

<b>Program</b>	BS Media & Development Communication	<b>Course Code</b>	<b>MDC 121</b>	<b>Credit Hours</b>	3
<b>Course Title</b>	<b>DEVELOPMENT SUPPORT COMMUNICATION (Major)</b>				
<b>Course Introduction</b>					
<p>This course delves into Development Support Communication (DSC), a specialized area within Development Communication that focuses on using communication to support specific development projects and programs. DSC emphasizes the role of communication in facilitating stakeholder engagement, promoting transparency, and enhancing the effectiveness of development initiatives. The course covers various communication tools and techniques used in DSC, such as community media, interpersonal communication, and digital platforms, and examines their application in sectors like health, agriculture, education, and governance. Through practical exercises and project-based learning, students will develop the skills needed to effectively plan, implement, and manage communication components of development projects, ensuring that communication supports and amplifies development outcomes.</p>					
<b>Learning Outcomes</b>					
<p>On the completion of the course,</p> <ol style="list-style-type: none"> <li>1. Students will gain proficiency in a range of communication tools and techniques used in Development Support Communication, including community media, social media, and interpersonal communication.</li> <li>2. Students will learn how to effectively engage with various stakeholders in development projects, including beneficiaries, community leaders, and development practitioners, fostering collaboration and participatory decision-making.</li> <li>3. Students will be able to plan and implement tailored communication strategies that support specific development projects, considering the unique needs and contexts of the target audiences.</li> </ol> <p>Students will develop the ability to assess the effectiveness of communication strategies in supporting development projects, using both qualitative and quantitative evaluation methods to measure outcomes and identify areas for improvement.</p>					
<b>Course Content</b>					<b>Assignments/Readings</b>
<b>Week 1-2</b>	<ol style="list-style-type: none"> <li>1. The need for development communication</li> <li>2. Basic Concept: Promotion of development</li> </ol>				
<b>Week 3-4</b>	<ol style="list-style-type: none"> <li>3. Development as process &amp; goal</li> <li>4. Development Journalism and Development Communication</li> </ol>				
<b>Week 4-6</b>	<ol style="list-style-type: none"> <li>5. Development Journalism and Development Communication</li> <li>6. Development Communication and Development Support Communication</li> <li>7. Why Development Support Communication?</li> </ol>				
<b>Week 7</b>	<ol style="list-style-type: none"> <li>8. Development Support Communication and Social Change</li> </ol>				
<b>Week 8</b>	<ol style="list-style-type: none"> <li>9. Diffusion of innovations</li> </ol>				
<b>Week 9-12</b>	<ol style="list-style-type: none"> <li>10. <b>Planning Development Support Communication campaign:</b></li> </ol>				

	<p>10.1 Concept of campaign (Health, Literacy, Sanitation, etc.)</p> <p>10.2 Advantages of campaign</p> <p>10.3 Creating the plan</p> <p>10.4 Stages</p> <p>10.5 Techniques of campaign</p> <p>10.6 Using Slogans</p> <p>10.7 Selecting media and method</p>	
<b>Week 13-15</b>	<p><b>11. Prospects and Challenges of Development Support Communication in Pakistan:</b></p> <p>11.1 Financial problems</p> <p>11.2 Lack of education and training</p> <p>11.3 Control over media</p> <p>11.4 Political problems</p> <p>11.5 Economic Problems</p> <p>11.6 Administrative problems</p>	
<b>Week 16</b>	<p>13. Case Studies: Practical work on developing a communication strategy. Making a development project of students' own choice</p>	
<b>Textbooks and Reading Material</b>		
<ol style="list-style-type: none"> <li>1. Development Matters : Media and Development (2014) ISBN 9781780325521</li> <li>2. Servaes, J. (2020). Handbook of communication for development and social change. In Handbook of Communication for Development and Social Change. <a href="https://doi.org/10.1007/978-981-15-2014-3">https://doi.org/10.1007/978-981-15-2014-3</a></li> <li>3. Eldridge, S. A. and Fraklin, B. (2019). The Routledge Handbook of Developments in Digital</li> <li>4. Morris, N. (2018). Communication in International Development: Doing Good or Looking Good? Edited.</li> <li>5. Noske-Turner, J. (2017). Rethinking Media Development through Evaluation. In Rethinking Media Development through Evaluation. <a href="https://doi.org/10.1007/978-3-319-58568-0">https://doi.org/10.1007/978-3-319-58568-0</a></li> <li>6. Global Handbooks in Media and Communication Research : Handbook of Development Communication and Social Change (2014) ISBN 9781118505380</li> <li>7. Beukelman, D. R. &amp; Mirenda, P. (2012) Augmentative and Alternative Communication by</li> <li>8. Manyozo, L. (2012). Media, Communication and Development .</li> <li>9. Development Communication Sourcebook : Broadening the Boundaries of Communication (2008) ISBN 9780821375235</li> <li>10. Shaffer, D. R. (2004). Social and Personality Development</li> </ol>		
<b>Teaching Learning Strategies</b>		
<ol style="list-style-type: none"> <li>1. Class Discussion</li> <li>2. Projects / Assignments</li> <li>3. Group Presentations</li> <li>4. Students led presentations</li> <li>5. Thought Provoking Questions</li> <li>6. Field Visits and Guest Speakers</li> </ol>		
<b>Assignments: Types and Number with Calendar</b>		

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**

<b>Sr. No.</b>	<b>Elements</b>	<b>Weightage</b>	<b>Details</b>
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.