

## DISCIPLINE SPECIFIC CORE COURSE-14 (DSC-14) : Development Communication

### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
DSC 14: Development Communication	4	3	0	1	Passed Class XII with English	NIL

### Learning Objectives

The Learning Objectives of this course are as follows:

- To develop an understanding and sensitivity towards developmental concerns.
- To understand the issues and factors that help in development through effective tools of communication.

### Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be equipped with critical skills to understand the importance of effective development communication strategies to spread development messages among the poor and weaker sections of society.

### SYLLABUS OF DSC-14:

#### UNIT – I (15 hours)

##### UNIT 1: Introduction to Development Communication

- 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 paradigm, dependency, alternative/new paradigm
- Sustainable Development
- Gender and development
- Development support communication – Definition, genesis, Woods triangle

#### UNIT – II (15 hours)

##### UNIT 2: Role of Media in Development Communication

- Use of folk media for development
- Overview and Critical Appraisal of Development Communication Programmes of All India Radio and Doordarshan: Radio Rural Forum, Farm & Home Unit, Krishi Darshan, SITE, Kheda Communication Project.
- Case Studies of Community Video: SEWA, Video Volunteers and Community Radio in India
- ICT for development, e-governance, e-chaupal, national knowledge network
- Using New Media Technologies for Development
- Strategies for designing messages for Print, Radio, Television, New media.

#### UNIT – III (15 hours)

##### UNIT 3: Communication for Development and Social Change

- Information needs in rural areas; rural newspapers
- Critical appraisal of mainstream media's reporting of rural problems and issues

- Tribal society: Features, Information needs, Communication Programmes
- Role of development agencies and NGOs in development communication
- Development support communication endeavours in India: Programmes and Communication Strategies
- Health & Family welfare: National Rural Health mission; Ayushman Bharat Yojana.
- Poverty: Jan Dhan Yojna; MGNREGA.
- Education: Beti Bachao Beti Padhao; Mid-day meals scheme.

**Practical component: (30 hours)**

Students under the guidance of the faculty must undertake visits to mohalla clinics, NGOs, Women's Self-Help groups, Special schools for underprivileged students and other such initiatives in the city to develop content for blogs/ newsletters/magazines from the visits. Interaction with rural journalists and video volunteers (eg. Khabar Lehariya) must be arranged. The students must participate pro-actively to design and execute a development project for a near by village with development support communication techniques.

**Essential/recommended readings:**

1. Rogers Everett: *Communication and Development- Critical Perspective*, Sage, New Delhi, 2000
2. Srinivas R. Melkote & H. Leslie Steeves: *Communication for Development in The Third World*, Sage Publications, 2001
3. Belmont CA: *Technology Communication Behavior*, Wordsworth Publication, New Delhi, 2001.
4. D V R Murthy: *Development Journalism, What Next?* Kanishka Publication, New Delhi, 2007.

5. Amartya Sen: *Development as freedom*, Alfred A Knopf, New York, 1999.

**Suggestive readings:**

1. UNDP: Human Development Report (published every year), Oxford University Press, New Delhi.
2. *World Bank: World Development Report* (published every year) Oxford University Press, New Delhi.
3. Wilbur Schramm: *Mass Media and National Development- the role of information in developing countries*, UNESCO/ Stanford University Press, 1964.
4. Ghosh & Pramanik: *Panchayat System in India*, Kanishka Publication, New Delhi, 2007.
5. Shivani Dharmarajan: *NGOs as Prime Movers*, Kanishka Publication, New Delhi, 2007.
6. What Do We Mean By Development: An Article by Nora C Quebral in *International Development Review*, Feb, 1973, P-25.