

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM
VII SEMESTER HOME SCIENCE TIME:4Hrs/Week
HS-E1-7103 DYNAMICS OF COMMUNICATION IN EXTENSION THEORY
MARKS:100

Course objectives:

1. Develop skill in preparing various visual aids
2. Using visual aids for effective communication

Course outcomes: - To enable the students to:

1. Gain knowledge on concept and nature of communication.
2. Understand the role of media in communication.
3. Acquire knowledge on different models of communication.
4. Know about effectiveness of communication and different methods to reach the community.

THEORY

Unit I: Communication: Concepts

- Concept and nature
- Functions of Communication
- Role of Communication-Education, training and learning industry, Motivation and Management,
- Corporate Communication, Management of Organisations,
- Role of Communication in Advertising and Public relations

Unit II: Communication and media

- Communication and mainstream media-newspaper, radio, television and Cinema, ICTs and web based communication
- Communication for social change

Unit III: Culture and communication- Signs, symbols and codes in communication

- Postulates of Communication
- Principles of Communication
- Models of Communication

Unit IV: Communicating Effectively

Concept, nature and relevance to communication process:

- Empathy
- Persuasion
- Perception
- Listening

Unit V: Communication for Extension

- Concept, nature and philosophy of Extension
- Principles of Extension
- Methods and Media of community outreach; Audio-Visual aids- concept, classification, characteristics and scope.

- Relationship between Communication, Extension and Development.

REFERENCES

1. Barker, L. (1990). "Communication", New Jersey: Prentice Hall, Inc; 171.
2. Devito, J. (1998) Human Communication. New York: Harper & Row.
3. Patri and Patri (2002); Essentials of Communication. Greenspan Publications