

2nd SEMESTER
DISCIPLINE SPECIFIC COURSE (CORE)

HSC220C1: HOME SCIENCE (ELECTIVE): 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

PRACTICAL

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*