligibly  
Reading Skills  
Writing Skills

## **CHAPTER - 3**

What is phonetics?  
Sounds of English  
Word Stress  
Intonation  
Contextual Conversation  
Public Speaking  
Business Speeches

## **CHAPTER - 4**

What is grammar ?  
Understanding sentence structures  
Time, Tense and Aspect  
Subject-Verb Concord  
Voice  
Phrasal verbs  
Negation  
Pronouns  
Modifiers  
Complex noun phrases  
Prepositions

## **CHAPTER - 5**

What is communicative writing?  
Plain English  
Writing business letters, memos, circulars  
Writing E-mails  
Comprehending business texts  
Responding to business letters/ mails

## **CHAPTER - 6**

### **SPEECH SECTION**