

### 3rd Semester

#### 1. Master in Development Communication 513 Organizational Communication

Teaching Schedule Hours / Week			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
3	1	1	–	40	60	–	100

#### Aims:

To provide students with an insight into the nature of both formal and informal communication inside a variety of organizations and equip them to play a full role in facilitating such communication.

#### Objectives:

To enable students to analyze communication needs within organizations and to provide the means to meet those needs.

1. Organizational structures – a review of varieties of organization and their structures
2. Analyzing existing formal and informal information networks – e.g. the role of rumors and gossip
3. Defining communication needs: a) management b) staff
4. Communication systems – a review of information delivery systems e.g. notices, memos, announcements,
5. Newsletters, newspapers, e-mail, web sites, cascading systems – and their effectiveness (two lectures)
6. Analyzing effective communication systems
7. Developing a communication culture e.g. transparency in decision-making openness to and encouragement of staff participation (two lectures)
8. Defining communication objectives
9. Managing management
10. Setting up communication systems – identifying sources, organizing information access – determining Effective transmission systems
11. Communication Skills
12. The communication mixes organization news, organization policy, staff news, human interest, entertainment
13. Writing skills for communication (two lectures)
14. Reporting skills for communication (two lectures)
15. Desktop Publishing – four lectures / Workshops
16. Web-site design - four lectures/workshops
17. Design principles for print
18. Distribution systems and issues (eg ensuring contemporaneous access)
19. Evaluating internal communication systems
20. Feedback systems

#### Practical

Students will be required to analyze an organization's communication needs and to suggest the most effective ways of meeting those needs. Students will be required to produce either a newsletter or web site based on meeting those needs.

**Note:** Students may make use of fictional material but they will be assessed on the quality of writing, use of language and design skills.

**Text Books**

1. Dynamics of Mass Communication "Diminick"
2. Publication Design, Nelson
3. Critical Issue in Communication, Sri Nivas R. Melkote & Sandhya Rao
4. Organization and Development –Reider Dale

## 2. Master in Development Communication 514 Development Sociology

Teaching Schedule Hours / Week			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
3	1	–	20	–	80	–	100

Sociological and anthropological approaches provide distinct ways to view development issues. Development interventions do not occur in a vacuum but instead act upon and are influenced by the prevailing social and cultural systems. Problems of poverty, pollution, resource depletion, social inequality and conflict continue to plague large section of society despite decades of so-called ‘development’. This course will discuss the nature of the societal issues at the present moment from a sociological and cultural perspective. We will discuss theoretical approaches to the development crisis and the nature of social institutions as they relate to social transformation, and will attempt to equip you with the analytical tools for understanding the issues.

To help you develop some of the requisite skills this course will:

- Introduce key approaches and debates in social theory in historical perspective and examine how they have influenced development thought
- Discuss how questions concerning knowledge, power and difference are key themes in social analyses

### Course Outline:

1. Introduction
  - Meaning, Nature and Scope of Development Sociology
  - Basic sociological terms
2. Major theoretical perspectives of sociology- functionalist, conflict and interactionist perspectives
3. An introduction to the popular discourses on development
  - Paradigm shift in development- economic development, sustainable development, human development
4. Social Change
  - Meaning and Nature of Social Change
  - Theories and factors of Social Change
  - Social Change in Nepal- Empowerment and Development
5. Rural Social Organization, Group Dynamics and Communication
  - Distinguishing Features of Rural Communities in Nepal
  - Social Mobilization
  - Poverty Monitoring and Development Information Management
6. Salient Problems of Rural Nepal
  - Social discrimination/exclusion, unemployment, illiteracy, poverty and inequality, problems of sanitation and nutrition, population growth, environmental degradation
7. Development Practices in Nepal
  - State-led development strategy, Market-led development strategy, I/NGOs-led development strategy, Community based development strategy

### Study Materials

There is no single textbook for this course. Class handouts will be provided in each class and a list of reference readings will be suggested.

### Text Books

5. Dynamics of Mass Communication "Diminick"
6. Publication Design, Nelson
7. Critical Issue in Communication, Sri Nivas R. Melkote & Sandhya Rao
8. Organization and Development –Reider Dale

### 3. M.A.Dev.Com 515 Planning and Implementing Communication Campaign for Development

Teaching Schedule Hours / Week			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
3	1	1	–	40	60	–	100

#### 1. Communication Campaigns for Development

The lecture programme will examine the strengths and weaknesses of development communication methods through a variety of case histories – including:

1. Women and Child Development
2. Women's Education and Gender Awareness
3. Communication and Family Planning including the role of the Mass Media and its impact on Family Planning
4. Childhood Education
5. Socio-Economic Programs for Women
6. Women Empowerment in the 10th Plan
7. Health for Working Women
8. Training and Rehabilitation Centers for Women in Distress
9. Employment and Income Generating Programs
10. Agricultural Development
11. Environmental Issues
12. A forestation – the " Community Forestry Development " program
13. HIV/AIDS and Sexual Awareness
14. Blood Donation
15. Non-Formal Education Among Illiterate Population
16. Educational Development Process--Literacy Campaign
17. Adult Literacy Campaign
18. Children's Literacy Campaign
19. Steps in Developing Media Campaign as a Communication Strategy for Fund Raising.
20. Ways to Plan and Implement Communication-related Program in any Developmental Endeavor

#### Practical

Students must organize different campaigning in cooperation with Social Organizations.

#### Text Books

1. Empowering Women -An Alternative Strategy for Rural India – Sakuntala Narismhan
2. Women and Empowerment, The Indian Experience – Mira Seth
3. The Myth of Community, Gender Issues in Participatory Development – Edited by Irene Guijt
4. Strategic Communication in the HIV / AIDS Epidemic – Neill Mckee, Janet Bertrand and Antje Becker – Benton
5. Communication Technologies and Society – Lelia Green SAGE Publication

#### 4. Master in Development Communication 516 Advertising and Public Relations Approaches to Development Communication

Teaching Schedule Hours / Week			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
3	1	1	–	40	60	–	100

#### The lecture programme will:

1. Describe the basic techniques of public relations and the effectiveness and appropriateness of those Techniques.
2. Explore the concept and management of the PR “ campaign”
3. Explain in detail the mechanics and pitfalls of organizing Press Conference, Press Receptions and Facility Visits, Media Interviews, and Exhibitions and seek to provide students with the tools for assessing the Effectiveness of each in a given situation.
4. Equip students with the tools to carry out a successful analysis of the problems, possibilities and Opportunities implicit in using public relations techniques in development communication
5. Introduce the idea of “publics” and provide students with the tools to identify relevant strategies for varied Audiences.
6. Explain the creation and management of a campaign budget and ways of maximizing the impact of a campaign by determining priorities for spending.
7. Examine public relations skills in the context of development communication.
8. Look at the place of advertising in development communication
9. Examine the elements, which make a successful advertising campaign including audience research, market identification, product placement and image.
10. Examine the role and impact of newspaper advertisements, radio and television commercials, of sponsorship, cinema advertising and public space advertisements.
11. Examine the principles and practice of copy writing for both print and broadcast advertisements.
12. Explore the psychology and techniques involved in creating a persuasive message through copy writing.
13. Look at the relationship between words and graphics or visual images and at the relative impact of different approaches to that relationship. It will consider the place of slogans in print advertising and of “ jingles “ in broadcast advertising and look at the discipline of writing such material.
14. Examine the totality of an advertising campaign and the way in which the various components support one another and blend into a single “ message.”
15. Market research methods will be analyzed and the translation of the results into a campaign plan identifying relevant markets and their particular characteristics will be explored – e.g. the male/female markets, social class variations etc.

#### Practical

Students will be asked to write copy to support public information campaigns and will be expected to explain the rationale behind the copy produced to the class

#### Text Books

1. Advertising and Public Relation B.N Ahuja
2. Broadcast Journalism, Basic Principles, S.C Bhatt
3. Perspectives on Radio & Television, F. Leslie Smith
4. Audio Visual Materials & Techniques, James S Kinder

## 5. Master in Development Communication 517 Development Communication in South and South East Asia

Teaching Schedule Hours / Week			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
3	1	–	20	–	80	–	100

### Development Communication Experiences in South and South East Asia

- 1.India
- 2.Pakistan
- 3.Bangladesh
- 4.Sri Lanka
- 5.Nepal
- 6.The Philippines

#### India

- 1.History of Social and Economic Development
- 2.Planning (5 year Plans)
- 3.Agricultural Revolution (Green Revolution in India)
- 4.Agricultural Communication
- 5.Family Planning and Communication Campaign
- 6.Modern Communication Technology –ICT (ICT in Bangalore / Hyderabad)

#### Pakistan

- 1.Development Initiatives after Independence
- 2.Role of Mainstream Media in Issues of Governance
- 3.Sirkat Gah (NGO that Works for Women Empowerment)
- 4.Human right Campaigns in terms of Militarisation

#### Bangladesh

- 1.Agricultural Revolution in Bangladesh (1980)
- 2.Role of NGOs in Economic Development (Dr.Yunus and the Grameen Bank)
- 3.Use of ICT in Rural women in income generation
- 4.Family Planning Campaign
- 5.DRIK Pictures Library as Leading Institute in Photography
- 6.South Asian Institute of Photography, Introduction, Aims and Objectives
7. BRAC

#### Sri Lanka

- 1.Saruodaya Movement- Role of Communication Dr.Arynavatn
- 2.Role of Communication in Conflict Resolution
- 3.Young Asia Television

#### Nepal

- 1.Radio Sagarmatha as a First Community Radio in South Asia

2. Voice of Voiceless Radio Sagarmatha for Community Development
3. Its role in establishing other community radios in Nepal
4. College of Journalism as a pioneering Media College to run Master in Mass Communication and Journalism.
5. Role of College of Journalism in journalism education in Nepal.
6. Its role in the development communication in Nepal

### **The Philippines**

1. Profile & Analysis of Philippine Community Newspaper
2. The role of Mass Communication in the Philippine Revolution of 1986
3. Community Radio in Philippines.
4. Center for Investigative Journalist

### **Text Books**

1. Handbook of Media in Asia – Shelton a Gunarante
2. India's Communication Revolution – Arvind Singhal, Everell M. Rogers
3. Communication for Development in the 3<sup>rd</sup> World – Shrinivas R. Melkote, H. Leslie, Sage Publication
4. Philippine Communication. An Introduction – Crispson C. Maslog 1988

## 6. Master in Development Communication 518 Television Techniques

Teaching Schedule Hours / Week			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
3	1	1	–	40	60	–	100

### Aims:

Lecture programme and workshops will teach students the basic of television technologies. Students will be taught the science of televisions and video.

1. Learning of how cameras work – the strengths and weakness of various video formats
2. They will learn the strengths and weaknesses of digital cameras
3. Students will be taught how to use video cameras effectively
4. Students will learn how to light for television
5. How to manage and use sound for television
6. Handling of different techniques for fading and mixing visual images
7. Understanding the importance of composition
8. Practicing about how to use the TV studio and the editing equipment.
9. They will explore the processes in programme production and construct a programme script
10. They will learn disciplines of writing for sound and vision and of writing to fit into designated time spans
11. They will learn the skills involved in writing more sustained pieces with particular emphasis on Preparatory research,
12. Making them competent and confident to manage an interview for TV

### Practical

**Students will be expected to practice using the equipment in “ live situations” – e.g. demonstrating their ability to use video and microphones to record “ a vox pop”.**

### Text Books

1. Audio Visual Materials and Techniques, James S. Kinder
2. News Writing & Reporting for Today's Media.
3. Critical Photography, Lig wells, Routledge Publication
4. Illustrated History of Color Photography, Jack H. Coote
5. Classic Essays on Photography, Alan Trachtenberg