

DEVELOPMENT COMMUNICATION

Unit 1:

Communication: Concept, definition and purpose; Need and importance of communication.

Unit 2:

Types, Principles and models of communication: Communication process: Channels and stages of communication: Skills and techniques of communication, Communication media and its role; Role of language in communication.

Unit 3:

Communication with self concept of self growth – goals of interpersonal communication, Interviews, Non – verbal communication in small groups.

Unit 4:

Mass communication for social change and social action; Types of mass media, selection of suitable approaches and media for different target groups.

Unit 5:

Written communication – Types, guidelines in developing different types of written communication.

References:

- Dahama, O.P., Communication for education, New Delhi, JCH.
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Nalini Vittal : Communication for Rural Development in India: some facts, Hyderabad HIRD.
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Singh K.N & Singh S.N –Effective communication media for Rural Audiences (Bombay : Dharmmal Morarji Chemical C0.Ltd.,)
Rogers E.M & Shoemaker F.F : Communication of innovations, A cross cultural approaches. Developing Communication Skills, Krishna Mohan Meera Banerji, Birla Institute of Technology and Science, Pilani, 1990.
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