

DEVELOPMENT COMMUNICATION

COURSE CODE: BA (JMC)	L: 4 T/P: 0	CREDITS: 4
External Evaluation: 75 Marks	Internal Evaluation: 25	Total Marks: 100

Objectives of the Course

On completion of this course, the student should be able to:

1. Define and describe the process of Development Communication
2. Explain the models and paradigms of Development Communication
3. Utilize the knowledge gained in designing social media marketing campaign on a development issue

Course Outcomes:

1. Student will be able to develop distinct understanding of economic indicators with respect to Development communication
2. Students will be able to analyze the previous models & theory with contemporary trends of development
3. Students will be able to discuss the initiatives supporting Development Support Communications.
4. Students will be able to identify the importance of social change campaign and CSR
5. Student will be able to follow the development techniques and principles in real life.

Unit I: Introduction to Development Communication

L: 18

1. Development Communication: Definition, Meaning and Process
2. Economic and social indicators of development:
 - a. GDP/GNP
 - b. Human Development Index
 - c. Happiness Index
 - d. Communication as an indicator: Role of ICT
 - e. Human Rights as an Indicator
3. Approaches to Development Communication: Diffusion of Innovation; Magic Multiplier; Empathy
4. Communication and Social Change:
 - a. Gandhian Perspective; Panchayati Raj
 - b. Case Studies: Kheda, SITE, Water Harvesting Management, MNREGA, NHRM
 - c. Sustainable Development Goals

Unit II: Models and Paradigms of Development Communication

L: 10

1. Linear Models: Rostow's Demographic (Stages of Growth), Transmission
2. Non-Linear: World System Theory, Neo-Marxist Theory
3. Changing Paradigms of Development
4. Alternative Paradigms: Participatory, Think local/Act global - Think global/Act local

Unit III: Development Journalism

L: 10

1. Role and performance of Mass Media in Development
2. Development Support Communications: Social Audit, Grass-root Activism, Whistleblowers
3. Role of NGOs in Development
4. Cyber media and Development: e-governance, digital democracy & e-chaupal

Unit IV: Social Marketing

L: 10

1. Social Marketing and Development: An Overview
2. Corporate Social Responsibility: case studies in India
3. Social change Campaign in India (Case studies)
4. Development of social media marketing campaign

Suggested Readings:

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.
4. Melkote, S. R. (2001). *Communication for Development in the Third World: Theory and practice*. New Delhi: Sage Publications.
5. Narula, U. (2007). *Development Communication: Theory and Practice*. New Delhi: Har-Anand Publications.
6. Nair, K. S., & Smith, S. A. (1993). *Perspectives on Development Communication*. New Delhi: Sage Publication's.
7. Sood, R. (2014) *Message Design for Development Communication*. New Delhi: S. Kapoor & Sons.
8. Sharma, R. (2012). *Breakout Nations: In Pursuit of the Next Economic Miracles*. New York: W.W. Norton &.