

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
FACULTY OF SCIENCE AND HUMANITIES
Department of Visual Communication
Lesson Plan

Subject : Dynamics of Communication / PVC18101

Regulation: 2018

Class : I M.Sc., Visual Communication [First Semester]

Sl.No	Month	Week	Hour	Unit	Topics to be covered	Staff Sign.	H.O.D Sign.	Dean Sign.	Remarks
1	July	15/07/2019 To 19/07/2019	5	I	Intro to Communication				
					History of Communication				
					Need of Communication				
					Nature of Communication				
2	July	22/07/2019 To 26/07/2019	5	I	Characteristics of Communication				
					Functions of communication				
					Elements of Communication- I				
					Elements of Communication- II				
3	July & August	29/07/2019 To 02/08/2019	5	I	Process of Communication				
					Models of Communication				
					Types of Communication- I				
					Types of Communication- II				
4	August	05/08/2019 To 09/08/2019	5	II	Introduction to Human Communication				
					Understanding Human communication				
					History of Human Communication				
					Human Communication- content & form				
5	August	13/08/2019 To 16/08/2019	3	II	Classification of Human Communication				
					Process of Human Communication				
					Elements of Human Communication				
6	August	19/08/2019 To 23/08/2019	5	II	Types of Human Communication				
					Introduction to Visual communication				
					Barriers of Human Communication				
7	August	26/08/2019 To 30/08/2019	5	III	Introduction to Non Verbal Communication				
					Importance of Non verbal communication				
					Significance of Non- Verbal Communication				
					Cycle Test - I				

8	Sep	03/09/2019 To 06/09/2019	4	III	Aspects of Non- Verbal Communication				
					Functions of Non- Verbal Communication				
					Channels of Non- Verbal Communication- I				
					Channels of Non- Verbal Communication- II				
9	Sep	09/09/2019 To 13/09/2019	4	III	Types of Nonverbal Communications				
					Difference between Non-Verbal & Verbal Communication				
					Culture and Non Verbal Communication				
10	Sep	16/09/2019 To 20/09/2019	5	IV	Introduction to Mass communication				
					Characteristics of Mass Communication				
					Functions of Mass Communication				
					Forms of Mass Communication				
11	Sep	23/09/2019 To 27/09/2019	5	IV	Elements of Mass Communication				
					Types of Mass Communication				
					Introduction to Communication Theory				
					Uses and Gratification & Spiral of Silence Theory				
12	Sep & Oct	30/09/2019 To 04/10/2019	4	IV	Consistency Theories/ Two-Step Flow Theory				
					Gatekeeper Theory/ Agenda-Setting Theory				
					Media Dependency Theory/ Cultivation Theory				
13	Oct	09/10/2019 To 11/10/2019	3	V	Growth of information technology in India				
					Scope & features of ICT				
					Characteristics & development of ICT				
					Types of ICT- Computer Network				
14	Oct	14/10/2019 To 18/10/2019	5	V	Types of ICT- Voice communication				
					Types of ICT- Tele-text/ Radio text/ Video text				
					Cable distribution system				
					Cycle Test- II				
15	Oct	21/10/2019 To 25/10/2019	5	V	Assessment & Social Implications of ICT				
					Culture Implications of ICT				
					Future trends of ICT				

Prepared by:

**Coordinator (Lesson Plan)
 Department of Visual Communication
 Faculty of Science and Humanities
 SRM Institute of Science and Technology**

