

## West Bengal State University

### Department of Journalism and Mass Communication Curriculum Framework based on NEP-2020

4-year Undergraduate Programme (Honours/Honours with Research)

Draft Syllabus approved by the UG BOS

DEVELOPMENT COMMUNICATION						
Course Code	Credit	Credit distribution of the Course				Marks (Theory+Practical/Tutorial & Internal Assessment)
		Lecture	Tutorial	Practical	Total	
JORDSC40 7T	5	3	2	0	5	50+50= 100

#### Learning Objectives:

- ❖ To inform students about various aspects of development.
- ❖ To discuss the origin and growth of development communication in India
- ❖ To impart various approaches to development communication
- ❖ To discuss the role of traditional media in development communication

#### Learning Outcome:

- ❖ Students will know the concept of development and development communication
- ❖ They will get the idea of various approaches of development communication
- ❖ Students will get an idea of importance of ICT in development communication
- ❖ They will know about traditional media

#### Pedagogy:

- Class Lecture and Tutorials
- Interactive Classroom
- Blended Learning Approach which combines digital learning tools (ICT and digital resources) with a more traditional classroom-based face to face teaching-learning method
- Flipping the classroom which includes
  - a) Collaborative and Cooperative learning
  - b) Case-based learning
  - c) Brainstorming Approach

- Hand on Training

**Theory**  
**PAPER CODE-JORDSC407T**

**Unit 1:- Concept of Development**

Meaning of Development, Issues of Development, Indicators of Development, Characteristics of Developing Country, Developed vs Developing nations, Millennium Development Goals (MDG 1 to 8), Approaches to Development: Economic-W.W. Rostow Economic Growth Model, Max Weber Cultural Factor Model, Gandhian Model of Development, Nehruvian Model of Development.

**Unit-2: Development Communication:**

Concept, Approaches & Concerns, Meaning of Development Communication, Approaches to Development Communication through the Works of Daniel Learner, Everett M. Rogers & Wilbur Schramm

**Unit 3: - Paradigm of Development:**

Define Paradigm, Modernization Paradigm, Dominant Paradigm, Alternative Paradigm: Participatory Development, Sustainable Development, Inclusive Development; Comparison between Dominant Approaches vs Alternative Approaches,

**Unit - 4: Development Support Communication**

Concept of Development Support Communication, John L. Woods (1976) Triangle of Development Support Communication, Development Support Communication: Agriculture, Health & Family Welfare, Education & Literacy, Environment, Women Empowerment, Poverty & Employment.

**Unit - 5: Media & Development**

Television and Radio as the Powerful tool of Development Communication; Some Experimental on Development Communication Projects in India: SITE, Kheda, Jhabua, Krishi Darshan, Radio Rural Forums; Penetration of Community Radio in Rural Development; Role of ICT in Development Communication-E-Governance, E Chaupal; Edutainment & Infotainment; Making use of NGO's in Development Communication;; Uses of Folk Media in Rural Development; Cultural Communication in Rural Bengal: Baul Gaan,

Fakiri, Putul Nach, Bhadu, Tusu; Critical appraisal of mainstream media's reportage on rural problems and issues; Role of rural newspapers in rural development; Information needs in tribal areas: representation of their issues in media,.

### **Syllabus of Tutorial + Continuous Assessment/Internal Assessment**

**Marks-40**

- Presentation on syllabus related topic/ Home Assignment on syllabus related topics) Marks: 20
- Continuous Assessment (CA) /Internal Assessment (written examination) Marks: 20
  
- **Attendance** **Marks: 10**

### **Suggested Readings:**

- Lerner Daniel: The Passing of Traditional Society: Modernizing the Middle East
- Rogers Everett: Diffusion of Innovation
- Schramm Willbur- Mass Media and Development
- Rogers Everett M: Communication and Development- Critical Perspective, Sage, New Delhi, 2000
- Srinivas R. Melkote & H. Leslie Steeves: Communication For Development In The Third World, Sage Publications. - Belmont CA: Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001.
- Dr. Anil Kumar: Mass Media and Development Issues, Bharti Prakashan, Upadhyay Varanasi, 2007. - UNDP: Human Development Report (published every year), Oxford University Press, New Delhi
- World Bank: World Development Report (published every year) Oxford University Press, New Delhi.
- Amartya Sen: Development as freedom
- Daya Thussu: Media on the Move: Global Flow and Contra-Flow: Routledge, London, 2006.
- Singhal M Arvind: India's Communication Revolution: From Bullock Cart to Cyber Mart
- D V R Murthy: Development Journalism, What Next? Kanishka Publication, New Delhi, 2007.
- Ghosh & Pramanik: Panchayat System in India, Kanishka Publication, New Delhi, 2007.
- Shivani Dharmarajan: NGOs as Prime Movers, Kanishka Publication, New Delhi, 2007.
- What Do We Mean By Development: An Article by Nora C Quebral in International Development Review, Feb, 1973, P-25.
- Modern Media in Social Development: Harish Khanna