

MLIS-402 Information and Communication

Maximum Marks: 100

Maximum Allotted Hours: 100 (Classroom Teaching: 68 + Assignment: 19 + Seminar: 3)

Each Unit Allotted Hours: 20 (Classroom Teaching: 13 + Assignment: 4 + Seminar: 3)

Unit 1:

- Information : Nature, Property and Scope
Data, Information and Knowledge : Their Definitions, Types, Nature, Scope and properties.
- Ranganathan's Five Laws and Information Studies

Unit 2 :

- Modes of Information Generation : Observation, Thought Process, Experimentation, Processing of Data, etc.
- Forms of Information : Oral, Pictorial, Printed, Digitized, etc.
- Information Diffusion : Concepts, Patterns and Factors

Unit 3:

- Uses of Information in Management activities
- Uses of Information in Decision Making
- Uses of Information in R & D
- Role of Information in Raising the Standards & Quality of Life
- Technology Innovation & Technology Transfer

Unit 4:

- Communication : Concepts and Genesis
- Types of Communication : Non-vocal and vocal, Non-verbal and verbal, Intra-personal and Mass Communication
- Communication Process : Elements, Cycle, Media and Models

Unit 5:

- User Education: Concept & Importance of User Education
- Methods of User Education
- Evaluation of User Survey
- Information Seeking Behaviour of Different User Groups

Recommended Books

1. BROWN. (L.A.). Innovation Diffusion: A new Perspective. 1981. METHUEN & Co. New York.
2. CORNELIUS (Ian), Meaning and methods in information studies. Ablex Publishing Corporation. 1996. Norwood, New Jersey.
3. DEBONS (A.). Foundations of Information Science. In Information: An Integrated View. 1980. G.K. HALL. Boston, mass.
4. DUTTON (William).Information and Communication Technologies: Visions and Realities. 1996. Oxford University Press. London.
5. JAIN (Abhinandan K.) et al. Product Design and Test Marketing of Information Products/Services. 1999. Oxford & IBH publishing co. pvt. Ltd. New Delhi.
6. LOSSE (Robert M. Jr.). The Science of Information. 1990. Academic Press. San Diego. pp.250-253.
7. MARTIN (William J.). The information Society. 1988. Aslib. London.
8. PANTRY (Sheila). Building Community information Networks: strategies & Experiences. 1999. Library Association Publishing. London.
9. VICKERY (Brian C.) and VICKERY (Alina). Information Science in Theory and Practice. 1987. Butterworths. London