

बाबासाहेब भीमराव अम्बेडकर विश्वविद्यालय
विद्या विहार, रायबरेली रोड, लखनऊ - 226 025

Babasaheb Bhimrao Ambedkar University
(A Central University)
Vidya Vihar Raebareli Road, Lucknow - 226025

Letter No.: 294/DMCJ/BBAU/2020

Date: 24.11.2020

NOTICE

This is to inform to all concerned that the Department of Mass Communication & Journalism is offering following 01 (One) optional papers under Open Elective Course in 1st Semester. Elective Paper opted by any student under the Choice Based Credit System being followed by the University. For other details regarding time-schedule, etc. Kindly refer the Notice Board of the Department of Mass Communication & Journalism. Dr. M.K. Padhy, Asstt. Professor, (6392180949) Department of Mass Communication & Journalism is student advisor for these courses. The details of Papers are given below.

Course Code	MA (JMC) 105
Course Title	Development Communication
Type of Paper	Open Elective
Credits	04
Teaching Hours:	40-48 Hours
Class Timing	09:30 AM to 10:30 AM (Monday to Thursday)

Head

Department of Mass Communication & Journalism

Copy to:

1. A.R. To V.C for kind information of the Hon'ble Vice Chancellor, BBAU Lucknow.
2. Dean, Academic Affairs, BBAU, Lucknow.
3. All Deans with a request to give it a wide publicity among the students of all Departments under their School.
4. Registrar, BBAU, Lucknow
5. COE, BBAU, Lucknow
6. Notice Board, DMCJ
7. I/C University Website for its uploading on University Website.

*Copy to
25/11/2020*

Head

Department of Mass Communication & Journalism

23/11/2020
Dept. of Mass Communication & Journalism
(School of Media and Communication)
Babasaheb Bhimrao Ambedkar University
Vidya Vihar, Raebareli Road
Lucknow-226025

Course Code: JMC 105 (Credit-4)
Development Communication

Theory-02	Tutorial-01	Practical-01	Credit -04
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Objectives:- In recent years there has been a huge demand for development and rural society centric approaches in various walk of life .This course addresses that requirement in the field of mass communication.

Unit I-

An Introduction to Development Development: Meaning, Concept, Process & Definition. Development Indicators, Approaches to Development, Dynamics of Economic Development, Characteristic features of Developed and Underdeveloped Societies.

Unit – II

Development Communication

Meaning, Concept, Definitions, Pre-requisites of development Communication, Development Motivation, Mass Media in development communication. Development support communication, Writing development messages for rural audience

Unit III

Development Communication: The Indian Perspective

Historical Awareness of Dev. Comm in India. Participatory comm. for development. Emerging Trends of Dev. Comm, Sustainable Development: meaning, definition & importance.

Unit –IV

Development Communication : The International perspective

Dominant paradigm for Development. Alternative Paradigm concept. Dependency development models. New paradigms of development.

Unit –V

Development Communication Theories and Models

Indian Development Commn. Models, Gandhian META models etc. Western Models of Development Communication: Rogers, Lerner & Schramm. Structuralist models & Modernization models of development.

Outcome of the Course

One of the important outcome of this course is to describe the strategies, tactics, and techniques of Development Communication programs. students should have an understanding of key issues in sustainable development as a basis for engaging in effective development communication. Students will get job in different area of communications.

Suggested Readings:

- 1- Development communication by Umea Narula
- 2- Development communication by Paolo Mefalopulos
- 3- International & development communication by Bella Mody
- 4- Communication for development in the third world by S.R.Melkote