



Villa Marie Degree College for Women

6-3-1089, Raj Bhavan Road, Somajiguda, Hyderabad – 500082
Affiliated to Osmania University, Management Programs Approved by AICTE
Recognized by UGC u/s 2(f), an ISO 9001:2015 Certified Institution
Accredited by NAAC with B++ Grade

Department of Arts

Academic Year 2025 – 2026

Objectives:


- To familiarize students with the necessity and applications of Psychology through traditional and contemporary approaches, along with the fundamentals of Communication and Mass Media.

Outcomes:

- Students will demonstrate comprehensive knowledge of Psychology and Communication, understanding their concepts, types, significance and practical applications.

Syllabus

Unit	Topics	No. of Classes
1	Meaning of psychology, Importance, need, traditional and contemporary approaches to psychology, methods used in psychology.	05
2	Definition of communication, Types of Communication-Verbal, Non-verbal, Intra-personal, Interpersonal, Group Communication, Mass Communication - Print, Radio, Television and film. Process of Mass Communication, Communication and its role in society, career options	05


HOD - DEPARTMENT OF ARTS
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