

**Bachelors in Arts with Community Science as Major
Category II**

**DISCIPLINE SPECIFIC CORE COURSE – DSC-1A-HSC:
FOUNDATIONS OF COMMUNICATION**

CREDIT DISTRIBUTION, ELIGIBILITY, PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Foundations of Communication	4	3	0	1	Passed Class XII	NIL

Learning Objectives

- To learn about the concept, nature, and scope of communication.
- To understand the process of communication with the help of theories, models, and elements of communication.
- To recognize and appreciate the role of Perception, Empathy, Persuasion, Culture and Listening in communication.
- To be able to comprehend the various communication transactions and their role in day-to-day life with special reference to public communication.
- To understand the relationship between culture and communication and its applications in real life settings.

Learning Outcomes

The students would be able to:

- Develop a clear understanding of the concepts of human communication.
- Comprehend the elements and models governing the process of effective communication.
- Gain understanding about the related concepts of communication such as Perception, Empathy, Persuasion and Listening
- Understand the various communication transactions as well as the qualities and skills required of an effective public speaker.
- Appreciate the role and application of factors for effective communication.

**THEORY
(Credits 3; Hours 45)**

UNIT I: Communication: Core Concepts

12 Hours

This unit explores the fundamentals of Human Communication tracing the history of communication from the olden times to the present times. It highlights the concept, nature, types, scope, and postulates of communication and discusses the functions performed through communication.

- Historical background, concept, nature, functions, and scope of communication
- Types of Communication – Formal and informal communication; Verbal and Non-verbal communication; Digital and Non-digital communication

- Verbal communication- Principles, types, effective use of verbal messages for communication
- Non-verbal communication- functions, types, skills, channels of non-verbal communication, inter-relationship between culture and non-verbal skills
- Elements of communication - Source, Message, Channel, Receiver, Feedback, Context, Noise & Effects

UNIT II: Communication Models and Theories

10 Hours

This unit emphasizes the models and theories of the communication process. The further delves on the importance of these models and theories for understanding the effectiveness of communication as a process.

- Models of Communication: Types of models- Linear, Interaction and Transaction models, (Models by Aristotle, Harold Laswell, Shannon & Weaver, Charles Osgood, Wilbur Schramm, Helical model)
- Theories of Communication: Mass Society, Propaganda, Limited Effects, Individual Difference and Personal Influence

UNIT III: Factors for Effective Communication

12 Hours

The Unit delves with intricate concepts such as Empathy, Persuasion, Perception and Listening that are associated with communication. The unit also discusses the relationship between culture and communication.

- Factors for effective communication: Definitions, goals and principles of Empathy, Perception, and Persuasion
- Empathy: Concept and Theories
- Perception: Concept and Theories
- Listening in Human Communication-Listening process, significance of good listening, styles of listening, barriers to listening, culture and listening, listening theories
- Culture and communication- Relationship between culture and communication, signs, symbols and codes in communication

UNIT IV: Communication Transactions and Learning

11 Hours

This unit elucidates upon the various levels of communication transactions. This Unit in particular lays thrust on the public communication and ‘need and importance’ of communication for learning. The unit also highlights the concept of communication for development.

- Levels of communication transactions
- Public communication- Concept, types, techniques and skills in public speaking, qualities of an effective public speaker, overcoming speaker apprehension
- Communication, and Learning: Learning as Communication Process, Domains of Learning. Theories of learning
- Audio-Visual Aids in communication- definitions, functions, classification including Edgar Dale’s Cone of Experience
- Communication for Development- Concept and approaches

PRACTICAL

(Credit 1; Hours 30)

1. Exercises to understand visual communication: Elements of Art and Principles of Design
2. Exercises to explore dimensions of non-verbal communication
3. Hands on practice with different types of public speaking
4. Exercises aimed at strengthening effective listening skills, encouraging attentive and responsive communication.
5. Exercises on building empathy for effective communication
6. Analysis and designing of IEC materials

Essential Readings

UNIT I

The Unit 1 explores the fundamentals of Human Communication tracing the history of communication from the olden times to the present times. It highlights the concept, nature, types, scope, and postulates of communication and discusses the functions performed through communication.

- **Devito, J.** (2012). *Human Communication*. New York: Harper & Row.
- **Barker, L.** (1990). *Communication*, New Jersey: Prentice Hall Inc; 171.
- **Anand, S. & Kumar, A.** (2016). *Dynamics of Human Communication*. New Delhi: Orient Black Swan.
- **Zeuschner, R.** (1997). *Communicating Today*. California State University, USA.

UNIT II

The Unit II emphasizes the models and theories of the communication process. The further delves on the importance of these models and theories for understanding the effectiveness of communication as a process

- **Wood, J. T.** (2023). *Communication theories in action: An introduction* (3rd ed.). Cengage.
- **McQuail, D.** (2000). *Mass Communication Theories*. London: Sage Publications
- **Zeuschner, R.** (1997). *Communicating Today*. California State University, USA.
- **Devito, J.** (2012). *Human Communication*. New York: Harper & Row.
- **Anand, S. & Kumar, A.** (2016). *Dynamics of Human Communication*. New Delhi: Orient Black Swan.
- **Patri, V. R. and Patri, N.** (2002). *Essentials of Communication*. Greenspan Publications

UNIT III

The Unit delves with intricate concepts such as Empathy, Persuasion, Perception and Listening that are associated with communication. The unit also discusses the relationship between culture and communication.

- **Zeuschner, R.** (1997). *Communicating Today*. California State University, USA.
- **Devito, J.** (2012). *Human Communication*. New York: Harper & Row.
- **Barker, L.** (1990). *Communication*, New Jersey: Prentice Hall Inc; 171.
- **Anand, S. & Kumar, A.** (2016). *Dynamics of Human Communication*. New Delhi: Orient Black Swan.

UNIT IV

This unit elucidates upon the various levels of communication transactions. This Unit in particular lays thrust on the public communication and 'need and importance' of communication for learning. The unit also highlights the concept of communication for development.

- **Servaes, J.** (2022). *Communication for development and social change* (Updated ed.). Sage Publications.
- **Zeuschner, R.** (1997). *Communicating Today*. California State University, USA.
- **Devito, J.** (2012). *Human Communication*. New York: Harper & Row.
- **Barker, L.** (1990). *Communication*, New Jersey: Prentice Hall Inc; 171.
- **Anand, S. & Kumar, A.** (2016). *Dynamics of Human Communication*. New Delhi: Orient Black Swan.

Suggested Readings

- **Knapp, M. L., & Daly, J. A.** (Eds.). (2011). *The SAGE handbook of interpersonal communication* (4th ed.). SAGE Publications.
- **Wood, J. T.** (2023). *Communication theories in action: An introduction* (3rd ed.). Cengage.
- **Patri, V. R. and Patri, N.** (2002). *Essentials of Communication*. Greenspan Publications Baran, S. (2014). *Mass Communication Theory*. Wadsworth Publishing.
- **Servaes, J.** (2022). *Communication for development and social change* (Updated ed.). Sage Publications.
- **McQuail, D.** (2000). *Mass Communication Theories*. London: Sage Publications.
- **Zeuschner, R.** (1997). *Communicating Today*. California State University, USA.

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

Bachelors in Arts with Community Science as non-Major Category-III

DISCIPLINE SPECIFIC CORE COURSE – DSC-2-HSC: FOOD SCIENCE AND NUTRITION

CREDIT DISTRIBUTION, ELIGIBILITY, PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Food Science and Nutrition	4	3	0	1	-	-

Learning Objectives

- To understand functions of food and the relationship between food, nutrition and health.
- To describe the classification, functions of various nutrients, their sources and excess/deficiency.
- To learn about various methods of cooking and to understand the nutritional contribution and effect of cooking on different food groups.