

DEVELOPMENT COMMUNICATION

- I. Development : Concepts and Approaches; Communication: Meaning, definition, scope and purpose; elements of communication; principles of effective communication; characteristics and functions of communication; communication process; channels and stages of communication; skills and techniques of communication; postulates of communication.
- II. Methods of communication : Interpersonal communication, Group communication and Mass communication; Types: Formal and Informal; Theories and models of communication; Development of self, Transactional Analysis and conflict resolution.
- III. Mass communication meaning, development and scope; Role of mass media in National Development, Limitations in the use of mass media in India.
- IV. Selection of suitable approaches for different target groups; Audio-Visual Aids: Types and its uses; Folk media : Puppet shows, drama, street play, folk songs and folk dances, Use of talks, meetings, conference, campus; campaign: communication through leaflets, pamphlets, bulletins, circulars, posters and notice boards.
- V. Communication Research : Steps and approaches; Satellite Instructional Television Experiments (SITE) : Aims and objectives; Satellite communication for National Development; Social implications of mass communication; Barriers to communication.

Note: Laboratory methods are important in enabling the students to acquire communication skills. Practical exercises in listening, speaking, role playing, conference and participation should prepare the students to be good listeners as well as good communicators. T.A. sessions are also intended for the self awareness and self growth of the students. The students may also prepare communication aids. The course may also focus on the special requirements of the field of specialization of the students.

REFERENCES

Mansing, Gurmeell : Dictionary of Journalism and mass communication, Hanam Pub., New Delhi, 1990.

Hartman Paul et.al. : The mass media and the village lige, sage pub., New Delhi, 1989.

Dahama O.B. & Bhatnagar O.P. : Education, Communication for Development, Oxford & IBH, New Delhi, 1994.

Pokharapurkar : Rural Development and Community Television, Concept Pub., New Delhi, 1993.

Mahajan, Kamlesh : Communication and Society, Classical Pub., New Delhi, 1990.

Agarwal, Bindo C. : Anthropological methods for communication research, concept pub., New Delhi.

Patnagar, Pandit & Lilian Day : Social Communication and family planning, Orient longman, New Delhi, 1973.

Dahama O.P. : Communication for Education, ICH, New Delhi.

Edwin Emery et al : Introduction to mass communication, Fefper & Simon, Bombay.

Fuglesang, Andreas : Applied communication in developing countries – Ideas and observations, Dag Hammarskjold foudstion, Uppasla.

Kuppusamy : Developmental Communication in India.

Kumar, Kevar J. : Mass communication in India.