MANGALORE UNIVERSITY
Department of Social Work
Master of Social Work (MSW)

SWE 457

DEVELOPMENT OF COMMUNICATION SKILLS AND PROFESSIONALISM

Objectives:

- Acquire understanding of various methods of communication and concepts and skills and competence to use the same.
- Understanding the process of self-awareness and relevance of self-awareness for personal and professional development.
- Develop practice based skills and positive life skills for competence in personal life and professional practice.
- Understand and uphold professional values and ethics.

Course Content:

Unit-I

Communication: Concept, scope and Process of Communication. Barriers to effective communication . Verbal and non - verbal communication.

Types of Communication: Inter-personal methods of communication - workshop, demonstration, meeting, panel discussion, simulation games, role play and street theatre. Audio, visual and audio - Visual Aids in communication: Audio Aids - Folk songs, music audio cassettes. Visual Aids - Posters, slides, photographs, paper clippings, exhibition, flash cards, flannel graphs, use of notice boards, chalk boards, puppets, and overhead projector, LCD projector , Audio-Visual Aids - video cassettes,

Unit II

Communication skills : Effective speaking, principles of effective oral communication, Public speaking skills speech preparation, technique of effective speech, Effective writing skills, what is draft, meaning and objectives of written communication, essential of written communication, reports , letters and News reporting, essay writing, hand bill, pamphlets, newsletters, Role of Information, education in effective communication.

Unit-III

Self and Self Awareness: Techniques of understanding self: (Intra and interpersonal) and Self Development: Meaning, concept, significance of understanding self and factors affecting self, reaction of self to various life situation: achievements, frustration, failure and crisis, SWOT analysis; Johari window; Mirror reflection techniques; Six thinking Hats techniques. Self-Development: meaning and Concept, Use of yoga and meditation for self-development.

Unit-IV

Attributes of Professional Personality: Qualities and traits; Values and attitudes; Creativity; Habits; Skills. Pleasing personality, Developing a Pleasing Personality, Time Management ,

==Etiquette and Manners , Presentation Skills. Development of professional self-concept, professional ethics and values.==

Unit-V

Professional Integrity, Competence and Burnout in Professional Practice: professional knowledge, critical thinking, Acceptance of self and others, decision making, burnout- causes and impact, prevention and coping with burnout, stress management

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Chopra, BS. KS. (1987)	:	Leadership for Indian Manager, Pune: Times Research Foundation.		
Crispin Cross P. (1974)	:	Interviewing and Communication, Bostan Routledge and Kegen Paul		
Davas, Rustam (1993)	:	Creative Leadership, New Delhi: UBS Publishers.		
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Heun, Linda R., Heun, Richard E. (2001)		Developing Skills for Human Interaction, London : Charles E. Merrill Co.		
Joyce, Lishman (1994)	:	Communication in Social Work, New York: Palgrave.		
Kuppuswamy B (1961)	:	An Introduction to social Psychology, Bombay Asia Publishing House		
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