ST.JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS), VISAKHAPATNAM

I SEMESTER **HOMESCIENCE** Time:5Hrs/Week HS 1101 (3) **COMMUNICATION IN HOMESCIENCE** Max.Marks:100

w.e.f. 2019 – 2020 (“19AG”) **SYLLABUS**

**OBJECTIVES:** To enable the students to

* + 1. learn the importance of communication, methods of dissemination of knowledge and skills to the beneficiaries.
    2. understand the role of communication in the study of Home Science.

# COURSE:

**UNIT - I:** Communication**:** Definition, Nature, Process, Importance and influencing factors.

**UNIT - II:** Components of communication**:**

* + - 1. Communicator – Good and Poor – Qualities.
      2. Message or content – characteristics.
      3. Communication – channels and obstacles.
      4. Audience – Quantity, Quality, characteristics.

**UNIT - III:** Media for communication**:** Preparation, Advantages and disadvantages of –

1. Visual Aids – Display boards, Graphic aids and 3D materials.
2. Audio Aids – Non – Projected and projected.
3. Audio – Visual Aids – Television, Video, INSAT, CCTV, Computer – aided.

**UNIT - IV:** Methods and techniques of communication I**:** Objectives, advantages, limitations and conduct of –

1. Individual contacts: Farm and Home visits, office calls, personal letters, observation plot, Result Demonstration
2. Group Contacts: a. Observation b. Demonstration c. General meetings – lecture, Debate, Symposium, Panel discussion, Buzz sessions, Brain storming, workshop, seminar, conference.

**UNIT - V:** Methods and techniques of communication II**:** Objectives, advantages, limitations and conduct of –

* 1. Mass Contacts: Circular letters, Publications, Exhibitions, Campaign.
  2. Radio, television c. Puppets, Drama, Folk & Theatre.

# REFERENCES:

1. Pankajam, G. (2000) Extension – Third dimension of education, Gyan Publishing House, New Delhi.
2. Reddy, A.A (1987), Extension Education. Sri Lakshmi Press, Bapatla, A.P.
3. Supe, S.V. (7- 1982), An Introducation to Extension Education, IEdn, Oxford & IBH Publishing Co; New Delhi.
4. Chakrabarti, K.Surjit (1967), Audio – visual education in India, Oxford Book Company, New Delhi.
5. Cochran, L.W. and de Kiffer, R.E.(1966). Manual of Audio Visual Techniques. Prentice – Hall of India Pvt. Ltd, New Delhi.

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