



Department of Journalism and Mass Communication
Faculty of Professional Studies,
Rama University, Kanpur – 209217
(Established under Govt. of UP act No.1, 2014)
Communication for Development (PSOE-001)

OBJECTIVE

- To impart basic concepts meaning and models of development
- To make students aware about problems and issues of the development.
- Inculcate knowledge of development communication and relations with media and society.
- Know the functioning of media in development coverage.
- Understanding the rural India and its problems.

Unit-I The meaning of Development communication

- Concepts of development & Definition
- Role of communication in development
- The meaning of development communication in India
- Cultural nationalism and development

Unit-II Theories of Development Communication

- The dominant paradigm of development
- Modernization theory
- Dependency theory
- Diffusion of innovations theory
- Globalization theory
- Alternative development
- Participatory communication: Social marketing theory; Media advocacy

Unit-III Indian Models of Development and Planning

- Gandhian Model of Development
- National Development model: Five-year plan & Policy commission
- Social development model
- Governance and decentralized development model, e-governance

Unit-IV Communication Strategies for Rural Development

- Rural development: Origin and growth
- Print media in development journalism
- Radio in development communication
- New media in rural development

Unit-V Indian Developmental experiment

- Satellite instructional television experiment
- Kheda communication project
- Jhabua development communication project
- Training and development communication channel

Suggested Readings:

1. Development communication, Uma Narula, 1999, Har Anand Publication Pvt. Ltd. New Delhi
2. Development communication in India, Raghvan
3. A manual of development journalism (Press Institute of India) Alamchalkels
4. Everybody loves a good drought, P. Sainath