



INSTITUTE OF DISTANCE EDUCATION
JIWAJI UNIVERSITY
Gwalior, MP

PAPER-III

DEVELOPMENT COMMUNICATION



DEVELOPMENT COMMUNICATION

Paper III



SCHOOL OF STUDIES IN DISTANCE EDUCATION
JIWAJI UNIVERSITY
Gwalior, MP
INDIA

Syllabus

Development Communication

UNIT 1	<ul style="list-style-type: none">● Development: meaning, concept, process and models of development – Theories – origin – approaches to development – problems and issues in development, characteristics of developing societies, development dichotomies, gap between developed and developing societies.
UNIT 2	<ul style="list-style-type: none">● Development communication: meaning – concept – philosophy – process – theories – role of media in development communication – strategies in development communication – social cultural and economic barriers – case studies and experience – development communication policy – strategies and action plans – democratic decentralization, Panchayati Raj – planning at national, state, regional, district, block and village levels.
UNIT 3	<ul style="list-style-type: none">● Agricultural communication and rural development: The genesis of agricultural extension, extension approach system – Approach in agricultural communication – diffusion of innovation – model of agricultural extension – case studies of communication support to agriculture.
UNIT 4	<ul style="list-style-type: none">● Development support communication: population and family welfare – health – education and society – environment and development problems faced in development support communication
UNIT 5	<ul style="list-style-type: none">● Developmental and rural extension agencies: Governmental, semi – government, non-governmental organizations problems faced in effective communication, micro – macro – economic frame work available for actual developmental activitie – case studies on development communication programmes● Writing development messages for rural audience: specific requirements of media writing with special reference to radio and television.

Contents

Unit 1 Development

Unit 2 Development communication

Unit 3 Agricultural communication and rural development

Unit 4 Development support communication

Unit 5 Developmental and rural extension agencies



Jiwaji University, Gwalior

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जीवाजी विश्वविद्यालय, ग्वालियर (स्थापना वर्ष 1964)

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