TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC GRADE "A" INSTITUTE (CYCLE-2)
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INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

BA (J&MC)

Course Plan

Semester- 2nd											
AS PER BAJMC SCHEME & SYLLABUS 2024-2025 ONWARDS GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI.											
Programme Code:	024	**Programme:**	BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)	**Session:**	**2025-26**	**L**	3	**T/P**	0	**Credits**	3
Course Code:	BA JMC-DSC-102	**Course Name:**	Development Communication	**Type:**	Discipline Specific Course (DSC)						

Objective: On completion of this course, the student should be able to:
- **define and describe the process of Development Communication**
- **explain the models and paradigms of Development Communication**
- **understand the relevance of Development Support Communication**
- **utilize the knowledge gained in designing social media marketing campaigns on a development issue**

Course Outcome & Mapping, Course Articulation	PO / CO		To sensitise future media professionals with developmental issues and to educate these non-majors about the role of media in our society,	To prepare liberally educated graduate students who meet the standards and requirements of the media and entertainment industry and who understand the philosophy and psychology of the media and a dedication to the public service role that the media is expected to play in our society.	To prepare students to take up the challenges of the 21st century through enhanced interaction between academic and industry professionals in the best interest of the country	To equip students in such a way that they become professionals in their chosen area of work-be it print, films, television, radio, advertising, public relations, internet, or such other media-related areas and to undertake further communication studies & research in these subjects, if they so wish in future	To provide students with technical competencies that they need for successful careers in media related profession	To produce human resources capable of taking up various job assignments and who, moreover, are academically, technically and professionally well-equipped for the needs of the fast-changing media scenario, both at the national and international levels	To provide entry level jobs/ mid-career educational options to those wanting to become media or communication managers having both technical and administrative knowledge to work as mainstream journalists or media critics or analysts or an independent practitioner in one's chosen field of work
			PO1	PO2	PO3	PO4	PO5	PO6	PO7
	CO1	Define and describe the process of Development Communication	3	3	2	2	2	2	1
	CO2	Explain the models and paradigms of Development Communication	3	3	3	2	2	2	1
	CO3	Understand the relevance of Development Support Communication	3	2	3	3	2	2	1

Digitally Signed by Dr. Ajay Kumar
Organization: TECNIA INSTITUTE OF ADVANCED STUDIES
Date: 2026.10.24 13:07:03
Reason: Approve this document
Location: New Delhi

		CO4	Utilize the knowledge gained in designing social media marketing campaigns on a	2	3	2	3	3	3	2							
	Course Articulation (Average)			**2.75**	**2.75**	**2.5**	**2.5**	**2.25**	**2.25**	**1.25**							
S. No.	**Lecture No.**	**Unit No.**	**Topic**	**Sessional Outcome**	**Experiential Learning**	**Problem Solving Methodologies**	**Participative Learning**	**Mode of Delivery**	**ICT Tools & E-Resources Utilization**	**Mapping with CO**	**Class Material (PPT Faculty+ Students)**	**Additional Material (Links/ Journals/ Articles/ NEWS)**	**Pedagogical Approach**	**Mode of Assessment**	**BT Level**	**References**	
1	**L1**	**Unit I**	Introduction to Development Communication	Students will be able to understand the concept of Development Communication			Lecture With DISCUSSION	Intractive Lecture, Website Display	PPT	CO1	PPT, World File Notes	https://www.unesco.org/en/communication-development	Digital Learning	Class Test	**BTL1 – Remembering**	Gupta, V. S. (2004). Communication & Development. New Delhi, India: Concept Pub.	
2	**L2**	**Unit I**	Meaning and Scope of Development Communication	Students will be able to explain the scope and importance of development communication			Lecture With DISCUSSION	Intractive Lecture, Website Display	PPT	CO1	PPT, World File Notes	https://www.fao.org/communication-for-development/en/	Expeditionary Learning	Assignment	**BTL2 – Understanding**	Gupta, V. S. (2004). Communication & Development. New Delhi, India: Concept Pub.	
3	**L3**	**Unit I**	Process of Development Communication	Students will be able to describe the communication process in development			DISCUSSION	Intractive Lecture, Website Display		CO1	PPT, World File Notes	https://www.un.org/en/global-issues/sustainable-development	Game Based Learning	MCQ	**BTL2 – Understanding**	Gupta, V. S. (2004). Communication & Development. New Delhi, India: Concept Pub.	
4	**L4**	**Unit I**	Characteristics of Development Communication	Students will be able to identify the features of development communication			Lecture With Discussion	Intractive Lecture, Website Display	PPT	CO1	PPT, World File Notes	https://www.unesco.org/en/communication-information	Group Teaching and Learning	Mock Test	**BTL2 – Understanding**	Gupta, V. S. (2004). Communication & Development. New Delhi, India: Concept Pub.	
5	**L5**	**Unit I**	Economic Indicators of Development	Students will be able to understand economic indicators related to development		Case Study		Intractive Lecture, Website Display	BLOGS/AUDIO AND VISUAL	CO1	PPT, World File Notes	https://www.unesco.org/en/communication-information	Individual learning	Assignment	**BTL2 – Understanding**	Gupta, V. S. (2004). Communication & Development. New Delhi, India: Concept Pub.	
6	**L6**	**Unit I**	Social Indicators of Development	Students will be able to analyze social indicators of development			Lecture With DISCUSSION	Intractive Lecture, Website Display	BLOGS/AUDIO AND VISUAL	CO1	PPT, World File Notes	https://www.itu.int/en/mediacentre/backgrounders/Pages/ict-development.aspx	Inquire based Learning	Q&A	**BTL4 – Analyzing**	Jethwaney, J. N. (2024). Social Sector Communication in India: Concepts, Practices, and Case Studies: New Delhi: Sage Publications.	
7	**L7**	**Unit I**	Human Development and Sustainable Development	Students will be able to explain human and sustainable development concepts			Lecture With DISCUSSION	Intractive Lecture, Website Display	SMART BOARD/PPT	CO1	PPT, World File Notes	https://www.worldbank.org/en/topic/development	Learning Through Problems solving	Class Test	**BTL2 – Understanding**	Jethwaney, J. N. (2024). Social Sector Communication in India: Concepts, Practices, and Case Studies: New Delhi: Sage Publications.	
8	**L8**	**Unit I**	Paradigms of Development	Students will be able to understand different paradigms of development			Lecture With DISCUSSION	Intractive Lecture, Website Display	SMART BOARD/PPT	CO1	PPT, World File Notes	https://www.worldbank.org/en/publication/wdr	Lectures based teaching learning	MCQ	**BTL2 – Understanding**	Jethwaney, J. N. (2024). Social Sector Communication in India: Concepts, Practices, and Case Studies: New Delhi: Sage Publications.	
9	**L9**	**Unit I**	Development Communication and Social Change	Students will be able to examine communication as a tool for social change		Brainstorming		Intractive Lecture, Website Display	YOUTUBE	CO1	PPT, World File Notes	https://hdr.undp.org/data-center/human-development-index	Pear Teaching	MCQ	**BTL4 – Analyzing**	Jethwaney, J. N. (2024). Social Sector Communication in India: Concepts, Practices, and Case Studies: New Delhi: Sage Publications.	
10	**L10**	**Unit I**	Role of Media in Development	Students will be able to evaluate media's contribution in development			Lecture with DISCUSSION	Intractive Lecture, Website Display	YOUTUBE	CO1	PPT, World File Notes	https://hdr.undp.org/data-center/human-development-index	Project Based Learning	Mock Test	**BTL5 – Evaluating**	Jethwaney, J. N. (2024). Social Sector Communication in India: Concepts, Practices, and Case Studies: New Delhi: Sage Publications.	
11	**L11**	**Unit II**	Introduction to Development Models	Students will be able to understand different development models			Lecture With PRESENTATION	Intractive Lecture, Website Display	PPT	CO2	PPT, World File Notes	https://data.worldbank.org/indicator/NY.GNP.MKTP.CD	Technology based Learning	MCQ	**BTL1 – Remembering**	Joshi, U. (2001). Understanding Development Communication. New Delhi: Dominant and Distributors.	
12	**L12**	**Unit II**	Linear Models of Development	Students will be able to explain linear models of development		Criotical Thinking		Intractive Lecture, Website Display	PPT	CO2	PPT, World File Notes	https://worldhappiness.report/	Digital Learning	Q&A	**BTL2 – Understanding**	Joshi, U. (2001). Understanding Development Communication. New Delhi: Dominant and Distributors.	
13	**L13**	**Unit II**	Rostow's Stages of Growth Theory	Students will be able to analyze Rostow's theory			PRESENTATION	Intractive Lecture, Website Display	PPT	CO2	PPT, World File Notes	https://www.ohchr.org/en/human-rights	Expeditionary Learning	Project Work	**BTL4 – Analyzing**	Joshi, U. (2001). Understanding Development Communication. New Delhi: Dominant and Distributors.	

14	**L14**	**Unit II**	Transmission Model of Communication	Students will be able to explain the transmission model			DISCUSSION	Intractive Lecture, Website Display	PPT	CO2	PPT, World File Notes	https://www.fao.org/communication-for-development/en/approaches	Game Based Learning	Class Test	**BTL2 – Understanding**	Joshi, U. (2001). Understanding Development Communication. New Delhi: Dominant and Distributors.
15	**L15**	**Unit II**	Non-Linear Models of Development	Students will be able to differentiate non-linear development models			DISCUSSION	Intractive Lecture, Website Display	PPT	CO2	PPT, World File Notes	https://www.fao.org/communication-for-development/en/approaches	Group Teaching and Learning	Assignment	**BTL4 – Analyzing**	Melkote, S. R. (2020). Communication for Development in the Third World: Theory and practice. New Delhi: Sage Publications.
16	**L16**	**Unit II**	World System Theory	Students will be able to understand world system theory			Lecture With PRESENTATION	Intractive Lecture, Website Display	PPT	CO2	PPT, World File Notes	https://www.britannica.com/topic/diffusion-of-innovations	Individual learning	MCQ	**BTL2 – Understanding**	Melkote, S. R. (2020). Communication for Development in the Third World: Theory and practice. New Delhi: Sage Publications.
17	**L17**	**Unit II**	Neo-Marxist Theory	Students will be able to explain neo-marxist perspectives		Stretegic Problem Solving Techniques		Intractive Lecture, Website Display	PPT	CO2	PPT, World File Notes	https://www.researchgate.net/publication/Magic_Multiplier_Theory	Inquire based Learning	Mock Test	**BTL2 – Understanding**	Melkote, S. R. (2020). Communication for Development in the Third World: Theory and practice. New Delhi: Sage Publications.
18	**L18**	**Unit II**	Changing Paradigms of Development	Students will be able to analyze changing development paradigms			DISCUSSION	Intractive Lecture, Website Display	PPT	CO2	PPT, World File Notes	https://www.mkgandhi.org/articles/gandhian-perspective.htm	Learning Through Problems solving	Class Test	**BTL4 – Analyzing**	Melkote, S. R. (2020). Communication for Development in the Third World: Theory and practice. New Delhi: Sage Publications.
19	**L19**	**Unit II**	Participatory Communication Model	Students will be able to explain participatory communication approaches	Field Visit	Case Study		Intractive Lecture, Website Display	PPT	CO2	PPT, World File Notes	https://www.panchayat.gov.in/	Lectures based teaching learning	MCQ	**BTL2 – Understanding**	Melkote, S. R. (2020). Communication for Development in the Third World: Theory and practice. New Delhi: Sage Publications.
20	**L20**	**Unit II**	Think Local Act Global Approach	Students will be able to understand local-global development perspectives	Field Visit		JAM	Intractive Lecture, Website Display		CO2	PPT, World File Notes	https://www.panchayat.gov.in/	Pear Teaching	MCQ	**BTL3 – Applying**	Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har Anand Publications.
21	**L21**	**Unit II**	Think Global Act Local Approach	Students will be able to examine global-local development strategies	SWOT Analysis			Intractive Lecture, Website Display	YOUTUBE	CO2	PPT, World File Notes	https://www.unicef.org/india/stories/kheda-development-case	Project Based Learning	Mock Test	**BTL4 – Analyzing**	Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har Anand Publications.
22	**L22**	**Unit II**	Comparative Analysis of Development Models	Students will be able to compare different development models			DISCUSSION	Intractive Lecture, Website Display	PPT	CO2	PPT, World File Notes	https://www.isro.gov.in/SITE.html	Technology based Learning	Assignment	**BTL4 – Analyzing**	Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har Anand Publications.
23	**L23**	**Unit III**	Introduction to Development Journalism	Students will be able to understand development journalism			JAM	Intractive Lecture, Website Display	PPT	CO3	PPT, World File Notes	https://www.indiawaterportal.org/topics/water-harvesting	Digital Learning	Quiz Test	**BTL1 – Remembering**	Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har Anand Publications.
24	**L24**	**Unit III**	Role of Mass Media in Development	Students will be able to evaluate the role of mass media			Lecture With PRESENTATION	Intractive Lecture, Website Display	PPT	CO3	PPT, World File Notes	https://nrega.nic.in/	Expeditionary Learning	Class Test	**BTL5 – Evaluating**	Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har Anand Publications.
25	**L25**	**Unit III**	Performance of Media in Development Campaigns	Students will be able to analyze media performance in development			Lecture With Presentation	Intractive Lecture, Website Display	PPT	CO3	PPT, World File Notes	https://nrega.nic.in/	Game Based Learning	Assignment	**BTL4 – Analyzing**	Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har Anand Publications.
26	**L26**	**Unit III**	Development Support Communication	Students will be able to explain development support communication		SWOT Analysis		PPT	PPT	CO3	PPT, World File Notes	https://nhm.gov.in/	Group Teaching and Learning	MCQ	**BTL2 – Understanding**	Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publications.
27	**L27**	**Unit III**	Social Audit and Development	Students will be able to understand the concept of social audit			JAM	Intractive Lecture, Website Display	PPT	CO3	PPT, World File Notes	https://nrega.nic.in/netnrega/home.aspx	Individual learning	Mock Test	**BTL3 – Applying**	Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publications.
28	**L28**	**Unit III**	Grass-root Activism	Students will be able to explain grass-root activism		Decision-Making		Intractive Lecture, Website Display	PPT	CO3	PPT, World File Notes	https://sdgs.un.org/goals	Inquire based Learning	Assignment	**BTL2 – Understanding**	Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publications.

29	**L29**	**Unit III**	Whistleblowers and Social Responsibility	Students will be able to analyze the role of whistleblowers			Lecture With Presentation	Intractive Lecture, Website Display	PPT	CO3	PPT, World File Notes	https://www.economicshelp.org/blog/rostow-stages-of-growth/	Learning Through Problems solving	Oral Q&A	**BTL4 – Analyzing**	Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publications.
30	**L30**	**Unit III**	Role of NGOs in Development	Students will be able to evaluate NGOs in development initiatives			Lecture With PRESENTATION	Intractive Lecture, Website Display	PPT, Videos	CO3	PPT, World File Notes	https://www.economicshelp.org/blog/rostow-stages-of-growth/	Lectures based teaching learning	MCQ	**BTL5 – Evaluating**	Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publications.
31	**L31**	**Unit III**	Cyber Media and Development	Students will be able to understand cyber media's role in development			Lecture With PRESENTATION	Intractive Lecture, Website Display	AUDIO/VISUAL	CO3	PPT, World File Notes	https://www.britannica.com/topic/world-systems-theory	Pear Teaching	Class Test	**BTL2 – Understanding**	Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publications.
32	**L32**	**Unit III**	E-Governance and Development	Students will be able to explain e-governance systems			Lecture With PRESENTATION	Intractive Lecture, Website Display	AUDIO/VISUAL	CO3	PPT, World File Notes	https://www.researchgate.net/publication/Non-Marxist_Theory	Project Based Learning	Assignment	**BTL2 – Understanding**	Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publications.
33	**L33**	**Unit III**	Digital Democracy	Students will be able to analyze digital democracy concepts		Technology-Oriented		Intractive Lecture, Website Display	PPT	CO3	PPT, World File Notes	https://www.unesco.org/en/development-paradigms	Technology based Learning	Class Test	**BTL4 – Analyzing**	Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publications.
34	**L34**	**Unit III**	E-Choupal and Rural Development	Students will be able to examine e-choupal initiatives				Intractive Lecture, Website Display	PPT	CO3	PPT, World File Notes	https://www.unesco.org/en/participatory-communication	Digital Learning	Assignment	**BTL4 – Analyzing**	Sharma, R. & Tripathi, D. (2024). From Likes to Lives: Unravelling the Impact of Social Networking Sites on Youth. HP Hamilton Press: London
35	**L35**	**Unit IV**	Introduction to Social Marketing	Students will be able to understand the concept of social marketing	Webinar	Collaborative			AUDIO/VISUAL	CO4	PPT, World File Notes	https://www.unesco.org/en/participatory-communication	Expeditionary Learning	MCQ	**BTL1 – Remembering**	Sharma, R. & Tripathi, D. (2024). From Likes to Lives: Unravelling the Impact of Social Networking Sites on Youth. HP Hamilton Press: London
36	**L36**	**Unit IV**	Social Marketing and Development	Students will be able to explain the relationship between social marketing and development			DISCUSSION	Intractive Lecture, Website Display	YOUTUBE	CO4	PPT, World File Notes	https://www.britannica.com/topic/world-systems-theory	Game Based Learning	Class Test	**BTL2 – Understanding**	Sharma, R. & Tripathi, D. (2024). From Likes to Lives: Unravelling the Impact of Social Networking Sites on Youth. HP Hamilton Press: London
37	**L37**	**Unit IV**	Corporate Social Responsibility (CSR)	Students will be able to understand CSR concepts			QUIZ	Intractive Lecture, Website Display	PPT	CO4	PPT, World File Notes	https://www.un.org/en/actnow	Digital Learning	Assignment	**BTL2 – Understanding**	Sharma, R. & Tripathi, D. (2024). From Likes to Lives: Unravelling the Impact of Social Networking Sites on Youth. HP Hamilton Press: London
38	**L38**	**Unit IV**	CSR Case Studies in India	Students will be able to analyze CSR practices in India	Field Visit		Debate		PPT	CO4	PPT, World File Notes	https://www.unesco.org/en/media-development	Expeditionary Learning	MCQ	**BTL4 – Analyzing**	Sharma, R. & Tripathi, D. (2024). From Likes to Lives: Unravelling the Impact of Social Networking Sites on Youth. HP Hamilton Press: London
39	**L39**	**Unit IV**	Social Change Campaigns in India	Students will be able to examine social change campaigns			DISCUSSION	Intractive Lecture, Website Display	YOUTUBE	CO4	PPT, World File Notes	https://www.fao.org/communication-for-development/en/	Game Based Learning	Class Test	**BTL4 – Analyzing**	Sharma, R. & Tripathi, D. (2024). From Likes to Lives: Unravelling the Impact of Social Networking Sites on Youth. HP Hamilton Press: London
40	**L40**	**Unit IV**	Case Studies of Development Campaigns	Students will be able to evaluate development campaign case studies		Analytical		Intractive Lecture, Website Display	YOUTUBE	CO4	PPT, World File Notes	https://www.fao.org/communication-for-development/en/	Group Teaching and Learning	Assignment	**BTL5 – Evaluating**	Sharma, R. & Tripathi, D. (2024). From Likes to Lives: Unravelling the Impact of Social Networking Sites on Youth. HP Hamilton Press: London
41	**L41**	**Unit IV**	Social Media Marketing Campaigns	Students will be able to understand social media campaign strategies	Workshop			Intractive Lecture, Website Display	YOUTUBE	CO4	PPT, World File Notes	https://www.transparency.org/en/whistleblowing	Individual learning	MCQ	**BTL2 – Understanding**	Sharma, R. (2012). Breakout Nations: In Pursuit of the Next Economic Miracles. New York: W.W. Norton
42	**L42**	**Unit IV**	Planning a Development Campaign	Students will be able to design development campaigns			Quiz	Intractive Lecture, Website Display	YOUTUBE	CO4	PPT, World File Notes	https://www.ngo.org/ngos-in-india/	Inquire based Learning	Mock Test	**BTL6 – Creating**	Sharma, R. (2012). Breakout Nations: In Pursuit of the Next Economic Miracles. New York: W.W. Norton
43	**L43**	**Unit IV**	Execution of Social Media Campaign	Students will be able to implement social media campaigns	Field Visit			Intractive Lecture, Website Display	YOUTUBE	CO4	PPT, World File Notes	https://www.weforum.org/agenda/archive/digital-media/	Learning Through Problems solving	MCQ	**BTL3 – Applying**	Sharma, R. (2012). Breakout Nations: In Pursuit of the Next Economic Miracles. New York: W.W. Norton

44	**L44**	**Unit IV**	Evaluation of Development Campaigns	Students will be able to assess campaign effectiveness			DISCUSSION	Intractive Lecture, Website Display	YOUTUBE	CO4	PPT, World File Notes	https://www.hootsuite.com/resources/social-media-marketing	Lectures based teaching learning	Class Test	**BTL5 – Evaluating**	Sharma, R. (2012). Breakout Nations: In Pursuit of the Next Economic Miracles. New York: W.W. Norton
45	**L45**	**All Units**	Revision	Students will be able to revise and demonstrate course learning outcomes			TUTORING	Intractive Lecture, Website Display	YOUTUBE-	CO1, CO2, CO3, CO4	PPT, World File Notes	https://www.unesco.org/en/digital-transformation	Pear Teaching	Assignment	**BTL2 – Understanding**	Sharma, R. (2012). Breakout Nations: In Pursuit of the Next Economic Miracles. New York: W.W. Norton

Suggested Readings & E-resources:

1. Gupta, V. S. (2004). Communication & Development. New Delhi, India: Concept Pub.
2. Jethwaney, J. N. (2024). Social Sector Communication in India: Concepts, Practices, and Case Studies: New Delhi: Sage Publications.
3. Joshi, U. (2001). Understanding Development Communication. New Delhi: Dominant and Distributors.
4. Melkote, S. R. (2020). Communication for Development in the Third World: Theory and practice. New Delhi: Sage Publications.
5. Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: HarAnand Publications.
6. Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publications.
7. Sharma, R. & Tripathi, D. (2024). From Likes to Lives: Unravelling the Impact of Social Networking Sites on Youth. HP Hamilton Press: London
8. Sharma, R. (2012). Breakout Nations: In Pursuit of the Next Economic Miracles. New York: W.W. Norton

Name	Dr. Arpita Sneh		1 Credit			1 Credit (Practical)= 30 hrs. in a sem
1 Credit (Theory)= 15 hrs. in a sem			1 Credit			

HoD
BA(JMC)-TIAS

Dr. Arpita Sneh
Faculty Signature

Dr. Shivendu Kr Rai
Head of Department