

EVOLUTION OF COMMUNICATION

COURSE OUTCOME :

Course Objectives:

- To explore the history of communication from pre-historic styles to modern technologies
- To identify techniques and media used in graphic art.
- To understand the influences of historic media styles in present day communication
- To study the evolution of language and other communicative behaviours in humans and other species.
- To Study the role of culture in shaping communication patterns
- To understand the impact of evolution on communication dynamics
- To identify the social dynamics that drive the evolution of communication
- To examine the impact of technology on the communication systems

MODULE	TOPICS	DETAILS	Hours
I	INTRODUCTION TO COMMUNICATION	<ol style="list-style-type: none"> 1. Understanding communication and its significance 2. Introduction to basic theories of communication 3. Communication among animals 4. Role of communication in formation of societies and sustainability 	10
II	HISTORY OF COMMUNICATION	<ol style="list-style-type: none"> 1. Communication during the pre-historic era - Cave paintings, petroglyphs, symbolic interactions 2. Stage of Oral communication 3. Development of writing systems 4. Evolution of Language & its role 5. Introduction of printing press 6. Introduction of telegraph and telephone 	
III	ROLE OF CULTURE IN COMMUNICATION DYNAMICS	<ol style="list-style-type: none"> 1. Understanding culture 2. Role of culture on communication 3. Impact of culture on communication patterns 4. Evolution of language over time and introduction of dialects 5. Globalization and its impact on communication 6. Impact of cultural convergence and divergence 	10
IV	IMPACT OF SOCIAL DYNAMICS AND TECHNOLOGICAL ADVANCEMENTS ON COMMUNICATION	<ol style="list-style-type: none"> 1. Group communication and its dynamics 2. Social systems and their impact on communication designs 3. Acquisition of language skills and its role in presentation and personal development 4. Cognitive perspectives of communication advancement 	5

		5. Development of communication technologies and its impact 6. Impact of the internet and digital communication	
V	TECHNOLOGICAL ADVANCEMENTS AND COMMUNICATION ETHICS	1. Data protection and privacy 2. Data theft 3. Fake news 4. Digital divide 5. Cyberbullying 6. Hate speech 7. Environmental impact of technology 8. IPR and Copyright 9. Digital Addiction & Well-being	5

It is recommended that 15 minutes of every lecture is devoted to reading/discussing the major news stories of the day.

SYLLABUS DESIGNED BY:

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INTERNAL EVALUATION METHODOLOGY:

(any two to be selected- one individual and one group evaluation)

1. ORAL & PRACTICAL PRESENTATIONS
2. PROJECTS / ASSIGNMENTS
3. DEBATES /GROUP DISCUSSION
4. OPEN BOOK TESTS
5. QUIZ

REFERENCE BOOKS/JOURNALS/MANUALS:

1. Birdwhistell, R. L. (1970). Kinesics and Context: Essays on Body Motion Communication. University of Pennsylvania Press.
2. Pinker, S. (1995). The language instinct: How the mind creates language. William Morrow Paperbacks.
3. McLuhan, M. (1964). Understanding Media: The extensions of Man. Routledge.
4. Standage, T. (1998). The Victorian Internet: the remarkable Story of the Telegraph and the Nineteenth Century's On-line pioneers. Walker & Company.
5. Hall, E. T. (1977). Beyond Culture. Anchor.
6. Crystal, D. (1997). English as the global language. Cambridge University Press.
7. Goffman, E. (1959). The Presentation of Self in Everyday Life. Anchor.
8. Chomsky, N. (1959). A review of B.F. Skinner's Verbal Behavior. Language, 35(1), 26-58.
9. Castells, M. (2000). The Rise of the Network Society. Wiley-Blackwell.
10. Turkle, S. (2011). Alone Together: Why we expect more from Technology and Less from Each Other. Basic Books.
11. Floridi, L. (2008). The Ethics of Information. Oxford University Press.
12. Introna, L. D., & Nissenbaum, H. (2000). Shaping the Web: Why the Politics of Search Engines Matters. The Information Society, 16(3), 169-185.