501 MA. Dev.Com Development and Communication 3cr.

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

Objectives:
To introduce students to the issues, which underpin developments strategies in poor and underdeveloped societies and in particular to explore the role of communication at every level in empowering such societies to understand and exploit their potential for development.

Development and Communication
- Understanding of development and its definition
- Concept of development before 1950s
- The concept of reconstruction after 1950 to 2000 and in the beginning of 21st century
- South and south north and north concept of development
- Global development initiatives and basic theories of development

Use of Communication in Development
- Development support communication (DSC)
- Communication in development: An integrated approach
- Participatory communication
- DSCs: Regulatory and deregulatory initiatives
- Enhancing development communication profession and institutions
- Regional and international interference in development communication
- Communication: using in Nepal to support development initiatives

Communication Systems and Processes in Developing Societies
- Their nature, functions
- Relationships with other factors relevant to development.

Recommended Readings
- Development Communication – B.N Ahuja and S.S. Chhabra, Surjeet Publication
- Communication Planning for Development, An Operational Framework-Alan Hancock, UNESCO Publication
- Educations and Communication for Development – O.P. Dahama, Bhatnagar and Robert Schware
- Communication for Development—Human Change for Survival, Colin Fraser and Sonia

502 MA. Dev. Com Communication Concepts 3cr.

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

Objectives:
- provide comprehensive overview of the development theories and their implications
- acquaint students of development communication with the changing communication approaches
- enable them to critically examine the models of development and communication

Unit One
Fundamental Concepts Related to Development and Communication
        Concepts of Development Communication
        Development indicators: GDP; PQLI; Sustainable-environment perspective; Right-based approach; Gross-happiness approach

Unit Two
Theories of Development and Communication Approaches within These Theories
        Dominant paradigm of development: Modernization theory
        Interdependent model
        Dependency development model
        Basic needs model of development
        New paradigm of development

Unit Three
Marxist-Leninist Modernization Theories of Development
        Marxian theory of development: Fundamentals of Scientific Socialism
            The Marxian philosophy
            The Marxian model of economic development
            A critical appraisal of Maxian theory
      Leninist theory of modernization
            Theory of state
             Theory of imperialism

Unit Two
Communication Models
      Basic elements of communication
      Aristotle's model of communication
      Berol's model of communication
      Convergence model of communication
      Model of diffusion
      Two-step flow model of communication effects

<u>Recommended Readings</u>

- Agunga, R. A. (1997) *Developing the Third World, A Communication Approach*, Commack, NY:Nova Science Publishers.
- *International Communication: A Reader*, London, New York: Routledge.
- Melkote, Srinivas and Steeves, H. Lislie (2001) *Communication for Development in the Third World: Theory and Practice for Empowerment*, New Delhi: Sage Publication.
- Narula, Uma (2005) *Development Communication: Theory and Practice*, New Delhi: Har-Anand Publication.
- Rogers, E.M. (eds) (1976) *Communication and Development: Critical Perspectives*, California:Sage Publication.
- Srivastava, S. K. (1992) *History of Economic Thought*, New Delhi: S. Chand and Company.
- Woods, John L. (1993) *Communication, Technology and the Development of People*, London: Routledge.

503 MA. Dev.Com Interpersonal Communication 3cr.

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

Objectives:
- Know, understand, and be able to articulate the definition, realm, and scope of interpersonal communication and relational communication.
- Demonstrate competence and an ability to assess the appropriateness and effectiveness of interpersonal strategies used in various interpersonal relationships.
- Comprehend effective ways to listen and manage conflict.
- Demonstrate an increased awareness of interpersonal communication theories and how they influence communication behaviors.

1   Interpersonal Communication
- Communication Defined
- Levels of communication
- Components of Interpersonal Communication
- Process of Interpersonal Communication
- Principles of Interpersonal Communication
- Goals of Interpersonal Communication
- Effective Communication Strategies

2   Message and Meaning
- Messages: Codes, Signs
- Verbal and non-verbal messages
- Meaning
- Semantics

- Denotative and Connotative Meaning
- Miscommunication

3 Perception
- The Perception Process
- Influences of Perception
- Common Tendencies in Perception
- Perception Checking
- Empathy and Communication

4 **Group Process and Decision-Making**
- Group, Group Dynamics, Group process
- Group Decision Making: Process and Techniques
- Intra-Group Communication

5 Communication and Relational Dynamics
- Defining Interpersonal Relationships
- Principles and Characteristics of Interpersonal Relationships
- Types of Interpersonal Relations
  Romantic Relationships (Friendship, Family, Workplace Relationships)
- Relationship Development and Maintenance
- Knapp's Model of Relational Development
- Social Exchange Theory and Dialectical Perspective of Relationship Maintenance
- Communication About Relationships

6 Intercultural Communication
- Culture Defined
- ICC and Uncertainty
- Barriers of ICC
- ICC Strategies
- ICC Competence

7 Managing Interpersonal Conflicts
- Conflict Defined
- Types and Causes of Conflict
- Approaches to Management
- Conflict in Relational Systems
- Constructive Conflict Skills

8 Interpersonal Communication Competencies
- Competence Defined
- Competent Communication Styles
- Listening Vs Hearing
- Active and Passive Listening
- Functions and Types of Listening
- Process of Listening

<u>Recommended Readings</u>

- Adler, Ronald B. & Proctor, Russel F. (2007). *Communication Goals and Approaches.*
- New Delhi: Wadsworth.
- Beatty, John & Takahashi, Junichi (2003). *Intercultural Communication*. New Delhi: Biztantra.
- Canary, D.J., Cody, M.J., & Manusov, V.L. (2008). *Interpersonal communication:*
- *A goals-based approach. (4th Edition).* Boston: Bedford, St. Martins.
- Hargie, Owen (1994). *Social Skills in Interpersonal Communication* 3rd Ed. London: Routledge.
- Narula, Uma (2000). *Communication Perspective, Cultural Diffusion: Dynamics and Challenges*. New Delhi: Har-Anand.

504 MA.Dev.Com Journalism and Communication Skills 3cr.

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

Objectives:

The main objective of this course is to expose students how journalism ushers development and also to inculcate the journalism skills that support national development in the present context.

1. **An Introduction to Journalism**
   a. Definition of news; rudiments and determinants of news
   b. Basic terms of journalism and mass communication
   c. Writing lead and organizing news story-- Who, What, Where, When, Why and How?
   d. Issues of attribution including off-the-record information
   e. The principles of the use of language for news writing

2. **News Reporting and Editing**
   - Writing development stories
   - The appropriateness of different styles in conveying types of news and information to particular publics.
   - Explore the challenges imposed by the discipline of factual accuracy and the veracity of the story
   - Consider ways in which the basic facts can be structured to ensure readability.
   - Explore the skills necessary for conducting successful interviews
   - Techniques for developing and shaping stories for particular markets
   - Techniques for following up existing stories
   - Features writing
   - Techniques for identifying, finding and introducing a 'human interest' element to stories,
   - Investigative journalism

3. Principles of gathering and writing of developmental news and information with emphasis on news recognition and accuracy
4. Principles and techniques of scriptwriting for educational communication media with emphasis on sound slides, television and film

Recommended Readings
- News Writing and Reporting for Today's Media - Itule
- Journalism Principles and Practice- Tony Harcup
- James M. Neal and Suzanne S. Brown: News Writing and Reporting
- Douglas A. Anderson and B.D. Itule, News Reporting
- The News Writer's Handbook- M. L. Stein and Sasan F. Paterno

Basic News Writing- Melving Mencher

505 MA. Dev.Com Radio Program Design, Writing and Production 3cr.

Teaching Schedule Hours / Week		Examination Scheme				
Theory	Practical	Internal Assessment		Final		Total
		Theory	Practical	Theory	Practical	
3	–	20	20	40	20	100

Objectives:
To equip students with and understanding of the impact and uses of radio in development communication and with the skills to present and produce a variety of program, to use portable recorders to collect location interviews, create voice pieces, clips and wraps, put together a radio news bulletin, edit, mix and studio produce and present it.

1. Radio as communication medium

Meaning of writing and sound medium

Technology, style, skill and market

Characteristics of the radio

Types of radio

Present status of radio

2. Role of radio in development communication

Examples - uses of radio as development communication tools

Radio for behavioral impact

3. Radio program production

Types and format of radio program

Ingredients of radio production

Steps of radio program production

Infotainment edutainment and sabido concept of soap – opera to make radio programme

4. Understanding the format of radio program

News

Magazine

Interview

Radio talk

Drama

Docu-drama

Documentary

Feature

Report

Testimony

Panel discussion

Commentary

PSA and spot

Vox-pop

Jingle

5. Cues and links

Information for the broadcaster

Information for the listeners and links

6. Writing for the ear

The script

Format

Six Cs

Seven Cs

Audience

Words

Language

Tense

7. Reading and Presentation Skill

Facing with microphone

House style

Pronunciation

Vocal stressing

Trails and promos

8. Understanding Equipments

Microphone

Console

9. Managing Sound

Recording

Fading in-out, Fading down-up, hold under, mix down, cross fade,

Editing and Mixing

10. News

Stories

News Bulletin

12. Practical

Recommended Readings
- Writing Radio Scripts for Social Development – Esta de Fossad
- Broadcast Journalism--Basic Principles
- Perspectives on Radio and Television – F. Leslie Smith
- Radio Production, Robert Mcleish, Focal Press, 1996 (Third Edition)
- मिडियाको अन्तरवस्तु विविध विश्लेषण । सम्पादक प्रतुश वान्त, माटिन चौतारी, (२००२)
- Community Radio—Democratizing Rural Communication, Jaime P. Ronquillo and Louie N. Tabing, Tambuli Project, 1999

506 MA. Dev. Com Design for Development Activities 3cr.

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

Objectives:
This course enables students use computer programs effectively for communication and journalism purpose. Students learn to use computer in a creative way in their professional life after they complete this course.

Fundaments of Designing
Unit 1:
- Concept and principles of designing
- Elements of design for the market
- Types of design : logical design, physical design
- History of print design : (Proportion, rhythm etc)

Unit 2:
- Creation and Creativity process.
- Manipulation : Text , Graphic
- Creation and definition of color.
- Uses and roles of color.
- Different types of publications

Unit 3:
- Apply the role and techniques for headline writing.
- Examine the design techniques for handling tables.
- Role of graphics in designing like cartoon, webpage and illustrations
- Formatting, use of rules and panels

Unit 4:
- Text design using Ms word/Adobe Page Maker
  o Text, text box, picture, Table, Auto shapes
- Graphic design using any designing software.
  o Color, size and arrangement of picture
- Project work with logical designing (Electronic Copy)

Unit 5:
Designing, Implementing, Monitoring and Evaluation
- Impact of media in human life
- Understanding language and culture to accomplish communication campaign
- Monitoring and evaluation of communication plan
- Some remarkable communication campaign of Nepal

Recommended Readings

- Communication for Development/Colin Fraser and Sonia Rest repo-Estrada.
- Communicating Successfully in Groups/Marie Reid and Richard Hamersley.