M.Phil. in COMMUNICATION FOR DEVELOPMENT

DEPARTMENT OF EXTENSION EDUCATION
Gadhigram Rural Institute-Deemed University
Gandhigram – 624 302, dindigul Dist.
Tamil Nadu, India
## M.Phil. in Communication for Development (C4D)
### Scheme of Instruction and Evaluation

#### Semester: I

<table>
<thead>
<tr>
<th>Sl. NO.</th>
<th>Title of the Course</th>
<th>Exam hrs</th>
<th>Max. Marks for Evaluation</th>
<th>Total Marks</th>
<th>No. of Credits</th>
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<td>CFA</td>
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<td>1.1</td>
<td>Communication Theories and Models</td>
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<td>Development Communication</td>
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<td>1.3</td>
<td>Methodology of Research and Statistical Applications</td>
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#### Semester: II

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<td>CFA</td>
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<td>Electives</td>
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<td>2.1.1. Media for Communication</td>
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<td>2.1.2. ICT for Development</td>
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<td>2.1.3. Development Journalism</td>
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<tr>
<td>2.2</td>
<td>Dissertation (thro’ placement in Media/ICT-based organizations)</td>
<td>Viva</td>
<td>Report</td>
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### Summary

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<tr>
<th>Semester</th>
<th>Theory and/ Practical</th>
<th>Credits</th>
<th>Marks</th>
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<td>I</td>
<td>Courses</td>
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<td>II</td>
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<td>Grand Total</td>
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Eligibility

Two year, Post – Graduate degree holders in any discipline, from recognized Institutions in India /Overseas with 50% marks in the Third Part are eligible to apply.

Inservice candidates with PG qualifications, employed in the media will be given preference.

Intake

- Maximum of 15 scholars will be enrolled for the course.
- Both fresh and inservice candidates are eligible for enrolment.

Semester System

- This is a full-time two semester programme under Regular mode.
- This programme follows Choice Based Credit (CBCS) System.
- Semester I consists of Four theory papers – three core and one Elective paper.
- Semester II comprises Dissertation and Internship.

Fees Structure

- Fees for this course will be on par with other M.Phil Programmes offered by GRI.

Fellowship

- Department of Extension Education will make sincere efforts to mobilize Fellowship / Financial support for eligible / deserving students.
COMMUNICATION THEORIES AND MODELS

Objectives

- To impart knowledge of models and theories of communication for development
- To understand the role of traditional and modern media in development
- To discuss various paradigms of social and behavior changes in communication

Unit I Basics of Communication
- Definition, process, importance, objective, need, types barriers and forms of Communication.
- Evolution of Communication, Communication strategies and techniques in development
- Communication approaches: one way – two way, Upward-downward, Horizontal-Vertical, Participatory.
- Basic Communication skills: Speaking, Listening, Reading and Writing.

Unit II Models of Communication:

Laswell’s model, Osgood’s model, Schramm’s Model, Gerbrener’s model, and HUB model, Shannon and Weaver’s transmission model, Norbert Wieners Cybernetic model, Harold Lass Well’s Effects model, Dances Helical model.

Unit III Communication Theories:

Consistence theory, Bullet theory, Individual differences theory, social-Cultural category theory, Social relationship theory, McLuhan’s Hot and Cool media, and Information theory.

Unit IV Mass Communication Theories:

- Meaning, Characteristics, Forms, and Functions
- Communication theories and social theory
- Social Scientific theory
- Normative theory
- Working theory
- Commonsense theory
- Communication theory and media theory.

Unit V Media Theories:

- The Nature of media audience theories of media effects
  - Catharsis Reinforcement, Bullet Theory, Narcotic Dys-function etc)
- Uses and Gratification theory
- Cultivation theory
- Negotiation and Interaction theory
- Hegemonic theory
References


List of Journals:

- International Journal of Communication
- Journal of Communication
- Journal of Media and Communicative Studies
- Journal of Mass Communication and Journalism
- The Journal of Development Communication
- Journal of Development and Communication Studies
- Journal of Communication Studies.

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DEVELOPMENT COMMUNICATION

Objectives:

To understand the various approaches to communication
To learn about various communication experiments conducted in India

Unit I Development Communication – Paradigms and Approaches

Development Communication, theories of dominant paradigm, shifts in development communication-dominant paradigm to alternative paradigms, relevance of participatory approaches. Paulo Freire’s contribution to development communication.

Unit II Approaches to Development Communication

Diffusion of innovation, International dimension of development communication, dependency model, indigenous knowledge system, communication strategy for empowerment, Development reporting, development newspapers and development communication projects, Community Radio-Community TV-Narrowcasting-Cable TV: Training for extension workers on media awareness.

Unit III Communication in Five Year Plans

Communication for national development, the impact of India’s five year plans in national development and the scenarios of development in the developing world.

Unit IV Satellite Based Communication

Satellite Instructional Television Experiment (SITE) – educational broadcasts – telemedicine-village resource centres and village knowledge centres – Early warning systems for disaster management.

Unit V Indian and Overseas Initiatives

Indian experience and experiments in development communication, development initiatives of the union government (DRDA projects, poverty alleviation programmes etc.) development initiatives of World Bank and Initiatives of NGO’s like Grameen Bank of Bangladesh. E-Governance of development.

Text Books:


References:

Objectives:

- To develop expertise and skill to undertake independent research in the area of specialization.

UNIT – 1
Scientific basis of research – methods of acquiring knowledge – Inductive and Deductive Reasoning, scientific method and its applications.
Need for conceptual analysis, selection of a problem for Research, survey of literature, formulation of Hypotheses, nature and types of variables, problem-solving and developmental research.

UNIT – 2
Research Design and Methods: Purpose and dimensions of research design, steps in formulation of a design.
Types of research design – Historical, Descriptive, Experimental – true experimental, quasi experimental and exposit facto designs. Field surveys, diagnostic and evaluation research.
Qualitative and quantitative methods in research, Need and relevance of Inter disciplinary research.

UNIT – 3
Data – Population and sample, Probability and non-probability sampling techniques, requisites of Good sample, sampling distribution and sampling errors.
Tools and techniques – Observation, interview, Inquiry Forms, Psychological tests, Projective techniques, rating scales, Likert and Thurstone, Guttman type scales. Sociometry, Focus Group discussion, PRA, Psychodrama and Sociodrama.
Organization of field work for data collection. Validity, reliability and feasibility.
UNIT - 4  Analysis of Data – Categorization, presentation of data and Frequency distributions.
Descriptive statistics – central measures, dispersion, skewness and kurtosis. Correlation and regression, analysis of attributes, analysis of time series, index numbers and trend analysis.

UNITY – 5  Inferential Statistics:
Testing of hypothesis, concept of Sampling distribution and standard Error, Type I and Type II errors, large sample and small sample tests.
Tests of significance for attributes.
Non-parametric tests – Chi-square test, run test and median test.
Multi variate analysis – multiple correlation and multiple regression.
Analysis of variance and Factor analysis.

References:

- R.S. Dwivedi ; Research Methods in Behavioral Sciences Delhi : Macmillan, 1997

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Elective – 2.1.1

MEDIA FOR COMMUNICATION

OBJECTIVES:

- Develop the students’ ability to deal with different media platforms for communication issues and situations.
- Build-up the students' communication potential for professional activities for the development works.

UNIT I  TRADITIONAL MEDIA

Forms and structures of traditional media – signs, wood carving, Sound, drawings, sculptures; Folk Media – Songs, Dances, Drama, Puppet Shows, Story Telling, Street theatre, religious discourses; Indian traditional Media in the context of Globalization, social awareness campaigns using traditional media, Preservation of folk media.

UNIT II  PRINT MEDIA FOR COMMUNICATION

History of the print media in India; various types and characteristics of print media, nature, concepts, scope, Press Ownership and Control, Representation of Different Groups- Stereotyping and Labeling in Media, alternatives to Mainstream Journalism, Development journalism, Citizen Journalism, Press Council-Their recommendations and status, Magazines-Their role, bookphase and contemporary situation, Press Commission.

UNIT III  RADIO FOR COMMUNICATION

Early experiments in Radio, Educational Programmes through Radio, Indian Projects, Gyanvani, Campus Radio, Satellite radio, Audio Programmes, Development of Radio Programme Production in India, Radio in Post-liberalization Period – FM, Radio and Popular Culture, community radio, role of radio in development.

UNIT V  TELEVISION FOR COMMUNICATION

Television – origin and development, nature, scope, audience, genre, functions of television; potential for future development, PrasarBharati Broadcasting Corporation; Satellite television, DTH, Video on Demand, latest developments, Experiments in TV, International and Indian Experiences, Projects, SITE, Gyandarshan, Vyas, Ekalyva, Video Programmes for Education.

UNIT V  INTERNET AND WEB FOR COMMUNICATION

New Media in India - Technologies, Form and Culture, New Media – origin and development of Internet and web, Growth and development of Internet communication, Nature and Scope of the new media, content generation, reach, online journalism, web TV, Podcasting, e – Publishing, Information and Communication Technology, Digital Divide, Internet and Web media for communication, Technologies.
Text books:

1. Shyam Parmar, Traditional Folk Media in India, Geka Books, 1975

References:


List of Journals:

- International Journal of Communication
- Journal of Communication
- Journal of Media and Communicative Studies
- Journal of Mass Communication and Journalism
- The Journal of Development Communication
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- Journal of Communication Studies.

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Elective –2.1.2
ICT FOR DEVELOPMENT

Objectives

To understand ICT and digital divide and their role in creating social change
To know the benefits of the ICT in various development sectors

Unit I  ICT and Digital Divide


Unit II  Farm Sector Development

Feasibility of ICT in Rural Areas-Kisan call centres-Village Knowledge Centres, AGMARKNET- Knowledge management and Agriculture, Agricultural Development Strategies and the Value of ICT.

Unit III  Rural Development


Unit IV  Business Promotion


Unit V. Health Management Sector

Text Books
2. Akhtar Badshah, Sarbuland Khan and Maria Garrido, Connected for Development, UN ICT Task Forces

References

List of Journals:
- International Journal of Communication
- Journal of Communication
- Journal of Media and Communicative Studies
- Journal of Mass Communication and Journalism
- The Journal of Development Communication
- Journal of Development and Communication Studies
- Journal of Communication Studies
Elective – 2.1.3
DEVELOPMENT JOURNALISM

Objectives
To familiarize the concept and dimensions of development journalism
To highlight the role of media in development

Unit I. Development Journalism
- Concepts and definition, objectives, purpose, and Scope.
- The press, radio, Television, Cinema and traditional forms of communication
- Characteristics of Indian Society
- Reaching the rural masses thro’ ICT
- Role of mass media in development

Unit II. Journalism
- Journalism as a Profession
- Roles and responsibilities of Journalists
- Indian constitution and Freedom of Press
- Media laws in India
- Press council guidelines
- Ethics and Journalism

Unit III. Role of media in Social Change
- Dominant paradigms
- Development initiatives by the government and NGOs
- Participatory approaches and community development

Unit IV.
- Writing for Radio
- News writing and Editing
- Preparation of News, scripts and Stories for TV
- Conducting Interviews for print and electronic media
- Online Journalism
- Photo Journalism

Unit V.
- Role of TV, Radio and Newspapers in Development
- Role of Field Publicity, DAVP, Films Division, PIB, Sound and Drama Division
- Role of community Radio in Rural Development

References:
1. B.S. Thakur, Binod C. Agarwal, Media Utilization for the Development of Women and Children
2. M.R. Dua, Media and Development
3. M. Sadanandan Nair, Perspectives on Development Communication
4. Suresh Chandra Sharma, Media Communication

List of Journals:
- Journal of Media and Communicative Studies
- Journal of Mass Communication and Journalism
- The Journal of Development Communication