

13.4 - INFORMATION TECHNOLOGY FOR COMMUNICATION AND PUBLIC RELATIONS

(without practical)

UNIT I

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

UNIT II

Communication in IT Age – Computer Networks –IT in Business Communication [Facsimile transmission, Tele fax, Photocopies, Microfilm, Viewdata, 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 III

Computers – Generations – Types – Windows 98 – Networks – Applications – Advantages and disadvantages of computers – Human – Machine Communication process – Computer Communication language – EDM – MIS – Data Communication – Channels – Models – Data Transmission.

UNIT IV

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

UNIT V

Managing with Information – Communication and Information Data Vs Information – Types of Information – System concept and Information Systems.

BOOKS FOR 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 (7th Edn.)
6. Communication, C.S. Rayudu, Himalaya Publishing House.
7. Advertising Basics – a resource guide for beginners, J.V. Vilanilam and A.K. Varghese.