



SAMATA SHIKSHAN SASTHA, PUNE'S
Dr. Babasaheb Ambedkar College of Social Work
Morane (Nakane) Tal. Dist. Dhule. (M.S.)
NAAC Accredited B Grade with CGPA-2.91

Detailed Syllabus:

Paper I – Communication: An Introduction

Unit	Title	Content	Suggested No. of Hours
1	Concept of Communication	<ul style="list-style-type: none"> ▪ Definition, Nature and Scope of Communication ▪ Importance and Purpose of Communication ▪ Process of Communication ▪ Types of Communication 	15
2	Levels and types of communication in social work	<ul style="list-style-type: none"> ▪ Formal and informal ▪ Interpersonal ▪ Group ▪ Mass 	15
3	Problems in communication	<ul style="list-style-type: none"> ▪ Communicator related ▪ Receiver related ▪ Channel related ▪ Environment related 	15
4	Communication for Development – approaches, strategies and techniques	<ul style="list-style-type: none"> ▪ Concept and scope of development communication ▪ Behavior Change Communication and Information Education Communication ▪ Participatory Communication 	15
5	Role of communication in development	<ul style="list-style-type: none"> ▪ Information dissemination ▪ Problem solving and development support. ▪ Use of Social Media for development 	15
6	The development agencies:	<ul style="list-style-type: none"> ▪ Government ▪ Non-Government ▪ Co- Operative and Others. 	15

Paper II – Communication: Methods and Skills

Unit	Title	Content	Suggested No. of Hours
1	Visual Media	<ul style="list-style-type: none"> ▪ Types : Posters, Charts, Photos, Bulletin Board, Transparencies, Power Point Slides, Graphs ▪ Steps for making and presenting visual media ▪ Skills in developing visual media 	15
2	Audio – Visual & Mass Media	<ul style="list-style-type: none"> ▪ Using Audio – Visual and Mass Media (Films/Film Clips/Video and Slogans) in advocacy, mobilization and campaigns ▪ Alternate Media – Street Theatre, Folk Media, Social Songs ▪ New Media – Web technology, Social Networks and Blogs 	15
3	Communication Planning	<ul style="list-style-type: none"> ▪ Definition of communication Planning ▪ Importance of communication Planning 	15
4	How to Develop Communication Plan	<ul style="list-style-type: none"> ▪ Key Elements of communication planning ▪ Steps in communication planning ▪ The communication planner and roles 	15
5	Communication skills for social workers	<ul style="list-style-type: none"> ▪ Verbal skills– presentations at seminars/conferences, public speaking ▪ Writing skills : News briefs, news release, field based feature stories, letters to the editor 	15
6	Interface with the media	<ul style="list-style-type: none"> ▪ Press conferences ▪ Radio/TV interviews and bytes ▪ Conceiving ideas and scripts for productions on social issues. 	15

Paper III: Practical / Field Work

Sr. No.	Content of Field Work	Total Hrs	Marks
1	Field Visits	40	40
2	Project Submission	40	40
3	Report Writing & Presentation	30	10
4	Viva-Voice	10	10
Total		120	100