

Practical component – 30 Hours

Unit I • Weights and measures; preparing market order and table setting

Unit II Food preparation, understanding the principles involved, nutritional quality and portion size- • Cereals: Boiled rice, pulao, chapati, paratha-plain/stuffed, poori, pastas • Pulses: Whole, dehusked, pulse curry • Vegetables: Dry preparation, vegetable curry • Milk preparations: Kheer, porridge, custard • Egg preparations: Boiled, poached, fried, scrambled, omelettes, egg pudding • Soups: Plain and cream soups • Baked products: cakes, biscuits/cookies • Snacks and Breakfast Cereals: pakoras, cutlets, samosas, cheela, upma/poha, sandwiches • Salads: salads and salad dressings

Essential readings

1. Chadha R and Mathur P (eds)(2015). Nutrition: A Lifecycle Approach. Hyderabad: Orient Blackswan.
2. Rekhi T and Yadav H (2014). Fundamentals of Food and Nutrition. New Delhi: Elite Publishing House Pvt Ltd.
3. Srilakshmi B (2014). Food Science, 6th Edition. Delhi: New Age International Ltd.
4. Khanna K, Gupta S, Seth R, Mahna R, Rekhi T (2004). The Art and Science of Cooking: A Practical Manual, Revised Edition. New Delhi: Elite Publishing House Pvt Ltd.
5. Raina U, Kashyap S, Narula V, Thomas S, Suvira, Vir S, Chopra S (2010). Basic Food Preparation: A Complete Manual, Fourth Edition. Hyderabad: Orient Black Swan

Suggestive readings (if any)

1. Bamji MS, Krishnaswamy K, Brahman GNV (2016). Textbook of Human Nutrition, 4th edition. New Delhi: Oxford and IBH Publishing Co. Pvt. Ltd.
2. Byrd-Bredbenner C, Moe G, Beshgetoor D, Berning J. (2013). Wardlaw's Perspectives in Nutrition, International Edition, 9th edition, New York: McGraw- Hill.
3. Sethi P, Lakra P. Aahar Vigyan, Poshan evam Suraksha (Hindi); First Ed; 2015; Delhi: Elite Publishing House (P) Ltd.

DISCIPLINE SPECIFIC CORE COURSE– 3 (DSC-3) COMMUNICATION CONCEPTS AND THEORIES

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		
Communication Concepts and Theories	4	3	0	1	Class XII pass with Science	

Learning Objectives

1. To learn about the concept, nature, and scope of communication.
2. To understand the process of communication with the help of theories, models, and elements of communication.
3. To recognize and appreciate the role of Perception, Empathy, Persuasion, Culture and Listening in communication.
4. To be able to comprehend the various communication transactions and their role in day-to-day life with special reference to public communication.
5. To understand the relationship between culture and communication and its applications in real life settings.

Learning outcomes

The students would be able to:

1. Develop a clear understanding of the concepts of human communication.
2. Comprehend the elements and models governing the process of effective communication.
3. Gain understanding about the related concepts of communication such as Perception, Empathy, Persuasion and Listening
4. Understand the various communication transactions as well as the qualities and skills required of an effective public speaker.
5. Appreciate the role and application of factors for effective communication.

SYLLABUS OF DSC-3

Unit I: Communication: Core Concepts

(10 Hours)

Unit Description: The Unit 1 explores the fundamentals of Human Communication tracing the history of communication from the olden times to the present times. It highlights the concept, nature, types, scope, and postulates of communication and discusses the functions performed through communication

Subtopics: ● Historical background, concept, nature, functions, and scope of communication ● Types of Communication – Formal and informal communication; Verbal and Non-verbal communication; Digital and Non-digital communication ● Verbal communication- Principles, types, effective use of verbal messages for communication ● Non-verbal communication- functions, types, skills, channels of non-verbal communication, inter-relationship between culture and non-verbal skills ● Elements of communication - Source, Message, Channel, Receiver, Feedback, Context, Noise & Effects

Unit II: Communication Models and Theories

(10 Hours)

Unit Description: The Unit II emphasizes the models and theories of the communication process. The further delves on the importance of these models and theories for understanding the effectiveness of communication as a process.

Subtopics: ● Models of Communication: Types of models- Linear, Interaction and Transaction models, (Models by Aristotle, Harold Laswell, Shannon & Weaver, Charles Osgood, Wilbur Schramm, Helical model) ● Theories of Communication: Mass Society, Propaganda, Limited Effects, Individual Difference and Personal Influence

Unit III: Factors for Effective Communication

(13 Hours)

Unit Description: The Unit delves with intricate concepts such as Empathy, Persuasion, Perception and Listening that are associated with communication. The unit also discusses the relationship between culture and communication.

● Factors for effective communication: Definitions, goals and principles of Empathy, Perception, and Persuasion ● Empathy: Concept and Theories ● Perception: Concept and Theories ● Listening in Human Communication-Listening process, significance of good listening, styles of listening, barriers to listening, culture and listening, listening theories ● Culture and communication- Relationship between culture and communication, signs, symbols and codes in communication

Unit IV: Communication Transactions and Learning

(12 Hours)

Unit Description: The Unit III elucidates upon the various levels of communication transactions. This Unit in particular lays thrust on the Public communication and 'need and importance' of communication for learning. The unit also highlights the concept of communication for development.

Subtopics: ● Levels of communication transactions ● Public communication- Concept, types, techniques and skills in public speaking, qualities of an effective public speaker, overcoming speaker apprehension ● Communication, and Learning: Learning as Communication Process, Domains of Learning. Theories of learning ● Audio-Visual Aids in communication- definitions, functions, classification including Edgar Dale's Cone of Experience ● Communication for Development- Concept and approaches

Practical components – 30 Hours

- Exercises to understand visual communication: Elements of Art and Principles of Design
- Exercises to explore dimensions of non-verbal communication
- Hands on practice with different types of public speaking
- Exercises in effective listening skills
- Exercises on building empathy for effective communication
- Analysis and designing of IEC materials

Essential readings

Devito, J. (2012). Human Communication. New York: Harper & Row.

Barker, L. (1990). Communication, New Jersey: Prentice Hall, Inc; 171.

Anand, S. & Kumar, A. (2016). Dynamics of Human Communication. New Delhi: Orient Black Swan.

Vivian, J. (1991). The Media of Mass Communication. Pearson College Div; 11th edition (19 March 2012).

Punhani & Aggarwal (2014). Media for Effective Communication. Elite Publishers, New Delhi.

Suggestive readings

Patri, V. R. and Patri, N. (2002). Essentials of Communication. Greenspan Publications

Baran, S. (2014). Mass Communication Theory. Wadsworth Publishing.

Stevenson, D. (2002). Understanding Media Studies: Social Theory and Mass Communication, Sage Publications.

McQuail, D. (2000). Mass Communication Theories. London: Sage Publications.

Zeuschner, R. (1997). Communicating Today. California State University, USA.