Semester: 8	
Course : Mass Communication and Videography	
Paper Title: Development Communication	
Paper code: C4MV230831T	**Credits: 6**
Hours/week : 4	
Category: Core/MDC/SEC/VAC : Major	
Theory / Practical / Composite : Theory	
No of Modules : 2	

Course Overview: This course diversifies beyond media and mass communication and integrates the students with indexes and realities of development and issues of resilience and wellbeing of the people, especially the vulnerable communities, of the country. This course aims to provide students with a critical understanding of development, community structures, and communication paradigms in both global and Indian contexts. It seeks to cultivate analytical skills for evaluating models of development, sociological theories of community, and approaches to development communication. Students will also explore Social and Behaviour Change Communication (SBCC) in relation to health, gender and climate change, assess the role of media, advocacy, and citizen action. The course also aims to encourage the students to explore participatory communication strategies for sustainable development through case studies.

Course Outcome:

1. **Remember:** concepts of development, growth, human development, and development as freedom.
2. **Understand:** various models of development and difference between needs of developed and developing economies.
3. **Apply:** theories of community to analyze traditional, rural, urban, and tribal communities.
4. **Analyse:** paradigms of development communication and evaluate related models
5. **Evaluate**: effectiveness of various schemes and initiatives through case studies
6. **Create:** social awareness campaign aligning the students with social and grass root developmental issues and challenges

Prerequisites: Knowledge on communication theories.

SYLLABUS

UNIT/Module	CONTENT	HOURS or NUMBER OF CLASSES	CO Mapping	COGNITIVE LEVEL

	Module A ● Development: Concept, concerns, paradigms; Development vs. growth; Human development; Development as freedom. ● Models of development: Basic needs model, Nehruvian model, Gandhian model, Tagorean model, Participatory, Panchayati Raj. ● Developing nations; UN Millennium Development Goals & Sustainable Development Goals. ● Community: Traditional & modern. Tribal, Rural and Urban. ● Development support communication. ● Government schemes such as rural employment, e-governance, etc.; Case studies on selected sectors. **Module B** ● Understanding Social and Behaviour Change Communication (SBCC) Studies on any two of the following areas: 1. SBCC in health and nutrition: Concepts, strategies, case studies. 2. SBCC and Gender and Reproductive Health. 3. Environmental Changes: impact on ecosystem and vulnerable communities. Chipko Movement; Case studies. International initiatives: IPCC, UNFCC, COPs	**4 classes/ week**	**CO1** **CO2** **CO3** **CO4** **CO5** **CO6**	**KI,K2,K3, K4, K5, K6**

	(Kyoto, Paris), etc. ● Creating an awareness campaign.			

Text Books

1. Melkote, S. R., & Steeves, H. L. (2001). *Communication for development in the Third World: Theory and practice for empowerment* (2nd ed.). New Delhi: Sage Publications.
2. Narula, U. (2019). *Development communication: Theory and practice*. New Delhi: Har-Anand Publications Pvt. Ltd.
3. Singhal, A., & Rogers, E. M. (2000). *India's communication revolution: From bullock carts to cyber marts*. New Delhi: Sage India.

Suggested readings

1. Bhattacharyya, M., & Shaw, R. (Eds.). (2026). *Gender, climate change and disaster resilience*. Springer Nature.
2. De Fossard, E. (2015). *Communication for behavior change* [Book series]. SAGE India.
3. Ghatak, S. (2004). *Introduction to development economics*. Routledge.
4. Goel, A. (2004). *Violence and protective measures for women development and empowerment*. New Delhi: Deep & Deep Publications.
5. Krishna, S. (Ed.). (2004). *Livelihood and gender equality in community resource management*. New Delhi: Sage Publications.
6. Pathak, S. (2020). *The Chipko movement: A people's history*. Ranikhet: Permanent Black.
7. Prasad, K. (2011). *Communication for development: Reinvesting theory and action*. New Delhi: BR Publishing Corporation.
8. Vilanilam, J. V. (2009). *Development communication in practice: India and the Millennium Development Goals*. New Delhi: Sage Publications.

Web Resources

1. **https://www.unicef.org**
2. UNICEF. (n.d.). *Social and behaviour change training manual* [PDF toolkit]. UNICEF. https://www.unicef.org/lebanon/media/12841/file/Social%20and%20Behaviour%20Change%20Training%20Manual%20EN%20pdf.pdf

Evaluation	Theory – 70 marks	CIA: 20+5 Attendance: 5

Paper Structure for **Theory Semester Exam**	**<u>Module A (35 Marks)</u>** ● 1 question of 15 marks each, from an option of 2 questions. ● 2 questions of 10 marks each, from an option of 3 questions. **<u>Module B (35 Marks)</u>** ● 1 question of 15 marks each, from an option of 2 questions. ● 2 questions of 10 marks each, from an option of 3 questions.

Course outcomes (COs) and Cognitive Level Mapping

COs	CO Description	Cognitive levels
CO1	Remember: concepts of development, growth, human development, and development as freedom.	**K1**
CO2	Understand: different models of development and distinguish between needs of developed and developing economies.	**K2**
CO3	Apply: theories of community to analyze traditional, rural, urban, and tribal communities.	**K3**
CO4	Analyse: paradigms of development communication and evaluate related models	**K4**
CO5	Evaluate: effectiveness of various schemes and initiatives through case studies.	**K5**
CO6	Create: Social awareness campaign aligning the students with social and grass root developmental issues and challenges.	**K6**