

JMS 454 Development Communication

Total = 40 hrs

Course objectives:

1. To enable students to understand the various factors of economic development
2. To enable to learn the problems of human development and required measures to overcome them.
3. To introduce students to development issues in India and coverage of media on these issues.
4. To explain the role of folk media in development communication
5. To inculcate the idea of social responsibility and create awareness of state and central government welfare measures.
6. To train the students on various media programme formats of development communication

Course Outcomes:

1. Have an appreciation of the role of information, communication and the media in development and social change.
2. Be conversant with the dimensions of development and the development policy frameworks
3. Have an understanding of key issues in sustainable development as a basis for engaging in effective development communication

Unit – I

Development: meaning, concept, process and models of development, Rostow, Hagen, Inkeles, McClelland, Lerner, Schramm. Approaches to development, characteristics of developing societies.

08 hrs

Unit – II

Development Communication: concept, definition, process, strategies and action plans, democratic decentralization, Panchayat Raj.

08 hrs

Unit – III

Agricultural communication: Diffusion of innovation, agricultural extension, communication for rural development.

08 hrs

Unit – IV

Development support communication: population and family welfare, health, education and society, issues of empowerment.

08 hrs

Unit – V

Uses of folk media and alternative media for development. Case studies of experiments in development communication: Chatera, Udayavani and Jhabua experiments.

08 hrs

Books recommended:

1. SrinivasMelkote (2001). Communication for Development in the Third World: (Theory & Practice), Sage Publication, India.
2. Wilbur Schramm (1964). Mass Media and National Development, Stanford University Press, United States.
3. Sinha andArvind K (1985). Mass Media and Rural Development, concept publishing company, New Delhi
4. ArvindSinghal and E.M. Rogers (1989). India's Information Revolution, Sage Publications, USA.
5. Bella Mody (1991). Designing Message for Development, Sage Publications, USA.
6. N. Jayaveera and Amunugama (1989). Rethinking Development Communication, Asian Mass Communications Research and Information Centre,Singapore.
7. Subhash C. Bhatnagar and Robert Schware (2002). Information and Communication Technology in development, Sage Publication, New Delhi.
8. Jess K. Alberts, Judith N. Martin& Thomas K. Nakayama (2010).Communication in Society, Pearson, United Kingdom.
9. Jan Servaes, Thomas, L Jacobson & Shirley A White (1996). Participatory Communication for social change, Sage Publication, USA.
10. Kirk A. Johnson (1999). Television and Social Change in Rural India, Sage Publication, New York.
11. ShyamParmar (1994).Traditional Folk Media in India, Routledge, United Kingdom.
12. SrinivasRajMelkote&H Leslie Steeves(2015). Communication for Development, Sage Publication, India.