

# GUJARAT TECHNOLOGICAL UNIVERSITY

## B. E. SEMESTER: III

### INFORMATION & COMMUNICATION TECHNOLOGY

Subject Name: **Introduction to Communication Theory**

Sr. No	Course content
1.	<b>Concepts in Communication:</b> <ul style="list-style-type: none"><li>a. Nature and Process of Human Communication</li><li>b. Functions of Communication</li><li>c. Mass Communication</li></ul>
2.	<b>Models of Communication:</b> <ul style="list-style-type: none"><li>a. SMR, SMCR, Shannon and Weaver</li><li>b. Lasswel, Osgood, Dance, Schramm</li><li>c. Gerbener, Newcomb</li><li>d. Convergent and gate-keeping</li></ul>
3.	<b>Techniques of Communication:</b> <ul style="list-style-type: none"><li>a. Assessment of the effect of Communication and Feedback</li><li>b. Interview and Questionnaires</li><li>c. Analysis and Interpretation of Data</li><li>d. Information Technology</li></ul>
4.	<b>Telecommunications and 'New' Information Technologies:</b> <ul style="list-style-type: none"><li>a. From Stand-Alone Technology to 'Convergence'</li><li>b. Information Technology in India : A Brief History</li><li>c. National Telecommunications Policy (1994)</li><li>d. New Developments in Indian Telecom</li><li>e. The Information Revolution</li><li>f. The Information Superhighway</li><li>g. 'Globalization'</li><li>h. National Task Force on Information Technology</li><li>i. Social and Cultural Implications</li></ul>
5.	<b>Mass Media and Development:</b> <ul style="list-style-type: none"><li>a. The Cultural Context of Development</li><li>b. Development Communication</li><li>c. 'Modernization' Models of Development</li><li>d. Dependency / Structuralist Models</li><li>e. Alternative Approaches to Development</li><li>f. Revival of 'Modernization' Models</li><li>i. The Need for National and International Regulations</li></ul>
6.	Seminars, Workshops, Tutorials etc to be held as per the norms related to the subject.

## **Reference Books:**

1. Melvin L. DeFleur and Everette E. Dennis, 1991, *Understanding Mass Communication*, New Delhi: Goyal Saab.
2. Wilbur Schramm, 1964, *Mass Media and National Development, the role of information in developing countries*, Stanford: Stanford University Press.
3. *Information and Communication Technologies for Development and Poverty Reduction, The Potential of Telecommunications*, edited by Maximo Torero and Joachim von Braun, The John Hopkins University Press.
4. Keval J. Kumar, 1994, *Mass Communication in India*, Jaico Publishing House, Mumbai.