

MANGALORE UNIVERSITY
Department of Social Work
Master of Social Work (MSW)

IV SEMESTER

Paper SWS 551: COMMUNICATION SKILLS FOR SOCIAL WORK PRACTICE

Objectives:

- Acquire understanding of various methods of communication and concepts and skills of management and competence to use the same.
- Understand and appreciate the role of communication in development
- Acquire knowledge of different forms of communication, skills of management and their use in the process of development and social change.
- Development an ability to assess critically the utilization of communication media by the government and non – government sectors in the process of development.

Course Content:

Unit I

Communication: Concept, scope and Process of Communication. Barriers to effective communication . Verbal and non - verbal communication.

UNIT-II

Types of Communication: Inter-personal methods of communication - workshop, demonstration, meeting, panel discussion, simulation games, case studies, role play and street theatre. Mass media- Concept, characteristics and Relevance.

Unit III

Audio, visual and audio - Visual Aids in communication:

Audio Aids - Folk songs, music audio cassettes.

Visual Aids - Posters, slides, photographs, paper clippings, exhibition, flash cards, flannel graphs, use of notice boards, chalk boards, puppets, and overhead projector, LCD projector

Audio-Visual Aids - video cassettes,

Written communication - News reporting, essay writing, hand bill, pamphlets, newsletters -

Unit – IV

Development communication – concept and scope – need for development communication – mass media and development communication – development communication and social work

Unit V

Information technology and social networking – search engines – video conferencing – intra net and internet – blogging - impact of information technology on social work practice and Role of social worker.

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