

DISCIPLINE SPECIFIC (CORE) COURSES

Semester –II

HSC220C1: DYNAMICS OF COMMUNICATION AND EXTENSION

(CREDITS: THEORY-4, PRACTICAL-2)

THEORY

Unit I Communication: Concepts

- Historical background, concept and nature
- Functions of Communication
- Types of Communication - communication transactions; Formal and informal communication; Verbal and Non-verbal Communication
- Scope of Communication- Education, training and learning industry, Motivation and Management, Corporate Communication, Management of Organizations, Advertising and Public relations
- Communication and mainstream media- newspaper, radio, television and Cinema, ICTs and web based communication
- Communication for social change

Unit II Understanding Human Communication

- Culture and communication- Signs, symbols and codes in communication
- Postulates/Principles of Communication
- Elements of Communication and their characteristics
- Models of Communication
- Barriers to Communication

Unit III Communicating Effectively

Concept, nature and relevance to communication process:

Empathy

Persuasion

Perception

Listening

Unit IV Communication for Extension

- Concept, nature and philosophy of Extension
- Principles of Extension
- Methods and Media of community outreach; Audio-Visual aids- concept, classification, characteristics and scope.
- Relationship between Communication, Extension and Development

PRACTICALS

1. Developing skills in planning and conducting small group communication.
2. Review of media on selected issues
3. Design and use of graphic media

RECOMMENDED READINGS

- *Barker, L. (1990). "Communication", New Jersey: Prentice Hall, Inc; 171.*
- *Devito, J. (1998) Human Communication. New York: Harper & Row.*
- *Patri and Patri (2002); Essentials of Communication. Greenspan Publications*