

KAKATIYA UNIVERSITY, WARANGAL
(B.A) JOURNALISM '3YDC' (CBCS).

SECOND YEAR – III- SEMESTER

PAPER-III: DEVELOPMENT COMMUNICATION

IIInd Year SYLLABUS

UNIT-I

Development-Reasons for under development-Theories of development, economic theory, Walt Rostov, Sociological theory, Modernization theory, Dependency theory, Millennium development goals, diffusion of innovations, An over view.

UNIT-II

Development Journalism, Origin, growth, concepts, case studies, development news, Different concepts, Development reporting, problems, Indian Press and Development journalism

UNIT-III

Development communication, definitions, nature, scope, merits and emerits, case studies of SITE and Jabua development communication project, Communicating and Human development, Literacy population control, Sanitation, Gram panchayat, AIDS

UNIT-IV

Participatory development, Participation and development/community development, social capital, and theories, participatory communication research, case studies

UNIT-V

Multimedia approach to development issues, Dominant paradigm, new paradigm of development, Sustainable development, Development dilemmas,

Reference Books:

1 Avik Ghosh (2006): Communication technology and Human development:

New Delhi: Sage publications

2 DVR Murthy (2006) : Development Journalism: What Next New Delhi: Kanishka Publications

3 Srinivas Melkote (2001) : Communication for development in the third world: New Delhi: Sage publications

4 N. Jayaweera and S. Ammugave (1989) Rethinking development communication: Singapore: AMIC

5 Jean Serves et al (1996) : Participatory communication for social changes New

Delhi: Sage Publicatio **6** Richard Peet (2005): Theories of development Jaipur : Rawat publication