

DISCIPLINE SPECIFIC ELECTIVE COURSE 11–(DSE-11): Development Journalism

Credit distribution, Eligibility and Pre-requisites of the Course

| Course title & Code | Credits | Credit distribution of the course | | | Eligibility criteria | Pre-requisite of the course |
|----------------------------------|---------|-----------------------------------|----------|---------------------|-------------------------------|-----------------------------|
| | | Lecture | Tutorial | Practical/ Practice | | |
| DSE-11 Development Journalism | 4 | 3 | 0 | 1 | Passed Class XII with English | NIL |

Learning Objectives

The Learning Objectives of this course are as follows:

- To familiarize students with an understanding and sensitivity towards developmental concerns.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be equipped with skills to write development features and develop development material for different media platforms.

SYLLABUS OF DSE-11:

UNIT – I (15 hours)

UNIT I: Development and Development Journalism

- Models of development, major development paradigms -dominant paradigm. Alternative paradigm – participatory approach.
- Evolution of development journalism, agriculture extension, development support communication,
- Communication for social change, media advocacy, new age media, use of ICTs for development, Participatory development journalism

UNIT – II (15 hours)

UNIT II: Development stories:

- Researching and writing a development story,
- Development with a human face,
- Packaging of the development story,
- Development feature writing,
- Conflict of interests,
- mobilizing support for development.

UNIT – III (15 hours)

UNIT III: Media specific development coverage:

- The differences in approach between print and broadcast development journalism,
- packaging attractive ideas, visuals and documentation,
- Folk media,
- community radio for local development,
- Niche, rural and tribal communication media, newspapers and magazines
- Development communication agencies and websites.
- Critical appraisal of mainstream media's reporting of development issues.

Practical component: (30 hours)

Students under the guidance of the faculty must undertake visits to mohalla clinics, NGOs, Women's Self-Help groups, Special schools for underprivileged students and other such initiatives in the city to develop content for blogs/ newsletters/magazines from the visits. Interaction with rural journalists and video volunteers (eg. Khabar Lehariya) must be arranged too.

Essential/recommended readings:

1. *A Manual of Development Journalism* – Alan Chalkley, Vikas Publications, 1970.
2. *Participatory Communication, Working for change and development* – Shirley

A .White, K Sadanandan Nair and Joseph Ascroft, Sage, 1994.

3. *Development Communication and Media Debate* – Mridula Menon, Kanishka Publishers, 1997.

4. *India, the Emerging Giant* – Arvind Panagariya, Oxford University Press, 2008.

5. *Participatory Video, Images that Transform and Empower* – Shirley A. White (Editor), Sage Publications, 2003.

6. *The Art of Facilitating Participation* – Shirley A. White (Editor), Sage Publications, 1999.

7. *Television and Social Change in Rural India* – Kirk A. Johnson, Sage Publications, 1999

8. *Communication, Modernization and Social Development*. K. Mahadevan, Kiran Prasad, Ito Youichi and Vijayan K. Pillai.

Suggestive readings:

1. *Everybody Loves a Good Drought*. Stories from India's Poorest Districts, P. Sainath, 2000.

2. *Designing messages for development communication: An audience participation-based approach* (communication and human values).by Bella M Mody, Sage Publications, 1991.

3. *Development Journalism/Communication: The Status of the Concept*, Christine L. Ogan, Sage, 1982

4. *Development Journalism: What Next? An Agenda For The Press*, D. V. R. Murthy, Kanishka Publishers Distributors, 2006

5. *Communication for Development: theory and practice for empowerment and social justice*, Melkote, Srinivas R, Steeves, H. Leslie, Sage (New Delhi), 2015