

Curriculum Plan: Dr. Aahana Chopra, Assistant Professor, Department of Journalism

2024-25 (Odd Semester)

B.A. (H) Journalism (Semester V)

Name of Paper and Code	Allocation of Lectures	Month wise Schedule followed by Department	Tutorial/ Assignment/Presentation, etc.
DSC 14- Development Communication			
Unit 1: Introduction to Development Communication <ul style="list-style-type: none">• Development: Genesis, Meaning, Concept & Measurement (PQLI, HDI, GDI)• Economic Growth vs. Development• Human Development• Development as Freedom• Models of Development: Basic Needs, Nehruvian, Gandhian Model• Development Communication: Concept and approaches (Diffusion of Innovation, Empathy, Magic Multiplier)• Paradigms of Development: Dominant, Dependency, Alternative/New Paradigm• Sustainable Development• Gender and Development• Development Support Communication: Definition, Genesis, Woods Triangle	20	August-September	<ol style="list-style-type: none">1. Screening of documentaries/ shows on Gender2. Discussion of the application of development models3. Discussion of development campaigns, selection of topic.4. Field Survey

<p>Unit II: Role of Media in Development Communication</p> <ul style="list-style-type: none"> • Use of folk media for development • Overview and Critical Appraisal of Development Communication Programmes: All India Radio, Doordarshan: Radio Rural Forum, Farm & Home Unit, SITE, Krishi Darshan, Kheda Communication Project • Case Studies: SEWA, Video Volunteers, Community Radio in India • ICT for Development: E-governance, E-choupal, National Knowledge Network • Using New Media Technologies for Development • Strategies for Designing Messages for Print, Radio, TV, New Media 	20	October	<ol style="list-style-type: none"> 1. Class Test 2. Will be listening to the community radio programmes, followed by discussion 3. Discussion of findings of the survey 4. Production of a Communication Model
<p>Unit III: Communication for Development and Social Change</p> <ul style="list-style-type: none"> • Information Needs in Rural Areas; Rural Newspapers • Critical Appraisal of Mainstream Media's Reporting of Rural Problems • Tribal Society: Features, Information Needs, Communication Programmes • Role of Development 	20	November	<ol style="list-style-type: none"> 1. Report Writing of Campaigns 2. Presentations

<p>Agencies and NGOs in Development Communication</p> <ul style="list-style-type: none">• Development Support Communication in India: Programmes and Strategies• Health & Family Welfare: National Rural Health Mission, Ayushman Bharat Yojana• Poverty: Jan Dhan Yojana, MGNREGA• Education: Beti Bachao Beti Padhao, Mid-day Meals Scheme			
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