

Teaching Plans
Development Communication (MCNM 303)

Credits: 04
Total Lecture Hours: 48
Practicals : 15 (30%)

	Day	Title of Topic	No. of Hours per Topic	Suggestive Readings
Week One	1	Introduction to Development	2	Mass Communication in India by KJ Kumar
	2	Measuring Development	1	Do
	3	Stakeholders of Development	1	Do
	4	Binary of Developed and Developing	1	Do
	5	Individual Writing Assignments (Practicals)	1	
Week two	1	Introduction to Development theories	1	Communication for Development in the Third World: Theory and Practice by Melkote, Srivinas R
	2	Evolutionary and functionalist theories of Development	2	Do
	3	Early Capitalism	1	Do
	4	Keynsian Capitalism	1	Do
	5	Debates (Practicals)	1	
Week three	1	Marxism	2	Perspectives on Development Communication by Nair and Shirley White
	2	Modernisation	1	Do
	3	Dependency Model	1	Do
	4	Liberation theology	1	Do
	5	Individual Presentations (Practicals)	1	
Week Four	1	Media and Development	1	Communication for Development and Social Change by Servaes, J
	2	Theorising	2	Do

		Development communication		
	3	Linear Communicative Practice	1	Do
	4	Nonlinear and participatory Communication	1	Do
	5	Individual writing assignments (Practicals)	2	
Week Five	1	Mass Media and Social inclusion	1	Communication and Sustainable Development by Servaes J., Malikhao, P
	2	Poverty, Gender, Caste, Public Health	2	Do
	3	Communication and Globalisation	1	Do
	4	Media and National Development	1	Do
	5	Panel Discussion (Practicals)	1	
Week Six	1	Evolution of Development Communication in India	1	India's Communication Revolution: From Bullock Carts to Cyber Marts by Rogers E. M., Singhal A
	2	Ideology vs Reality	1	Do
	3	Theories of DC	2	Do
	4	Diffusion of innovations	1	Do
	5	Field Visits (Practicals)	2	
Week Seven	1	Magic Multiplier	1	Communication for Development in the Third World: Theory and Practice by Melkote, Srivinas R
	2	Dependency	1	Do
	3	Egalitarianism	1	Do
	4	Third World Perspective	1	Do
	5	Panel Discussion (Practicals)	2	
Week Eight	1	Development Support Communication	2	Methods for Development Work and Research: A Guide for Practitioners by Britha Mikkelsen

	2	Issue of Environment	1	Do
	3	Agriculture	1	Do
	4	Population and Health	1	Do
	5	Individual Writing Assignments (Practicals)	1	
Week Nine	1	International Development Agency	1	International and Development Communication: A 21st – Century Perspective by Mody, Bella
	2	UNO	2	Do
	3	Ford and DFID	1	Do
	4	ICT for Development	1	Do
	5	Debate (Practicals)	1	
Week Ten	1	Introduction to MDG	1	Communication for Development and Social Change by Servaes, J
	2	Stakeholders of MDG	2	Do
	3	Implications for India	1	Do
	4	Success Stories	1	Do
	5	Group Writing Assignments (Practicals)	1	
Week Eleven	1	Introduction to Development Journalism	2	Mass Communication in India by KJ Kumar
	2	Concepts and Objectives	1	Do
	3	Evolution of Development Journalism	1	Do
	4	Eminent Development Journalists	1	Do
	5	Individual Writing Assignments (Practicals)	1	Do
Week Twelve	1	Use of different media for development	2	Writing for development: focus on specialized reporting areas by Juan F. Jamias
	2	Writing on	1	Do

		developmental issues		
	3	the role of audio visual medium in development	1	Do
	4	New media and development	1	Do
	5	Individual report writing/documentary production (Practicals)	5	