

COMMUNICATION TECHNOLOGIES

PAPER NO. : HSG (105)

ID -1

Credits – 2 +2=4

Sem. – 1 (M.Sc. R. M.)

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 f or various presentations.
- 4) To develop knowledge of communication methods & media for rural development.

CONTENTS

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 application for community development.
 - 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) : Han dbook of communication science, sage publication, New Delhi.
3. Brown, J Lewis, R and Harclerod, 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.