# Gujarat University

# Post Graduate Degree Course in Development Communication (MDC)

# Centre for Development Communication

PG SEMESTER SYSTEM
CURRICULUM

2021

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**GUJARAT UNIVERSITY**

**Centre for Development Communication**

**Master of Development Communication (MDC)**

</div>

**The Department**

The Development Communication Course was started in 1984 as a one-year Diploma Course which was gradually shaped up as a two-year Masters level programme from 1987 onwards. Since then, the course has gained substantial demand in the Development sector. The aim of this course is to enhance understanding of the concept of Development and Communication and its application to Mass Media. The course also aims to sensitize, aware professionally responsible media professionals by providing a participatory, skill-based learning environment. MDC is a unique course offered by the Department.

MDC has produced a number of competent media professionals who have carved their niche in reputed local and national dailies, radio, television channels, GO's and NGO's. This adequately proves that the students of MDC have been able to adapt themselves to the rapidly changing media scene, with the help of the extensive exposure provided by the centre. The centre is fully aware of the demands of a full-time mass Communication programme. In that, it tries to extend the scope of the study beyond the classrooms and into the field, where the various media breathe. So, students not only attend lectures on the working of different media, but also undergo field training to be able to use theory to deal with the ground realities. A theoretical background is given through various workshops like the Print, Radio, TV, Photography, Media-package, Reading, Writing and Listening Skills, even traditional media like Puppet, Street Theater and Bhavai. The faculty at MDC, exclusively visiting, are experts in their subjects, mostly senior academicians from Gujarat University, active media professionals and development communicators working with NGOs. Guest lectures and seminars are arranged when eminent media professionals from in and around Ahmedabad visit the institute.

**Programme imperatives**

- Bottom-up approaches allow for the citizens– sometimes through grassroots organizations– to define their own goals and how to achieve voice of the voiceless.
- With the changing dynamics of internet and communications, the world of development is developing, therefore delivering key messages is also constantly evolving and adapting.
- In this continuous evolution, the core of any successful communication strategy is still the resonance and relevance of the message itself and, essentially, its ability to touch hearts and lives.
- "A vision of the future that provides necessary blueprint through which the developmental activities of individuals and institutions can be streamlined on the basis of ethical, humanitarian, and professional considerations" Guru (2016)

**Programme Objectives**

- To understand the process of development and communication
- To impart skills in preparation and distribution of development messages to millions of people in such a way that they are received and understood, accepted and applied.
- To provide the students a theoretical overview of the concept of the development and how it relates to the empirical experience in developing countries
- The students are expected to learn the key concepts in development and development communication with a substantial component of field work with a foundational knowledge involved in communication task.
- To produce development communication strategist who can make effective interventions in various development processes to act as a catalyst for social change.

**Eligibility**

A Graduate or Post-Graduate of any faculty can apply for admission. There will be a written test. According to the performance in the written test, students will be entitled for admission.

**Duration of the course:** Two Academic Years

**Tuition Fees:** As per Gujarat university rules.

**Payment Seats:**Rs.18000 per year for payment seats. (Other fees as per Gujarat University rules)

**Medium of Instruction:** Gujarati, English

**Medium of Examination:** First Semester Gujarati, English, Second/Third/Fourth Semester Only English.

**Necessary Instructions**

- Students who have passed their degree examination from Gujarat University will have to produce a Transfer Certificate (TC) from the last college they attended. Those coming from other University shall have to produce Provisional Eligibility (PEC) at the time of admission followed by the Migration Certificate. Registration formality is compulsory for all students of this course before the deadline.
- The attested copy of statements of marks should be attached along with application form for admission.
- Students seeking admission on the basis of Reservation should produce the latest caste certificate issued by the Government.
- Students selected for admission will be required to fulfil all formalities and report in time on or before the dates notified by the Head of the Department.

- To appear at the final examination, the student must keep minimum attendance separately for each term as required by the relevant rules of Gujarat University. It is compulsory to get practical training and submit assignments in time.
- We are not going to give any extension for the date of assignment submission and dissertation submission.
- This course has been designed with field level study and internship;therefore, students will be required to travel and visit places according to allotted assignments.
- During internship field study and travelling, department will not be responsible for any safety and security issues.A student has to bear all expenses for assignment and study related field work.

**Note: -** In all semesters practical assignments will be suggested by the Department head as per the requirement and available amenities at department level. Department will inform practical assignment details in the beginning of the semester. Media industry is the rapidly changing industry so that for media education we suppose to propose new practical training packages to students as per the requirements.

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4th & 5th Floor, Swami Vivekanand Sikshan Sankul,
Gujarat University, Navrangpura,
Ahmedabad- 380009.
Email: journalism@gujaratuniversity.ac.in

**Scheme of the Syllabus**
**Course Structure**
**Master of Development Communication (MDC)**

| Sr. No. | Course No. | Course Name | Total Hours per Week | | | Credits |
|---|---|---|---|---|---|---|
| | | (Subject) | Lectures | Seminar/ Workshops /Assignments etc. | Core/Practical | |
| **FIRST SEMESTER** | | | | | | |
| 1 | MDC 401 | Demographic Profile of India & Development | 3 | 2 | Core | 4 |
| 2 | MDC 402 | Introduction to Communication and Media | 3 | 2 | Core | 4 |
| 3 | MDC 403 | Introduction to Research: Level 1 | 3 | 2 | Core | 4 |

| 4 | MDC 404 | Media for Development Issues | 3 | 2 | Core | 4 |
|---|---------|------------------------------|---|---|------|---|
| 5 | MDC 405 PR | Communication Skills & Print and Digital media Workshop | 1 | 6 | Practical | 4 |
| 6 | MDC 406 PR | Folk/Alternate media for Development<br><br>i. Bhavai workshop<br>ii. Theatre workshop<br>iii. Puppet workshop | 1 | 6 | Practical | 4 |
| | | **Total** | **14** | **20** | | **24** |
| **SECOND SEMESTER** | | | | | | |
| 1 | MDC 407 | Digital Communication | 3 | 2 | Core | 4 |
| 2 | MDC 408 | Media Law & Ethics | 3 | 2 | Core | 4 |
| 3 | MDC 409 | Introduction to Research: Level 2 | 3 | 2 | Core | 4 |
| 4 | MDC 410 | Communication for Development | 3 | 2 | Core | 4 |
| 5 | MDC 411 PR | Photography and Videography Workshop | 1 | 6 | Practical | 4 |
| 6 | MDC 412 PR | Communication Campaign Designing workshop | 1 | 6 | Practical | 4 |
| | | **Total** | **14** | **20** | | **24** |
| **THIRD SEMESTER** | | | | | | |
| 1 | MDC 501 | Policy Communication | 3 | 2 | Core | 4 |
| 2 | MDC 502 | Marketing for Social Issues | 3 | 2 | Core | 4 |
| 3 | MDC 503 | Communication for Social and Behavioural Change (SBCC)<br><br>i. Health<br>ii. Environment<br>iii. Gender & Child Rights Sensitization | 3 | 2 | Core | 4 |
| 4 | MDC 504PR | Educational Communication | 1 | 6 | Practical | 4 |
| 5 | MDC 505PR | Documentary/Short Film /Radio Production workshop for SBCC<br><br>(Elective in any one sector | 1 | 6 | Practical | 4 |

| | | | i. Health<br>ii. Environment<br>iii. Gender & Child Rights<br>    Sensitization | | | | |
|---|---|---|---|---|---|---|---|
| 6 | MDC 506PR | Dissertation | 1 | 6 | Practical | 4 |
| | | **Total** | **12** | **24** | | **24** |

**FOURTH SEMESTER**

| 1 | MDC 507 | SDG Goals & Media Studies | 3 | 2 | Core | 4 |
|---|---|---|---|---|---|---|
| 2 | MDC 508 | Participatory Action Research (PAR) for Community Development | 3 | 2 | Core | 4 |
| 3 | MDC 509PR | ICT for Media Professional | 1 | 6 | Practical | 4 |
| 4 | MDC 510PR | Case studies of Development Communication | 1 | 6 | Practical | 4 |
| 5 | MDC 511PR | NGO/ GO Internship | 1 | 6 | Practical | 4 |
| 6 | MDC 512PR | Community Development & Community Media Project | 1 | 6 | Practical | 4 |
| | | **Total** | **10** | **28** | | **24** |

PR- Practical

## FIRST SEMESTER

### (Course 1 to 6)

| | |
|---|---|
| MDC 401 | Demographic Profile of India & Development |
| MDC 402 | Introduction to Communication and Media |
| MDC 403 | Introduction to Research: Level 1 |
| MDC 404 | Media for Development Issues |
| MDC 405 PR | Communication Skills & Print and Digital media Workshop (Practical) |
| MDC 406 PR | Folk/Alternate media for Development(Practical) |

   i. Bhavai workshop
   ii. Theatre workshop
   iii. Puppet workshop

## SECOND SEMESTER

### (Course 1 to 6)

| MDC 407 | Digital Communication |
|---------|----------------------|
| MDC 408 | Media law & Ethics |
| MDC 409 | Introduction to Research: Level 2 |
| MDC 410 | Communication for Development |
| MDC 411 PR | Photography and Videography Workshop (Practical) |
| MDC 412 PR | Communication Campaign Designing workshop (Practical) |

## THIRD SEMESTER

### (Course 1 to 6)

| MDC 501 | Policy Communication |
|---------|---------------------|
| MDC 502 | Marketing for Social Issues |
| MDC 503 | Communication for Social and Behavioural Change (SBCC) |

      iv. Health
      v. Environment
      vi. Gender & Child Rights Sensitization

| MDC 504PR | Educational Communication (Practical) |
|-----------|--------------------------------------|
| MDC 505PR | Documentary/Short Film /Radio Production workshop for SBCC(Practical) |

(Elective in any one sector

      i. Health
      ii. Environment
      iii. Gender & Child Rights Sensitization

| MDC 506PR | Dissertation (Practical) |
|-----------|-------------------------|

## FOURTH SEMESTER

### (Course 1 to 6)

| MDC 507 | SDG Goals & Media Studies |
|---------|---------------------------|
| MDC 508 | Participatory Action Research (PAR) for Community Development |
| MDC 509PR | ICT for Media Professionals (Practical) |
| MDC 510PR | Case studies of Development Communication (Practical) |
| MDC 511PR | NGO/ GO Internship (Practical) |
| MDC 512PR | Community Development & Community Media Project (Practical) |

- All Courses are compulsory. Each course for Four credits. Total Credits 24.
- Five units on each paper. Teaching hours 10 (ten) per unit (interactive teaching hours + Practical Teaching hours) is 90 percent.
- Our Alumina students are actively working in almost every leading media house as well as at high positions in government as well as in the private sector. Therefore, it can be

evidently stated that a student completing the holistic media course of MDC is open for a wide range of job opportunities in the media world.

**Note:-**In all semesters practical assignments will be suggested by the Department head as per the requirement and available amenities at department level. Department will inform practical assignment details in the beginning of the semester. Media industry is a rapidly changing industry so that for media education we suppose to propose new practical training packages to students as per the requirements.

**Scheme of the Syllabus**

**Course of structure**

**MASTER IN DEVELOPMENT COMMUNICATION**

**FIRST SEMESTER**

| Sr. No. | Course No. | Types | Name of the Paper | Total hours | | Credits |
|---|---|---|---|---|---|---|
| | | | | Teaching | Other | |
| 1. | **MDC 401** | Core | Demographic Profile of India & Development | 3 | 2 | 4 |
| 2 | **MDC 402** | Core | Introduction to Communication and Media | 3 | 2 | 4 |
| 3 | **MDC 403** | Core | Introduction to Research: Level 1 | 3 | 2 | 4 |
| 4 | **MDC 404** | Core | Media for Development Issues | 3 | 2 | 4 |
| 5 | **MDC 405 PR** | Practical | Communication Skills & Print and Digital media Workshop | 1 | 6 | 4 |
| 6 | **MDC 406 PR** | Practical | Folk/Alternate media for Development <br><br>  iv. Bhavai workshop <br>  v. Theatre workshop <br>  vi. Puppet workshop | 1 | 6 | 4 |
| | | | **Total** | **14** | **20** | **24** |

Four (4) credits for each course Total credit 4 X 6 = 24 Credits

- MDC 405PR for practical work in Communication Skills workshop students need to submit writing assignments + workshop report + create blogs. For Print and Digital media workshop students need to produce one Newspaper or Magazine + Practical Training Report + field visit report.
- MDC 406PR As part of this paper, the students will have to participate and perform during the workshop for all three workshops till the time of assessment for the same.

**Note: -In all semesters practical assignments will be suggested by the Department head as per the requirement and available amenities at department level. Department will inform practical assignment details in the beginning of the semester. Media industry is a rapidly changing industry so that for media education we suppose to propose new practical training packages to students as per the requirements.**

**MDC 401: DEMOGRAPHIC PROFILE OF INDIA & DEVELOPMENT (THEORY)**

**OBJECTIVES**

- o To understand the socio-economic structure of communities
- o To become aware of the problems of Indian economy
- o To understand the concept and meaning of culture and its relationship with civilization
- o To establish the relationship between culture, civilization and heritage and its impact on human life
- o To understand the concept and aspects of political profile in democracy.
- o To understand impact of political communication

**UNIT I: INDIAN SOCIETY**

1.1 Introduction to Indian Society & Culture
1.2 Society & Culture in India through ages
1.3 Functions, types and historical importance of Indian family & Caste system
1.4 Socio-cultural, economic, political dimension of caste system in India
1.5 Factors of social change in Indian society

**UNIT II: INDIAN CULTURE**
2.2 Characteristics of Indian culture
2.2 Religion and Philosophy in India
2.3 Indian Literature & Architecture
2.4 Indian Performing Arts & Painting Tradition

**UNIT III: ECONOMIC ASPECT OF INDIAN SOCIETY**
3.1 Structure of Indian Economy
3.2 Constraints on growth
3.3 Role, importance and organization of Indian agriculture, industrialization.
3.4 Economic models and development planning
3.5 New Economic Policy, Globalization and liberalization

**UNIT IV: STATE, POLITICS & CONSTITUTION**
4.1 Indian Constitution
4.2 Fundamental Rights and Fundamental duties, Directive Principles of state policy.
4.3 States and Union Territories & Centre-State Relations
4.4 Power and functioning of democratic Institutions
4.5 Electoral System

**UNIT V: GOVERNING BODIES AND FUNCTIONING**
5.1 Indian Administration system

5.2 Various Governing Bodies of the Indian government - National, State, Local
5.3 Indian Public Service / Administrative Services in India
5.4 Role of Administrative system in Development issues
5.5 Current administrative issues in India

## SUGGESTED READING:

1. Class, Caste, Gender – by ManoranjanMohanty, (Sage Publication)
2. Social Problems in India – by Ram Ahuja
3. Social Inequality in India (2nd ed.) KL Sharma
4. Central Problems of Economics (The): Economics Redifined/Amitava Mukherjee
5. Indian Economy: Vision Reality, Challenges- Uma Narula
6. The Political Economy of the State in India - Ashutoshkumar
7. Leading Issues in Indian Economy, Ed. Manoranjan Sharma
8. Chakravarti, Ranabir: Merchants, Merchandise & Merchantmen, in: Prakash, Om (ed.): The Trading World of the Indian Ocean, 1500-1800 (History of Science, Philosophy and Culture 362 in Indian Civilization, ed. by D.P. Chattopadhyaya, vol. III, 7), Pearson, Delhi, 2012, pp. 53- 116.
9. Chaudhuri, Kirti N.: Trade and Civilisation in the Indian Ocean, CUP, Cambridge, 1985.
10. Malekandathil, Pius: Maritime India: Trade, Religion and Polity in the Indian Ocean, Primus Books, Delhi, 2010.

### FIRST SEMESTER

### MDC 402: INTRODUCTION TO COMMUNICATION AND MEDIA (THEORY)

### OBJECTIVES:

o To acquaint students with the theoretical aspects, concept and process of communication and to enable them to appreciate the potential and limitations of various communication processes.
o To acquaint students with various types of media and make them better media professionals.

### UNIT I: NATURE AND CHARACTERISTICS OF COMMUNICATION

1.1 Definition of communication, nature, scope and process.
1.2 Human needs of communication & functions of communication.
1.3 Types of communication – intrapersonal, interpersonal, group and masscommunication.
1.4 Process of mass communication. Concept of 'Mass'. Concept of target audience, Types of audience.

**UNIT II: PROCESS OF COMMUNICATION**
2.1 Elements in the process of communication.
2.2 Communication flows: step -one, step –two, multi – steps.
2.3 Barriers in communication.
2.4 Verbal and non-verbal communication. Feedback and communication.


**UNIT III: COMMUNICATION MODELS & THEORIES**
3.1 Introduction to Models of communication. Linear, Interactional, and Transactional models of Communication Lass well and Osgood and Schramm models of Communication etc.
3.2 Application of communication models in present media case studies

3.3 Introduction to Communication Theories: Consistency theory, bullet theory, Individual differences theory etc.
3.4 Normative & Psychological theories of media


**UNIT IV: PSYCHOLOGICAL ASPECTS OF COMMUNICATION**
4.1 Introduction to Psychology and Psychological Perspective of Communication
4.2 Media Psychology and Strategies of Psychological Perspective.
4.3 Discussion of Case Studies: Persuasion Studies, Children and Television Studies etc.
4.4 Usage of Psychological aspects in Media related Research
4.5 Social Psychology, various issues and problems in India & Gujarat.


**UNIT V: AUDIENCE ANALYSIS**
5.1 Objectives, Types, Importance and Significance of Audience Analysis, Factors affecting Audience Analysis
5.2 Categories of Audiences and various Audience Analysis, Three-Levels of Audience Analysis
5.3 Identifying Primary and Secondary Audiences, Analyzing your Audiences, Audience Adaptation
5.4 Various Approaches to Audience Analysis, Direct Observation, Inference, Data Sampling, Basic Questionnaire, Likert-type Testing


**REFERENCES:**

1. Mass communication Theory- McQuail, Dennis (4th edition, sage.2000).
2. Essentials of mass communication- Berger, Asa Arthur (Sage 2000)
3. Introduction to Mass Communication – by Emery E. Ault P.H., Agree W.K. (Dodd, Mead and Co., Inc. New York)
4. Mass Communication in India – Keval J. Kumar (Jaico publishing co. 2003)
5. Mass Media and National Development – by Wilber Schramm (University of Illinois Press, Urbana)
6. International Encyclopedia of communication (Vol 1-4) Oxford
7. Human Communication Principles and contexts – by Tubbs/Moss (ninth edition)
8. Norms of Journalistic Conduct- edition 2005(Press Council of India)

9. Human Communication-Pearson J.C. Nelson P.E., S & Harter -2001- Tata McGraw Hill
10. A Cognitive Psychology of Mass Communication by Fred W. Sanborn, Richard Jackson Harris
11. Audience Analysis. Thousand Oaks, -McQuail, Dennis (1997), Sage Publications

## FIRST SEMESTER

### MDC 403: INTRODUCTION TO RESEARCH: LEVEL I(THEORY)

**OBJECTIVES**

- o To understand the purpose and procedure of research study
- o To learn the basic format of a research design
- o To critically analyze the issues of modern concepts of research design
- o To identify the paths and cognition of modern designs of scientific inquiry

**UNIT I: INTRODUCTION TO COMMUNICATION RESEARCH**
1.1 Meaning, Definition, Characteristics and Importance of Research
1.2 Origin of Research in Communication
1.3 The source and modes of Knowledge for scientific research
1.4 Scope of Communication Research
1.5 Trends in Communication Research

**UNIT II:RESEARCH INSTITUTIONS AND RESEARCH REPORT ANALYSIS**
2.1 National & International research agencies & journals for Communication & Development Communication
2.2 Types and formats of research reports
2.3 Criteria for Evaluation of research reports
2.4 Referring and Citation of research reports

**UNIT III: FRAMEWORK OF RESEARCH –I**
3.1 Overview of Research Problem and Objective
3.2 Review of Literature
3.3 Hypothesis
3.4 Concepts, Constructs and Variables

**UNIT IV: FRAMEWORK OF RESEARCH –II**
4.1 Types of Research
4.2 Meaning, Types, Purpose & Criteria of Research Design
4.3 Various steps in Research Process

**UNIT V: ETHICAL ISSUES IN RESEARCH**
5.1 Ethical guidelines on research for individuals, communities and organizations
5.2 Ethical guidelines for media & communication related researches
5.3 Credibility criteria for research

5.4 Areas of contemporary concern

## SUGGESTED READING:

1. Mass communication research methods – Ander Hansen, Simon Cottle, Ralph Negrine& Chris Newbold (Mcmillan press)
2. Researching audience – Kim Schorder, Kirsten Drotner, Stephen Kline, Catherine Murray (Oxford university press)
3. Social research methods-W. Lawrence Neuman(Allyn& Bacon a persan education company)
4. Writing research reports- Goran Runeson & Martin Skitmore (Anmol publication Pvt. Ltd)
5. Writing your thesis – Paul Oliver (Vistaar publication, New Delhi)
6. Quantitative research methods for communication – Jason S.Wrench, Candice Thomas-Maddox, Virgina peck Richmond, James C. McCroskey (Oxford university press)
7. Mass media research – Roger D. Wimmer, Joseph R. Dominick (Thomson Asia Pvt. Ltd)
8. Planning for power advertising – Anand Bhaskar Halve (Response books)

## FIRST SEMESTER

## MDC 404: MEDIA FOR DEVELOPMENT ISSUES (THEORY)

**OBJECTIVES**
o To understand the concept and scope of development journalism.
o To impart skills of journalistic writing for different media platforms with focus on issues of development.
o The course incorporates changes in the nature of media professions and the need to adapt to convergence of media productions and technologies and also to acquire the ability to work on multiple platforms.

**UNIT I: DEVELOPMENT JOURNALISM**
1.1 Origins of development journalism,
1.2 Concept and types of Journalism,
1.3 Duties and responsibilities of the journalist,
1.4 Role and importance of development journalism-national and international perspectives, changing trends in journalism,

**UNIT II: WRITING FOR PRINT**
2.1 Principles of news writing - News values, News story, News structure, concept of inverted pyramid
2.2 Headlines and caption writing.
2.3 Feature writing, types of features, profiles, writing columns.
2.4 News sources, skills of research for development reporting, freelance.
2.5 Development writing for various print media

## UNIT III: WRITING FOR BROADCAST AND WEB
3.1 Writing for eyes and ears.
3.2 Characteristics of web writing, technical writing, blogs, online journalism for development cause.
3.3 Freedom of Expression, Restrictions on publications, ethics and responsibility, defamation, libel,
3.4 Citizen Journalism for Development.

## UNIT IV: VISUAL LITERACY FOR PRINT & WEB MEDIA
4.1 Designing & layout of newspapers, magazines, e-papers etc.
4.2 Use of pictures/graphics for a good layout
4.3 Introduction to various software for designing
4.4 Case Studies of good layouts

## UNIT V: PHOTO JOURNALISM
5.1 Introduction to photography,
5.2 Types of camera and lenses - Focal length, FStop, Shutter speed, Depth of Field, Perspective and angle of view, Special Purpose lenses,
5.3 Colour temperature - Setting White balance, Modes of light metering, Use of camera flash, Shooting in diverse light,
5.4 Sensitivity- use of ISO, Using color and image correction software

## SUGGESTED READING:
1. Batty Craig and Cain Sandra (2010). Media Writing: A Practical Introduction. Palgrave Macmillan.
2. Stovel J. (2006). Writing for Mass Media, 6th edition. Allyn and Bacon.
3. Melvin Mencher (2006). News Reporting and Writing. 10th edition. McGraw-Hill.
4. Strunk, William & White, E.B. (1999). The Elements of Style. Longman.
5. Clark, Roy Peter (2006). Writing Tools: 50 Essential Strategies for Every Writer. Little, Brown.
6. Raman, Usha (2009). Writing for the Media, OUP.

## FIRST SEMESTER

## MDC 405:COMMUNICATION SKILLS & PRINT AND DIGITAL MEDIA WORKSHOP (PRACTICAL)

## OBJECTIVES
o To prepare students in becoming a better communicator by examining the four key ingredients to any conversation
o To impart the art of conversation through the role of speaker, listener and observer
o To prepare students for media skill for newspaper production.
o To impart the print media practical training to the student.

o To make students understand basic Gujarati-English grammar and sentence structure so that they are able to translate text from English to Gujarati and the other way round in correct and effective manner.
o To make students learn the proper language of proper expression for effective communication.

**Unit I:** Report and Viva for Communication Skills and Print and Digital media workshop
**Unit II:** Individual layout and production of one Newspaper/Magazine/e-magazine. (Minimum of tabloid size)
**Unit III:** One month Internship (with media industry)

**\*Note:**Unit I is compulsory, together with any one activity from Unit II or III to be taken in consideration for evaluation of the workshop

MDC 405PR for practical work in Communication Skills workshop students need to submit writing assignments + workshop report + create blogs. For Print and Digital media workshop students need to produce one Newspaper or Magazine (Print/ Digital) + Practical Training Report + field visit report.

## FIRST SEMESTER

### MDC 406 PR: FOLK/ALTERNATE MEDIA FOR DEVELOPMENT (PRACTICAL)

i. **Bhavai workshop**
ii. **Theatre workshop**
iii. **Puppet workshop**

**OBJECTIVES**

o To provide skill-based orientation of traditional media in India.
o To develop communication skill for alternate media.
o To develop communication skills for various media like Puppet and Bhavai.
o To have exposure toexpressive media like Theatre.

**Unit I:** Performance and participation in the street play workshop together with report submission and Viva.
**Unit II:** Performance and participation in the Bhavai workshop together with report submission and Viva.
**Unit III:** Performance and participation on puppet show workshop together with report submission and Viva.
**Unit IV:**Students can also be associated with alternate media workshop like Individual poster production/Bicycle rally/Wall painting etc. on various development issues

*Note: Any three activities would be taken in consideration for evaluation of the workshop

MDC 406PR In this paper, the students will have to participate and perform during the workshop for all three workshops till the time of assessment for the same.

# Scheme of the Syllabus

## Course of structure

## MASTER IN DEVELOPMENT COMMUNICATION

## <u>SECOND SEMESTER</u>

| Sr. No. | Course No. | Types | Name of the Paper | Total hours | | Credits |
|---|---|---|---|---|---|---|
| | | | | Teaching | Other | |
| 1. | MDC 407 | Core | Digital Communication | 3 | 2 | 4 |
| 2 | MDC 408 | Core | Media law & Ethics | 3 | 2 | 4 |
| 3 | MDC 409 | Core | Introduction to Research: Level 2 | 3 | 2 | 4 |
| 4 | MDC 410 | Core | Communication for Development | 3 | 2 | 4 |
| 5 | MDC 411PR | Practical | Photography and Videography Workshop | 1 | 6 | 4 |
| 6 | MDC 412PR | Practical | Communication Campaign Designing workshop | 1 | 6 | 4 |
| | | | **Total** | **14** | **20** | **24** |

Four (4) credits for each course Total credit 4 X 6 = 24 Credits

MDC 411PR for practical work in Photography workshop students need to work on and submit assignments + workshop report. For the Videographyworkshop students need to produce and submit one Documentary + Practical Training Report + field visit report.

MDC 412PRfor practical work in campaign designing **s**tudents might be required to work with governmental or non-governmental development agencies. Students need to submit a campaign plan and impact report + Practical Training Report.

**<u>Note: -</u> In all semesters practical assignments will be suggested by the Department head as per the requirement and available amenities at department level. Department will inform practical assignment details at the beginning of the semester. Media industry is the rapidly changing industry so that for media education we are supposed to propose new practical training packages to students as per the requirements.**

## MDC 407: DIGITAL COMMUNICATION (THEORY)

**OBJECTIVES:**

o The objective of the course is to acquaint students with Digital Technologies. Here the students will learn about the Multi-media, Cyber Communication, and Telecommunication.
o To learn and understand about Satellite Communication and Information Technology.
o To learn and understand the basic principles of Telecommunication switching, traffic and networks.

**UNIT I: MULTI-MEDIA AND CYBER COMMUNICATION**
1.1 Definition and elements of multimedia: Multimedia in mass communication.
1.2 Use of multimedia gadgets like scanners, digital cameras etc.
1.3 Laws and ethics of cyber communication.
1.4 Web as a medium of communication for different media. Blog journalism.

**UNIT II: SATELLITE COMMUNICATIONS AND TELECOMMUNICATIONS**
2.1 Development of Digital Technology &Historical overview
2.2 Study of various digital networks & their operational system
2.3 Media conversion techniques for various purposes.
2.4 Digital media economy

**UNIT III: MOBILE COMMUNICATION**
3.1 Introduction to Telecommunications and Mobile Technology.
3.2 Use of Smartphone in Social & Behavioural communication
3.3 Participatory communication through mobile: Selected case studies
3.4 Use of Mobile technology during disaster management

**UNIT IV: USE OF IT FOR INFORMATION MANAGEMENT IN VIRTUAL COMMUNICATION**
4.1 Introduction to Information Technology for Information and Data Management.
4.2 Evolution and Importance of Communication technologies for Virtual Age
4.3 Introduction to Virtual Communication and Virtual teams, Influence, Power and Questioning Strategies in Virtual Collaboration
4.4 Speaking and Presenting in Virtual Context

**UNIT V: VIRTUAL COMMUNITIES ON VARIOUS SOCIAL NETWORKS**
5.1 Social Networks and Social Networking Services. Geosocial Networking & Universe Understanding of Social Network Services.
5.2 Virtual Communities on Various Social Media Platforms, Facebook, Skype, Twitter, LinkedIn and other social networks.
5.3 Privacy concerns on social networks & its uses in Crime Investigation. Cyberstalking, Social Media and issues of Death-Suicide. Cyber Bullying and related laws.

5.4 Social Bookmarking and Social Media Marketing & related issues. Social Media Marketing, Tagging and SEO, Social Media Analytics.

**SUGGESTED READING:**

1. Understanding News Media- Arul Aram and Nirmaldasan (Vijay Nickol, Chennai 2006)
2. Using Information Technology: A Practical Introduction to computer and Communication – Hutchison, Sawyer (Tata McGraw-Hill 1999)
3. Net, Media and the Mass Communication– Jagdish Chakravarthy (Authors press 2004)
4. Mass Media and Information Revolution – Gopal Bhargava (Isha Books Delhi)
5. J. E. Flood, "Telecommunications Switching, Traffic and Networks", Pearson Education
6. Krzysztof Wesolowski, "Mobile Communication System", Wiley Students Edition
7. Mobile Satellite Communication; Principles and Trends- Manu Richaria (Addison Wesley Pub Co. 2001
8. Theodore S Rappaport, "Wireless Communication Principles and Principles
9. New Media Techniques and Trends – Ashwin Razdan (Vitasta Publishing Pvt. Ltd.)
10. Social Media and Networking- Concepts, Trends and Dimensions- Prashant K. Mathur, Kanishka Publishers, New Delhi

## SECOND SEMESTER
## MDC 408: MEDIA LAW AND ETHICS (THEORY)

**OBJECTIVES:**

- o To enable students to develop a conceptual understanding about Media laws, their roles and workings in the Indian context
- o To enable students to distinguish between media codes, conduct, self-regulation and professional ethics
- o To prepare students for lawful and ethical media practice along with an understanding of social responsibility of journalistic practice.
- o To provide students with an overview of recent changes and future challenges in media regulation.

### UNIT I: LAW, STATE & MEDIA

1.1 Constitutional basis for freedom of the press (Article 19(1)(a) and Article 19(1)(2) Legal rights and social responsibilities of journalists, Working Journalists Act, Parliamentary Privileges and Contempt of Court
1.2 Official Secrets Act and Sedition laws, Freedom of expression and defamation; Libel and Slander, Media coverage of violence; inflammatory writing; incitement to violence; hate speech and sedition
1.3 Right to Privacy in Media Law; Article 21; surveillance issues, Intellectual Property Rights (IPR). Indian Copyright Act (1957)

1.4 Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Section 293 of IPC - publication or transmission of porn, Right to Information (RTI)

## UNIT II: REGULATORY BODIES & REGULATIONS IN INDIAN MASS MEDIA

2.1 Self-Regulation, Press Council of India, Central Board of Film Certification, Prasar Bharti
2.2. Cable TV Network (Regulation) Act, Broadcast bill and NBA guidelines
2.3 News Broadcasting Standards Authority, Apex bodies in Advertising (AAAI & ASCI)
2.4 Advertising Code, Apex bodies in PR (PRSI & PSPF)

## UNIT III: PROFESSIONAL ETHICS

3.1 Journalistic impartiality, fairness, balance, truthfulness and accuracy, Public Interest and media accountability, Taste and decency in reporting
3.2 Media transparency; facts and opinion, Issues of news manipulation and editorial slant/editorialization
3.3. Ethical live reporting, Ethics of reportage of victims of gender violence and abuse, Ethical and legal issues in sting operations, wire-tapping and leaks, Ethics of undercover journalism, Ethics of entertainment media; depiction of violence and sex; product placements
3.4 Stereotypes in advertising, Ethical issues in social media (Sec 66 A of IT Act and verdict of the supreme court)

## UNIT IV: LAWS RELATED WITH AUDIO-VISUAL COMMUNICATION AND FILM CENSORSHIP

4.1 Cinematography Act, 1952, The IT Act, 2000, Amendment of IT Act, 2008
4.2 Film censorship and Censor board and Various Broadcasting Certification
4.3 Department of Electronics and Information Technology; Cyber Regulations, Appellate Tribunal, Telecom Regulatory Authority of India (TRAI) and other institutions
4.4 Issues and Problems related Digital piracy, Regulation, OTT self-regulations

## UNIT V: ETHICAL DEBATES AND CASE STUDIES IN MASS COMMUNICATION

5.1 The morality and social responsibility debate on media content, Obscenity and violence in media content, Sensationalism in news; yellow journalism, Cultural sensitivities, and social taboos
5.2 Commercial pressures on media reportage and news bias, Political and legal pressures on media freedom, Paid news
5.3 News media reportage on disadvantaged and marginalized social groups, Representation of women and children, Media attack on civil liberties of individuals and social activists.
5.4 News propaganda & advocacy, Fake news and 'post-truth', Online hate speech and relevant case studies.

## SUGGESTED READING:

1. Thakurta, Paranjoy Guha, Media Ethics, Oxford University Press, 2009

2. Barrie McDonald and Michel Petheran, Media Ethics, mansell,1998
3. Development of Media and Media Law – Mittika Singal Bhushan, Aadi Publications, 2014
4. Media Law and Ethics – M. Neelamalar, Prentice Hall India Learning Private Limited, 2009
5. Press Laws and Ethics of Journalism - P.K. Ravindranath, Authors Press, 2004
6. Journalism Ethics: Arguments and cases for the twenty-first century - Roger Patching and Martin Hirst, Routledge, 2013
7. Journalism Ethics and Regulation (Longman Practical Journalism) - Chris Frost, Third Edition, Longman, 2011
8. Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press, 2011
9. Vikram Raghavan, Communication Law in India, Lexis Nexis Publication,2007
10. Iyer Venkat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
11. William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
12. Raminder Kaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction.

## SECOND SEMESTER
## MDC 409: INTRODUCTION TO RESEARCH: LEVEL 2 (THEORY)

**OBJECTIVES**

- o To impart knowledge to students in using research to improve newspaper & website readership and circulation, and also to examine their management
- o Introduce the various facts of communication and media research to prospective students of doctoral research
- o Help them understand the tools and techniques of media research
- o Prepare them for the profession of media research which is fast expanding in India

**UNIT I: THEORETICAL FRAMEWORK OF COMMUNICATION RESEARCH**
1.1 Theoretical and philosophical dimensions of communication research
1.2 Communication Research methodologies
1.3 Communication Research Designs
1.4 Case studies of communication research

**UNIT II: CORE AREAS OF APPLICATION**
2.1 Research in print media
2.2 Audience and opinion research
2.3 Research into broadcasting media like radio, television etc.
2.4 New media as a research area
2.5 Research in traditional media

**UNIT III: STATISTICS IN RESEARCH**
3.1Quantitative analysis, descriptive statistics, inferential statistics: Uses and limitations
3.2 Measures of central tendency
3.3 Data Management and Analysis
3.4 Selected Case study for quantitative media research

## UNIT IV: RESEARCH IN ALLIED SECTORS
   4.1 Market research
   4.2 Advertising research
   4.3 Public Relations Research
   4.4 Poll surveys
   4.5 Research organizations-public sector and private sector

## UNIT V: EMERGING FIELDS OF MEDIA RESEARCH

   5.1 Semiology, Media and gender issues
   5.2 Discourse analysis-critical discourse-feminist discourse
   5.3 Textual analysis and inter-textual analysis
   5.4 Conversational analysis, Phenomenology
   5.5 Contemporary critical approach to communication theory

## SUGGESTED READING:

1. Nafziger, Ralph O &, White, David (1958) Manning, Introduction to Mass Communication Research, Louisiana Stae University Press (Second Edition)
2. Priest, Susanna Hornig, (2009) Doing Media Research: An Introduction, Sage Publication
3. Wimmer, Roger D, & Dominick, Joseph R, Mass Media Research: An Introduction, Thomson Wordsworth (8th edition)
4. Jensen, Klaus Bruhn, (2002) A Handbook of Media & Communication Research: Qualitative and Quantitative Methodologies, Routledge.
5. Berger, Arthur Asa, (2010) Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Sage Pub.
6. Krishnaswami O.R. &Rangantham, (2005) M. Methodology of Research in Social Sciences, Himalaya Pub House.
7. Kripperdorf, Klaus, (2004) Content Analysis: An Introduction to its Methodology, Sage Pub.
8. Levin, Jack, Fox James Alan & Forde, David R. (2009) Elementary Statistics in Social Research, 11th edition, Allyn& Bacon Pearson.
9. Have, Paul Ten, (2007) Norman Language and Power, Longman.
10. Fairclough, (2001) Norman Language and Power, Longman

## SECOND SEMESTER
### MDC 410: COMMUNICATION FOR DEVELOPMENT (THEORY)

**OBJECTIVES**

   o   To make students aware and sensitive about basic development issues such as poverty and employment disparity etc.
   o   To help students understand the different concepts of development and development communication.

o   To prepare students to critically evaluate development approaches and programmes in the context of economic and development theories.
o   This will give them ideas about using the media for development communication.

## UNIT I: CONCEPT OF DEVELOPMENT, MODELS AND THEORIES

1.1     Development: Definition, concept, approaches and indicators
1.2     Social change
1.3     Concept of human development
1.4     Theories and models of development.
1.5     Dominant paradigms of development

## UNIT II: DEVELOPMENT COMMUNICATION AND MEDIA

2.1     Development communication: Evolution & Definition,
2.2     Development communication policies and practices in India.
2.3     Indian media and development communication
2.4     Development support communication
2.5     Role of folk media and ICT in development

## UNIT III: ALTERNATE THEORIES OF DEVELOPMENT

3.1     Alternative paradigm and participatory communication models.
3.2     Strategies for participatory communication
3.3     Need for alternative communication
3.4     Traditional media and development support communication
3.5     Integrated development

## UNIT IV: USE OF ICT AND TECHNOLOGY IN DEVELOPMENT

4.1 ICT in development.
4.2 Research in development communication
4.3 Application of ICT for grass root level development
4.4 Empowering citizens through ICT and knowledgedissemination
4.5 Role of information management

## UNIT V: PROGRAMME MONITORING & EVALUATION (M& E) OF DEVELOPMENT COMMUNICATION PROJECTS

5.1     M&E frameworks and designs
5.2     M&E tools and techniques
5.3     Trends in M & E of communication for development programmes
5.4     Challenges, issues and strategies in M&E

## SUGGESTED READING:

1. Development Communication: Theory and Practice – Uma Narula
2. Communication for Development in the Third world (Sage publication New Delhi)
3. Everybody loves a good drought by P. Sainath (Penghlin book)
4. Designing message for development communication by Bella Mody (Sage publication)
5. Communication and development by S.R. Mehta (Rawat Publication 1992)
6. Development journalism what next – DVR Murthy (Kanishka publishers, Distributors New Delhi)
7. India's communication revolution – Arvind Singhal, Everett M. Rogers (Sage publication)
8. Communication technology and human development – Avik Ghosh (Sage publication)

## SECOND SEMESTER
## MDC 411PR: PHOTOGRAPHY AND VIDEOGRAPHY WORKSHOP (PRACTICAL)

## OBJECTIVES

o To teach photography as an art and not just hobby.
o To develop the skill & knowledge of digital photography
o To develop the method of basic image editing techniques
o To provide students with an opportunity to produce audio-visual based programmes in the development area
o To prepare students in media skills for audio-visual productions
o To impart knowledge about various production equipment's such as film cameras, processing of the film, editing and animation.
o To learn the basic grammar of production with audio and visual components and editing.
o To make them practically apply the theoretical skills acquired during the workshop sessions

**Unit I:**Students will engage in the theoretical debates on photographs depicting grass root issues
**Unit II:**Students will be able to utilize these skills in writing photo stories, creating photo-based case studies and exhibitions
**Unit III**: Students learn videography from different perspectives and also learn different software's for editing.
**Unit IV**: Students will understand the knowhow of videography and can utilize these skills to produce documentaries on social and development issues.
**Note:** For evaluation of this course, work assigned during the workshop together with viva would be considered.

**Note:** MDC 411PR for practical work in Photography workshop students need to work on and submit assignments + workshop report. For the Videography workshop students need to produce and submit one Documentary + Practical Training Report + field visit report.

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**SECOND SEMESTER**
**MDC 412PR:COMMUNICATION CAMPAIGN DESIGNING WORKSHOP**
**(PRACTICAL)**

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**OBJECTIVES**

- o To provide students with an overview of the basic steps in the design of communication strategies for development.
- o To practically teach students how through implementation of a communication strategy one is able to achieve communication goals in support of development goals.
- o This course intends to provide students' knowledge of the basic steps of communication strategy planning and explain links among strategic steps.
- o To help students design and implement a Communication plan on any Development issue.

**Unit I:**Students will learn about different approaches to Campaign Planning

**Unit II:** Students will be taught all about Advocacy and Media Campaigning

**Unit III:** Students will be explained the process of Campaign Planning- Develop a Problem Statement, Select the Brainstorm Team, Organize the Brainstorming Session, Provide Background for the Brainstorm, Individual Idea Generation, Expand Ideas, Select and Refine the Two to Three Best Ideas, Check Feasibility, Prepare Visual Presentations of Concepts

**Unit IV:**Students will then go through a practical process of Capacity Strengthening and Social Mobilization through traditional and Digital Media also

**Unit V:** Students can be attached to different governmental or non-governmental development agencies to carry out a communication campaign project during their internship

**Note:** MDC 412PRfor practical work in campaign designing students might be required to work with governmental or non-governmental development agencies. Students need to submit a campaign plan and impact report + Practical Training Report.

# Scheme of the Syllabus

## Course of structure

## MASTER IN DEVELOPMENT COMMUNICATION

### THIRD SEMESTER

| Sr. No. | Course No. | Types | Name of the Paper | Total hours | | Credits |
|---|---|---|---|---|---|---|
| | | | | Teaching | Other | |
| 1. | MDC 501 | Core | Policy Communication | 3 | 2 | 4 |
| 2 | MDC 502 | Core | Marketing for Social issues | 3 | 2 | 4 |
| 3 | MDC 503 | Core | Communication for Social and Behavioural Change (SBCC)<br><br>iv. Health<br>v. Environment<br>vi. Gender & Child Rights Sensitization | 3 | 2 | 4 |
| 4 | MDC 504PR | Practical | Educational Communication | 1 | 6 | 4 |
| 5 | MDC 505PR | Practical | Documentary/Short Film /Radio Production workshop for SBCC<br><br>(Elective in any one sector<br><br>vii. Health<br>viii. Environment<br>ix. Gender & Child Rights Sensitization | 1 | 6 | 4 |
| 6 | MDC 506PR | Practical | Dissertation | 1 | 6 | 4 |
| | | | **Total** | **12** | **24** | **24** |

Four (4) credits for each course Total credit 4 X 6 = 24 Credits

MDC 504PR for practical work in educational communication designing students might be required to work with governmental or non-governmental development agencies. Students need to submit educational communication plan and impact report + Practical Training Report.

MDC 505PR for practical work in Documentary/Short Film /Radio Production students will be required to work on a SBCC issue and submit one Documentary or Short Film (min. 10 mins) + one radio programe (min. 10 mins) + Practical Training Report

MDC 506PR Before the beginning of the second semester's exam a student must submit his/her synopsis to the department. Students have to submit the final dissertation within one month (30 days) of the final exam (third semester). If the dissertation is not submitted during the time limit, the department will not consider this research work for the third semester.

**Note: -** **In all semesters practical assignments will be suggested by the Department head as per the requirement and available amenities at department level. Department will inform practical assignment details at the beginning of the semester. Media industry is the rapidly changing industry so that for media education we are supposed to propose new practical training packages to students as per the requirements.**

## THIRD SEMESTER

## MDC 501: POLICY COMMUNICATION (THEORY)

**OBJECTIVES**

- o To help students understand concepts, process and context of public policy.
- o To provide an explanation to various public policies in the Indian context through different case studies.

**UNIT I: UNDERSTANDING PUBLIC POLICY**
1.1 Meaning/Definition of Public Policy
1.2 Concepts: Government, public, policy, politics, policy analysis
1.3 Categories/types of public policies
1.4 Evolution of public policies
1.5 The contexts of public policy – relationship between state, market and public policy – market failure – policy and politics

**UNIT II: IMPLEMENTATION OF PUBLIC POLICY**
2.1 Policy cycle
2.2 Agenda Setting - Policy Formulation - Implementation
2.3 Socio Economic Profile of Policy beneficiaries for various Government schemes
2.4 Developmental priorities and Policy

**UNIT III: PUBLIC POLICY CONTEXT IN INDIA**
3.1 Legal-constitutional frameworks
3.2 Institutions of policy framing in India
3.3 Role of State and Central Government in Policy Communication

3.4 Policy implementing agencies in India



**UNIT IV: POLICY COMMUNICATION & MONITORING**
4.1 Institutions of Policy communication in India- Information Department, PIB etc.
4.2 Use of ICT for policy communication
4.3 Policy and media as a pressure group
4.4 Policy Monitoring and Evaluation
4.5 Policy communication Issues and barriers in policy implementation

**UNIT V: CASE STUDIES ON POLICIES COMMUNICATED THROUGH VARIOUS COMMUNICATION PLATFORMS**

5.1 These case studies can be pertaining to current affairs and trends in the following areas:
- Health
- Population
- Education
- Environment
- Employment
- Poverty
- Social welfare
- Child Rights
- Gender Justice

**SUGGESTED READING**

1. Craft, Michael E and Scott R Furlong (2015) Public Policy: Politics, Analysis and Alternatives, Sage, New Delhi
2. Cochran, Charles L and Eloise F. Malone (2007) Public Policy: Perspectives and Choices, Lynne Rienner Publishers, USA
3. Sapru, R K (2009), Public Policy: Formulation, Implementation and Evaluation, New Delhi: Sterling Publishers Pvt. Ltd.
4. Gupta, Dipak K (2011) Analyzing Public Policy: Concepts, Tools and Techniques, CQ Press, Washington
5. Theodoulou, Stella Z and Matthew A. Cahn (2013) Public Policy: The Essential Readings, Pearson, USA
6. Cochran, Clarke E, Lawrence C. Mayer, T.R. Carr, N. Joseph Cayer, Mark J. Mckenzie and Laura R. Peck (2012) American Public Policy: An Introduction, Wadsworth, Cengage Learning, USA
7. Maddison, Sarah and Richard Denniss (2009), An Introduction to Australian Public Policy, Cambridge University Press, UK
8. Fischer Frank, Jerald J Miller, Mara S Sidney (2007) Hand Book of public policy Analysis: Theory, Politics and Methods, CRC Press, USA

9.  Birkland, Thomas A. (2005), An Introduction to the Policy Process, Theories, concepts and models of Public Policy Making, New York: M.E. Sharpe.
10. Hill, M (2005) the Public Policy Process, England: Pearson Education,
11. James Anderson (2003), Public Policy Making: An Introduction, USA: Houghton Mifflin.
12. Michael Hill and Peter Hupe (2002), Implementing Public Policy, Sage Publications.
13. Michael Howlett and M. Ramesh (2003), Studying Public Policy, Ontario: Oxford University Press.
14. Parsons, W (1995) Public Policy-An Introduction to the Theory and Practice of Policy Analysis, UK: Edward Elgar.
15. Prabir Kumar De (2012), Public Policy and Systems, Pearson Education India, New Delhi: Pearson Education India.
16. R V Vaidyanatha Ayyar ( 2009), Public Policy Making in India, New Delhi: Pearson Education India.
17. Sabatier, P. (eds) (1999) Theories of the Policy Process, USA: Westview Press
18. Thomas Dye (1995), Understanding Public Policy, New Jersey: Prentice Hall

## THIRD SEMESTER

## MDC 502: MARKETING OF SOCIAL ISSUES (THEORY)

**OBJECTIVES**

o   The primary objective of this course is to expose students to the application of traditional marketing principles and techniques to the challenges and rewards of influencing positive behavior, the discipline known as Social Marketing.

o   To make them practically apply this Social Marketing approach to solving a range of social problems in the areas of health, safety, environmental protection, financial well-being, and community involvement.

**UNIT I: UNDERSTANDING SOCIAL MARKETING & ANALYZING THE SOCIAL MARKETING ENVIRONMENT**
1.1 Definition, steps and strategy for Social Marketing
1.2 Steps in Developing a Research Plan
1.3 Determining Research Needs and Options
1.4 Ethics, Barriers and Challenges of Social Marketing

**UNIT II: ESTABLISHING TARGET AUDIENCES OBJECTIVES AND GOALS**
2.1 Selecting Target Markets
2.2 Criteria for Evaluating Segments
2.3 Setting Objectives and Goals
2.4 Deepening Your Understanding of the Target Market and the Competition

**UNIT III: DEVELOPING SOCIAL MARKETING STRATEGIES**
3.1 Creating a Desired Positioning - Behavior-Focused Positioning, Barriers-Focused Positioning, Benefit-Focused Positioning, Competition-Focused Positioning, Repositioning-Focused
3.2 Product: Creating a Product Platform
3.3 Product: The First "P", Price: The Second "P", Place: The Third "P", Promotion: The Fourth "P"
3.4 The Creative Brief - Message Strategy, Messenger Strategy, Creative Strategy, Pretesting etc.

**UNIT IV: PROMOTION: SELECTING COMMUNICATION CHANNELS**
4.1 Developing a Plan for Monitoring and Evaluation
4.2 Establishing Budgets & Finding Funding Partners
4.3 Creating an Implementation Plan and Sustaining Behavior

**UNIT V: SUCCESSFUL CASE STUDIES OF MARKETING OF SOCIAL ISSUES**
5.1 Family Planning
5.2 Social Equality
5.3 Gender Justice
5.4 Education
5.5 Child care
5.6 Dignity of Labour
5.7 Communal Harmony

**SUGGESTED READING**

1. Lee, N. and Kotler, P. (2016). Social Marketing: Changing Behaviors for Good. (5th edition): Sage Publishing
2. R. Craig Lefebvre (2013). Social Marketing and Social Change: Strategies and Tools for Improving Health, Well-Being, and the Environment (1st edition): John Wiley and Sons

**THIRD SEMESTER**

**MDC 503: COMMUNICATION FOR SOCIAL AND BEHAVIOURAL CHANGE (SBCC) (THEORY)**
Including

(a)     Health Sector
(b)     Environment Sector
(c)     Gender & Child Rights Sensitization

**OBJECTIVES**

o   To match our academic curriculum with SDG goals we designed this most relevant paper.

o   The students would practice these SDG goals while they perform their duties as media professionals
o   This paper would fulfill the requirement of development communicators in three core areas of health, environment and gender sensitization

**UNIT I: UNDERSTANDING OF SBCC**

1.1     Understanding of Behavorial Change Communication
1.2     Role of SBCC in effective communication campaigns for development issues
1.3 Communication for development (C4D): Theories, models and debates
1.4 Strategic choices for C4D interventions
1.5 Approaches to Development in India

**UNIT II: SITUATION ANALYSIS & STRATEGY DESIGNING FOR C4D**

2.1 Basic methodologies to produce situation analysis for C4D programmes
2.2 Critical analysis of key concepts and models
2.3 Draft and implement situation analysis plans
2.4 Basic components of strategies
2.5 Strategy Design &Implementation plan

**UNIT III: MESSAGE DESIGN AND PROGRAMME MANAGEMENT**
3.1 Message design framework
3.2 Message appeals, treatments and formats
3.3 Message (and relative media) development, testing and production
3.4 Develop programme management skills
3.5 Write proposals, Identify principles, Analyse resource needs and opportunities
3.6 Draft management plans

**UNIT IV: SBCC FOR SPECIFIC AREAS: (A) HEALTH (B) ENVIRONMENT (C) GENDER & CHILD RIGHTS**

5.1 Role of SBCC in Health sector
5.2 Role of SBCC in Environment issues
5.3 Role of SBCC in Gender & Child Rights
5.4 Understanding of Multiple stake holders for effective SBCC

## UNIT V: PRACTICAL CASE STUDIES

5.1 Students will submit an assignment on any one development issue and draft a proposal stating the Communication Strategy for the Development Programme. The topic of the Project can be any one of these areas as specified below:

### (A) HEALTH
- Development Perspectives
- Community Health Issues
- Programmes and Policy
- Health Communication and Advocacy

### (B) ENVIRONMENT
- Understanding the Environment
- Environmental Challenges
- Pollution Control and Management
- Environmental Advocacy and Action

### (C) GENDER & CHILD RIGHTS SENSITIZATION

- Sex vs. Gender
- Social construction of Gender
- Gender Roles
- Gender Stereotypes
- Understanding child rights education
- Learning as a right, about rights, through rights and for rights

### SUGGESTED READING

1. https://iec.unicef.in/document/communication-for-social-and-behaviour-change-module-1-studies-on-development-history-theories-and-concepts

2. Buchholtz, Ann K. / Carroll, Archie B. (2009): Business & Society, 7th ed., (SouthWestern, Cengage)
3. Crane, Andrew / Matten, Dirk (2010): Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization, 3rd ed., Oxford (Oxford University Press)
4. Duflo, Esther / Banerjee, Abhijit V. (2001): Poor Economics. A Radical Rethinking of the Way to Fight Global Poverty, New York (PublicAffairs) soz 3.19 2012 93

### THIRD SEMESTER

# MDC 504PR: EDUCATIONAL COMMUNICATION (PRACTICAL)

**OBJECTIVES**

- o Students will get to learn to design, implement, and monitor Information, Education and Communication (IEC) interventions in various Development sectors
- o Describe the key elements of an IEC intervention in various Development sectors
- o Carry out an analysis of the emergency situation and select appropriate IEC methods and materials for the context

**Unit I:** Students will be introduced to the Objectives and importance of IEC

**Unit II:** Students will learn about the types of IEC materials, strengths, limitations and will be exposed to various IEC Strategies

**Unit III:** Students will work in groups for IEC material development and will pretest and follow up on the IEC material developed

**Unit IV:** Finally, students will work towards IEC material adaptation

**Note:** Students can be attached to different governmental or non-governmental development agencies to help them design an IEC material on various developmental issues.

MDC 504PR for practical work in educational communication designing students might be required to work with governmental or non-governmental development agencies. Students need to submit educational communication plan and impact report + Practical Training Report.

## THIRD SEMESTER

## MDC 505PR: DOCUMENTARY/SHORT FILM /RADIO PRODUCTION WORKSHOP FOR SBCC (PRACTICAL)

(Elective in any one sector

- i. Health
- ii. Environment
- iii. Gender & Child Rights Sensitization

**OBJECTIVES**

- o To provide students an opportunity to produce an audio/ AV production-based programmes pertaining to the SDG goals

- o  Hands-on application of SBCC through production of Documentary/Short Film /Radio Production would provide confidence and direction to the students in working towards SDG goals
- o  To train students in media skills for audio and audio-visual productions

**Unit I**: Students will get an opportunity to understand group working pros and cons when involved in audio and audio-visual productions

**Unit II**: Students will get firsthand experience of utilizing their theoretical skills of documentary/short film/radio production in the practical's

**Unit III**: Students will produce at least one documentary/short film based on their chosen elective

**Unit IV:**Students will produce at least one radio programme based on their chosen elective

**Note:**MDC 505PR for practical work in Documentary/Short Film /Radio Production students will be required to work on a SBCC issue and submit one Documentary or Short Film (min. 10 mins) + one radio programme (min. 10 mins) + Practical Training Report

## THIRD SEMESTER

### MDC 506PR: DISSERTATION (PRACTICAL)

**OBJECTIVES**

- o  To encourage the students to develop their research ideas in various areas of Mass Communication and Development Communication.
- o  To learn the methodology of any research for logical improvement and improving analytical ability.
- o  To develop a clear understanding of articulating research questions converted into a full fledge master degree dissertation.

**Unit I:**Students do their Dissertation under the guidance of media academicians or practitioners who help them in relating the theoretical skills of research to practical field research

**Unit II:**Students get clarity on the research tools and techniques during this course as they themselves design it under the guidance of their guide

**Unit III:**This course also provides them with further direction to work in the given media platform pertaining to the development issues they might come across.

**Note:**MDC 506PR Before the beginning of the second semester's exam a student must submit his/her synopsis to the department. Students have to submit the final dissertation within one

month (30 days) of the final exam (third semester). If the dissertation is not submitted during the time limit, the department will not consider this research work for the third semester.

Students can be attached to different governmental or non-governmental development agencies and choose to conduct research work on an ongoing project of the organization.

# Scheme of the Syllabus

## Course of structure

## MASTER IN DEVELOPMENT COMMUNICATION

## FOURTH SEMESTER

| Sr. No. | Course No. | Types | Name of the Paper | Total hours | | Credits |
|---|---|---|---|---|---|---|
| | | | | Teaching | Other | |
| 1. | MDC 507 | Core | SDG Goals & Media Studies | 3 | 2 | 4 |
| 2 | MDC 508 | Core | Participatory Action Research (PAR) for Community Development | 3 | 2 | 4 |
| 2 | MDC 509PR | Practical | ICT for Media Professional | 1 | 6 | 4 |
| 3 | MDC 510PR | Practical | Case studies of Development Communication | 1 | 6 | 4 |
| 4 | MDC 511PR | Practical | NGO/ GO internship (30 days) | 1 | 6 | 4 |
| 5 | MDC 512PR | Practical | Community Development & Community Media Project | 1 | 6 | 4 |
| | | | **Total** | **10** | **28** | **24** |

Four (4) credits for each course Total credit 4 X 6 = 24 Credits

MDC 509PR Students can be trained for this course through online MOOCs programmes together with up skilling sessions physically in classroom. For evaluation of this course, Assignment work + Practical training report needs to be submitted

MDC 510PRStudents will be required to work on the field and can also work on live projects for this paper. For evaluation of this course students need to submit reports of five (5) case studies as per their electives of semester III.

MDC 511PR Students would be attached to different governmental or non-governmental development agencies for a minimum of 30 days and submit Field Based Research Report + Oral presentation after the internship.

MDC 512PR Students can be attached to different governmental or non-governmental development agencies for this paper. For evaluation students need to submit SBCC Community Impact study report + Oral presentation for community media project.

**Note: - In all semesters practical assignments will be suggested by the Department head as per the requirement and available amenities at department level. Department will inform practical assignment details at the beginning of the semester. Media industry is the rapidly changing industry so that for media education we are supposed to propose new practical training packages to students as per the requirements.**

## FOURTH SEMESTER

### MDC 507:SDG GOALS & MEDIA STUDIES (THEORY)

**OBJECTIVES**

- o To prepare future media professionals who are sensitized towards SDG goals, global warming and sustainable development.
- o To orient future media professionals in use of media towards SDG goals
- o To provide the knowledge, skills, attitudes and values necessary to address sustainable development challenges.

**UNIT I: ORIGIN, DEVELOPMENT AND IDEA OF THE SDGS**

1.1 History and origins of the Sustainable Development Goals
1.2 SDGs- aims, methodology and perspectives
1.3 SDGs- relation to the Millennium Development Goals
1.4 Implementation through Global Partnerships

**UNIT II:SDGS AND SOCIETY**

2.1 Ensuring resilience and primary needs in society-In-depth discussion and analysis of goals related to poverty, hunger, health & well-being and education
2.2 Strengthening Institutions for Sustainability-In-depth discussion and analysis of goals related to gender equality, affordable and clean energy, sustainable cities & communities, and peace, justice & strong institutions
2.3 In-depth discussion and analysis of goals related to work & economic growth, industry, innovation & infrastructure, inequalities, responsible production & consumption, clean water, climate, life below water and life on land.

**UNIT III:SDGS – ENVIRONMENTAL COMMUNICATION**
3.1 Source of Reporting for Environmental Communication
3.2 Use of various social media platforms for environmental awareness
3.3 Communication campaigns for environmental communication on issues like organic farming, renewable energy resources, building energy efficiency projects (BEEP) and more
3.4 Communication for Social and Behavioral Change and Environmental issues

## UNIT IV:MEDIA'S ROLE TO PROMOTE SDG GOALS

4.1     Role of media in global warming
4.2     Communication strategy for global warming& Climate change
4.3     Exploring green peace and media action
4.4     Role of media in creating awareness on issues like coastal, forest, agriculture and more


## UNIT V: ROLE OF MEDIA TO PROMOTE SUSTAINABLE PRACTICES

5.1 Case studies of latest research in environmental communication to promote SDG
5.2 Case Studies of Grassroot level practices
5.3 Case Studies of Global level research on SDG
5.4 Case Study on Poverty and media
5.5 Case study on Right to Livelihood and Environmental issues


**Note:** Students will submit an assignment on one issue concerning SDGwith respect to the surroundings they are living in and will base their assignment on the topics taught in the above units.

## SUGGESTED READING

1.  https://en.unesco.org/themes/education/sdgs/material
2.  https://www.edx.org/course/the-un-sustainable-development-goals-an-interdisci
3.  https://us.sagepub.com/sites/default/files/upm-assets/90201_book_item_90201.pdf


## FOURTH SEMESTER

## MDC 508: PARTICIPATORY ACTION RESEARCHES (PAR) FOR COMMUNITY DEVELOPMENT (THEORY)

### OBJECTIVES

o   Students will be introduced to the practice of case study research (and competing ideas about context-independent vs. context dependent knowledge)
o   Students will be introduced to arguments for and against generating theory or public policy recommendations on the basis of a single case
o   This course will help students in verification of problems (i.e., disconfirming the researcher's preconceptions) in various development issues.
o   Students will learn the bottom-up approach to communication research

    o   Students will understand how the people and communities who are often university partners in applied social science research can use findings or results to address the challenges they confront.

## UNIT I: CONCEPT OF PARTICIPATORY ACTION RESEARCH (PAR)

1.1 History of PAR
1.2 Key components of PAR
1.3 Principles and practices of PAR
1.4 Importance of conducting PAR in present context
1.5 Research orientation which will be aligned with this perspective of PAR

## UNIT II: PAR PROCESS AND PRINCIPLES

2.1 Goals of PAR process and product
2.2 Participatory Approaches: Knowledge, Action and Power
2.3 Introduction to Epistemology
2.4 Data Management of Community Knowledge

## UNIT III: RESEARCH METHODS CONDUCIVE TO PAR

3.1    Case Study Method
3.2    Data Gathering techniques
3.3    Community Research Strategies
3.4    Research for/on Indigenous people

## UNIT IV: METHODS FOR ESTABLISHING AND MAINTAINING COMMUNITY-RESEARCHER PARTNERSHIPS

4.1 FGD for Community interaction
4.2 Reflective Practice
4.3 Appropriate methods for Traditional knowledge collection
4.4 Placing power at the core of analysis
4.5 Case Analyses

## UNIT V: CASE STUDIES FOCUSED ON PAR

5.1 In this unit students will be required to make a report based on any five research papers on any one of the following Electives:

- Education and Communication
- Health Sector
- Environment Sector
- Gender & Child Rights Sensitization

**SUGGESTED READING:**

1. Bradbury-Huang, Hilary, and Peter Reason, eds. The SAGE Handbook of Action Research: Participative Inquiry and Practice. 2nd edition. SAGE Publications Limited, 2013. ISBN: 9781446271148.
2. Greenwood, Davydd J., and Morten Levin. Introduction to Action Research: Social Research for Social Change. SAGE Publications, 2006. ISBN: 9781412925976.
3. Yin, Robert K. Case Study Research: Design and Methods. SAGE Publications, 2013, pp. 57–76. ISBN: 9781452242569.
4. Snow, Kevin C., Danica G. Hays, et al. "Guiding Principles for Indigenous Research Practices." Action Research (2015).

## FOURTH SEMESTER

### MDC 509PR: ICT FOR MEDIA PROFESSIONALS (PRACTICAL)

**OBJECTIVES**

- To meet the increasing demand of the industry with globally competitive industry, this would help the students to meet the timely needs of media.
- To give a critical overview of the Information and Communication and Technology (ICT) to the students that can help them to foresee the pros and cons of technology.
- Developing skills amongst the students to address the needs of the digital society.
- Creating awareness on social, ethical and legal uses of ICT.

**UNIT I**: Usage of various Digital Communication platforms to create content for media in the context of legal and ethical guidelines.

**UNIT II**: Case studies related with Digital Platforms for Media Industry

**UNIT III**: Latest trends and applications to create the media content for media industry.

**UNIT IV**: Software training and application on the subjects chosen by the students.

**UNIT V**: Project Submission on chosen topics.

**Note:**MDC 509PR Students can be trained for this course through online MOOCs programmes together with up skilling sessions physically in classroom. For evaluation of this course, Assignment work + Practical training report needs to be submitted

## FOURTH SEMESTER

## MDC 510PR: CASE STUDIES OF DEVELOPMENT COMMUNICATION (PRACTICAL)

**OBJECTIVES**

- o In-depth Learning of Development Communication application
- o Promoting experiment-based learning in the area of Development Communication
- o Students should understand that despite mainstream media, alternative media play a vital role in development communication.

Selected case studies on Communication for Social Change through media (Assignment based, field-based study) (include one unit as use of ICT/IEC/Alternate media) (Practical)

**Unit I:**Students will be required to identify and analyze development issues prevalent in society

**Unit II:**Students will select case studies (any 5) pertaining to a particular development issue of their choice as per elective choices selected in semester III:

(a) Health

(b) Environment

(c) Gender & Child Rights

**Unit III:** Students will conduct need-based research on a particular development issue of their choice

**Unit IV:**Students need to write a report on these case studies and suggest communication strategies to resolve the development issues.

**Note:**MDC 510PRStudents will be required to work on field and can also work on live projects for this paper. For evaluation of this course students need to submit reports of five (5) case studies as per their electives of semester III.

## FOURTH SEMESTER

### MDC 511PR:NGO/ GO INTERNSHIP (PRACTICAL)

**OBJECTIVES**

- NGO/GO internships empower the students with practical and applied knowledge of the field.
- This internship would orient them to the basic issue of rural & urban India and experience first-hand real socio-economic issue of urban and rural development.
- The practical course work will provide them Practical basic knowledge of communication for development.

**Unit I:** Students will be attached to a government or non-government organization of state/national/international level for a minimum period of 30 days

**Unit II:** Students will be attached to any live project ongoing in the government or non-government organization

**Unit III:** Students will study and conduct subject oriented field-basedresearch of the project implemented by NGO's or GO's (Identify the various aspects of that developmental project).

**Unit IV:** Students will draft a report based on the field research and prepare a presentationof the report.

**Note:** MDC 511PR Students would be attached to different governmental or non-governmental development agencies for minimum 30 days and submit Field Based Research Report + Oral presentation after the internship.

## FOURTH SEMESTER

### MDC 512 PR: COMMUNITY DEVELOPMENT&COMMUNITY MEDIA PROJECT (PRACTICAL)

**OBJECTIVES**

- Through adoption of a community, students apply various practices of community communication for upliftment of the community
- To nurture grassroots level communication practices amongst future development communicators
- This would be direct application of development communication

**Unit I:** Adaptation of one specific community for Social and Behavorial Change in the context of Community Development

**Unit II**: Use of various communication tools for specific community

**UnitIII:** Application of appropriate communication strategy as per requirement of community

**Unit IV:** Impact study of communication of SBCC in the context of Community Development

**Unit V:** Prepare and submit the overall report and presentation of this Project

**Note:** Students can be attached to different governmental or non-governmental development agencies to help them apply the various practices of community communication and carry out a 360-degree community media project.

**Note:**MDC 512PR For evaluation students need to submit SBCC Community Impact study report + Oral presentation for community media project.