

SARDAR PATEL UNIVERSITY
Programme: B.Sc (Home Science)
Semester: IV
(Textile & Clothing)
Syllabus with effect from: November/December-2012

| | |
|---|------------------------|
| Paper Code:UH04FCOM01 | Total Credit: 3 |
| Title Of Paper: Communication Process in Development | |

| Unit | Description in detail | Weighting (%) |
|------|--|---------------|
| I | Concepts of development communication Meaning and importance, need of communication in development Purpose and characteristics of communication Existing patterns and types of communication Role of communication in development and social change Effective communication in Home Science | 30% |
| II | Communication Process One-way and two-way or interactive communication Gaps in communication or distortions in transmission of message and their causes Importance of two-way communication Basis for effective, interactive, communication critical reflection of one-self in communication Attitude of respect for others Distinctions between information dissemination Education and propaganda Communication on educational process | 30% |
| III | Methods of Communication in Development methods to reach Individuals Personal conference Interview House visits Exhibits Clinics to solve individual problems of consultations Methods to reach small groups Illustrated lecture Group discussion Fish bowl Small group Stimulation Exercises Trust – building in groups Co-operation Affirmative environment creation Role plays Demonstrations Workshops Camps Methods to reach masses Radio announcements / programmes | 20% |



| | | |
|----|---|-----|
| | Newspaper stories Posters, exhibits in strategic plans Video, films Television programmes Letters, folders and pamphlets Public meetings Selection and effective use of methods | |
| IV | Media for developments communication Folk media Songs Stories Street – theatre Games Arts Riddles – proverbs Puppet play Print media Posters Pamphlets, leaflets Newspapers – articles, stories Periodicals – articles, stories, songs Books Cartoons Audio/visual, audio-video media Audio – tapes, radio broadcasts Slides, pictures, drawings, photographs etc. Video, telecasts Films – documentary features Selection preparation and effective use of media in development education and evaluation of the effectiveness of the media | 20% |

Basic Text & Reference Books

- Media and Methods of Education by Dr. Sita Ram Sharma
- Mass Communication in India by Keval J. Kumar
- Media and Communication Management by C.S.Rayudu
- Designing Messages for Development Communication: An Audience Participation Based Approach by Bella Mody
- Mass Media and Communication by Narendra Ojha
- Education and Communication for Development 2nd edition: by O.P. Dharma and O.P Bhatnagar.

