

# 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.