

# BACHELOR OF SOCIAL WORK

## SEMESTER VI (CURRICULUM)

### SW 613 Papers V: Field Communication

#### **Unit 1: Communication**

Definition, meaning and process of communication. Types of communication, Barriers in communication, Removal of barriers in communication, Need and importance of Communication in Social Work

#### **Unit 2: Creative Writing**

Skills in preparing slogans for social cause, Preparation of information Brochure, leaflets, and donation receipt books, Preparation of Organizational Monthly Report, Half Yearly Report, Annual Report. Writing most significant change stories from the field.

#### **Unit 3: Media and Social Work**

Introduction to print and electronic media. Impact of media on rural, urban and tribal communities. Use of MASS Media in Social Work field.

#### **Unit 4: Social Journalism**

Process of conducting press conference, Writing Press release, Press Notes, Writing Reviews/Articles in Newspapers. Skills in preparing Documentaries of field realities. Use of Social Networking sites for community mobilization.

#### **Reference:**

1. Rayudu, C.S., 2010, Communication , Himalaya Publishing House , Mumbai
2. Bhaskarrao, Singh, J.K. 2002 -Media, Culture and Communication, Magaldeep Publication, Jaipur
3. James R Wilson, S.Roy Wilson, Mass Media, :An Introduction Mass Culture - McGraw Hill Higher Education, London 2001
4. Metzeler Ken, Newswriting Exercise, Prentice Hall, New Jersey,