

**SARDAR PATEL UNIVERSITY**  
**Programme: M.Sc (Home Science)**  
**Subject: Human Development**  
**Semester: I**  
**Syllabus with Effect from: June - 2013**

<b>Paper Code: PH01CHSC03</b>	<b>Total Credit: 4</b>
<b>Title Of Paper: Communication Technology</b>	

Unit	Description in detail	Weightage (%)
I	Meaning and definition of communication Concept of communication Elements of communication Sender Message Treatment / Channel Receiver Feed back	
II	Evolution of various models of communication Linear and Exchange Individual, Group and Mass Models of communication by Philosophers, Educationists and Sociologist	
III	Meaning, Concept, Characteristics, Functions and types of Mass Communication Classification of Mass Communication	
IV	Forms of Communication, their Characteristics and Functions Spoken/Written/Audio/Visual /Audio – Visual	
V	Computers as means of communication: their Role, Purposes, Form and Functions	
VI	Trends & Research in Communication	

**Basic Text & Reference Books:-**

- Richardson and Callahan, How to write for Home Makers
- Dahama O. P. and Bhatnagar O.P Communication in Community Development Joshi Uma

