

Programme	B.S. (4-years), Communication Studies	Course Code	BSCS-206	Credit Hours	3
Course Title	Communication for Development				
Course Introduction					
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 Content					
Week 1	1.	Concept of Development and its evolution			
Week 2					
Week 3					
Week 4					
Week 5	2.	Paradigms of Development Communication			
Week 6					
Week 7	3.	Modernisation, Dependency- Dissociation and Multiplicity-the Alternative Model			
Week 8					
Week 9	4.	Difference between Development Communication, Development Support Communication and Development Journalism			
Week 10					
Week 11	5.	International National and Local perspective of development communication: Rural, Agricultural, Health, Hygiene, Environment and Political, Literacy and Mobilization etc.			
Week 12					
Week 13	6.	Media's Role in the Third World Countries' Development			
Week 14					
Week 15	7.	Concept of Change, Sources of Change, Socio-Cultural Values and Change			
Week 16					
Textbooks and Reading Material					
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: Praeger.					

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.

Teaching Learning Strategies

1. Lectures
2. In-Class Activities
3. Written Assignments

Assignments: Types and Number with Calendar

1. Class Participation
2. Attendance
3. Presentations
4. Attitude & Behavior
5. Hands-on Activities
6. Short Tests
7. Quizzes

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.