

SEMESTER I

GE-01A : Generic Elective - 1

Communication: Concepts and Processes

B.A. (Hons.) Humanities & Social Sciences - Semester I

Cluster Innovation Centre, University of Delhi

Credit Distribution, Eligibility and Pre-requisites of the Course						
Course Title & Code	Credits	Credit Distribution			Eligibility Criteria	Pre-requisite
		L	T	P		
Communication: Concepts and Processes (UPC: 3124101101)	4	3	1	0	Class XII Pass	Nil

L = Lecture; T = Tutorial; P = Practical/Practice; UPC = Unique Paper Code

Learning Objectives

The Learning Objectives of this course are as follows:

- To help students understand the relation between thought, language and communication.
- To encourage students to identify the construction and deconstruction of meaning in the process of communication.
- To motivate students to recognize the importance of different elements of a communication process.
- To let students discover and employ different forms of communication.

Learning Outcomes

The Learning Outcomes of this course are as follows:

- The students will be able to identify and appreciate the nature of the relationship between thought, language and communication.
- The students will be able to critically engage with the construction and deconstruction of meaning in the process of communication.
- The students will be able to apply different forms of communication in their everyday personal and professional context.

SYLLABUS

Unit I: Thought and Language (12 Hours)

- Thought and cognitive process of language
- Universal Grammar and basic structure of communication
- Language as a system of signs

Unit II: Interpretation, Language and Communication (9 Hours)

- Human thought process and the construction of meaning
- Deconstruction of meaning
- Basic argumentation and its implications

Unit III Elements and Process of Communication (9 Hours)

- Source, Message, Sender, Receiver, Context, Environment
- Noise - Linguistic, Geographical, Psychological, Cultural, Ideological

Unit IV Forms of Communication (12 Hours)

- Verbal and Non-verbal communication
- Intrapersonal communication
- Group communication
- Mass Communication

Practical component - NIL

Readings

1. Vakyapadiya by K A Subramania Iyer
2. Syntactic Structures by Noam Chomsky
3. General Linguistics by Ferdinand de Saussure
4. Levi Straus, Tristes Tropiques
5. The death of the Author- Ronald Barth
6. Of Grammatology by Jacques Derrida
7. Media and Communication by Paddy Scannel
8. Communication of Innovations: A Journey with Ev Rogers Edited by Arvind Singhal and James W Dearing
9. Nonverbal Communication: An Applied Approach by Jonathan M Bowman
10. Communication in Everyday Life: The Basic Course Edition With Public Speaking

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.
