

**ONE YEAR POST GRADUATE DIPLOMA  
PROGRAMME  
IN  
DEVELOPMENT COMMUNICATION**



**School of Journalism and Mass Communication**



**Aryabhata Knowledge University**

**SYLLABUS**

**Course Outline:**

**Nature:** One-year full-time course

**Eligibility:** Bachelor Degree in any discipline

**No. of Seats:** 20

**Course Description:** The One Year Post Graduate Diploma Programme in Development Communication of School of Journalism and Mass Communication, Aryabhatta Knowledge University, Patna shall have 08 papers spread over two semesters consisting of theory as well as hands-on practical/field-work/internship/dissertation etc.

The aim of this course is to produce development communication strategists who can make an effective intervention in various developmental issues to act as a catalyst for social & economic change. They will lead social and behavioural change in society and day-to-day lifethrough communication strategies.

In the future, this one-year PGD program shall upgrade to two years Master's Degree and aPh.D. Program in Development Communication.

**Course Requirements:**

Being a professional course, hands-on field projects, video & audio production, photographs, etc. are an integral part of the course syllabus and will constitute a major part of students' inputs and evaluation. We propose a 50:50 practical and theory weightage in input and evaluation. The course input will include: field research, field visit, case-study, film-making, film- viewing, and project-based learning.

**Course Outcomes:**

**CO 1: Knowledge:** Students will be able to acquire academic knowledge and professional skills, such as writing, communication strategies, planning, policy-making, and research.

**CO 2: Understanding:** Students will develop a sound understanding of the core issues of the development process which will help them to find numerous employment opportunities in various local, national, and International Development Agencies.

**CO 3: Lifelong Learning:** Students will be able to understand the theoretical nuances and the practices of the trade by engaging themselves in independent and lifelong learning, and be equipped to enhance their knowledge and skills as required in the future. The course moves on to improve capabilities and develop skills of analysis and reportage of the students in the field of Development Communication.

**CO 4: Communication:** The Course attempts to train students in developing radio programmes, documentary films, print & electronic media, social and new media along with a wide range of traditional media in order to make effective communication strategists around issues pertinent to the development of the nation in general and Bihar in particular.

**CO 5: Research:** The students will be able to synthesize and apply their understanding to form insights for further scholarly endeavors in the field of development communication. They will be able to demonstrate the ability to define and undertake relevant developmental projects independently.

## Objectives of the course

1. To understand the concept, history, and theories of Development Communication.
2. To understand the process, functions, and techniques of developmental journalism with reference to print, electronic and other modern & traditional media.
3. To evaluate the relevance, potential, and use of various media as tools of development through hands-on projects.
4. To familiarize the students with the linkages between development, media, and communication.

## Syllabus

### Outline: First Semester

S. No.	Course Code	Paper Title	Credits	Marks
1	CC 1.1	Understanding Development	5	100
2	CC 1.2	Introduction to Development Communication	5	100
3	CC 1.3	Development Journalism	5	100
4	CC 1.4	Media and Human Development	5	100
5	AECC 1	Elective paper may be selected from a Basket of Courses available at SJMC/AKU/SWAYAM	5	100

### Second Semester

S. No.	Paper Code	Paper Title	Credits	Marks
1	CC 2.1	Media in Development Communication	5	100
2	CC 2.2	Information and Communication Technology for Development	5	100
3	CC 2.3	Research Methods in Development Communication	5	100
4	CC 2.4	Any Project / field-based research project/ Film/ Radio Programme/ Documentary, based on issues of development	5	100
5	AECC 2	Elective paper may be selected from a Basket of Courses available at SJMC/AKU/SWAYAM	5	100

# **P.G. Diploma in Development Communication**

## **Semester – I**

### **Course / Paper Code CC 1.1: Understanding Development**

**Course Code: CC 1.1**

**Credit: 5**

**Contact hours: 5hrs/week**

#### **Objectives:**

- To understand the basic ideas of development
- To familiarize with history, practice, perspective, theories and models of development
- To analyze the different parameters and goals of development

#### **Unit 1: Development: Concept, Definition & Approaches**

Problems and issues in development, characteristics of developing societies, development dichotomies.

**Unit 2:** Development Indicators, Growth Versus Development, Millennium Development Goals, Sustainable Development, United Nation goal for sustainable development, Economic Development, Social Development, Political Development Human & Gender Development, UN parameters for development, development programme (with special reference to UN and Govt. of India)

**Unit 3:** Gap Between Developed and Developing Societies. Development issues on national, regional and local Level

**Unit 4:** Theories and Models of Development: Dominant & Alternative Paradigm of Development, The Modernization, and Dependency Approach of Development, Participatory Development Model, New Paradigm of Development

- **Students presentation, field visit, village visit, workshop, tutorials, practical assignments**

#### **Suggested Readings**

- Hunt, Diana (1989). Economic Theories of Development: An Analysis of the Competing Paradigm Harvester Whitesheaf: New York.
- Fernandes, Walter : Development with People, Indian Social Institute, New Delhi, 1988
- Hancock. A., (1980) Communication Planning for Development, UNESCO, Paris.
- Jha, P. & Kumar, S. (2001). Development of Bihar and Jharkhand: Problems and Prospects.
- Sen, AK. Handbook of Development Economics, Edited by H. Chenery and T.N.Srinivaran, Vol. I, Elsevier: Amsterdam, 1988.)
- Sen, Amartya (1999), Development as Freedom, Oxford University Press
- Todaro. Michael P. (198 1). Economic Development in the Third World. wnd. Ed.Longman. New York
- UN Report, The Sustainable Development Goals Report, 2021, Retrieved From

- UN Development Reports 1990-2020, Retrieved From <https://hdr.undp.org/en/global-reports>

### **Documentary, Clips and Feature Films**

- Manthan (1976) directed by Shyam Benegal retrieved from <https://www.youtube.com/watch?v=91qliAxU1pA>
- Jha, P. (2012). Sunehare Dastaan... Bihar ki Bhoomi Se. Prakash Jha Productions.
- Chandra, N. N. (2018). Bring Back Bihar. BEJOD.
- Toppo, M. & Biju. (2009). Ek Ropa Dhan.
- Kumar, A. (2017). Belonging to Untouchable God. Public Service Broadcasting Trust
- Radio Play, Loha Singh (1950), weekly broadcast on All India Radio, Patna
- History of Bihar, Documentary, Doordarshan Archive

## **Paper code CC 1.2: Introduction to Development Communication**

**Course Code: CC 1.2**

**Credit: 5**

**Contact hours: 5hrs/week**

### **Objectives:**

- Understand the basics of communication and communication theories.
- To understand the concept, history, perspective, theories & models of Development Communication.
- To evaluate the relevance, potential, and use of various media as tools of development.

**Unit 1:** Concept and Definitions of Communication. Elements, Forms, Process, and Functions of Communication.

**Unit 2:** Development Communication: Concepts, Definitions & Philosophy

**Unit 3:** Society & Communication, Human Psychology & Communication

**Unit 4:** Unit4: Models, Theories and Perspective of Development Communication

**Unit 5:** Development Support Communication & Agriculture Extension, Case Studies on DSC

- **Seminar, Workshop & Festival related to student projects**
- **Students presentation, field visit, village visit, workshop, Tutorial, Practical Assignment, Radio & Film Production**

## **Suggested Readings**

- Melkote Srinivas (1991). Communication for Development in the Third World -Theory and Practice, Prentice - Hall, New Delhi,
- Melkote, Srinivas & Steeves , H. Leslie, (2015). Communication for Development:Theory and Practice for Empowerment and Social Justice, Sage Publication,
- Narula, U. (1994). Development Communication. Haranand Publications.
- Rogers, Everett M. (1983). Diffusion of Innovations. The Free Press, New York.
- Schramm, Wilbur . (1964). Mass Media and National Development, Stanford UP,Stanford.
- Singhal, Arvind and Rogers, Everett M. (1989). India's Information Revolution sage,New York
- McQuail, D. (2010), McQuail's Mass Communication Theory, Thousand Oaks, CA:SAGE.
- Keval J Kumar, Mass Communication in India, Jaico Publishing House. Mumbai
- Raghavan, G.N.S., (1993) Development and Communication in India, GianPublishing House, New Delhi.
- Ravindran, N., et. al. (1993) Perspectives in Development Communication, Sage Publications, New Delhi.
- Sinha, A. K. (1985). Mass media and rural development: A study of village communication in Bihar. Concept. New Delhi
- Sondhi, Krishan (1983) : Communication, Growth and Public Policy Breakthrough,New Delhi.
- Pannu P, Tomar YA (2012) 'Communication Technology for Development', IK International

## **Documentary and Feature Film**

- Ek Doctor Ki Maut, directed by Tapan Sinha retrieved from,  
[https://www.youtube.com/watch?v=MsOoA6B\\_CAs](https://www.youtube.com/watch?v=MsOoA6B_CAs)
- Hum Log (1984), produced by NFDC, Door darshan
- India Invented, 18-part documentary by Arvind Das. Retrieved From  
<https://www.youtube.com/watch?v=feHZVVW3Loo&list=PLtT5FS5eSpqvK8s0Iwtt>  
[d8fuHqSHimhVQ&index=1](https://www.youtube.com/watch?v=feHZVVW3Loo&list=PLtT5FS5eSpqvK8s0Iwtt)
- Mojo stories on still births, The Babies who do not get a chance to live | Mojo Ground Report.  
Retrieved from <https://www.youtube.com/watch?v=7Apu6bWZdTE>

## **Paper code CC 1.3: Development Journalism**

**Course Code: CC 1.3**

**Credit: 5**

**Contact hours: 5hrs/week**

### **Objectives:**

- ✓ To make students aware of the various forms and styles of writing and Journalism.
- ✓ To familiarize students with technologies used in journalism.
- ✓ To enhance the skills of students through hands-on practical projects
- ✓ To understand the process, functions, and techniques of developmental journalism with reference to print, electronic and other modern media.
- ✓ To make students aware about different developmental issues

**Unit 1:** Concept of journalism and development journalism, historical background, significance

**Unit 2 :** Development Reporting – Print, Electronic, New Media and Social Media

Journalistic skills and techniques –

- (a) News Writing
- (b) Feature Writing
- (c) Opinion writing
- (d) News Agency Journalism
- (e) Layout and Design
- (f) Photography
- (g) Videography technique and Production

**Unit 3:** Issues in development Journalism: Governance Issues, Agricultural and Rural Issues, Science & Technology Issues, Health and Sanitation, Education and Media, Media and Environment, Economy and Finance, Industrialization and Urbanization, Human Rights & Gender equality

**Unit 4:** Media Law & Ethics: Freedom of Media – Concept, case studies (with a special focus on Indian experience), critique and challenges; Media Laws – History, practice; Media Ethics – Concept and Principles, Dilemmas/Concerns, Regulation, Impact and critique

- **Hands-on field-based practical project in each unit**
- **Students presentation, workshop, Tutorial, Practical Assignment, News write-up, Radio & Film Production**

### **Suggested Readings**

- Sainath, P. (2000). Everybody Loves a Good Drought, Pearson, New Delhi
- Keval J Kumar, Mass Communication in India, Jaico Publishing House. Mumbai
- Fleming Carole, An Introduction to Journalism, Sage Vistaar, 2006
- Anil Upadhyay, Patrkarita Avam Vikas Sanchar. K.K Publication, New Delhi 2007

- Murthy, DVR, Development Journalism, Laxmi Publication, New Delhi, 2012
- Narula, U. (1994). Development Communication. Haranand Publications.
- Paolo Mefalopulos, Development Communication Source book- Broadening the boundaries of Communication, The World Bank, 2008
- Schramm, Wilbur . (1964). Mass Media and National Development, Stanford UP,Stanford.
- The Journalism Handbook by M.V. Kamath
- Melkote Srinivas (1991). Communication for Development in the Third World -Theory and Practice, Prentice - Hall, New Delhi

## **Paper code CC 1.4: Media and Human Development**

**Course Code: CC 1.4**

**Credit: 5**

**Contact hours: 5hrs/week**

### **Objectives:**

- ✓ To make students aware of key areas of development
- ✓ To familiarize students with development planning and their stakeholders
- ✓ To analyze the role of communication in human development

### **Unit1 : Areas of Development**

- Women and Child Development
- Water and Human Development
- Changing Environment and Its Impact
- Agriculture and Rural Development
- Health and Hygiene
- Education

### **Unit 2: Development Planning in India**

- Planning in India and new government schemes for development
- Issues of development in India – health, education, poverty, unemployment, agriculture, corruption etc.
- *Gandhian & Nehruvian thoughts* on development
- Globalization and development

### **Unit 3: Stakeholders of Development Planning:**

- Role of Public Sector in Development, Role of Private Sector in Development
- Development Agencies, Non-Government Organisation (NGO)
- Panchayati Raj and Grass Root Democracy



#### **Unit 4: Media Planning for Development**

- Planning a Development Communication Campaign
- Development Communication Campaigns: Case Studies
- Implementation of Development Communication Project
- Corporate Social Responsibility for Development

#### **Unit 5: Media for Development**

- Media in environmental development, disaster management, health & sanitation, agriculture, organized and unorganized sector, poverty and unemployment problems.
- Media for rural development

#### **Unit 6: Role of State, Governance and Constitution in development**

#### **Unit 7: Media and development**

- SITE and *Kheda* project
- *Gyandoot* Project
- SWAN Projects
- DD Kisan Channel

➤ **Students' presentation, field visit, village visit, workshop, tutorial, practical assignment**

#### **Suggested Readings**

- Melkote Srinivas (1991). *Communication for Development in the Third World - Theory and Practice*, Prentice - Hall, New Delhi,
- Melkote, Srinivas & Steeves , H. Leslie, (2015). *Communication for Development: Theory and Practice for Empowerment and Social Justice*, Sage Publication,
- Narula, U. (1994). *Development Communication*. Haranand Publications.
- Schramm, Wilbur . (1964). *Mass Media and National Development*, Stanford UP, Stanford.
- Raghavan, G.N.S., (1993) *Development and Communication in India*, Gian Publishing House, New Delhi.
- Sinha, A. K. (1985). *Mass media and rural development: A study of village communication in Bihar*. Concept. New Delhi
- Sondhi, Krishan (1983): *Communication, Growth and Public Policy Breakthrough*, New Delhi.
- Hunt, Diana (1989). *Economic Theories of Development: An Analysis of the Competing Paradigm* Harvester Whitesheaf: New York.

- Fernandes, Walter : Development with People, Indian Social Institute, New Delhi, 1988
- Hancock. A., (1980) Communication Planning for Development, UNESCO, Paris.
- Jha, P. & Kumar, S. (2001). Development of Bihar and Jharkhand: Problems and Prospects.
- Sen, AK. Handbook of Development Economics, Edited by H. Chenery and T.N.Srinivaran, Vol. I, Elsevier: Amsterdam, 1988.)
- Todaro. Michael P. (1981). Economic Development in the Third World. 2nd Ed. Longman. New York

## **PG. Diploma in Development Communication**

### **Semester – II**

#### **Paper Code CC 2.1: Media in Development Communication**

**Course Code : CC 2.1**

**Credit : 5**

**Contact hours : 5hrs/week**

#### **Objectives:**

- ✓ To understand the role of modern and traditional media in national development
- ✓ To make students aware of key areas of development communication
- ✓ To familiarize students with the process, functions, and techniques of developmental communication in print, electronic and other modern & traditional media.
- ✓ To make students aware about different developmental issues in Media
- ✓ To enhance the skills of students through hands-on field-based practical projects in development communication

#### **Unit 1:** Understanding the role of traditional and modern media in Development Communication

Uses of various forms of media: Puppetry, Folk Media, Theatre, Street Play, Games, Print Media, Radio, Television, and Cinema.

Animation & Graphics, Photography in development communication  
Role of Community Radio in Development Communication

**Unit 2:** Issues of development in Media: health, nutrition, social issues, resource use, literacy, agriculture and environment.

**Unit 3:** strategies in development communication – social cultural and economic barriers – development communication policy – strategies and action plans – democratic decentralization, Panchayati Raj – planning at national, state, regional, district, block and village levels.

#### **Unit 4:** Participatory Development Communication

- Media Literacy
- Right to Information
- Civic Journalism
- Mobile Journalism
- Community Media and Development

## **Unit 5: Development Campaigns**

- Development policies, current issues of development and major development programs.
  - Research, Identifying problem, Planning Media Strategy, Communication objective setting, target audience mapping.
  - Message strategy - Content Design, treatment of content; understanding culture in communication (social norms, beliefs and attitudes), Community mobilization.
  - Advocacy in development communication, media selection and media mapping; Implementation design, Monitoring and evaluation: processes and practice.
- **Hands-on field-based practical project in each unit**
- **Students presentation, field visit, village visit, workshop, Tutorial, Practical Assignment, News writeup, Radio & Film Production**

## **Suggested Readings:**

- Melkote Srinivas (1991). Communication for Development in the Third World -Theory and Practice, Prentice - Hall, New Delhi,
- Narula, U. (1994). Development Communication. Haranand Publications.
- Schramm, Wilbur . (1964). Mass Media and National Development, Stanford UP,Stanford.
- Singhal, Arvind and Rogers, Everett M. (1989). India's Information Revolution sage,New York
- Raghavan, G.N.S., (1993) Development and Communication in India, Gian Publishing House, New Delhi.
- Ravindran, N., et. al. (1993) Perspectives in Development Communication, Sage Publications, New Delhi.
- Sinha, A. K. (1985). Mass media and rural development: A study of village communication in Bihar. Concept. New Delhi
- Sainath, P. (2000). Everybody Loves a Good Drought, Pearson, New Delhi
- Narula, U. (1994). Development Communication. Haranand Publications.
- Ian Poole, Basic Radio: Principle and Technology, Newnes, 2000
- Neil Heller, Understanding Video Equipment, Knowledge Industry Publication Inc.(KIPI), 1994
- Art and Print Production, NN Sarkar, Oxford Publication,

## **Paper Code CC 2.2: Information and Communication Technology for Development**

**Course Code: CC 2.2**

**Credit: 5**

**Contact hours:5hrs/week**

### **Objectives:**

- ✓ To understand the role of ICT in the development
- ✓ To explore the areas of ICT and virtual media in development communication
- ✓ To understand the various approaches and application of ICT in Education, Health, rural development, Governance and in other key developmental area.

**Unit-I:** Evolution of ICTs and New Media, Characteristics, Traditional media giving way to ICTs/ New media; Origin and growth of World Wide Web and Internet basics - components,technology- Internet in India – status, developments and problems. Digital Media & Society, Issues of Access and Participation, Policy Frameworks and Regulations

**Unit 2:** ICT: Conceptual Framework: ICTS for Development – An Overview , E-Governance: Policy and Framework , E-Governance in Rural Development, E-Governance in Urban Development

**Unit 3 :** ICT: Approaches and Application: ICT for Education , ICT for Health , ICT for Disability, ICT for agriculture extension and rural development

**Unit 4:** Digital Age and India: Internet and Marginalized Sections, Participatory Online Media, Online Activism

**Unit 5:** Knowledge Society and Digitalisation Dimensions of Knowledge Society: Access and Equity Issues Democracy and Digital Media ICT and Knowledge Society: Challenges & Opportunities Use of ICT for development, Digital Divide, Knowledge society; Network society, Scope of convergent journalism for Development

**Suggested Readings:**

- Ashok V Desai, India's telecommunication industry, Sage Publication, 2006
- August E. Grant & Jennifer H. Meadows, Communication Technology update & fundamentals, Focal Press, 2008
- Martin Lister, Jon Dovey, New Media- A critical introduction, Routledge, 2009
- John Arnold, Michael Fraser, Mark Pickering, Digital Television: Technology and standards, Wiley, 2007
- Pannu P, Tomar YA (2009) 'ICT4D- Information Communication Technology for Development ', IK International Publishing House. New Delhi

**Paper Code CC 2.3: Research Methods in Development Communication**

**Course Code: CC 2.3**

**Credit: 5**

**Contact hours: 5hrs/week**

**Objective:**

- ✓ Provide an understanding of research in its various dimensions.
- ✓ Familiarise the scholars with different techniques and tools of data collection.
- ✓ Present the style and method of preparing research reports and thesis.
- ✓ Familiarise students with basics, technique and issues in development research

**Unit 1: Basics of Research Methodology**

- Research process-concepts-constructs-definitions-variables
- Research questions-hypotheses-literature review
- Classification of Research
- Sampling Methods
- Review of Literature

**Unit 2: Types of research**

- Basic and applied
- Action research
- Survey research
- Historical research
- Experimental research
- Practice-based research
- Anthropological research

**Unit 3: Research Methods- Quantitative**

- Data Collection Sources
- Survey Method
- Content Analysis
- Experimental Methods

**Unit 4: Research Methods- Qualitative**

- Interviews Techniques
- Case Study
- Observation Method

**Unit 5: Analysis & Interpretation**

- Basic Statistical Analysis
- Data Analysis
- Use of Software in research and data analysis
- Report Writing
- Research Proposal for project

**Unit 5: Development Research**

- Basics of Development Research
- Methods of Development Research
- Development Research Application
- Monitoring and Evaluation

## **Suggested Readings:**

- Wimmer, Roger D, & Dominick, Joseph R, Mass Media Research: An Introduction, Thomson Wordsworth (8th edition)
- Berger, Arthur Asa, Media and Communication Research Methods: An Introduction to Quantitative and Qualitative Approaches, Sage Publication, 2010.
- Krippendorff, Klaus, Content Analysis: An Introduction to its Methodology, SagePublication (2nd Edition, 2004)
- Priest, Susanna Hornig, Doing Media Research: An Introduction, Sage Publication,2009
- Nachmias, David and Nachmias, Chava, Research Methods in Social Sciences, St. Martin Press New York, 1999.
- Goode and Hatt, Methods in Social Research, Tata McGraw Hill Inc. US, 1952.
- Kothari, C. R., Research Methodology , New Age International Pvt. Ltd. Publishers,2004.
- Creswell, W. Joh, Research Design- Qualitative, Quantitative and Mixed Methods Approaches, Sage Publication, 2003.
- Kumar, Ranjit, Research Methodology- A step by step guide for beginners; SagePublication, 2005.
- Christensen, Larry B. Johnson, R. Burk and Tuner, Lisa A, Research Methods-Design and Analysis; Allyn and Bacon, 2010.
- Marczyk, Geoffrey R., De. Matteo, David and Festinga, David, Essentials of ResearchDesign and Methodology, WilayNew York, 2005.
- Mallette, Marla H and Duke, Nell K. Literary Research Methodology; The GuildFood Press, 2011.
- Teddlie, Charles B, Foundations of Mixed Methods Research: Integrating Quantitative and Qualitative Approaches in the Social and Behavioral Sciences, Wards Worth Publishing, 2001.
- Bryman, Alan, Social Research Methods, OxfordUniversity Press, 2008.
- Shadish, William R, Cook, Rhomas D and Campell, Donand T. Experimental and Quasi Experimental Designs for Generalized Casual Inference; Wadsworth Publishing, 2001.
- Ram Ahuja, Samajik Sarvekshan Avem Anusandhan, Rawat Publication
- Ram Ahuja, Samajik Anusandhan , Rawat Publication , 2004

➤ **Field-based research project, workshop, Tutorial, Practical, Assignment**

## **Paper Code CC 2.4: Project Work**

**Course Code: CC 2.4**

**Credit: 5**

- **Any Project / field-based research project/ Film/ Radio progarmme/ Documentary based on development issues**
- **Submission of the project/ programme must be within the time limit**