

DEVELOPMENT COMMUNICATION

Unit 1

Key concepts in Development, complexities of development efforts, alternate paths to development.

Unit 2

Towards an understanding of holistic social development, empowerment of the people.

Unit 3

Evolution of the Theory and practice of Development Communication- International and Indian models.

Unit 4

Critical perspectives on Communication and Development: Dominant paradigm of development, modernization approach, and information and communication technologies for rural development.

Unit 5

Communication for Social change- role of a communicator in the process of social change. Folk forms, Third theatre and other alternative media for social change.

References

1. Srinivas R. Melkot & H. Leslie Steeve, Communication for Development in the Third World- Theory and Practice for Empowerment, Sage Publication, New Delhi, 2001.
2. Maglaland Demetrio (Ed), From the Village to the Medium – An Experience in Development Communication, Communication for Asia, Philippines, 1976.
3. Desmond A. D'Abreo, Voice of the People – Communication for Social Change, Culture and Communication, Madras, 1990.
4. Augusto Boal, Theatre of the Oppressed, Pluto Press, 1979.
5. Durga Das Mukhopadhyay, Folk Arts and Social Communication, Publication Division, New Delhi, 1994.