

discourse, DSR Book Distributors. •

- **Roy et al (2024).** Media, Gender and Society: Emerging Trends and Interpretations. Perfect Paperback.

Suggested Readings

- Beauvoir, S. (2015). The Second Sex. London: Vintage Books.
- Dube, L. (2001) Anthropological Explorations in Gender-Intersecting Fields. New Delhi: Sage Publications.
- Sohoni, K Neeraja, (1994), Status of Girls in Development Strategies, New Delhi, Har-Anand Publications. •
- Ghadially, R (1989). Women in India Society: A Reader. New Delhi: Sage Publications.
- Goel, A. (2004) Education & Socio-Economic Perspectives of Women Development and Empowerment. New Delhi: Deep & Deep.
- Goel, A. (2004) Organisation & Structure of Women Development and Empowerment. New Delhi: Deep & Deep

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Bachelors in Arts with With Community Science Category-V

DISCIPLINE SPECIFIC ELECTIVE COURSE – DSE-DCE 13-HSC: ENVIRONMENT AND HEALTH COMMUNICATION

CREDIT DISTRIBUTION, ELIGIBILITY, PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Environment and Health Communication	4	2	0	2	Class XII	NIL

Learning Objectives

- To understand the role of communication in health promotion and behaviour change, focusing on nutrition and public health issues.
- To explore the concepts of sustainable development and the role of communication in promoting environmental sustainability.
- To examine the impact of socio-economic, cultural, and geographic factors on health and environmental issues.
- To analyze effective strategies for health and environmental communication, including media's role, SBCC campaigns, and innovative approaches.

Learning Outcomes

The students would be able to:

- Explain the role of communication in health promotion, with a focus on nutrition,

malnutrition, and public health challenges.

- Identify and evaluate communication strategies for improving food security, nutrition outcomes, and addressing health inequities in India.
- Demonstrate knowledge of sustainable development concepts, goals, and the relationship between environmental, population, and development issues.
- Assess the impact of socio-economic, cultural, and geographic factors on health and environmental changes.

THEORY **(Credit 2; Hours 30)**

UNIT I: Understanding Health: In the Context of Behaviour Change

7 Hours

This unit explores the role of communication in health promotion, focusing on nutrition and behaviour change among children, adolescents, and women. It covers public health challenges like malnutrition and addresses various social detriments of health. The unit also examines communication strategies and community-based efforts to improve food security and nutrition outcomes in India.

- Role of Communication in Health: Global and Indian overview of health communication, its objectives, Concepts of Community and Public Nutrition with a focus on Children, Adolescents, and women, Importance and Challenges for interventions
- Public Health Aspects of Malnutrition- Life cycle approach to understanding the nutritional, Awareness building to service delivery, Nutrition support programs and initiatives, ICDS, Food & Nutrition Security- Policy and challenges in India, Behaviour change initiatives for improving nutrition indicators –selected case studies
- Social Detriments of Health, Reproductive and Mother and Child Health- Importance for SDGs, health indicators, appraisal of interpersonal communication in health, Communitization of health

UNIT II: Understanding Environment and Sustainable Development: In the context of Behaviour Change

7 Hours

This unit focuses on the role of communication in promoting sustainable practices. It covers sustainable development concepts, key pillars, and the link between environment, population, and development. It also explores the impact of climate change, environmental risks, and socio-economic factors on environmental change.

- Role of Communication in Environmental Issues: Focus on environmental communication and its role in promoting sustainable practices.
- Sustainable Development: Concept, Key Pillars, Approaches, Action and Agenda. Linkage between environment population and development, Impact of lifestyles and changing consumption patterns on the environment. Environmental legislations and policies, International environmental agreements/protocols.
- Sustainable Development Goals: Goals, Targets, Indicators, India's present situation, Strategies towards SDGs attainment, Sustainable Development Goal Index (SDGI), Changes in the environment- types, hazards and risks.
- Factors affecting changes in the environment: socio, economic, cultural and geographic. Climate Change; Sustainable Development Communication,

UNIT III: Effective Strategies for Health Communication

8 Hours

This unit focuses on strategies for addressing health issues through Behaviour Change communication. It examines national and international agendas on health promotion strategies, including SBCC campaigns, and asserts approaches like Entertainment Education and the Positive Deviance.

- Present and future thrusts of national and international health communication agenda
- Role of media in promoting health, strategies used in health promotion
- Strategizing health advocacy and SBCC campaigns- elements, tools, and techniques.
- Synergizing inter-sectoral partnerships for health advocacy and action, social marketing, participatory training and campaigns of health communication
- Innovative Approaches in Health Communication: Entertainment Education, Incentives for Health Communication and Positive Deviance Approach.

UNIT IV: Effective Strategies for Environmental Communication

8 Hours

This unit focuses on strategies for addressing environmental issues through Behaviour Change communication. It examines national and international agendas on air pollution, health promotion strategies, including campaigns and climate mitigation strategies

- Present and future thrusts of national and international environment communication agenda: Case of Air Pollution and Water Crisis
- Networking, Lobbying, and Mobilizing pressure groups, citizen's action, and people's, synergizing inter-sectoral partnerships for Climate Change; Sustainable Development advocacy and action, and campaigns
- Impact of media in influencing environmental protection, climate change sensitization and sustainable development

PRACTICAL (Credit 2; Hours 60)

1. SBCC Campaigns for health/nutrition: Pulse Polio Campaign, RRE Campaign, POSHAN Abhiyan, Surakshit Matritva Abhiyan
2. SBCC Campaigns for Climate change and sustainable development: WWF, 350, Connect4Climate.
3. Analysing India's National Strategies for Climate Change Adaptation and Mitigation
4. Analysis and interpretation of health and environment-related data and indicators
5. Development of SBCC tool kit on any issue related to Health or Climate change and sustainable development concerning:
 - Communication Principles
 - Socio-economic context
 - Message design
 - Channel Selection
 - Audience targeting and segmentation
 - Developing Feedback mechanism

Essential Readings

UNIT I

This unit explores the role of communication in health promotion, focusing on nutrition and behaviour change among children, adolescents, and women.

- **Thompson, T., & Parrott, R.,** (2015). *The Handbook of Health Communication*. Routledge
- **O'Neill, M.,** (2011). *Communication and Environment: A Critical Perspective*. Wiley- Blackwell.
- **Eldredge, L., et al.,** (2016). *Planning Health Communication Campaigns*. Sage Publications.
- **Cox, R.,** (2010). *Environmental Communication and the Public Sphere*. Sage Publications.

UNIT II

This unit focuses on the role of communication in promoting sustainable practices.

- **Thompson, T., & Parrott, R.,** (2015). *The Handbook of Health Communication*. Routledge
- **O'Neill, M.,** (2011). *Communication and Environment: A Critical Perspective*. Wiley- Blackwell.
- **Eldredge, L., et al.,** (2016). *Planning Health Communication Campaigns*. Sage Publications.
- **Cox, R.,** (2010). *Environmental Communication and the Public Sphere*. Sage Publications.

UNIT III

This unit focuses on strategies for addressing health issues through Behaviour Change communication.

- **Thompson, T., & Parrott, R.,** (2015). *The Handbook of Health Communication*. Routledge
- **O'Neill, M.,** (2011). *Communication and Environment: A Critical Perspective*. Wiley- Blackwell.
- **Eldredge, L., et al.,** (2016). *Planning Health Communication Campaigns*. Sage Publications.
- **Cox, R.,** (2010). *Environmental Communication and the Public Sphere*. Sage Publications.

UNIT IV

This unit focuses on strategies for addressing environmental issues through Behaviour Change communication.

- **Thompson, T., & Parrott, R.,** (2015). *The Handbook of Health Communication*. Routledge
- **O'Neill, M.,** (2011). *Communication and Environment: A Critical Perspective*. Wiley- Blackwell.
- **Eldredge, L., et al.,** (2016). *Planning Health Communication Campaigns*. Sage Publications.
- **Cox, R.,** (2010). *Environmental Communication and the Public Sphere*. Sage Publications.

Suggested Readings

- Dillard, J. P., & Shen, L. (2022). *The SAGE handbook of persuasion: Developments in theory and practice* (2nd ed.). Sage Publications.

- Green, L., & Kreuter, M., 2005. *Health Program Planning: An Educational and Ecological Approach*. McGraw-Hill.
- Stibbe, A., 2009. *The Handbook of Environmental Communication*. Routledge.
- Harper, J., 2007. *Communicating Sustainability: A Critical Perspective*. Sage.
- Stokols, D., et al., 2003. *Health and Environment: A Cross-Cultural Perspective*. Wiley.

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**Bachelors in Arts with With Community Science
Category-V**

**DISCIPLINE SPECIFIC ELECTIVE COURSE – DSE- DCE 15-HSC:
INCLUSIVE SOCIO-ECONOMIC DEVELOPMENT
AND BACKYARD NANO-INDUSTRIES**

CREDIT DISTRIBUTION, ELIGIBILITY, PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Inclusive Socio-economic Development and Backyard Nano Industries	4	3	1	0	Class XII	NIL

Learning Objectives

1. Develop an understanding of the concepts, indicators, and dimensions of inclusive socio-economic development and sustainable livelihoods.
2. Examine the role of Backyard Nano Industries as a catalyst for local economic development, employment generation, women's empowerment, and community participation.
3. Understand the policy framework, institutional support systems, and financial mechanisms promoting Backyard Nano Industries and rural entrepreneurship.
4. Explore entrepreneurial opportunities through value addition, local resource utilization, and business planning for backyard enterprises.
5. Analyse innovations, emerging challenges, and sustainable strategies for strengthening Backyard Nano Industries in the context of inclusive development.

Learning Outcomes

The students would be able to:

1. Explain the concepts, indicators, and policy dimensions of inclusive socio-economic development and sustainable livelihoods.
2. Analyse the contribution of Backyard Nano Industries to local economic development, employment generation, and women's economic empowerment.