

Inter-cultural Communication

Curriculum:

- Unit - I** Culture: Definition, Process, Culture as a Social Institution - Value Systems; Primary & Secondary, Eastern & Western Perspectives.
- Unit - II** Inter-Cultural Communication - Definition, Process, Philosophical & Functional Dimensions - Cultural Symbols in Verbal & Non-Verbal Communication.
- Unit - III** Modern Mass Media as Vehicles of Inter-Cultural Communication - Barriers - Religious, Political & Economic Pressure - Conflicts.
- Unit - IV** Impact of New-Technologies on Culture - Globalization Effects on Culture and Communication. Mass Media as a Culture Manufacturing Industry. Mass Media as a Cultural Institution - Typologies, Criticisms & Justification.

Reference Books :

1. Asante: Hand of Inter-Cultural Communication.
2. Hiriyanna: An Outlines of Indian Philosophy
3. Joseph Klapper: The Effects of Mass Communication.