

1st Semester

Course Duration:	60 hrs
Credits:	3 Credits
Maximum Marks:	75 marks
Theory:	68 marks
Internal Assessment:	07 marks
Time:	3 hours

Pedagogy of the Course Work: **90% Lecturers (including expert lectures)**
10% Unit Tests, Snap Tests, assignments, attendance and class room participation

Instructions for Paper Setters and candidates:

1. The Syllabus has been divided into three (3) units.
2. There shall be 7 questions in all. ussiana459145.9963916.02424168021(e(s)-8.58904(h).3
3. The first question shall be short answer type conta 1heuestions .90

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- a) Meaning, Definition and Forms
 - b) Concept, Nature and Scope
 - c) Principles and Process of Communication
 - d) Functions of Communication
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Unit - III

Development Programmes

- a) Development Issues and goals
- b) National Development Programmes – goals, strategies, structure and achievement
- c) Literacy and Development Support Communication
- d) Health and Development Support Communication

SUGGESTED READINGS

1. McQuail, D. (1996). *Sociology of Mass Communication*. Penguin Books: Australia
2. Kumar, J. Keval (2012). *Mass Communication in India*. Delhi: Jaico
3. Mikkelsen, Britha (2002). *Methods for Development Work and Research*. New Delhi: Sage Publications
4. Dahama, O.P. and Bhatnagar, O.P. (2003). *Education and Communication for Development*. New Delhi: Oxford and IBH Publishing Co. Pvt. Ltd.
5. Kumar & Hansra (1997). *Extension Education for Human Resource Development*. New Delhi: Concept Publishers.
6. Barker, L. (1990). *Communication*. New Jersey: Prentice Hall Inc.
7. Patri and Patri (2002). *Essentials of Communication*. Greenspan Publications
8. Menon, Mridula, Gandhi, Ved Prakash (1997). *Media and Communications- Vol. I*. New Delhi: Kanishka Publishers/Distributor
9. Trecker, H.B. (1970). *Social Group Work- Principles and Practices*. New York: Association Press
