

LEVEL : SEMESTER IV
PAPER NO : 9
TITLE OF PAPER : COMMUNICATION FOR DEVELOPMENT
MARKS : 100

Objectives:

1. Locating communication in the context of development.
2. Acquire skills for effective communication.
3. Application of development communication tools in social work practice

Course Contents:

Unit 1: Understanding Communication

- 1.1 Communication: concept, principles and its significance for development
- 1.2 Process of Communication
- 1.3 Forms of communication

Readings:

- Singh , Surendra , 2003, Communication in Organisations ' Bharat Book Centre, Lucknow
- Narula, Uma ,2006 ,Handbook of Communication: Models, Perspective, Strategies, Atlantic.
- Bhatnagar, P , 2008, Verbal and Nonverbal Communication Rajat Publications
- Kaul, A & Gupta, S (2006) (Edtd). Management Communication: Trends and Strategies New Delhi: Tata McGraw – Hill Publishing Company.

Unit 2: Communication Competencies

- 2.1 Self Awareness in communication
- 2.2 Listening- stages, functions, barriers
- 2.3 Develop communication competence to work in diverse settings

Readings:

- Association of Business, 2010, Self awareness and personal Development British, Partners Business Professional Skills Development
- Narula, Uma , 2006, Handbook of Communication: Models, Perspective,
- Owen, Hargie , 2006,, 'The Handbook of Communication Skills'. Routledge.
- Hoppe, Michael.H ,2006, Active Listening: Improve your ability and lead. Strategies, Atlantic.

Unit 3: Communication in Social Work Intervention

- 3.1 Types of Communication: Intra personal, Interpersonal, group and mass Communication
- 3.2 Barriers in Communication
- 3.3 Information Education and Communication - types, relevance, effective usage

Readings:

- Gamble, Gamble , 2010 ,Communication Works.Tata McGraw Hill.
- Keynes, Renana , ,2003, HIV/AIDS Communication mapping of IEC Material in Combodia
- NACO , 2007, IFC Operational Guidelines. Magaminds Communication Pvt Ltd.
- Rai,S.M., Rai,Urmila 2009 Business Communication. Himalayan Publishing House.

Unit 4: Mass Communication and Development

- 4.1 Means of mass communication
- 4.2 Propaganda, public opinion,and role of mass communication in social Change
- 4.3 Development Communication in Social Work Profession

Readings:

- Melkote, Srinivas 1991 Communication for Development in the Third World, Theoryand Practice, Sage publications.
- Kumar ,Keval J. 2010 Mass Communication in India. Jaico Publishing House.
- Splichal, Slavanko 1999 Public Opinion: Developments and Controversies in the 20thCentury.Rowman and Littlefields. Inc.USA.