

CJ812 Development Communication: Concept and Practice 4-0-0 4

Academic Year 2021-22

Department of Visual Communication- PhD Program

Programme Outcomes:

PO1. Computational knowledge: Apply the knowledge of mathematics, science, domain knowledge to the solution of complex problems.

PO2. Problem analysis: Identify, formulate, review research literature, and analyze complex research problems reaching substantiated conclusions using first principles of mathematics, natural sciences, engineering sciences and domain knowledge.

PO3. Design/development of solutions: Design solutions for complex research problems and design system components or processes that meet the specified needs with appropriate consideration.

PO4. Conduct investigations of complex problems: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

PO5. Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern computational tools including prediction and modeling to complex research activities with an understanding of the limitations.

PO6. The researcher and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities.

PO7. Environment and sustainability: Understand the impact of physical processes in societal and environmental contexts, and demonstrate the knowledge, and need for sustainable development.

PO8. Ethics: Apply ethical principles and commit to professional ethics and responsibilities.

PO9. Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO10. Communication: Communicate effectively on complex scientific activities with the research community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

PO11. Project management and Research: Demonstrate knowledge and understanding of the scientific and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

PO12. Life-long learning: Recognize the need for, and have the preparation and ability to engage in

Course Code	Course name Development Communication: Concept and Practice	L-T-P-Credits 4 0 04	Year of introduction 2021
-------------	--	-------------------------	------------------------------

independent and life-long learning in the broadest context of technological change.

Course Objective

This course will explore the use of communication to initiate social change and justice. The objective of the course is to develop and enhance students' understanding of basic concepts of development communication and also provide an in-depth understanding of the concept of e-Governance. It helps to create an overview of the changing perceptions of development, to familiarize the dominant and alternative paradigms of development, to understand the practice of sustainable development for the future of human civilization. It will help students understand the use of media for development.

Course outcome: After studying this course, students will be able to

CO1	Understand the fundamental concepts of a development communication.
CO2	Apply participatory communication approach through various tools in international development projects.
CO3	Understand of various types of development communication in media and to understand the practice of sustainable development for the future of human civilization.
CO4	Interpret and use the models for people to be aware about and develop a consensus upon important national and international development issues.
CO5	Acquire knowledge about various aspects of development communication and theories and its application in media studies.

Course Content:

Unit 1

The meaning of development – Concept of developed, developing, underdeveloped, concerns, paradigms; Concept of development, Different approaches – major theories of development – dominant paradigm: rise and fall – Alternative paradigm – sustainable development, Models of development: - Interdependent Model, Theory of Modernisation, Dependency Model, Basic Needs Model, New Paradigm of Development Model, diffusion of innovation.

Unit 2

Types of Development Communication; Social Development Communication, Economic Development Communication, Cultural Development Communication, Educational Development Communication, Political Development Communication.

Unit 3

Inter-Relation between Development and Development Communication- Role of Traditional and Modern Media in Development Communication- Role of Information Technology in Development Communication, The participatory Model for Development Communication-Role of development agencies and NGOs in development communication

Unit 4

Development communication in India, Critical appraisal of development communication. Programs and govt. schemes: SITE, e-governance, ICT for development narrow casting Development support communication in India in the areas of: agriculture, health & family welfare, population, women Empowerment, poverty, unemployment, Development - Support Communication and Development Communication in Agriculture with special reference to India.

Unit 5

UNESCO – UNDP – UNICEF – WHO – FAO –IMF- ILO – environmental protection group– MDG's – participatory communication- sustainable development goals

TEXT BOOKS/REFERENCES:

- Srinivas R Melkote and H Leslie Steeves (2007), Communication for Development in the Third World: Theory and Practice for Empowerment, New Delhi, Sage
- D.V.R. Murthy (2007), Development Journalism- What Next? An Agenda for the Press, Hyderabad, Kanishka
- Dipankar Sinha (2013) Development Communication: Contexts for the 21st Century, New Delhi, Orient BlackSwan
- Maya Ranganathan and Usha M. Rodrigues (2010), Indian Media in a Globalised World, Sage
- Linje Manyozo (2012) Media, Communication and Development: Three Approaches, New Delhi, Sage
- Ratnesh Dwivedi (2013) Mass Media and Communication in Global Scenario, Kalpaz Publication
- ArvindSinghal, Everett M Rogers: India's Communication Revolution: From Bullock Carts to Cyber Marts.
- J V Vilanilam: Development Communication in Practice, India and the Millennium DevelopmentGoals. Sage. 2009.
- K.Mahadavan, KiranPrasad, Youichi Ito and VijayanPillai. Communication, ModernisationandSocial Development: Theory Policy and Strategies (2 volumes), BR Publishing Corporation, NewDelhi. 2002.
- Schramm, Wilbur: Mass Media and National Development, Stanford UP, Standford, 1964.
- Uma Narula, W. Barnett Pearce. Development as communication: a perspective on India. SouthernIllinois University Press, 1986
- Uma Narula. Development Communication: Theory and Practice. HarAnand. 2004.

