

SAINT CLARET COLLEGE, ZIRO
B. A. (MASS COMMUNICATION)
SYLLABUS AS PER RGU SEMESTRAL SCHEME
(Subjected to syllabus enrichment by SCCZ for Claretines)
Semester IV
BMC-201: Traditional Media

BMC-401: COMMUNICATION FOR DEVELOPMENT

Total Marks: 100 (80- End Semester and 20- Sessional)

Objectives Having studied this paper, a student will be able to:

- *Understand key theories around development communication.*
- *Enable to define the C4D concepts, principles, approaches, methods and techniques.*
- *Explain development culture, behavior and social change.*
- *Enable to get an appreciation of the role of information, communication and the media in development*
- *Facilitate student's appreciation of the dimensions of development and introduce them to the development policy frameworks*
- *Understand key issues in sustainable development as a basis for engaging in effective development communication*

Unit 0 Baseline Analysis: Course Objectives, characteristics of development communication, concept, definition, process, sustainable development, various communication models, mass media and development, barriers in development and strategies and various media organization.

Unit I: Introduction

1. Development communication: Concept, definition and process
2. Development and Social Change
3. Concept of Development and Sustainable Development
4. Communication and Development and their inter-relationship

Unit II: Communication and Development

1. Models of development
2. Role of Communication in Development
3. Mass Media and Development

Unit III: Barrier in Development

1. Social, Cultural and Economic barriers – case studies and experiences

Unit IV: Strategies of Communication for Development

1. Strategies in development communication
2. Traditional and other alternative modes of development
3. Role of AIR, Doordarshan, Field Publicity, DAVP, Film Division, Sound and Drama Division

Unit 100 Advanced Skills: take part in social awareness, visit villages, street play, discussion, assignment, seminar, debate and presentation

Recommended Readings:

McLuhan. (1964). *Understanding Media: The Extensions of Man*. Canada: McGraw-Hill Education

Sinha. (1984). *Mass Media and Rural Development*. Netherlands: Martinus Nijhoff

Chhabra, Ahuja. (2013). *Development Communication*. Delhi: Surjeet Publications

Krishnana. (1983). *Problems of Communication in Developing Countries*. New Delhi: Vision Books

Bhatnagar, Schwere. (2000). *Information and Communication technology in Development*. New Delhi: Sage Publication

Narula. (2006). *Communication Models*. New Delhi: Atlantic Publishers and Distributors