

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM
VII SEMESTER HOME SCIENCE TIME:2Hrs/Week
HS-E1-7153 DYNAMICS OF COMMUNICATION IN EXTENSION PRACTICAL
MARKS:50

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.

PRACTICALS:

1. Developing skills in planning and conducting small group communication.
2. Planning communication using different models of communication.
3. Review of media on selected issues.
4. Design and use of graphic media.

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