

OPEN ELECTIVE - SECOND SEMESTER

JME 457 Communication Skills

Total = 40 hrs

Course Objective:

1. To facilitate the basic understanding of how communication is related to “being human”
2. To provide an in depth knowledge about the basic theories and models of human communication, their origin, and their most well-known proponents
3. To develop an understanding of how these theories are situated in the objective/subjective or scientific/descriptive paradigm continuum
4. To make the pupils more knowledgeable of constructive approaches to human communication in different contexts
5. To facilitate theoretical & practical orientation to disseminate the information through different mass media channels (Radio, TV, film and new media)
6. Develop critical thinking and analytical skills
7. Improve listening, observational skills, and problem solving capabilities

Course Outcomes:

1. Understand the process of communication and its effect on giving and receiving information
2. Learn about historical and theoretical developments in the field of communication
3. Apply effective communication skills in a variety of public and interpersonal settings
4. Develop analytical, research, and organizational skills
5. Discover the impact of changing communication methods on society
6. Acquire a foundation of skills and knowledge to manage and execute various kinds of media assignments successfully
7. Become aware of the numerous career opportunities within the field of communication.

UNIT - I

Communication- definition, functions of communication, process of communication, types of communication - verbal and nonverbal communication, intrapersonal, interpersonal, group, mass communication. Barriers to communication.

08 hrs

UNIT - II

Communication models: Aristotle, Shannon and Weaver, Osgood, Berlo and Schramm model of communication, Gatekeeping, Agenda Setting, public speaking techniques.

08 hrs

UNIT - III

Writing for print media – journalistic writings -news, features, articles, editorials, interviews, reviewing- art, films, theatre.

08 hrs

UNIT - IV

Radio as a medium of communication, radio programme formats-news, features, interviews, documentaries, radio talks, writing for radio.

08 hrs

UNIT - V

Television as a medium of communication, stages of TV programme production - news, talk shows, interviews, documentaries, panel discussions. News presentation and anchoring. Public Service Advertising.

08 hrs

References:

1. Schramm Wilbur (1973). Men, Messages and Media, Harper & Row, New York.
2. Schramm Wilbur (1971). The process and effects of Mass Media, University of Illinois Press, USA.
3. Shrivastava. KM (2003). News Reporting and Editing, Sterling Publishers Pvt Ltd, New Delhi.
4. Roy Paul Nelson (1978). Articles and Features, Houghton Mifflin, Boston.
5. Uma Narula (2006). Communication Models, Atlantic Publishers, New Delhi.
6. Frank Barnas & Ted White Paul Sureya (2013). Broadcast News Writing, Reporting, and Producing, Focal Press, Amsterdam, Boston.
7. Bhatt S.C (2007). Broadcast Journalism - Basic Principles, HarAnand Publications, New Delhi.
8. Robert Hilliard (1973). Radio Broadcasting, Longman, United Kingdom.
9. Alan Wurtzel (1983). Television Production, McGraw-Hill, United States.
10. Gerald Millerson (1999). Television Production, Focal Press, Waltham.
11. Owen Hargie (2006). Hand book of Communication Skills, Routledge, United Kingdom.
12. Keval J. Kumar (2013). Mass Communication in India, Jaico Publishing House, Mumbai.