COMMUNICATION TECHNOLOGIES

PAPER NO. : HSG (105)

ID -1

Credits – 2 +2=4　　　　　　**SEM – I**　　　　　　**Marks : 50 + 50 = 100**

OBJECTIVES :

1) To develop understanding regarding the vital aspects of communication and various Audio & Visual media & their use.

2) To develop understanding regarding the new communication technologies & their use.

3) To develop skills in developing & using different communication technologies for various presentations.

4) To develop knowledge of communication methods & media for rural development.

UNIT : 1

➢ Concept of communication.

➢ Scope of communication.

➢ Communication process.

➢ Approaches to communication.

➢ Types of communication.

➢ Elements of communication process & their relative importance.

➢ Psychological base of communication, learning and perception.

➢ Different models of communication & their relative importance.

UNIT : 2

- Factors affecting on the communication process.

- Feed back in communication.

  - The feedback process.

  - Role of feedback.

- Problems of communication

- Media of communication, Different media, their characteristics & use.

- Concepts of video projector, slide/film strip projector/computers etc.

UNIT : 3

- Introduction to new communication technologies.

- Satellite distribution & broad cast net working.

- Digital methods of communication.

- Computer graphic - designing.

UNIT : 4

- Over Head Projectors.

- Television.

- Film/Radio.

- Poster / leaflets etc.

- Charts : types of charts

PRACTICAL

➤ Preparation of various communication media & their applic ation for community developmt

Poster.

Different types of charts.

Leaflet, Pamphlate and Folder.

Different types of Display boards.

Prepare a radio script for any nutrition problem and its prevention.

Prepare a television script for any nutrition problem and its prevention.

Overhead projector.

Fundamentals of computer

REFERENCES :

1. Chatterjee, p.c. (1988) Broad Casting in India, New Delhi, Sage publications.

2. Berger,C.R. & chuffee,sceds (1987) : Handbook of communication science, sage publication, New Delhi.

3. Brown, J Lewis, R and Harcleroad, F (1985): All instruction : Technology media and methods, Mcgraw Hill, New Delhi.

4. Benerjee (eds) (1985) : Culture & Communication, Pariot Publishers, Delhi.

5. Ellington, H (1985) : A Hand book of Educational Technology, Kogan Page, London.