

GUJARAT UNIVERSITY

SEMESTER – I

Skill Enhancement Courses (For All Programmes)

Based on National Education Policy - 2020

SEC-WPS-116: Writing and Presentation Skills (With Effect from Academic Year 2023-2024)

Syllabus

Andragogy: Classroom Lectures, Group Discussions, Role-Plays, Practical Exercises (Writing/Speaking Activities) etc.

Learning Objectives: This syllabus is designed:

- To enhance students' writing abilities across different categories.
 - To develop among students the necessary skills to become effective communicators and proficient writers through a combination of theory, practice and constructive feedback.
 - To imbibe confidence and proficiency in delivering an impactful presentations among students.
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Learning Outcomes: On successful completion of the syllabus, the students will be able:

- To demonstrate a clear understanding of various writing mechanics and styles.
 - To edit and proofread their writing for clarity and accuracy.
 - To develop presentation skills to make their presentations effective in a variety of everyday situations.
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UNIT - I

Fundamentals of Writing

- 1. Writing - Importance and Components:** (a) Word (b) Phrase (c) Sentence (d) Kinds of sentences (e) Parts of Speech (f) Parts of Sentence
- 2. Punctuation Marks:** (a) Full stop (b) Comma (c) Colon (d) Semicolon (e) Question Mark (f) Exclamation Mark (g) Apostrophe (h) Quotation Mark (i) Dash (j) Hyphen (k) Dots (l) Slash
- 3. Various Purposes of Writing:** (a) To express (b) To entertain (c) To inform (d) To motivate (e) To request (f) To persuade (g) To explore (h) To promote ideas (i) To appreciate (j) To evaluate
- 4. Principles of Good Writing:** (a) Brevity (b) Clarity (c) Factual (d) Emphasis (e) Sophistication and Simplicity (f) Correctness (g) Avoiding Plagiarism
- 5. Modes of Writing:** (a) Descriptive (b) Narrative (c) Argumentative (d) Expository (e) Persuasive (f) Imaginative (g) Reflective
- 6. Process of Writing:** (a) Research (b) Prewriting (c) Outlining and Planning (d) Drafting (e) Revising (f) Editing and Proofreading (g) Finalizing the draft (h) Publishing
- 7. Types of Writing:** (a) Essay Writing (b) Academic Writing (c) Creative Writing (d) Business Writing (e) Media Writing (f) Resume Writing (g) Statement of Purpose (SoP) Writing (h) Legal Writing (i) Dialogue Writing (j) Administrative Writing

UNIT- II: **Essentials of Presentation**

- 1. Presentation:** Introduction, Importance and Need
- 2. Basics of Presentation:** (a) Persuasive speaking (b) Building rapport (c) Storytelling / Anecdote (d) Using evidence and data (e) Utilizing Virtual tools and technology (f) Handling unexpected situations and challenges (g) Responding queries (h) Getting feedback
- 3. Structure of Presentation:** (a) Title of presentation (b) Flow of presentation (c) Opening (Introduction of the topic) (d) Middle (Main Content) (e) Closing (Conclusion)
- 4. Use of Visual Aids in Presentation:** (a) Screen Board (b) Diagrams and Charts (c) Projector (d) PowerPoint (Slide Creation) (e) Audio and Video
- 5. Components of Effective Presentation:** (a) Analyzing Audience (b) Defining Objectives (c) Outlining and Structuring Content (e) Rehearsing Material (f) Developing Strategies (g) Using Multimedia Tools (h) Following Pause and Intonation Techniques
- 6. Use of Non-verbal Communication in Presentation:** (a) Appearance (b) Body Language (c) Sign Language (d) Para Language (e) Time and Space Language
- 7. Types of Presentation:** (a) Informative Presentation (b) Persuasive Presentation (c) Demonstrative Presentation (d) Motivational Presentation (e) Social Presentation (f) Academic Presentation (g) Business Presentation

Credit Distribution:

Course Credits: 02 Credits

(One credit means one hour of lecture – 2 Lectures per week)

Total No. of Teaching Hours: 30 Hours

Unit – I: 15 Hours

Unit – II: 15 Hours

Mode of Evaluation

1. Continuous and Comprehensive Evaluation (CCE) – Formative (25 Marks)

(A) Classroom Evaluation: CCE will be undertaken by the concerned faculty member. The mode of evaluation will be decided by the faculty member of the concerned subject. CCE consists of classroom participation, case analysis and presentation, assignment, tutorials, group discussion, attendance etc. or any combination of these. **(10 Marks)**

(B) Mid-Term Evaluation: After completion of the syllabus, the faculty member will conduct mid-term evaluation. The mode of mid-term evaluation will be decided by the faculty member of the concerned subject. A wide range of modes of evaluating students is available for the faculties to use. The concerned faculty member will decide the mode of Internal Exam from the following: **(15 Marks)**

❖ **Descriptive Examination** (Time Duration: 45 Minutes)

(OR)

❖ **MCQ Based Examination** (Online/Offline)

(15 MCQs of one mark each, Time Duration: 15 Minutes)

(OR)

❖ **Any Two from the following:**

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|-------------------------|-------------------------|
| • Open Book Exam | • Class Assignment |
| • Self-test | • Home Assignment |
| • Essay/Article Writing | • Research/Dissertation |
| • Quizzes (Online) | • Case Studies |
| • Objective Test | • Report Writing |

Note: Structure of the Question Paper for Descriptive Examination

(Time Duration: 45 Minutes, Marks: 15)

Q-1. Write a detailed note on any one: (From Unit – I&II) 10 Marks

(A) Long Question

(B) Long Question

(C) Long Question

Q-2. Choose the correct option: (Five MCQs from Unit – I&II) 05 Marks

2. Semester End Evaluation (SEE) – Summative

Note: There shall be a Semester End Examination to be conducted by Gujarat University at the end of the semester and allocation of marks for SSE shall be prescribed by Gujarat University.

Structure of the Question Paper for Semester End Examination

Writing and Presentation Skills

Q-1. Write a detailed note on any one: (From Unit-I)

- (A) Long Question
- (B) Long Question
- (C) Long Question

Q-2. Write a detailed note on any one: (From Unit-II)

- (A) Long Question
- (B) Long Question
- (C) Long Question

Q-3. Choose the correct option: (5 MCQs out of 7 from Unit – I & II)

Model Question Paper

Q-1. Write a detailed note on any one:

- (A) Writing - Importance and Components
- (B) Types of Writing
- (C) Principles of Good Writing

Q-2. Write a detailed note on any one:

- (A) Presentation: Introduction, Importance and Need
- (B) Components of Effective Presentation
- (C) Use of Non-verbal Communication in Presentation

Q-3. Choose the correct option:

1. Which of the following is not a part of the writing process?
(a) Prewriting (b) Outlining (c) Research (d) Critiquing
2. Which tense is typically used for discussing facts or universal truths?
(a) Past tense (b) Present tense (c) Future tense (d) Perfect tense
3. What is plagiarism in writing?
(a) Using strong language (b) Citing sources properly
(c) Borrowing someone else's work without proper attribution
(d) Incorporating humor and satire into a text
4. How can visual aids such as slides or props enhance a presentation?
(a) By replacing the need for verbal explanations
(b) By overwhelming the audience (c) By providing a distraction for the audience (d) By reinforcing and clarifying key points of the presentation
5. What is the purpose of a strong opening in a presentation?
(a) To list all the topics (b) To establish credibility
(c) To grab the audience's attention and introduce the topic
(d) To provide a detailed background of the presenter