

Bachelors in Arts with With Community Science
Category-V

**DISCIPLINE SPECIFIC ELECTIVE COURSE – DSE-DCE 3-HSC:
COMMUNICATION SYSTEMS AND MEDIA**

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		
Communication Systems and Media	4	2	0	2	Class XII	NIL

Learning Objectives

- To gain an in-depth understanding of various communication systems and their applications in personal and professional life.
- To acquire knowledge about the applications of communication transactions in the field of Development Communication.
- To appreciate and recognize the importance of understanding self through concepts of self- concept, self-esteem and self-disclosure.
- To understand the nuances of different levels of communication ranging from intra personal communication to organizational as well as intercultural communication.
- To throw light on the role of communication transactions in persuasion and influencing desired changes in individuals and groups.

Learning Outcomes

The students would be able to:

- Develop an understanding of various communication systems and their relevance.
- Comprehend the various levels of communication transactions and their applications in Development Communication approaches.
- Gain understanding of self through self-concept, self-awareness and self-esteem.
- Recognize and appreciate various communication networks in personal and professional spheres.
- Understand how mass communication and media impact society through mass communication theories and models and their significance.

THEORY
(Credits 2; Hours 30)

UNIT I: Intrapersonal and Interpersonal Communication

8 Hours

This unit elucidate upon the various levels of communication transactions. This Unit in particular lays thrust on the Intrapersonal and Interpersonal Communication Systems and processes.

- Overview of communication transactions
- Intrapersonal Communication - Self Development, Looking Glass Self Theory, Self-

- concept and self-esteem, Awareness of Self & Johari's Window, Self-Disclosure
- Interpersonal Communication - Functions, Types of relationships- friendship, families, other relationships, Stages of relationship development, Interpersonal Competence
- Theories of Relationship Development - Social Exchange Theory, Uncertainty Reductions Theory, Interpersonal Relationship Model

UNIT II: Small Group and Organizational Communication

8 Hours

Unit II highlights the small group communication characteristics, functions and power of group conformity. It emphasizes on the organizational communication with focus on culture and leadership.

- Small group communication: Characteristics, Functions & Types
- Small Groups & Social Influence, Power in small group Conformity, Group Think, Polarization, Social Loafing
- Theories of group formation - Functional Theory, Structuration Theory, Symbolic Convergence Theory, Participatory theory
- Small Group Processes: Culture, Structure, Roles & Leadership
- Organization - concept, types and relationship in organization
- Organizational communication: Types: Formal Informal, Internal External, Direction & Networks, Functions, Tools used by organizations, challenges
- Organizational Culture and Leadership

UNIT III: Public, Intercultural and Mass Communication

8 Hours

This unit highlights the Communication networks in professional and public spaces. It provides insight into the dynamics of intercultural communication. It also highlights the various theories and models of mass communication and emphasizes the significance and characteristics of various mass media.

- Public communication - Concept, types, techniques and skills in public speaking, qualities of an effective public speaker, overcoming speaker apprehension
- Intercultural communication-concept, importance and relevance, stages and barriers
- Mass Communication - concept, significance, functions and elements
- Models and theories of mass communication

UNIT IV: Scope of Levels of Transactions in Communication

6 Hours

Unit IV emphasizes how communication transactions help in persuading, influencing and bringing out desired changes in individuals and groups. It strives to give conceptual clarity about use of communication in addressing conflict and strengthening personal and professional relationships.

- Application of levels of communication transactions for Influencing ideas attitudes and beliefs of individuals and groups.
- Communications and building Self-Confidence, Self-development identity and personal branding, conflict management, relationship development and repair
- Business communication and strengthening organizational processes and efficacy

PRACTICAL
(Credit 2; Periods 60)

1. Self-Awareness & Analysis of Communication with self
2. Group communication exercises that encourage collaboration, discussion, and participatory learning among participants.
3. Media design and production for group Communication
4. Media design and production for mass communication
5. Evaluating & Designing communications for changing attitudes
6. Evaluation of various communication strategies for social change

Essential Readings

UNIT I

This unit elucidate upon the various levels of communication transactions. This Unit in particular lays thrust on the Intrapersonal and Interpersonal Communication Systems and processes.

- **Anand, S. & Kumar, A.**, 2016, Dynamics of Human Communication. Orient Black Swan, New Delhi.
- **Patri, V. R. and Patri, N.**, 2002, Essentials of Communication. Greenspan Publications.
- **Zeuschner, R. (1997).** *Communicating Today*. California State University, USA.
- **Devito, J. (2012).** *Human Communication*. New York: Harper & Row.

UNIT II

Unit II highlights the small group communication characteristics, functions and power of group conformity. It emphasizes on the organizational communication with focus on culture and leadership.

- **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. Orient Black Swan, New Delhi.

UNIT III

This unit highlights the Communication networks in professional and public spaces. It provides insight into the dynamics of intercultural communication. It also highlights the various theories and models of mass communication and emphasizes the significance and characteristics of various mass media.

- **Foss, K. A., Oetzel J. G.**, 2021, Theories of Human Communication. Waveland Press
- **Anand, S. & Kumar, A.**, 2016, Dynamics of Human Communication. Orient Black Swan, New Delhi.
- **Kumar, K. J.**, 2020, Mass Communication in India. Jaico Publishing House, Mumbai.
- **McQuail, D.**, 2000, Mass Communication Theories. Sage Publications, London.
- **Stevenson, D.**, 2002, Understanding Media Studies: Social Theory and Mass Communication, Sage Publications.

UNIT IV

Unit IV emphasizes how communication transactions help in persuading, influencing and bringing out desired changes in individuals and groups. It strives to give conceptual clarity about use of communication in addressing conflict and strengthening personal and professional relationships.

- **Pannu, P., & Tomar, Y. A.** (2010). *ICT4D: Information communication technology for development*. I.K. International Publishing House.
- **Greene, J.O.,** 2021, *Essentials of Communication Skills and Skill Enhancement*. Taylor & Francis

Suggested Readings

- **Beebe, S. A., & Masterson, J. T.** (2023). *Communicating in small groups: Principles and practices* (12th ed.). Pearson.
- **Baran, S.,** 2014, *Mass Communication Theory*. Wadsworth Publishing
- **Devito, J.,** 2012, *Human Communication*. Harper & Row, New York
- **Greene, J.O.,** 2021, *Essentials of Communication Skills and Skill Enhancement*. Taylor & Francis
- **Stevenson, D.,** 2002, *Understanding Media Studies: Social Theory and Mass Communication*, 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 With Community Science Category-V

DISCIPLINE SPECIFIC ELECTIVE COURSE – DSE-DCE 5-HSC: ICT FOR SOCIAL DEVELOPMENT

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		
ICT for Social Development	4	2	0	2	Class XII	NIL

Learning Objectives

- To appraise the importance of ICTs and their incorporation in the development sector.
- To explain the integration of ICTs in the Development Communication.
- To provide skills for discerning and producing information using ICTs.
- To familiarize learners with the strategies for creating effective ICT materials and assess their impact.
- To enhance awareness about development initiatives at global level and address them using ICTs.

Learning Outcomes

The students would be able to:

- Assess relationship between ICT and Development.
- Gain knowledge about the effective use of ICTs in Development sector.
- Develop skills to conceptualize and create ICT tools for higher user engagement.
- Critique the role of ICTs for social change and maximize their reach and impact.
- Address the global development concerns by using ICTs effectively.