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Lesson Plan Version 10.0

Course: BA (JMC) 201 – DEVELOPMENT COMMUNICATION		
BA (JMC) 4th Semester	No. of Theory Hours per Week: 04	No. of Practical Hours per Week: 0

Course Outcome (CO):

COs for Theory (BA (JMC) 201):	
CO1	Define and describe the process of Development Communication. (BTL1)
CO2	Explain the models and paradigms of Development Communication (BTL3)
CO3	Utilize the knowledge gained in designing social media marketing campaign on a development issue. (BTL3)

Recommended Books:

Books	S. N.	Details of the Books
Text Books	1.	Gupta, V. S. (2004). Communication & Development. New Delhi, India: Concept Pub.
	2.	Jethwaney, J. N. (2016). Social Sector Communication in India: Concepts, Practices, and Case Studies: New Delhi: Sage Publications.
	3.	Joshi, U. (2001). Understanding Development Communication. New Delhi: Dominant and Distributors.
Reference Books	1.	Melkote, S. R. (2001). Communication for Development in the Third World: Theory and practice. New Delhi: Sage Publications.
	2.	Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har-Anand Publications.

Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
	UNIT – I	
1.	Development Communication: Definition, Meaning, and Process	Gupta, V. S. (2004) Chapter 1
2.	Economic and social indicators of development: GDP/GNP	Joshi, U. (2001) Chapter 3
3.	Economic and social indicators of development: Human Development Index	Melkote, S. R. (2001) Chapter 4
4.	Economic and social indicators of development: Happiness Index	Narula, U. (2007) Chapter 2
5.	Economic and social indicators of development: Communication as an indicator:	Gupta, V. S. (2004) Chapter 5

Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
	Role of ICT	
6.	Economic and social indicators of development: Human Rights as an Indicator	Joshi, U. (2001) Chapter 6
7.	Approaches to Development Communication: Diffusion of Innovation	Narula, U. (2007) Chapter 3
8.	Approaches to Development Communication: Magic Multiplier	Melkote, S. R. (2001) Chapter 6
9.	Approaches to Development Communication: Empathy	Gupta, V. S. (2004) Chapter 3
10.	Communication and Social Change: Gandhian Perspective	Narula, U. (2007) Chapter 4
11.	Communication and Social Change: Case Studies	Joshi, U. (2001) Chapter 8
12.	Communication and Social Change: Sustainable Development Goals	Melkote, S. R. (2001) Chapter 9
UNIT – II		
13.	Linear Models: Rostow' s Demographic (Stages of Growth)	Gupta, V. S. (2004) Chapter 7
14.	Linear Models: Transmission	Melkote, S. R. (2001) Chapter 8
15.	Non-Linear: World System Theory	Jethwaney, J. N. (2016) Chapter 2
16.	Non-Linear: Neo-Marxist Theory	Narula, U. (2007) Chapter 5
17.	Changing Paradigms of Development	Gupta, V. S. (2004) Chapter 10
18.	Alternative Paradigms: Participatory	Jethwaney, J. N. (2016) Chapter 3
19.	Alternative Paradigms: Think local/Act global – Think global/Act local	Melkote, S. R. (2001) Chapter 10
20.	Alternative Paradigms: Case Studies	Joshi, U. (2001) Chapter 9
21.	Models and Paradigms of Development Communication: Review and Discussion	Jethwaney, J. N. (2016) Chapter 4
22.	Models and Paradigms of Development Communication: Group Project Presentation	Melkote, S. R. (2001) Chapter 11
23.	Models and Paradigms of Development Communication: Group Project Presentation	Joshi, U. (2001) Chapter 10
24.	Models and Paradigms of Development Communication: Group Project Presentation	Gupta, V. S. (2004) Chapter 12
UNIT – III		
25.	Research Design: Meaning and different Types	C.R. Kothari

Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
26.	Role of Mass Media in Development	Melkote, S. R. (2001) Chapter 5
27.	Development Support Communications: Social Audit	Jethwaney, J. N. (2016) Chapter 5
28.	Development Support Communications: Grass-root Activism	Narula, U. (2007) Chapter 7
29.	Development Support Communications: Whistleblowers	Gupta, V. S. (2004) Chapter 9
30.	Role of NGOs in Development	Joshi, U. (2001) Chapter 11
31.	Cyber Media and Development: e-governance	Jethwaney, J. N. (2016) Chapter 6
32.	Cyber Media and Development: Digital Democracy	Melkote, S. R. (2001) Chapter 12
33.	Cyber Media and Development: e-chaupal	Narula, U. (2007) Chapter 9
34.	Development Journalism: Role and performance of Mass Media	Gupta, V. S. (2004) Chapter 11
35.	Development Journalism: Case Studies	Joshi, U. (2001) Chapter 13
36.	Development Journalism: Role of Citizen Journalism	Jethwaney, J. N. (2016) Chapter 7
37.	Development Journalism: Role of Investigative Journalism	Narula, U. (2007) Chapter 10
38.	Revision	
UNIT – IV		
39.	Social Marketing and Development: An Overview	Gupta, V. S. (2004) Chapter 12
40.	Corporate Social Responsibility: Case Studies in India	Joshi, U. (2001) Chapter 12
41.	Social Change Campaigns in India: Case Studies	Narula, U. (2007) Chapter 8
42.	Development of Social Media Marketing Campaign	Jethwaney, J. N. (2016) Chapter 8
43.	Social Marketing: Audience Segmentation	Gupta, V. S. (2004) Chapter 14
44.	Social Marketing: Behavior Change Theories	Melkote, S. R. (2001) Chapter 14
45.	Social Marketing: Planning and Evaluation	Joshi, U. (2001) Chapter 14
46.	Social Marketing: Case Studies	Narula, U. (2007) Chapter 11
47.	Social Marketing: Ethical Considerations	Gupta, V. S. (2004) Chapter 15

Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
48.	Social Marketing: Group Project Presentation	Jethwaney, J. N. (2016) Chapter 9

Testing Schedule:

Nature of Test	August	September	October	November
Surprise Test (ST)	ST in any of the Weeks	-	-	-
Mid Term Test (MT)	-	MT in 2nd / 3 rd Week	-	-
Class Test (CT)	-	-	CT in any of the Weeks	-
Supplementary Test (Sp.T)	-	-	-	Sp. T in 1 st week
Assignment Submission Schedule	Assignment-1 is to be submitted One Week after completion of Unit-1 and Unit-2. Assignment-2 is to be submitted One Week after completion of Unit-3. Assignment-3 is to be submitted One Week after completion of Unit-4.			

Suggested Topics for Presentation:

Suggested Topics for Group Discussion: