

EC IV - INFORMATION TECHNOLOGY AND COMMUNICATION

UNIT 1

Information and communication: meaning, concept, types – managing with information – communication Vs information and data Vs information.

UNIT 2.

Computers – Generations – Types – Windows – Applications – Advantages and disadvantages of computers – Networks - Computer Communication language – EDM – MIS –Data Communication – Channels – Models – Data Transmission

UNIT 3.

Information Technology (IT) : Nature, Scope, growth – recent trends in Communication Technologies – MARR, VAST, CB Radio, Immansat – VASL and IT services – Role of IT in different fields [Education, Health, Business, Communication] – IT in India

UNIT 4.

Communication in IT Sector – Computer Networks – IT in Business Communication [Facsimile transmission, Tele fax, Photocopies, Microfilm, View data, CD`s DVD`s Floppy/zip discs] –Tele conferencing, Video conferencing, Message Handling Services – Voice mail, E-Commerce – impacts of IT:- Positive and Negative aspects of IT on Business/ Organizations.

UNIT 5.

Internet: Origins and Growth – Principles, tools, services – E-mail – E-news papers – Information Super Highways – Security issues – Limitations – Indian media on the internet platform.

REFERENCE;

1. Communication in IT age, Dhiraj Sharma, Himalaya Publishing House.
2. Introduction to Mass Communication, Stanley J .Baran.
3. Marketing Communication, Niraj Kumar.
4. Mass Media and Interpersonal Communication for Social Awakening, Balaji Babu.
5. Reporting for the Media [VII Edu.].
6. Communication, C.S.Rayudu, Himalaya Publishing House.
7. Advertising Basics – a resource guide for beginners, J.V.Vilaniam and A.K.Varghese

JOURNALS

1. Computer Today
2. Computer World
3. Computer Communication
4. Network Magazine.