

Code: BMS 204

Module: Social & Development Communication

Sessions	Topics
1 – 2	Indian Society: Historical & Sociological prospective, Communication patterns.
3 – 6	Mass Media & Indian Society: Discipline of communication, Indian heritage & Communication Values, western way of communication VS Indian way of communication. Role of communication in Indian society, Emergence of communication in modern India.
7 – 10	Access to Media: Communication as an integral part of human civilization and culture, What is “Media Reach”? Situation of media availability in India, Psychological & Legal limitations, Psychological Penetrations, Community participation in media programming
11 – 13	Concept of development: Definition, Characteristics of developing countries and developed countries, World View of development, Growth vs Justice, Rural vs urban dichotomy, Unilinear view of development
14 – 16	Development Communication: Meaning, Aspects of development communication, Role of media in development communication, Media plans to affect, Communication needs and resources of country.
17 – 19	Development support communication in different segments: Health, Agriculture, Education, Environment, Population, Corporate social responsibility (CSR): concept, need & case study
20	New world information and communication order: information flow between west and third world, Mac bridge report, international program for development.

Suggested book list:

Social Development: an introduction - H. Rudolph Schaffer
Development in society - Nick Ellison and Christopher Pierson
[Cognitive Development: Its Cultural and Social Foundations](#) –A. R. Luria
Mass Media & Society – Neeraj Publication
Social & communicational development - Wendy Stone
Development & social change - Barbara J. Leach
International & Development communication – Tony Charmer