

Department of Media & Development Communication
Faculty of Information and Media Studies
University of the Punjab, Lahore
Course Outline

Programme	BS Media & Development Communication	Course Code	SMDC-211	Credit Hours	3
Course Title	INTRODUCTION TO DEVELOPMENT COMMUNICATION				
Course Introduction					
This course offers a comprehensive overview of Development Communication, exploring its historical evolution, theoretical foundations, and practical applications. Development Communication is an interdisciplinary field that utilizes communication strategies and practices to promote social change, economic development, and the empowerment of marginalized communities. Throughout the course, students will engage with key concepts such as participatory communication, behavior change communication, and advocacy communication, critically examining their roles in various development contexts. By studying real-world case studies and engaging in interactive discussions, students will gain a deeper understanding of how communication can be leveraged to address global development challenges, foster sustainable development, and improve quality of life.					
Learning Outcomes					
On the completion of the course, 1. Students will demonstrate a thorough concepts in Development Communication, including participatory communication, social marketing, and behavior change communication. 2. Students will critically analyze various case studies of Development Communication initiatives, identifying the communication strategies used, their outcomes, and the factors contributing to their success or failure. 3. Students will develop the skills to design and implement effective communication strategies tailored to specific development issues, considering cultural, social, and economic contexts. 4. Students will learn to evaluate the impact of Development Communication interventions using appropriate methodologies and tools.					
Course Content				Assignments/Readings	
Week 1	Development and Its Key Concepts				
Week 2	Definition of Development Communication				
Week 3	Historical Perspectives of Development Communication				
Week 4	Scope of Development Communication as a Discipline				
Week 5	Basic Principles and Concepts of Effective Development Communication				
Week 6	Development Journalism & Development Communication				
Week 7-8	Role of Information in Development 1.1 Communication and education 1.2 Communication and decision-making/problem				

	solving 1.3 Communication and conflict resolution 1.4 Communication and social mobilization 1.5 Communication and governance 1.6 Communication and values	
Week 9-12	Development Communication and Social Change 1.1 The Concept of change and its meaning and definition 1.2 Process of social change 1.3 Essentials of social change 1.4 Role of change agents and opinion leaders 1.5 Sources of change 1.6 Factors influencing change 1.7 Obstacles to change 1.8 Reducing resistance to change 1.9 The communication channels	
Week 13-14	Media and National Development in Pakistan: Prospects and Challenges of Development Communication in Pakistan	
Week 15	Review and discussion on key topics	
Week 16	Final project presentations and review	
Textbooks and Reading Material		
<ul style="list-style-type: none"> • Servaes, J. (2020). Handbook of communication for development and social change. In Handbook of Communication for Development and Social Change. https://doi.org/10.1007/978-981-15-2014-3 • Eldridge, S. A. and Franklin, B. (2019). The Routledge Handbook of Developments in Digital. • Morris, N. (2018). Communication in International Development: Doing Good or Looking Good? Edited. • Turner, N. J. (2017). Rethinking Media Development through Evaluation. In Rethinking Media Development through Evaluation. https://doi.org/10.1007/978-3-319-58568-0 • Trends opportunities, E. W., & Developing, F. O. R. (2014). International Trade in Services. 513–526 • Cavenett. (2013). The Role Development Communication Reframing the Role of Media. In Journal of Chemical Information and Modeling (Vol. 53, Issue 9). • Cahn, A. Kalagian, T. & Lyon, C. (2009). Business Models for Children’s Media. In The Handbook of Children, Media, and Development. https://doi.org/10.1002/9781444302752.ch2 • White, R.A. (2008). Grassroots Participatory communication: Is a new vision of communication emerging in Africa?’ African Communication Research, 1(1) 2008, 7-11 • Servaes, J. (2008). Media globalization through localization. In Communication for Development and Social Change. https://doi.org/10.4135/9788132108474.n4 • Tyler, F. B. (2007). Developing prosocial communities across cultures. In Developing Prosocial Communities Across Cultures. https://doi.org/10.1007/978-0-387-71485-1 • Kumar, N., Vajja, A., Pozzoni, B., & Woodall, G. G. (2005). The Effectiveness of World Bank Support for Community-Based and -Driven Development. In The Effectiveness of World Bank Support for Community-Based and -Driven Development. https://doi.org/10.1596/978-0-8213-6390-4 		

- Huesca, R. (2003). Participatory Approaches to Communication for Development in Mody, B., International and Development Communication: A 21st Century Perspective. California: Sage
- AIOU. (2002). Reader on Development Support Communication, Department of Mass Communication AIOU, Islamabad.
- Melkote, R.S & Steeves, H.L. (2001). Communication for Development in the Third World, New Delhi: Sage.
- Murthy, D.V.R. (2001). Development Journalism, Dominant Publishers.
- Servaes, J. and White, J. (2000). Participatory Communication for Social change, Sage Publication, New Delhi.
- Saeed and Amjad, K. (2000). Economy of Pakistan, Institute of Business Management, Lahore.
- Hedebrö & Goran. (1999). New perspectives on Development: how Communication contribute. Communication and Social Change.
- Okigbo, C. (1995) Media and Sustainable Development, Nairobi: African Council for Communication Education
- Blake, P. (1995). Space race. In Telephony (Vol. 229, Issue 21).
- Nair, S.K. & White S.A., (1993). Perspectives on Development Communication, California: Sage
- Reeves, G. (1993). Communication and the Third World, Routledge, London

Teaching Learning Strategies

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

Assignments: Types and Number with Calendar

- Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.