

SW5OCT1: Development Communication 72 hours

Objectives

1. To understand key concepts in development communication
2. To understand the role of communication in Development
3. To gain knowledge and skills in communication strategies and techniques for social work practice

Module 1: Basic Concepts (10 hours)

Communication: Definition, objectives, purpose, evolution, barriers

Communication and Development- Concept of development, Relationship of Development and Communication

Module 2: Theoretical framework of Development Communication (18 hours)

Dominant and alternate paradigms of development, modernization theory, dependency theory, globalization

theory, diffusion of innovations theory, participatory approaches

Module 3: Communication strategies and development (18 hours)

Communication strategies for rural development – print media, radio, television, community radio, new media

Communication strategies for women's development and empowerment, health, family welfare and population

management, ecological conservation and sustainable development

ICT for Development – Indian experiences – satellite instructional television experiment, kheda communication

project, Jhabua Development Communication project, telemedicine, e governance experiments

Module 4: Communication Techniques for Social Work Practice (12 hours)

Group communication techniques - Lectures, forum, brain storming, guided discussion, case study, role play,

demonstration

Mass Media in Social work practice: Exhibition, Cinema, Television, Radio, Print Media, Theatre & Local or Folk

Media, Information Technology, World Wide Web

Module 5: Skill training: (14 hours)

Public speaking, meetings, conference, seminar, effective written communication, street theatre

References

1. Vilanilam, V J(2002). *Mass Communication Theory and Practice*. Bhopal: MakhanlalChaturvediRashtriyaPatrakaritaVishawavidyalaya. (M1: Ch 1; Pp 1-5)
2. Rogers, M Everett(1976). *Communication and Development Critical Perspectives*. London: Sage Publications Ltd. (M1: Ch1; Pp 7-14)
3. Prasad, Kiran(2009). *Communication for Development-Reinventing Theory and action*. New Delhi: B R Publishing Corporation
4. T H Farthullah (2002). *Communication skills for Technical Students*.(M:4)