

CERTIFICATE COURSE, 2022-2023
LFCC22MUL3 – COMMUNICATIVE MEDIA
SYLLABUS

Course Description

Students will get a basic knowledge about the communication process and different kinds of communication that we go through in our daily life. They will also get aware about the mass medias such as print media, television, radio and also about the visual elements like pictures, videos, dramas etc.

MODULE I

Communication, Definition, Meaning, Concept of communication, Types of communication, Verbal and Non Verbal communication, History of communication.

MODULE II

Visual communication, visual media: Pictures, Puppets, Dramas, street plays and roles plays, Audio Cassettes, Videos, Broadcast media, Teleconferencing.

MODULE III

Mass communication, definition, meaning, elements of mass communication, features, functions, importance, Types of mass communication, mass media, print media, radio, television, scope of mass communication.

MODULE IV

New media communication, definition, meaning, new media technology, characteristics, Blog, Virtual reality, social media networks, digital games, online newspapers, Interactive communication.