

BSCS310: Communication and Development (3 Cr. Hrs)

Course Objectives:

- This course will trace the theory and the research in the development communication and highlight the present and future trends in the development area. The nature and component of development process, background and role of International development programs and agencies will help the students to compare and contrast the development projects in the world.

Learning Outcomes:

- This course will enable the students to learn how traditional and new media can be effective in playing its role in Agriculture, Health, Education, Population Planning,

Sanitation, Environment Protection and Socio Economic Development of the Third World Countries especially for Pakistan.

Course Contents:

1. Concept of Development and its evolution
2. Paradigms of Development Communication
3. Modernisation, Dependency- Dissociation and Multiplicity-the Alternative Model
4. Difference between Development Communication, Development Support Communication and Development Journalism
5. International National and Local perspective of development communication: Rural, Agricultural, Health, Hygiene, Environment and Political, Literacy and Mobilization etc
6. Media's Role in the Third World Countries` Development
7. Concept of Change, Sources of Change, Socio-Cultural Values and Change
8. Mass Communication and Social Change: Diffusion of Innovation, the Knowledge Gap Hypothesis
9. Use of New Media Technology in Development Communication
10. Designing of Communication Campaigns on Various Developmental Issues
11. International Development Communication: Collective Progress in New Era

Teaching Methodology:

- Lectures
- In-Class Activities
- Written Assignments

Assessment:

- Midterm Assessment:
- Formative Assessment: (Classroom participation, Attendance, Assignments and Presentations, Attitude and Behavior, Hands-on Activities, Short Tests, Quizzes etc.)
- Final Assessment:

Recommended Readings:

Chudhary, A. G., & Martin, L. J. (Eds.).(1983). Comparative media systems. New York Longman Inc.
Denton, Jr., Robert, E. & Cary, C. W. (1985).Political communication in American.New York Praeger.

Gudykunst, William, B. & Mody, B.(Eds.). (2002). Handbook of international and intercultural communication. London, Sage.

GM Canany, E. (1984). Diffusion of innovations: Why does it endure? Critical Studies in Mass Communication. 1(4), pp. 439-442.

GM Canany, E. (Ed.) (1980). Communication in the rural third world. New York: Preager.

Jacobson, T. (1985). An epistemological shift in development communication theory. In D. Brenda and M. S. Voigt. (Eds.). (1985). Progressive in communication sciences, Norwood, Jarsey: Ablex Publishing Corporations.

Jayaweera, N., & Amunugama, S. (Eds.). (1987). Rethinking development communication. Singapore: AMIC.