

CORE COURSE X – DEVELOPMENT COMMUNICATION

Unit 1

The nature of Development. Defining development as a Goal, as a Process; Key concepts: Self-reliance, Dependence, Cultural Identity, Decentralization, Participation, Modernization, Industrialization, First-Second-Third-Fourth Worlds, Basic Needs etc. Complexities of development efforts; Alternate paths to development; Development and Colonialism; Development and Tradition bound Society.

Unit 2

The Concept of Development Communication: Definitions, Roles and Philosophy of Development Communication - Differences from General Communication, Goals. Differences between Communication and Development Communication; Models of Daniel Lerner, Everett Rogers and Wilbur Schramm.

Unit 3

Communication for social change. Using Folk Forms for Social Change; Taking Theatre into the Streets; Empowerment through Silver Screen; Role of a communicator in the process of social change. Folk forms and 'alternative silver screen' for social change.

Unit 4

Social Advertising. Historical perspective. Taxonomy of advertising. Social advertising - the concept, why of social advertising, taxonomy of social ads. Social advertising in India - areas covered, agencies involved, the DAVP and other media units, organized sector and voluntary organizations, international agencies.

Unit 5

Campaign Strategies - the why and how of a campaign, audience analysis, fixing target audience, focusing message, determining media choice, execution of a campaign by the students.

Books for study and reference:

1. Melkote, Srinivas R., Steeves, H.Leslie - 'Communication for Development in the Third World- Theory and Practice for Empowerment,'(2nd Edition). Sage Publications. New Delhi 2001.
2. Clayton Vollan and Jim Simmons (Ed) - 'Development Communication- A Resource Manuel for Teaching,' Asian Mass Communication Research and Information Center, Singapore, 1985.
3. D'Abreo Desmond A. 'Voice to the People- Communication for Social Change', Culture and Communication. Madras. 1990.
4. Chauhan, Meenakshi R., 'Advertising- The Social Ad Challenge', Anmol Publications Pvt Ltd., New Delhi 1995.