

**SEMESTER-III (Pool-B)**

**COURSE TITLE: Communication Management**

**(CHOI-B40)**

**Number of Credit: 02**

**Maximum Marks 50**

**Unit – I**

1. Basics of communication – Meaning and Definition
2. Types of Communications
3. Importance of communication in Home Science Extension Education

**Unit – II**

4. Elements of Communication
5. Basic Models of Communication
6. Role of Mass Media in Communication- Print Media and Electronic Media.

**Unit – III**

7. Verbal and Non-Verbal Communications
8. Written and Oral Communication
9. Types of barriers in Communications and ways to overcome barriers.

**Unit – IV**

10. Definition, need and clarification of Audio, Visual aids.
11. Non-Projected aids – Charts, Posters, flash cards, models and print material.
12. Projected aids- Slides, OHP (overhead Projector), Recordings, films, Documentaries etc.

**Unit – V**

13. Feedback in communication – Meaning and Role.
14. Effect of feedback in communication for information.
15. Problems in communication.

## **Books References:**

- Argenti, Paul A. (2009). Corporate communication (5th ed., International ed). Boston, [Mass.]: McGrawHill.
- Argenti, Paul A., & Barnes, Courtney M. (2009a). Digital strategies for powerful corporate communications. London: McGraw-Hill [distributor].
- Dimpleby, Richard, & Burton, Graeme. (1998). More than words: an introduction to communication (3rd ed). London: Routledge.
- Heath, Robert L., & Bryant, Jennings. (2000). Human communication theory and research: concepts, contexts, and challenges (2nd ed).
- P K Agrawal and A K Mishra, Business Communication, SahityaBahwan Publication.
- Vinod Mishra and NarendraSukla, Business Communication, SBPD Publishing House.
- N Gupta and P Mahajan, Business Communication, SahityaBahwan Publication.