PROPOSED SYLLABUS

B.A. (Prog) Development Communication and Extension

Choice Based Credit System

From UGC
2015

Preamble

The courses in Development Communication and Extension orient students to various dimensions of development and communication for social change. The curriculum provides strong theoretical foundations and experiential learning to meet the existing market demands for trained professionals in participatory development communication processes and programme management.

The courses offer focus on contemporary development concerns, advocacy and communication for sustainable social change with gender sensitivity. The other important areas of study are behaviour change communication, training and capacity building, media monitoring, audience segmentation and responses, new media technologies and monitoring and evaluation of national flagship programmes. The course orients and enhances the capacity of the students in participatory methodologies and innovative communication techniques are at the core of the curriculum.

Field experiences are an essential part of the teaching-learning process and help students to acquire appropriate skill sets. The course prepares students to take up positions in development agencies, media houses, corporates engaged in social responsibility initiatives, market research organisations, teaching and administrative positions in educational institutions. The curriculum encourages students to work as independent consultants and social entrepreneurs in the development sector.

B A (PROG) DEVELOPMENT COMMUNICATION & EXTENSION

Category of Paper	Name of Papers	Theory Credits	Practical/ Tutorial Credits
Discipline Specific Course (DSC)	1. **Human Communication**	4	2
	2. **Communication Systems**	4	2
	3. **Extension for Development**	4	2
	4. **Programme Design and Evaluation**	4	2
Discipline Specific Elective (DSE)	1. **Communication for Development**	4	2
	2. **Gender and Society**	4	2
Skill Enhancement Course (SEC)	1. **Participatory Training and Development**		2
	2. **Behaviour Change Communication and Advocacy**		2
	3. **Advertising and Social Marketing**		2
	4. **Social Entrepreneurship**		2
Generic Electives (GE)	1. **Human Communication**	4	2
	2. **Communication for Development**	4	2

CHOICE BASED CREDIT SYSTEM IN
B.A. (PROG) DEVELOPMENT COMMUNICATION & EXTENSION

SEMESTER	Discipline Specific Course (12)	ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) (2)	SKILL ENHANCEMENT COURSE (SEC) (2)	DISCIPLINE SPECIFIC ELECTIVE DSE (4)	GENERIC ELECTIVE (GE) (4)
I	English/ MIL-1 DSC-DCE -1A: Human Communication (Theory + Practical) DSC-2A	English/MIL Communication /Environmental Science			
II	MIL/English-1 DSC-DCE-1B: Communication Systems (Theory + Practical) DSC-2B	Environmental Science/ English/MIL Communication			
III	English/ MIL-2 DSC-DCE-1C: Extension for Development (Theory + Practical) DSC-2C		SEC-1		
IV	MIL/English-2 DSC-DCE -1D: Programme Design & Evaluation (Theory + Practical) DSC-2D		SEC-2		
V			SEC-3	DSE-1 A DSE-2 A	GE-1
VI			SEC-4	DSE-1 B DSE-2 B	GE-2

ELECTIVE: DISCIPLINE SPECIFIC DSE (Any 2) (1 in Sem V and 1 in Sem VI):
 CREDITS – 6 (4 Period Theory and 4 Period Practical per Week)

    DSE-DCE-1A: Communication for Development (Theory + Practical)
    DSE-DCE -1B: Gender & Society (Theory + Practical)

SKILL ENHANCEMENT ELECTIVE COURSE (Any 4, 1 each in Sem III, IV, V and VI):
 CREDITS – 2 (2 Period Theory or 4 Period Practical per Week)

    SEC-1: Participatory Training and Development

    SEC-2: Behaviour Change Communication and Advocacy

    SEC-3: Advertising and Social Marketing

    SEC-4: Social Entrepreneurship

ELECTIVE: GENERIC (GE) (Any 2, 1 each in Sem 5 and 6):
CREDITS – 6 (4 Period Theory and 4 Period Practical per Week)

    GE 1: Human Communication

    GE 2: Communication for Development

BA PROGRAMME (DEVELOPMENT COMMUNICATIONAND EXTENSION)

DISCIPLINE SPECIFIC COURSE (DSC)

DSC- DCE- 1 A: HUMAN COMMUNICATION
(CREDITS: THEORY-4, PRACTICAL-2)

THEORY   **LECTURES 60**

Unit I: Communication: Basic Concepts   **12 lectures**
- Historical background, concept, nature, scope and functions of Communication
- Communication for social change
- Postulates/Principles of Communication
- Culture and communication- Signs, symbols and codes in communication

Unit II: Types of Communication   **12 lectures**
- Types of communication transactions
- Formal and informal communication
- Verbal and Non-verbal Communication

Unit III: Understanding Human Communication   **12 lectures**
- Elements of Communication and their characteristics
- Models of Communication
- Barriers to Communication

Unit IV: Effective Communication   **24 lectures**
    Concept, nature and relevance to communication process:
- Empathy
- Persuasion
- Perception
- Listening
- Learning and Audio-Visual Aids- concept and classification

PRACTICAL

- Developing skills in planning and conducting small group communication.
- Review of media on selected issues
- Design and use of graphic media

RECOMMENDED READINGS

- Barker, L. (1990). "Communication", New Jersey: Prentice Hall, Inc; 171.
- Devito, J. (1998) Human Communication. New York: Harper & Row.
- Patri and Patri (2002); Essentials of Communication. Greenspan Publications

DSC- DCE-2- A: COMMUNICATION SYSTEMS
(CREDITS: THEORY-5, TUTORIAL-1)

THEORY   **LECTURES 75**

Unit I: Understanding self through communication   20 lectures

- Awareness of self in communication

- Intrapersonal Communication

- Self-concept and self esteem

Unit II: Interpersonal Communication   20 lectures

- Concept, types and functions of interpersonal communication

- Dyadic, small and large group communication

- Stages in human relationship development

- Small group communication: types and functions

Unit III: Organization, Public and Mass Communication   25 lectures

- Organizational communication: concept, types, functions and networks

- Public communication- concept and techniques

- Mass Communication- concept, significance, functions and elements

- Theories and models of mass communication

- Mass Media- characteristics and significance of print, electronic and web based media

- Intercultural communication- concept, stages and barriers

- Relationship between culture and communication

Unit IV: Media for Mass communication   10 lectures

- Print Media: types, nature, characteristics, reach access.
- Radio: types, nature, characteristics, reach, access.
- Television and cinema: types, nature, characteristics, reach, access.
- ICTs: types, characteristics, reach and access.

PRACTICAL

1. Know yourself exercises.
2. Studying group dynamics in organizations- formal and informal.
3. Audience analysis- readership, listenership and viewership studies
4. Content analysis of mass media

RECOMMENDED READINGS

- Devito, J. (1998) Human Communication. New York: Harper & Row.

- Barker, Larry Lee. (1990) Communication. Eaglewood Cliffs, New Jersey: Prentice Hall.

- McQuail, D. (2000) Mass Communication Theories. London: Sage Publications

- Vivian, J. (1991) The Media of Mass Communication

- Stevenson, D. (2002) Understanding Media Studies: Social Theory & Mass

  Communication Sage Publications

DSC- DCE- 3 A: EXTENSION FOR DEVELOPMENT
(CREDITS: THEORY-5, TUTORIAL- 1)

THEORY   **LECTURES 75**

Unit I: Extension: Basic concepts and principles   25 lectures

- Extension: concept, goals, philosophy and history

- Adult learning Components of Extension

- Principles of extension

- Relationship between communication and extension - role of extension in development

Unit II: Extension Approaches and Methods   25 lectures

- Stakeholders in development
- People's participation and social mobilization in development
- Leadership- concept, types, theories, styles, characteristics, functions; importance of local leadership
- Extension systems- types, advantages and disadvantages
- Diffusion of innovation and adoption
- Extension methods and approaches - classification, characteristics and selection

Unit III: Development Programmes   25 lectures

- Development issues and goals- national and international perspectives
- National Development Programmes – goals, strategies, structure and achievements
- Analysis of contemporary national development programmes- objectives, clients, salient features, outcomes and communication support.
- Behaviour Change Communication strategies in development programmes

PRACTICAL

1. Analysis of development programmes
2. Evaluate strategies used by development agencies for implementation of development programmes
3. Develop skills in planning and using individual and small group methods in extension

RECOMMENDED READINGS

- Mikkelsen, Britha, (2002), Methods for Development Work and Research. New Delhi: Sage Publications
- Dale R, (2004) Evaluating Development Programmes and Projects. New Delhi : Sage Publications

- Dahama, O.P. and Bhatnagar, O.P., (2003), Education and Communication for Development, New
- Delhi, Oxford and IBH Publishing Co. Pvt. Ltd.Kumar & Hansra, (1997) Extension Education for Human Resource Development. New Delhi: Concept Publishers.

DSC - DCE-4 A: PROGRAMME DESIGN AND EVALUATION
(CREDITS: THEORY-4, PRACTICAL-2)

THEORY   **LECTURES 60**

Unit I: Programme Planning and Management   **15 lectures**

- Concept, approaches and phases
- Factors influencing programme management
- Stakeholder participation in programme management
- Features of Management of Development programmes

Unit II: Programme Monitoring & Evaluation (M & E)   **25 lectures**

- Concept, approaches and components
- Programme goals, activities and indicators
- M&E frameworks and designs
- M&E tools and techniques
- Participatory monitoring and evaluation

Unit III: (M & E) of C4D programmes   **20 lectures**

- Trends in M & E of communication for development programmes
- Challenges, issues and strategies
- Approaches, methodologies and techniques
- Ethical issues in M&E

PRACTICAL

- Develop skills in developing M & E frameworks
- Learn the use of participatory techniques in monitoring and evaluation
- Design tools for monitoring and evaluation
- Case studies of monitoring and evaluation of development programmes

RECOMMENDED READINGS

- Mikkelsen, Britha, (2002), Methods for Development Work and Research. New Delhi: Sage Publications
- Dale R, (2004) Evaluating Development Programmes and Projects. New Delhi : Sage Publications
- Kumar & Hansra, (1997) Extension Education for Human Resource Development. New Delhi: Concept Publishers.

DISCIPLINE SPECIFIC ELECTIVE

DSE- DCE- 1 A: COMMUNICATION FOR DEVELOPMENT
(CREDITS: THEORY-4, PRACTICAL-2)

THEORY   **LECTURES 60**

Unit I Development Communication-concept and genesis   **20 lectures**

- Concept of development, characteristics of developing countries
- Measuring development- Indices of measuring development and classification of countries based on development indices
- Models of Development- Dominant Paradigm, Basic Needs Model, New Paradigm of development
- Development Communication- concept and genesis, characteristics, differences between communication and Development Communication
- Philosophy & Approaches to Development Communication

Unit II Paradigms of Development   **20 lectures**

- Press theories: Normative: Authoritarian, Libertarian, Social Responsibility, Democratic Participant theory; Sociological: Uses & Gratification, Agenda setting; Two-Step Flow; Psychological; Bullet Theory
- Success stories in Development Communication
- Innovations and trends in Development Communication

Unit III: Media and Development Communication   **20 lectures**

- Traditional Media: types, characteristics, role in development communication
- Development reporting- roles and responsibilities of a development reporter, ethics in reporting, specialized skills required and issues in development reporting
  News reporting: definition of news, ingredients and qualities of news, news value, types of news reports, structure of news reports
- Radio news, features and commentaries. Radio and development communication.
- Television and cinema: role in development communication.
- ICTs: scope in development communication.

PRACTICAL

- Analysis of development indicators   - national and international perspectives
- Critical analysis of selected development initiatives
- Analysis of media for development communication
- Designing media for development communication

RECOMMENDED READINGS

- Narula, Uma (1994) Development Communication, New Delhi, Hariand Publication
- Servaes, Jan (2008). Communication for Development and Social Change, New Delhi, Sage Publication
- Mefalopulos. P (2008) Development Communication Sourcebook- Broadening the boundaries of communication, The World Bank.

DSE- DCE- 1 B: GENDER AND SOCIETY
(CREDITS: THEORY-4, PRACTICAL-2)

THEORY   **LECTURES 60**

Unit I: Gender: Social construction   **15 lectures**
- Concept of gender
- Patriarchal social order and status of women
- Socio-cultural practices influencing women's status
- Shifts in Status of women- historical and contemporary perspectives
- Feminist theories and perspectives

Unit II: Understanding Gender differentials   **15 lectures**
- Life cycle approach to women's studies
- Status issues and challenges in context to
  - violence against women
  - women and health
  - women and education
  - women's work and economic participation
  - women and leadership

Unit III: Gender and Development   **15 lectures**

- Concept of Gender Development- indicators of human and Gender development

- Approaches to Women's Development
- Empowerment of women- concept and types
- National and International policies and agencies for women's empowerment

Unit IV: Gender and Advocacy   **15 lectures**

- Human Rights and Right to Development
- Women and Human Rights
- Laws for protection of women's rights
- Media and gender mainstreaming

PRACTICAL

- Analysis of gender differentials using development indicator
- Gender based analysis of media with special reference to portrayal of women.
- Case studies for programmes and campaign for women's development.

RECOMMENDED READINGS

- Bhasin, Kamla (2000). Understanding Gender. New Delhi. Kaali for Women.
- Goel, A, Kaur, A and Sultana, A (2006). Violence against women: Issues and Perspectives. New Delhi, Deep& Deep Publishers.
- Sohoni, K Neeraja, (1994), Status of Girls in Development Strategies, New Delhi, Har-Anand Publications.

SKILL ENHANCEMENT COURSE
SEC 1: PARTICIPATORY TRAINING AND DEVELOPMENT
(CREDITS-2 PRACTICAL-2)

PRACTICAL

I: Training: Concepts and types

- Training and learning, role of training and capacity building in HRD
- Concept and level of participation
- Types of training

II: Essentials for effective Training: Methods and Techniques

- Tools and techniques for training; participatory training tools
- Designing and evaluation of Training Programs for different stakeholders (Grassroot functionaries, managers, policy makers)

III: Application of Training Methods and Techniques

- Develop training modules for specific target groups and learning goals.
- Agencies involved in training and development- NGOs, GOs and Corporate

RECOMMENDED READINGS
- Lyton R and Pareek U. (1990). Training for Development. New Delhi, Vistaar Publications.
- Subedi, N R, (2008). Advocacy Strategies and Approaches: A Training of Trainers Manual. International
- PRIA (2014), Training of Trainers Manual, Society for Participatory Research in Asia.
- Agochiya D, (2009) Every trainers handbook, Second Edition, Sage Publication

SEC 2: BEHAVIOUR CHANGE COMMUNICATION AND ADVOCACY
(CREDITS: PRACTICAL-2)

PRACTICAL

I: Behaviour Change Communication: Concept & Approaches

- Concept and types and approaches of BCC
- Processes of Behaviour Change Communication
- Strategic issues and BCC (Health/ Environment/ Consumption)
- Analysis BCC campaigns for social mobilization and policy change
- BCC campaigns in core areas for stakeholders

II: Advocacy

- Meaning, purpose and types of Advocacy
- Tools, techniques and approaches of advocacy
- Elements of an advocacy strategy
- Advocacy Planning Cycle - planning advocacy campaigns for different
- Stakeholders
- Relationship between advocacy, programme communication and social mobilization

RECOMMENDED READINGS
- Subedi, N R, (2008). Advocacy Strategies and Approaches: A Training of Trainers Manual. International

SEC 3: ADVERTISING AND SOCIAL MARKETING
(CREDITS: PRACTICAL-2)

PRACTICAL

I: Advertising

- Concept, types appeals and role of advertisements
- Analysis of advertisements in media- print, audio and video
- Designing advertisements for media- print, audio and video
- Audience segmentation and its importance in advertising

- Laws, Standards & Regulations and Ethics

II: Social Marketing
- Concept of social marketing
- Social marketing and advertising
- Innovative strategies in Social Marketing

RECOMMENDED READINGS

- Aggarwal, B.V., Gupta, V.S. (2002) *Handbook of Journalism and Mass Communication.* Concept Publishing Company, New Delhi
- Kotler Philip, Roberto Eduardo L .(1989). *Social marketing: Strategies for Changing Public Behaviour*. Free Press , New York, 1989
- Kotler, Philip, Andreasen Alan (1987). *R Strategic Marketing for non-profit Organizations*. Englewood cliffs, New Jersey, Prentice Hall Inc.
- Jena, B., Pati R.(1986) *Health and family Welfare Services in India.* Ashish, New Delhi
- Maitra, T., (1985). *Public Services in India*. Mittal , New Delhi

SEC 4: SOCIAL ENTREPRENEURSHIP
(CREDITS: PRACTICAL-2)

PRACTICAL

I: Entrepreneurship Development
- Entrepreneurship- concept, definition, need and significance of entrepreneurship development in India, entrepreneurship growth process, barriers, entrepreneurship education model.
- Entrepreneur-their characteristics, types, gender issues, role demands
- Entrepreneurial Motivation and challenges
- Types of enterprises classification based on capital, product, location, ownership pattern and process

II: Understanding Social Entrepreneurship
- Social Entrepreneurship- concepts and approaches
- Comparison between business and social entrepreneurship
- Personality traits of social entrepreneur
- Innovations and social entrepreneurship
- Financing Social Enterprises
- Case studies

- Development of business model for a social enterprise

RECOMMENDED READINGS
- Akhouri, M.M.P. (1990) *Entrepreneurship for Women in India.* New Delhi: NIESBUD.
- Bedi, G. ; Shiva, V. (2002) *Sustainable Agriculture and Food security*. New Delhi: Sage Publications.
- Chakravarty, S. (2000) *Development Planning.* New Delhi: Oxford Publishers.
- Kundu, A.; Sharma, A.N. (2001) *Informal Sector in India-Perspectives and Polices*. New Delhi: Institute for Human Development.

GENERIC ELECTIVES (GE)

GE 1: HUMAN COMMUNICATION
(CREDITS: THEORY-4, PRACTICAL-2)

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- Devito, J. (1998) Human Communication. New York: Harper & Row.
- Patri and Patri (2002); Essentials of Communication. Greenspan Publications

GE 2: COMMUNICATION FOR DEVELOPMENT
(CREDITS: THEORY-4, PRACTICAL-2)

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- Concept of development, characteristics of developing countries
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