

SARDAR PATEL UNIVERSITY
Programme & Subject: M.A (Communication & Media Studies)
Semester: II
Syllabus with Effect from: June – 2010/2011

Paper Code: CMS - 501	Total Credit:
Title Of Paper: Development of Communication	

Unit	Description in detail	Weightage (%)
I	Development: meaning, concept, process and models of development ; theories; origin; approaches to development, problems and issues in development, characteristics of developing societies, development dichotomies, gap between developed and developing societies.	20%
II	Development communication: meaning; concept; definition; philosophy; process theories; role of media in development communication - strategies in development communication - social cultural and economic barriers - case studies and experience; development communication policy; strategies and action plans; democratic decentralization, Panchayati Raj - planning at national, state, regional, district, block and village levels.	20%
III	Agricultural communication and rural development: The genesis of agricultural extension, extension approach system; approach in agricultural communication; diffusion of innovation; model of agricultural extension; case studies of communication support to agriculture.	20%
IV	Development support communication: population and family welfare; health; education and society; environment and development - problems faced in development support communication.	15%
V	Developmental and rural extension agencies: governmental, semi-government, nongovernmental organizations problems faced in effective communication, micro; macro; economic frame work available for actual developmental activities; case studies on development communication programmes.	15%
VI	Writing development messages for rural audience: specific requirements of media writing with special reference to radio and television.	10%

