

# INFORMATION AND COMMUNICATION



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**MLIS-301: INFORMATION AND COMMUNICATION**

**UNIT-1: Information - Definition, Characteristics, Nature, Type, Value and Use of Information**

Difference between Data, Information and Knowledge

Information Industry - Generators, Providers and Intermediaries

UNIT-2: Communication of Information: Types, Levels, Process, Media

Communication Channels, Models and Barriers

UNIT-3: Information as an Economic Resource

Information as a Marketable Commodity

Marketing of Information Product and Services

Market Demand and Factors influencing the demand for Information Products

UNIT-4: Impact of Information on different sectors,

Impact of Information on Library & Information Systems and Services

National Information policy: Need and Issues

Concept of Information society, Impact of Information society on Information profession.

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