

PAPER X – DEVELOPMENT COMMUNICATION

Rationale: The aim of this paper is to provide the student with a theoretical overview of the concept of development and how it relates to empirical experience in developing countries and the areas within. The paper will cover areas of democratisation of communication and content covering various media. Key development theories and approaches will be covered. It would further explore the process of development communication in relation to various media forms ranging from folk, print, television and radio to ICT and new media tools.

Background: After learning the basics of communication and journalism along with the knowledge of various media, it is pertinent to move towards the application of the same for the development process. In the previous semesters students would also get a glimpse of flow of information, the questions of representation and other issues related to society. At this moment, their understanding would need a further insight into the questions of social settings in relation to the development. Today, when societies are transforming themselves into Knowledge Societies, Development Communication becomes most relevant to take the knowledge and information effectively to people.

Expectation: The objective of this paper is to provide the students with a theoretical overview of the concept of the development and how it relates to the empirical experience in developing countries. The paper will cover areas of participation in communication and content covering various media. It would further explore development communication theories and approaches with relation to media forms ranging from traditional to new media.

The students are expected to learn the key concepts in development and development communication with a substantial component of field work.

Unit1. Development: Concept, Theories and Paradigms **L-10/P-2**

Concept of development

Meaning of Development in context of developing countries (Emphasis upon India)

Dominant Paradigm, Dependency Paradigm and Alternative Paradigm

Models of development

Presentations: Presentations on UN Millennium Development Goals and their fulfillment with examples from India; Presentations on various developmental issues of neighbouring rural areas.

Unit 2. Development Communication: Concept and approaches **L-12/P-2**

Definition and Concept

Approaches- Diffusion of Innovation; Magic Multiplier; Empathy

Alternative Approaches

Development Support Communication-Definition, genesis, areas, Wood's Triangle;

Presentations: Analysis of various media formats and programmes (including folk, traditional and new media) on the basis of the developmental approaches they contain.

Unit 3. Role of Media in Development **L-16/P-5**

Role & performance record of each medium-Print, Radio, TV, traditional media, documentaries on development issues.

Cyber media & development

Role of development agencies, NGOs and RTI in Development Communication, Social Audit and Social interventions in Development Programmes

Critical appraisal of development communication programmes and government schemes in India such as SITE, Kheda, Jhabua projects, MNREGA and AdharYojana. (Flexible Content)

Presentations: Students may be asked to prepare a written project on the working of an NGO (of their choice) which is achieving success in the field of development communication. (eg. Charkha); they may be asked to write a project based on the critical appraisal of mainstream media on developmental issues; presentation based on critical appraisal of programmes aired on public service broadcasting such as Faujibhaiyonkeliye; KrishiDarshan; presentation on the impact assessment of ICT in development, for example, E-Chaupal.

Unit 4. Practicing Development Communication

L-18/P-5

Strategies for designing the message for print

Community radio and development

Television programmes for Rural India (KrishiDarshan)

Using new media technologies for development

Presentations: Groups of students may organize campaign using various media on different developmental issues such as health and hygiene, environment awareness, women issues, etc. based on their own choice and make presentations on the same; They may be asked to produce content for development communication using individual medium such as newspaper, television or radio programme (Community Radio run by University of Delhi may utilize these radio programmes further) or may develop a website on the same.

Essential Readings:

1. Gupta V.S., Communication and Development, Concept Publication, New Delhi. pp 26-71
2. Joshi Uma, Understanding Development Communication, Dominant Publishers, New Delhi. pp 2-16, 36-53, 108-115, 151-164
3. Ganesh S., lectures in Mass Communication, India Publishers, 1995, pp 74-87
4. Srinivas R. Melkote & H. Leslie Steeves: Communication For Development In The Third World, Sage Publications. Pp. 37-61.
5. D V R Murthy : Development Journalism, What Next? Kanishka Publication, New Delhi, 2007. pp 1-43, 44-46

Suggested Readings:

1. Mridula Menon, Development Communication and Media Debate, Kanishka Publishers, 2007. pp 151-201
2. Anil Singhal and James W. Dearing (Editors), Communication of Innovation, Sage Publication, 2006. pp 29-60
3. Rogers Everett M: Communication and Development- Critical Perspective, Sage, New Delhi, 2000
4. Amartya Sen : Development as freedom, Alfred A Knopf, New York, 1999.
5. Daya Thussu : Media on the move: Global flow and contra flow: Routledge, London, 2006.
6. Ghosh & Pramanik :Panchayat System in India, Kanishka Publication, New Delhi, 2007.
7. Shivani Dharmarajan : NGOs as Prime Movers, Kanishka Publication, New Delhi, 2007.