

BACHELOR OF SOCIAL WORK

SEMESTER IV (CURRICULUM)

SW 412 Communications and Counseling

Objectives:

1. To help to have basic understanding of Communication and Counselling.
2. To enhance the skill of effective oral communication at different situations.
3. To enhance the skill of effective written and visual communication development.

Unit I: Communication: meaning and importance of communication, process of communication. Key elements in the communication process - communication message, audience, channel of communication, verbal & non-verbal communication, basics of communication.

Unit II: Interpersonal communication, interviewing - objectives, principles of interviewing, listening, qualities of effective communicator. Seminars, conferences, lectures, group discussions, panel discussion, symposium, workshop, role playing, simulation exercises, written communication, report writing, letter writing, articles/ essay writing, games, brain storming, street play,

Unit III: Visual aids in communication, poster making, use of notice boards, flip charts, flash cards, photographs, pamphlets, slide shows, mass communication, television, exhibition, newspapers & magazines, advertisements radio, films, VCD/DVD. Counseling: definition, meaning & relevance of counseling as an approach of social work, ethics of counseling. Counselor as a professional – Principles of Counseling.

Unit IV: Counselor – counselee relationship, process of counseling – qualities of an effective counselor – practical counseling skills, types of counseling – interrelationship between counseling and psychotherapy.

Unit V: Practice of counseling in family counseling centers, family courts, counseling bureau- premarital and marital counseling, vocational counseling centers, mental health centers, child guidance clinics, correctional institutions, de-addiction & rehabilitation centers, educational institutions.

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3. Desai, M.M. (Ed): Creative Literature and Social Work Education, Somaliya Publications Pvt. Ltd., Bombay, 1979.
4. D'souza, Y.K: Communication Today and Tomorrow, Discovery Publishing House, New Delhi, 1999.
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13. Pollock, Thomas Clark; Sheridan, Marion C; Ledbetter, Frances and Doll, Ronald C: The Art of Communicating, The Macmillan Company, New York, 1955.
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