

ELECTIVE COURSE – I - PSYCHOLOGY AND COMMUNICATION

Objective:

To make the students to understand about the importance of psychology in communication

Unit I

Communication: history, Communication as a process, definitions, functions, types and barriers of communication.

Unit II

Human communication process: elements, features and barriers. models of communication - Interpersonal communication – verbal, nonverbal, visual, gestural, spatial and silence

Unit - III

Mass communication: functions, features and types. Impact of communication technology on culture

Unit – IV

Meaning , branches and scope of psychology, classroom communication, approaches to learning, behaviorism, cognitivism and constructivism.

Unit -V

Application of psychological concepts in communication, Approaches to perception and attention and its roles - Psychological principles of audience, effects of media, problem solving, information processing.

Books and journal for reference:

1. Larry .L. Barker, Communication
2. Guilford Morgan, Introduction to psychology
3. Keval J. Kumar, Mass communication in India
4. Agee k Warren et al, Introduction to Mass communication, Oxford and IBH publishing Co., New Delhi, 1979
5. Vandermark and Leth, Interpersonal Communication, Cummings Publishing Co., California 1977
6. Kincaid, Lawrence and Wilbur Schramm, Fundamentals of Human Communication, East West Communication Institute, Honolulu, 1974
7. Harry. C, On Human Communication, John Wiley & Sons, New York, 1957