

**DISCIPLINE SPECIFIC CORE COURSE – 9**  
**DSC HH 309: Communication Systems and Social Change**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course(if any)
		Lecture	Tutorial	Practical/ Practice		
<b>Communication Systems and Social Change</b>	<b>4</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>XII Pass</b>	<b>Pass DSC HH 103</b> Communication Concepts and Theories

**Learning Objectives**

1. To gain understanding of various Communication Systems and their applications in personal and professional life.
2. To learn about the applications of communication transactions in the field of Development Communication.
3. To recognize the importance of understanding self through concepts of self-concept, self-esteem and self-disclosure.
4. To understand the nuances of different levels of communication ranging from intra personal communication to organizational as well as intercultural communication.
5. To understand how communication transactions helps in persuading, influencing and bring out desired changes in individuals and groups.

**Learning Outcomes**

The students would be able to:

1. Develop a clear understanding of various communication systems and their relevance.
2. Comprehend the various levels of communication transactions and their applications in Development Communication approaches.
3. Gain understanding of self through self-concept, self-awareness and self-esteem.
4. Recognize and appreciate various communication networks in personal and professional spheres.
5. Understand how mass communication and media impact society through mass communication theories and models and their significance.

## SYLLABUS OF DSC 9

### THEORY (Credits 3; Hours 45)

#### **UNIT I: Intrapersonal and Interpersonal Communication** **9 Hours**

Elucidate upon the various levels of communication transactions. This Unit in particular lays thrust on the Intrapersonal and Interpersonal Communication Systems and processes.

Subtopics:

- Overview of communication transactions
- Intrapersonal Communication - Self Development, Looking Glass Self Theory, Self-concept and self-esteem, Awareness of Self & Johari's Window, Self-Disclosure.
- Interpersonal Communication - Functions, Types of relationships- friendship, families, other relationships, Stages of relationship development, Interpersonal Competence
- Theories of Relationship Development - Social Exchange Theory, Uncertainty Reductions
- Theory, Interpersonal Relationships Model.

#### **UNIT II: Small Group and Organizational Communication** **12 Hours**

This Unit highlights the small group communication characteristics, functions and power of group conformity. It emphasizes organizational communication with focus on culture and leadership.

Subtopics:

- Small group communication: Characteristics, Functions & Types
- Small Groups & Social Influence, Power in small group Conformity, Group Think & Polarization, Social Loafing
- Theories of group formation - Functional Theory, Structuration Theory, Symbolic Convergence
- Theory, Participatory theory
- Small Group Processes: Culture, Structure, Roles & Leadership
- Organization - concept, types and relationship in organization
- Organizational communication: Types: Formal Informal, Internal External, Direction &
- Networks, Functions, Tools used by organizations, challenges
- Organizational Culture and Leadership.

#### **UNIT III: Public, Intercultural and Mass Communication** **12 Hours**

This Unit highlights the Communication networks in professional and public spaces. It provides insight into the dynamics of intercultural communication. It also highlights the various theories and models of mass communication and emphasizes the significance and characteristics of various mass media.

Subtopics:

- Public communication - Concept, types, techniques and skills in public speaking, qualities of an effective public speaker, overcoming speaker apprehension
- Intercultural communication-concept, importance and relevance, stages and barriers
- Mass Communication - concept, significance, functions and elements
- Models and theories of mass communication
- Mass Media - Characteristics, classification, Evolution, significance of print, electronic and web- based media in contemporary society.

#### **UNIT IV: Scope of Levels of Transactions in Communication**

**12 Hours**

This Unit emphasizes role of communication transactions in facilitating change. How communication helps in persuading, influencing and bring out desired changes in individuals groups and organization's It strives to give conceptual clarity about use of communication in addressing conflict and strengthening personal and professional relationships.

Subtopics:

- What is Social Change?, Social change in individuals, communities and organizations Application of communication transactions for Persuasion, influencing ideas and Attitudes of individuals and groups
- Communications and building Self-Confidence, Self-development, identity and personal branding
- Communication in conflict management, relationship development & repair
- Business communication and strengthening organizational processes and efficacy
- Social and Behaviour Change Communication

#### **PRACTICAL (Credits 1; Hours 30)**

- Self-Awareness & Analysis of Communication with self
- Small Group dynamics
- Inter personal conflict resolution
- Media design and production for group and mass communication
- Evaluating & Designing communications for changing attitudes
- Evaluation of various communication strategies for social change

#### **Essential readings**

1. Anand, S. & Kumar, A. (2016). *Dynamics of Human Communication*. New Delhi: Orient Black Swan. ISBN: 9788125063254
2. Barker, L. (1990). "Communication", New Jersey: Prentice Hall, Inc; 171.
3. Devito, J. (2012). *Human Communication*. New York: Harper & Row.
4. Vivian, J. & Maurin, P. (2006) *The Media of Mass Communication* (4<sup>th</sup> Canadian). Pearson Allyn and Bacon.

**Suggested readings**

1. Baran, S. (2014) Mass Communication Theory. Wadsworth Publishing
2. McQuail, D. (2000) *Mass Communication Theories*. London: Sage Publications.
3. Patri, V. R. and Patri, N.(2002); Essentials of Communication. Greenspan Publications
4. Stevenson, D. (2002) Understanding Media Studies: Social Theory and Mass Communication, Sage Publications
5. Zeuschner, R. (1997). Communicating Today. California State University, USA

**Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**