Annexure A

21+16

① Home Science ② Food science technology
③ Nutrition and Dietetics ④ Elective home Scien

SEMESTER I

CORE COURSES

CORE COURSE 1: COMMUNICATION AND EXTENSION
(CREDITS: THEORY-4, PRACTICAL-2)

Unit 1 Communication: Concepts

- Breif background, concept and nature
- Functions of Communication
- Types of Communication - communication transactions; Formal and informal communication; Verbal and Non-verbal Communication
- Scope of Communication : the educational, organizational, cultural, social and entertainment dimension
- Communication and mainstream media- newspaper, radio, television and Cinema and web based communication

Unit 2 Understanding Human Communication

- Culture and communication- Signs, symbols and codes in communication
- Postulates/Principles of Communication
- Elements of Communication and their characteristics
- Models of Communication
- Barriers to Communication

Unit 3 Communicating Effectively

Concept, nature and relevance to communication process:

- Empathy
- Persuasion
- Perception
- Listening

Communication fidelity
Communication gap
Time lag in communication

Unit 4 Communication for Extension

- Concept, nature and philosophy of Extension
- Principles of Extension
- Methods and Media of community outreach; Audio-Visual aids- concept, classification, characteristics and scope.
- Relationship between, Communication, Extension and Development

PRACTICAL

1. Developing skills in planning and conducting small group communication.
2. Review of media on selected issues
3. Design and use of graphic media

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④ Elctric home

RECOMMENDED READINGS

- Barker, L. (1990). "Communication", New Jersey: Prentice Hall, Inc; 171.
- Devito, J. (1998) Human Communication. New York: Harper & Row.
- Patri and Patri (2002); Essentials of Communication. Greenspan Publications