



**Core Paper
MCJ-21202CR**

**Semester 2nd
DEVELOPMENT COMMUNICATION**

Course Objectives

- To introduce the concept of development and development communication
- To produce development communication strategist who can make effective interventions in various development processes to act as a catalyst for social change.

Learning Outcomes

- Students shall develop an understanding on developmental issues and realize the importance of it in everyday life.
- Students shall be better equipped to contribute to the development of the state as future communicators.

Unit-I

Definition, meaning and process of development
UN and Specialized Agencies and their role in promoting development
Theories and Paradigms of Development
MDG's and SDG's

Unit-II

Development Communication- Definition, Concept and Philosophy
Different Approaches to Development Communication (Diffusion of Innovation, Empathy, Magic Multiplier, Social Marketing, Entertainment Education, Participatory Approach, Localised Approach)
Strategies in Development Communication
Communication Needs and Resources

Unit-III

Media and Development: Designing messages for development communication
ICT & Development: The Indian Experience from SITE to Web:- SITE, Kheda, Community Radio, E-governance
Soul City Project
MNREGA

Unit-IV Development Communication in Agriculture

Agriculture Development in India— Agriculture Extension, Extension approaches, System Approach
Case studies of Communication support to agriculture
Development Support Communication – Definition and genesis Extension Approach— Health and Family Welfare, Women Empowerment, Literacy & Education



Suggested Readings:

- *Sen, A. (2007). Development As Freedom. Anchor Books.*
- *Mefalopulos, P. (2008). Development Communication Sourcebook.*
- *Jan, S., Thomas, J., and Shirley, W. (eds) (1996). Participatory Communication for Social Change. Sage.*
- *Wilkins, K. G., Tufte, T., & Obregon, R. (2014). The handbook of development communication and social change. (EBL.)*
- *Manyozo, L. (2012). Media, communication and development: Three approaches. New Delhi: SAGE.*
- *Srinivas., Melkote., & Steeves., Leslie., H. (2015.). Communication for Development: Theory and Practice for Empowerment and Social Justice. 3rd edition. Sage.*

MCJ-21202CR: Development Communication

Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)