

**ELECTIVE COURSE – III – BASICS OF COMMUNICATION**

**Unit I**

Concept, Definition, Need and importance of Communication.

**Unit II**

Communication Process and Channels – Aids and Barriers in Communication.

**Unit III**

Interpersonal Communication – Verbal and Non-verbal Communication.

**Unit IV**

Mass Communication - Types of Mass Medias – Role of Mass Media in national development.

**Unit V**

Written Communication – Types of Written Communication – Basic guidelines for written Communication.

**Reference:**

1. Dahamo, O.P. Communication for education, New Delhi, ICH.
2. Berlo David, K. The process of Communication. An Introduction to theory and practice, New York, Holt Rinehart and Winston.
3. Singh, K.N. & Singh S.N. – Effective Communication Media for Rural Audiences (Bombay, Dharmmal Neoraraji Chemical Co Ltd).
4. Developing Communication Skills, Krishna Mohan Meera Baredi, Birla Institute of Technology and Science, Pilani 1990.
5. C.S.Rayudu, Communication, Himalaya publishing House, Mumbai.