

UG HSE DSE 1752(1) : VTH SEMESTER  
: COMMUNICATION FOR DEVELOPMENT  
(CREDITS: THEORY-4, PRACTICAL-2)

**Unit 1. Concept of Development Communication**

- Concept of development, basic elements of development
- Measuring development- Goals of development
- Indicators/Characteristics of Development
- Models of Development- Dominant Paradigm, Basic Needs Model

**Unit 2. Development communication and paradigms of development**

- Development Communication- concept
- Characteristics, differences between communication and Development Communication
- Press theories: Basic concept-Normative, Authoritarian and Psychological Bullet Theory, Libertarian Theory, Limited effect Theory, Soviet Media Theory and Gate Keeping Theory,

**Unit 3. Development communication and Traditional Media**

- Traditional Media: Definition and characteristics, role in development communication
- News reporting: definition of news, ingredients and qualities of news
- Radio news, Radio and development

**Unit 4. Development Communication and Modern Media**

- Television: Programs; role in development communication
- Cinema: role in development communication.
- ICTs and scope in development communication.

**UG HSCDSE1752(1):**

**PRACTICAL**

- Analysis of under development indicators – National Perspective
- Analysis of media for development communication
  - Print Media
  - Radio or television
  - Internet
- Designing media for development communication (Choose any available media)

**RECOMMENDED READINGS**

- Narula, Uma (1994) Development Communication, New Delhi, Hariand Publication
- Servaes, Jan (2008). Communication for Development and Social Change, New Delhi, Sage Publication
- Paulo Mefalopulos. Development Communication Sourcebook- Broadening the boundaries of communication, The World Bank, 2008