

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS - 402	Developmental Communication / Journalism	3	VII
Year	Discipline		
4	Communication Studies		

Course Contents

The need for development communication; Basic Concept: Promotion of development: development, as process & Goal. Sociology of development,

- Extension Communication and Development Communication
- Development Journalism and Development Communication
- Development Communication and Development Support Communication

Development Communication and Social Change

- The concept of change
- Level of change
- Sources of change
- The role of opinion leader
- The Communication channels
- Factors influencing change
- Obstacles to change
- Reducing resistance to change
- Diffusion of innovations

Planning Development Communication campaign

- Concept of campaign i.e. Health, Literacy, Sanitation etc.
- Advantages of campaign
- Creating the plan
- Stages
- Techniques of campaign
- Using Slogans
- Selecting media and method

Prospects and Challenges of Development Communication in Pakistan

- Financial problems
- Lack of education and training
- Control over media
- Political problems
- Economic Problems
- Administrative problems
- Media Sociology
- Case Studies: work on developing a communication strategy.

Recommended Books

- AIOU. 2002. Reader on Development Support Communication, Department of Mass Communication. AIOU, Islamabad.
- Anjaneyulu, Shri K.et.al.1999. Local Radio. making an impact. Agricultural Information Development Bulletin.
- Ascroft ,Joseph.1991. The Profess of Development Support Communication. A.Symposium paper, Ohio. The Ohio State University
- Chen, Peter. 2002 .Visual Communication Materials for Rural Audiences. Re-orienting artists and copywriters. Development Communication Report.
- Hedebro, Goran. 1999.New perspectives on Development: how Communication contribute. Communication and Social Change in Developing Nations: a critical view, Iowa: The Iowa State University Press.
- Jan Servaes, Jacobson, White. 2000. Participatory Communication for Social change, Sage Publication, New Delhi.
- Diffusion of Innovation, E.M. Rogers, Free Press, New York 3rd Ed.1983.
- Perspectives an Development Communication, K. Saudanaudan Nair, Sage Publication, London, 1993
- Communication and the Third World, Geoffrey Reeves, Routledge, London, 1993
- Global Communication in Transition, Hamid Mowlana, Sage publication, London, 1996
- Social Change, Michael Kunczick FES Germany.