

Course: BCA  
Sub Code: 5BCA4

Semester: V  
Subject Name: Science of Communication

7443

Unit	Lectures	Practical's	Workshops	Demo	Field Visits	Total Hours	Remarks
<b>UNIT- I</b> Introduction to communication theory, The fact of communication, Communication -Definition, Nature, Scope, Purpose. Process of Communication. Functions of Communication, Uses of Communication, The needs of communication, Communication and information, Communication and Languages.	8					8	
<b>UNIT- II</b> Definition and elements of human communication, Socialization and role of communication in Socialization Types of communication, Intrapersonal communication, Interpersonal communication, Focused and unfocused interactions, group communication, mass communication, Interactive communication ,Public Communication ,Corporate communication.	8					8	
<b>UNIT- III</b> Verbal communication, Non verbal communication, Importance of body language, Appropriate Body Postures ,Oral communication, Written communication, Visual communication, Signs ,Symbols and code system, communication skills , Dress code .	8					8	
<b>UNIT- IV</b> Barriers of communication, Physical barriers of communication, Psychological barriers of communication, Linguistic and cultural barriers of communication, Mechanical barriers of communication, Removal of barriers.	8					8	
<b>UNIT- V</b> Group communication: Types of Group discussion, Theories and Models, Decision making process, Leadership, Team work communication, Leadership skill Development, Group Discussion, Written Communication skills.	8					8	
<b>TEXT &amp; REFERENCE BOOKS:</b>  <ul style="list-style-type: none"> <li>• MASS COMMUNICATION IN INDIA BY KEVAL J. KUMAR - A JAICO BOOK</li> <li>• COMMUNICATION MOSAICS: AN INTRODUCTION TO THE FIELD OF COMMUNICATION, 2001. BY WOOD, JULIA T, WADSWORTH</li> </ul>							