

SARDAR PATEL UNIVERSITY
Programme: M.Sc (Home Science)
Subject: Family Resource Management
Semester: I
Syllabus with Effect from: June - 2013

Paper Code: PH01CHSC03	Total Credit: 4
Title Of Paper: Communication Technology	

Unit	Description in detail	Weightage (%)
I	Meaning & definition of communication Concept of communication Elements of Communications Sender Message Treatment/Channel Receiver Feed back	
II	Evolution of Various Models of Communication Linear & Exchange Individual, Group & Mass Models of Communications by Philosophers, Educationists & Sociologists.	
III	Meaning, Concept, Characteristics, Functions & Types of Mass Communication. Classification of Mass Communication	
IV	Forms of Communication, Their Characteristics & Functions Spoken / Written / Audio / Visual / Audio – Visual	
V	Computers as Means of Communication: their role, purpose, form & functions.	
VI	Trends & research in communication.	

