



BHARATI VIDYAPEETH'S
INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)
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Course Code: BA (JMC) 201

Course Name: Development Communication

Suggested Further Readings (Beyond Book)

S. No.	Unit	Topic	Book/Resource
1.	Unit I	Introduction to Development Communication	News Coverage: 1. In six points, Shaktikanta Das explains India's macroeconomic picture - What the RBI Governor says? The Economic Times (indiatimes.com) 2. RBI Records: RBI data hint at strong consumption revival - The Economic Times (indiatimes.com)
2.	Unit II	Models and Paradigms of Development Communication	News Coverage 1. Opinion How nation states are recognized in terms of 'power' Mint (livemint.com) 2. Sri Lanka's IMF Bailout Deal Could Be A Turning Point, Now It Courts China And India (ndtv.com)
3.	Unit III	Development Journalism	News Coverage 1. Demand Slowdown, Global Uncertainties Impacting India's Exports: Report (ndtv.com) 2. RBI may define good, bad years, adjust bank provisioning norms Mint (livemint.com)
4.	Unit IV	Social Marketing	News Coverage URL India Aspiring To Take International Trade To \$2 Trillion By 2030: Piyush Goyal (ndtv.com)
5.	MOOC	Society and Media	<ul style="list-style-type: none"> Certificate Program in Development Communication (4 days + 2 half day electives) Centre for Lifelong Learning (tiss.edu)