

Curriculum Plan: Development Communication2025-26 (Odd Semester) **B.A. (H) Journalism (Semester V)****Dr. Gyamar Nemey, Assistant Professor, Department of Journalism**

Unit	Allocation of Lectures	Month wise Schedule	Tutorial/ Assignment/Presentation, etc.
Unit 1: Introduction to Development Communication • Development: Genesis, Meaning, Concept & Measurement (PQLI, HDI, GDI) • Economic Growth vs. Development • Human Development • Development as Freedom • Models of Development: Basic Needs, Nehruvian, Gandhian Model • Development Communication: Concept and approaches (Diffusion of Innovation, Empathy, Magic Multiplier) • Paradigms of Development: Dominant, Dependency, Alternative/New Paradigm • Sustainable Development • Gender and Development • Development Support Communication: Definition, Genesis, Woods Triangle	20	August-September	1. Discussion of the application of development models 3. Discussion of development campaigns,
Unit II: Role of Media in Development Communication Use of folk media for development • Overview and Critical Appraisal of Development Communication Programmes: All India Radio, Doordarshan: Radio Rural Forum, Farm & Home Unit, SITE, Krishi Darshan,	20	October	1. Will be listening to the community radio programmes, followed by discussion Discussion of findings of the survey

Kheda Communication Project • Case Studies: SEWA, Video Volunteers, Community Radio in India • ICT for Development: E-governance, E-choupal, National Knowledge Network • Using New Media Technologies for Development • Strategies for Designing Messages for Print, Radio, TV, New Media			2. Production of a Communication Model .
Unit III: Communication for Development and Social Change • Information Needs in Rural Areas; Rural Newspapers • Critical Appraisal of Mainstream Media's Reporting of Rural Problems • Tribal Society: Features, Information Needs, Communication Programmes • Role of Development Agencies and NGOs in Development Communication • Development Support Communication in India: Programmes and Strategies • Health & Family Welfare: National Rural Health Mission, Ayushman Bharat Yojana • Poverty: Jan Dhan Yojana, MGNREGA • Education: Beti Bachao Beti Padhao, Mid-day Meals Scheme	20	November	Report Writing of campaigns 2. Presentations

