

Bachelors in Arts with With Community Science
Category-V

**DISCIPLINE SPECIFIC ELECTIVE COURSE – DSE-DCE 6-HSC:
DEVELOPMENT 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		
Development Communication	4	2	0	2		Appeared in Foundations of Communication

Learning Objectives

- To understand the concept of development and development indicators.
- To gain insights into the concept of Development Communication, philosophy, theories and approaches.
- To inculcate the knowledge of development communication and relations with media and society.
- To comprehend about problems and issues of the development.
- To examine the role of various media in development communication.

Learning Outcomes

The students would be able to:

- Explain the dimensions of development and the development frameworks.
- Comprehend the key concerns of development and the role of communication.
- Understand issues in development as a basis for effective development communication.
- Comprehend the role of information, communication and media in the field of development and social change.

THEORY
(Credits 2; Hours 30)

UNIT I: Development and Development Indicators

8 Hours

The unit elucidates on the concept of development and its various dimensions. It provides an overview of development goals and highlights the level of development across countries.

- Concept of development
- Growth vs development
- Development goals
- Classification of countries based on development indices
- Indices as a measure of human development (HDI, GDI, GII, GGI & MPI)
- Characteristics of developing countries

UNIT II: Development Communication (DC)

8 Hours

This unit focuses on how communication is used to promote development. It highlights

different perspectives and approaches of Dev. Comm. It explores how communication strategies are formulated for development and how communication contributes to inclusive growth.

- Development Communication (DC) - concept, genesis, characteristics, and philosophy
- Approaches to DC
- Models of DC - Dominant Paradigm, Dependency Model, Basic Needs Model, New Paradigm of development, Participatory Framework, Right based approach
- Success stories and Innovations in DC
- Growth and transitions in the field of DC -Development Support communication; IEC, BCC, SBCC to SBC; Socio ecological model

UNIT III: Media and Development Communication: Traditional and Community Media **07 Hours**

The Unit focuses on the role of communication systems in development communication. It explores the role of government and other agencies in the field of development communication. The unit highlights the role of Traditional and community media in the arena of development communication.

- DC strategies and communication systems dialogue; scope for participation, engagement and feedback
- Role of Traditional Media in DC
- Community Media: Types, Role in DC
- Mainstream Media and Digital Media in DC

UNIT IV: Media and Development Communication: Print, Broadcast and Digital Media **07 Hours**

The Unit focuses on the role of communication systems in development communication. It explores the role of government and other agencies in the field of development communication. The unit highlights the role of Print, Broadcast and Digital Media in the arena of development communication.

- Development Reporting in India: Print, Electronics and New media
- Role of mass media in DC
- Theories of Press
- Scope of ICTs
- Convergence and partnerships for DC
- Role of Government and other agencies in DC

PRACTICAL **(Credits 2; Hours 60)**

1. Analysis of development indicators (HDI, GDI, GII, GGI, MPI)
2. Critical analysis of selected development communication initiatives
3. Analyzing and designing print media for Development Communication
4. Analyzing and Designing Alternative or community media for Development Communication
5. Development Reporting in media across different sectors (Health, Environment etc)
6. Content analysis of mainstream and alternative media

Essential Readings

UNIT I

The unit elucidates on the concept of development and its various dimensions. It provides an overview of development goals and highlights the level of development across countries.

- **Melkote, S. & Steeves, L.** (2013). *Communication for Development in the Third World*. New Delhi: Sage Publications.
- **Narula, Uma.** (1994). *Development Communication: Theory and practice*. New Delhi: Har Anand Publications. ISBN 10: 8124101647.
- **Servaes, Jan** (2008). *Communication for Development and Social Change*. New Delhi,: Sage Publication. DOI: 10.1177/097317411000500110.

UNIT II

This unit focuses on how communication is used to promote development. It highlights different perspectives and approaches of Dev. Comm. It explores how communication strategies are formulated for development and how communication contributes to inclusive growth.

- **Wilkins, G.K., Tufte, T., & Obregon, R.** (2014). *The Handbook of Development Communication and Social Change*. Wiley-Blackwel, ISBN: 78-1-118-50531-1.
- **Melkote, S. & Steeves, L.** (2013). *Communication for Development in the Third World*. New Delhi: Sage Publications.

UNIT III

The Unit focuses on the role of communication systems in development communication. It explores the role of government and other agencies in the field of development communication. The unit highlights the role of Traditional and community media in the arena of development communication.

- **Waisbord, S.** (2003). *Family Tree of Theories, Methodologies and Strategies in Development Communication: Convergences and Differences*. DOI:10.1007/978-981-10-7035-8_56-1.
- **Narula, Uma.** (1994). *Development Communication: Theory and practice*. New Delhi: Har Anand Publications. ISBN 10: 8124101647.

UNIT IV

The Unit focuses on the role of communication systems in development communication. It explores the role of government and other agencies in the field of development communication. The unit highlights the role of Print, Broadcast and Digital Media in the arena of development communication.

- **Kumar, K. J.** (2000). *Mass communication in India*. New Delhi: Jaico Publishing House, India. ISBN 8172243731.
- **McQuail, D.** (2010). *Mass Communication Theory*. London: Sage Publications. ISBN 978- 1-84920-291-6.
- **Servaes, Jan** (2008). *Communication for Development and Social Change*. New Delhi,: Sage Publication. DOI: 10.1177/097317411000500110.

Suggested Readings

- **Ashford, J. B., LeCroy, C. W., & Lortie, K.L.** (2010). *Human Behavior in the Social Environment: A Multidimensional Perspective* (4th ed.). Belmont CA: Wadsworth/Thomson Learning.

- **Mefalopulos, Paulo.** (2008). *Development Communication Sourcebook- Broadening the Boundaries of Communication*, The World Bank.
- **Melkote, R.S., Singhal, A., Shirley, S., & Edna Holt Marston, H. E.** (2021). *Handbook of Communication and Development*. Edward Elgar Publishing. ISBN: 978 1 78990 634 9.
- **Murthy, D V R.** (2006). *Development Journalism, What Next?* New Delhi: Kanishka Publications. ISBN 8173918457.

Note: Examination scheme and mode shall be as prescribed by the Examination branch, University of Delhi, from time to time

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

**DISCIPLINE SPECIFIC ELECTIVE COURSE – DSE-DCE 8-HSC:
SOCIAL AND BEHAVIOUR CHANGE: CONCEPTS AND APPLICATIONS**

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		
Social and Behaviour Change: Concepts and Applications	4	2	0	2		Appeared in Foundations of Communication

Learning Objectives

- To comprehend the principles, methodologies, and theories underpinning Social and Behaviour Change Communication (SBCC)
- To gain an understanding of the connections between communication strategies and behavioural change
- To explore the application of SBCC concepts to specific areas such as health and environmental issues
- To design effective strategies for Social and behaviour change communication that address a variety of social challenges

Learning Outcomes

The students would be able to

- Learn the principles, methodologies, and theories of Social and Behavior Change Communication (SBCC)
- Gain an understanding of the connections between communication strategies and behavior change
- Explore the application of SBCC concepts in areas like Health and environmental communication
- Design effective strategies for behavior change communication.