OBJECTIVES

- The objective is to provide the students with a theoretical overview of the concept of the development and how it relates to the empirical experience in developing countries.
- The students are expected to learn the key concepts in development and development communication with a substantial component of field work with a foundational knowledge involved in communication task.

UNIT I DEVELOPMENT COMMUNICATION: AN INTRODUCTION

Definition, concept of development, Meaning of Development in context of developing countries (Emphasis upon India). Introduction to Development Communication- An overview, Key issues about development communication, understanding the scopes and uses of development communication, development journalism, community development.

UNIT II DEVELOPMENT COMMUNICATION THEORIES AND MODEL

Introduction to development models, theories, Diffusion of innovation, Agenda Setting, Health Belief Model, Theory of Reasoned Action/Theory of Planned Behaviour, Social Cognitive Theory, Magic Multiplier, Empathy, ACADA Model of Development Communication, P-Process Model, Participatory Development Communication, Development Communication paradigms- Dominant paradigm, alternative paradigm,

UNIT III ROLE OF MEDIA IN DEVELOPMENT COMMUNICATION

Role of Print, Radio, Television, New Media in Development communication. Their performances, structure and distribution of development communication programs in media, Role of internet in developing the communication, Role of development agencies, NGOs and RTI in Development Communication, Social interventions in Development Programmes, Government schemes in India such as SITE, Kheda, Jhabua projects and AdharYojana.

UNIT IV COMMUNITY DEVELOPMENT AND ISSUES IN DEVELOPMENT COMMUNICATION


UNIT V PRACTISE OF DEVELOPMENT COMMUNICATION STRATEGIES IN MEDIA

Finding issues on development communication, Strategies for designing the message for print, Development Programme production for Community radio, find the issue, field work, interviewing sources, recording and publishing the program. Television programme production for development issues like health, poverty, education, civic issues, gathering information, shooting, developing the development communication program. Designing communicative materials to publish in New Media.

TOTAL:45 PERIODS

OUTCOMES

- Students can gather knowledge on different communication strategies for development issues
- Students understand the role of media in development communication
- Students can produce materials for development communication programs

TEXTBOOKS

1. Naarula, Uma, Development Communication Theory and Practice. Har-Anand

REFERENCES
4. Development communication, Nora Cruz Quebral, College of Agriculture, University of the Philippines at Los Baños College, 1988.