

BACHELOR IN MULTI MEDIA AND MASS COMMUNICATION (HONOURS)
4th SEMESTER

DISCIPLINE SPECIFIC COURSE-8 (CORE – 8)

MCH420C1: DEVELOPMENT COMMUNICATION

CREDITS: THEORY: 4; TUTORIALS: 2
MAXIMUM MARKS: THEORY: 60; TUTORIALS: 30
MINIMUM MARKS: THEORY: 24; TUTORIALS: 12

Objectives/Expected Learning Objectives:

- *The course familiarizes students about the role of communication in development programmes.*

THEORY (4 CREDITS: 60 HOURS)

Unit I Social Change and Issues in Development (15 HOURS)

- Global Parameters of Development and India
- Communication and Social Change
- Media and Social Marketing

Unit II Strategic Approaches to Development Communication (15 HOURS)

- Development Support Communication-RTI, Social Audits, Grass-root activism, Whistle-blowers, NGOs
- Multi-Media Campaigns, Radio, Cyber-media
- Diffusion of Innovation; Magic Multiplier

Unit III Paradigms of Development Communication (15 HOURS)

- Linear Models - Rostow's Demographic transition
- Non-Linear - World System Theory, Marxist Theory
- Alternative Paradigms –participatory, think local/act global, think global/act local

Unit IV Development Communication- Praxis (15 HOURS)

- Designing the Message for Print
- Community Radio and Development
- TV and Digital Media and Development Communication Indicative Reading List

TUTORIALS (2 CREDITS: 30 HOURS)

MAXIMUM MARKS: 30 MINIMUM MARKS 12

Tutorials: Based on Theory Course

Suggested Readings:

- ✓ Gupta V.S. Communication and Development, Concept Publication, New Delhi.
- ✓ Ganesh S. lectures in Mass Communication, India Publishers, 1995.
- ✓ Murthy D V R Development Journalism, What Next? Kanishka Publication, New Delhi.
- ✓ Melkote Srinivas R. & H. Leslie Steeves. Communication for Development in 'The Third World', Sage Publications.
- ✓ Joshi Uma. Understanding Development Communication, Dominant Publishers, New Delhi.