



BACHELOR OF SOCIAL WORK

B.S.W. – II SEMESTER

Course Code	UA02ABSW51	Title of the Course	MEDIA & COMMUNICATION IN SOCIAL WORK
Total Credits of the Course	3	Hours per Week	3

Course Objectives:	<ol style="list-style-type: none">1. To understand the elements and types of communication, media literacy, information literacy and digital literacy.2. To describe the effect of media and information on the process of communication.3. To understand the competencies required by social work professionals for addressing social issues using various forms of media & information literacy.
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Course Content

Unit	Description	Weightage (%)
1.	Introduction to Communication <ul style="list-style-type: none">• Communication: Concept, Meaning, Definition and Components• Principles and Process of Communication• Models and Factors in Communication• Types of Communication: Formal and Informal, Interpersonal and Mass, Verbal/Written and Non-Verbal	25%
2.	Media and Information Literacy <ul style="list-style-type: none">• Media: Concept, Components and Importance• Information and Digital Literacy: Concept, Components and Importance• Forms of Media, Information and Digital Literacy: Print and Audio–visual• Similarities, Differences and Inter-linkage between Media, Information Literacy and Digital Literacy	25%
3.	Communication Tools <ul style="list-style-type: none">• Conventional Communication Tools in Prevention and Resolving Community Issues: Puppets, Songs, Folklore, Street Theatre, Posters, Logos and Exhibitions.• Contemporary Communication Tools: Facebook, WhatsApp, Blogs, Instagram, Twitter, LinkedIn• Information Education and Communication: Means and Importance• Documentation for Media: Need and styles	25%





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Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25)
Syllabus with effect from the Academic Year 2021-2022

4.	<p>Communication and Social Work Practice</p> <ul style="list-style-type: none"> • Role of Media and Information in Perception Building of Social Issues • Use of Media, Information and Digital Literacy for Social Change • Competencies for Social Work Professionals for Using Media, Information and Digital Literacy • Communication in Social Work Practice: Agency Structure and Communication; Social Worker and the Communication System 	25%
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Teaching-Learning Methodology	<p>Interactive lectures & expert sessions</p> <p>Individual presentations</p> <p>Question answer</p> <p>Debate</p> <p>Collateral readings</p> <p>Workshops & Project work</p>	<p>Self-study assignments</p> <p>Group presentations</p> <p>Guided group discussions</p> <p>Peer assisted learning</p> <p>Assignments</p> <p>Webinar/Seminar</p>
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Evaluation Pattern

Sr. No.	Details of the Evaluation	Weightage
1.	<p>Internal Written examination</p> <p>Q.1 Answer in detail (Any 2 out of 4) (10 marks each, total 20 marks)</p> <p>Q.2 Write Short Notes (Any 2 out of 3) (5 marks each, total 10 marks)</p>	20%
2.	<p>Internal Continuous Comprehensive Evaluation (Quizzes / Presentations / Seminars / Workshops / Webinars / Class Assignments / Attendance / Class participation / Online tests / Home Assignment / Timeliness of submissions / Etc.)</p>	10%
3.	<p>University External Examination</p> <p>Q.1 Answer in detail (Any 6 out of 9) (10 marks each, total 60 marks)</p> <p>Q.2 Write Short Notes (Any 2 out of 4) (5 marks each, total 10 marks)</p>	70%

Course Outcomes: Having completed this course, the learner will be able to

1. The learner will be able to understand the concept, importance and relevance of media and information literacy.
2. The learner will be able to understand social realities and issues from the lens of media –





mainstream media forms, digital & social media.

3. The learner will be able to explore the skills for effectively using media and information for the benefit of client systems.

Suggested References:

Sr. No.	References
1.	Barker, A. (2010), Improve your Communication Skills, The Sunday Times, 2ed.
2.	Lata, P., Kumar, S. (2010), Communicate to Conquer. New Delhi: PHI Learning Private Ltd.
3.	Mohan, K. Banerji, M. (1990). Developing Communication Skills. Birla Institute of Technology and Science, Pilani.
4.	Rayudu C.S. (2011). Communication. Mumbai: Himalaya Publishing House.
5.	Singh, K.N. and Singh, S.N. –Effective Communication media for Rural Audiences, Bombay: Dharmmal Morarji Chemical Co. Ltd.
6.	Singh, U.K. Sudarasan, K.N. Broadcasting Education. New Delhi: Discovery Publishing House.
7.	Tunitall. J (Ed): Media Sociology: Reader London constable.
8.	Vittal, N. Communication for Rural Development in India: some facts, Hyderabad NIRD.

On-line resources to be used if available as reference material

On-line Resources

1. <http://unesco.mil-for-teachers.unaoc.org/modules/module-1/unit-3/>

