

**SIGNIFICANCE OF MULTIMEDIA ACTIVITIES FOR EFFECTIVE ORAL
COMMUNICATION SKILLS OF STUDENTS OF OSHWAL COLLEGE,
NAIROBI-KENYA AN EXPERIMENT**

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ABSTRACT

This research canvasses the need for effective Oral Communication Skills for students of Oshwal College, Nairobi-Kenya. The students were selected from three departments by pilot testing. The departments were – IT Department, Account Department, and Business department. These research pane ploys the clear clue of the concept “Effective Oral Communication Skills”. The researcher has encompassed five domains (Communicative Vocabulary, Idiomatic Expressions, Basic Grammar, Body Language and Pronunciations) to make Students’ Oral Communication skills effective through Multimedia Activities. The sample size of this research was 60 students at Oshwal College Nairobi-Kenya. Twenty students from each department were selected. The researcher prepared 50 Non-linear Multimedia Activities by using its five effective tools- text, audio, video, images, and sound. The researcher used Experimental Research Methodology for this research; True Experimental Model was used of this methodology. Statistics data analysis of this research proved the importance of multimedia activities for Oral Communication Skills. A vast difference in the Mark sheets of pre-test and post-test of the subjects proved the effect of Multimedia Activities for Effective Oral Communication Skills of Students of Oshwal College.

KEYWORDS: *Need and Concept of Effective Oral Communication Skills, Dimensions for Effective Oral CS, Experimental Research Methodology, Multimedia Activities and Statistics Analysis*