|  |  |
| --- | --- |
| **Name of the Programme** | **Bachelor of Social Work** |
| **Semester** | **V** |
| **Course Code** | **BSW- 506** |
| **Nature of Course** | **General Elective** |
| **Course Title** | **Development Communication** |
| **Credits** | **2** |
| **Marks** | **100** |

**Objectives:**

* To understand the concept of communication in the context of development
* To understand the concept and fundamental of developments in the context of approaches in development communication
* To acquire skills and enhance the capacities for effective communication
* Application of development communication tools in practice.
* To develop abilities in using innovative and participatory communication media for development

**Course Contents**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Units** | **Name of the Unit** | **Contents** | **L** | **T** | **P** | **Marks** |
| **1** | **Understanding Communication** | * Communication: concept, principles and its significance; * Process of Communication; * Forms of communication: Verbal, non-verbal and written; Barriers to communication; role of communication planner; training for effective communication of development functionaries; communication competencies to work in diverse settings | **6** | **2** | **-** | **20** |
| **2** | **Development Communication** | * Development Communication: meaning, definition, * strategies in development communication; * Barriers to development communication (Social, cultural and economic); development communication policy: strategies and action plans. | **6** | **2** | **-** | **20** |
| **3** | **Media for Effective Communication** | * Information, Education and Communication - types, relevance, effective usage * Group Media: Concept, manufacture and use of different media for a campaign ‐ photos, posters, puppets, flash cards, street play; * Electronic Media: strengths and limitations of internet as a tool for development, use of social networking; Social networking: Face book, twitter, Blog, Websites and emails; Folk Media: Definition, types, problems faced in using folk media; | **6** | **2** | **-** | **20** |
| **4** | **Mass Communication for Development** | * Print Media ‐ News papers, Magazines and Journals: strengths, limitations and effectiveness of each medium * Audio‐Visual Media ‐ Radio, Advertisements, TV and Cinema: analysis of strengths and limitations of each medium as a tool for development * Songs and Drama Division: Prasar Bharti, Community radio, attitudes and values conveyed by advertisements and TV programs, appeals used in advertisements, social relevance of advertisements, Propaganda, Gossip, public opinion, and role of mass communication in social Change; Media ethics, | **6** | **2** | **-** | **20** |
| **TOTAL CONTACT HOURS** | | | **32** | | | **80** |
| **Note : End Semester Exam : 80 Marks, In Semester 20 Marks ( 10 In Semester Exam, 5 Presentation, 5 Assignment)** | | | | | | |

***Suggested Readings:***

* Kumar,K. 2004, Mass Communication in India, Jaico Publishing House, Mumbai
* Mody, Bella, 1991, Designing Messages for Development Communication: An Audience Participation Based Approach, Sage Publications, New Delhi
* Bhatnagar, P**,** 2008, Verbal and Nonverbal Communication, Rajat Publications
* Hoppe, Michael.H, 2006Active Listening: Improve your ability and, lead Strategies, Atlantic,
* Narula, Uma, 2006, Handbook of Communication: Models, Perspective, Strategies, Atlantic
* Singh, Surendra, 2003, Communication in Organisations' Bharat Book Co Lucknow
* Sinha, Mosam, 2011, Verbal and Nonverbal Communication. Pointer Publishers