

## SECOND SEMESTER

### 508 MA Dev. Com Research Methods in Development Communication 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 process required to begin communication research
- acquaint students of communication with research
- enable them to develop a research design
- develop a mind-set of an independent researcher

#### **Unit One**

##### **Introduction to Communication Research**

Meaning and definition of research  
Research in Development Communication  
Scope of communication research  
Nature of communication discipline and research  
The Fundamental worldviews about knowing  
Necessity and Tradition of theoretical approaches in research  
Types of research

#### **Unit Two**

##### **Research Methodology**

Meaning  
Research methodology vs. research methods  
Research process

#### **Unit Three**

##### **Sampling Design**

Meaning of sampling  
Sample Vs. Census  
Necessity of sampling  
Types and process of Sampling  
Sampling error  
Features of an effective sample design

#### **Unit Four**

##### **Communication Research Methods**

Analyzing media output  
Content analysis method  
Semiotics/Semiology  
Discourse Analysis

Analyzing media audience or people  
Survey method  
Focus group discussion  
People or behavior oriented research  
Observation research  
Experimental research  
Viewership and readership research  
Interview method

## **Unit Five**

### **Ethical Practices in Doing Development Research**

Meaning and need in conducting development research  
Ethical theories and major ethical issues and problems

## **Unit Six**

### **Writing of Research Report**

Structure of academic report  
Use of academic language and style  
Effectiveness and of communication tools used by NGOs and INGOs

### **Evaluation**

Internal: Students are required to produce independently a research work of 4,000 words. This mandatory assignment carries 40 percent marks. The topic of the research should be approved by the module convener. The final work will be evaluated by the faculty concerned.

### **Recommended Readings**

- Berger, Arthur Asa (1998) *Media research techniques*, New Delhi, Sage Publication.
- Desai, Bandana and Potter Robert (2006) *Doing Development Research*, Bhrikuti Academic Publication
- Wimmer, R. D. and Dominick, J. R. (2003) *Mass media research: An introduction*, Belmont, Wadsworth.
- Rubin, R.B., Rubin A. M. & Piele, L.J. (1996) *Communication research: Strategy and Sources* (4<sup>th</sup> Ed.)Belmont, CA: Wadsworth.
- Buddenbaum, J. and Novak, K. (2005) *Applied communication research*, Delhi, Surjeet
- Publication.
- उप्रेती, टंक (२०१०) सञ्चार अनुसन्धान : पद्धति र अभ्यास, ललितपुर, साभा प्रकाशन्
- हुमागाई, डी.आ., भट्ट, के. र अधिकारी, के. (सं.) (२००७) मिडिया अनुसन्धान : प्रजनीक पूर्वधार निर्माणको केही अभ्यास, काठमाडौं: माटिन चौतारी

## 509 MA.Dev.Com Communication Methods and Practice of Development Support 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 subject is to develop the skill and knowledge of the students on methods and practice of development support communication and taking communication as an integrated approach in development. This subject also enhances the understanding of students about development support communication and its use in third world.

### Publicity Methods

- **Publicity**

- Definition and importance
- Target audience
- Tools and principles
- Strategy and practice (focused in Nepal)
- Documentation: an effective report, case study, documentary and other/emerging tools
- Campaigns
- Monitoring and evaluation
- Challenges and opportunities

- **Advertising and public relation as communication**

- Role of media and its mobilization for socio-economic change
- Application of relevant communication
- Social, and behavioral paradigms;
- Development communication strategies;
- Commercial and social marketing concepts,
- Principles, and practices in the promotion of social development projects.

- **Application of relevant communication**

- Social, and behavioral paradigms
- Development communication strategies
- Commercial and social marketing concepts
- Principles, and practices in the promotion of social development projects.

### Practical / Project Work

Group assignment to prepare a brief report or strategy regarding the use of communication in development organizations (GOs/NGOs/INGOs/Projects) working in various field

### Recommended Readings

- Guy Bessette and CV Rajasunderam, 1996; Participatory development communication, International Development Research Centre
- Srinivas R. Melkote, 1991; Communication for the development in the Third World: theory and practice, SAGE publication
- BN Ahuja and SS Chhabra; Advertising and public relation

**510 MA.Dev.Com Uses of Traditional and Folk Media for Development 3cr.**

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

**Objective:**

Traditional and Folk media directly affects the grass root level and illiterate people therefore the course encourages and influences the people to participate in development through traditional folk media activities.

**1. Theatre and Folk Forms of Communication**

1. Scope and Potential of Folk Media in bringing behavioral change in relation to Nepal
2. Theatre as means of Social Intervention
3. Steps in Theatre Production
4. Types of theatre and drama
5. Street Theatre, Roles of street theatre in Nepal
6. Folk Song, folk Singers and folk Instruments.
7. Music, Drama and Dance.
8. Painting, Sculpture and Artist
9. Painting Exhibitions and Photo Exhibitions.
10. Puppetry, Puppet Shows and Magic Shows.
11. Lok Dohari, Kachahari Story Telling & Other Local Forms of Folk Media

**2. Folk and Traditional Media**

1. Meaning and Concept
2. Traditional Media in developing Societies
3. Scope and Importance of Folk traditional Media with special reference to Nepal
4. Background of Cultural Heritage of Nepal in Folk and Traditional Media
5. Folk Drama and Development Communication in Asia
6. The Study of Indigenous Communication Systems in Development
7. Folk Media in Regional Level in SAARC Countries.

**Practical**

### **Recommended Readings**

- नाटक र रङ्गमञ्च - डा. केशवप्रसाद उपाध्याय
- सडक नाटक - सिद्धान्त, सिर्जना र प्रस्तुती - अशेष मल्ल
- आधुनिक नेपाली रङ्गमञ्च - कृष्ण शाह यात्री
- लोक बाजा - रामप्रसाद कँडेल
- लोक नाच - रामजी थापा 'रोचक' (म्यूजिक नेपाल)
- लोक दोहोरी - रामप्रसाद खनाल

### **511 MA.Dev.Com Photo Journalism 3cr.**

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

### **Objectives:**

This course aims to give the students practical knowledge in photography and expand their knowledge about photojournalism as an effective means of communication for development.

1. Brief historical background of photography (Worldwide and Nepal)
2. Role of Photography in the development of the country
3. The impact photographers have made on development issues
4. Explore case histories of such impacts
5. Principle of Photography, Facets of photography, Language of photography, Ethics of Photography, Copyright
6. Introduce students to the Analogue camera, It's types (small, medium, large format), Nature of Film (types, classification, film speed), Darkroom process (darkroom design, chemicals, Black and White processing, Contact print, Enlargement)
7. Introduce the new digital technology, Difference between digital and Analogue camera, Advantages and disadvantages of digital shooting, CCD, Bit, Pixel, Resolution, Interpolation, Digital images, Digital file format.
8. Explain the students to ambient light, Natural and Flash light (Introduction, Types, GN Value), Filter
9. Digital operating systems, Controlling focus, Light meter and Light metering mode, Exposure (Shutter, Aperture, DOF)
10. Outdoor and Indoor shooting, Trouble shooting.

11. Teach the students about Photoshop –Layers, Manipulating images- good and bad crop, Vector and Bit map image, RGB, CMYK and HSB
12. Illustration, Cartoon, Photo-illustration, Visual Variety, Catching Candid, Photo orientation, Cutline's, Story design (Mug shots, Text shapes, Photo orientations), Good and Bad photos, Cropping photos, Sizing photos, Photo Cutouts

**2. Lectures will examine:**

1. What makes a good picture?
2. The elements of composition, perspective and contrast
3. The ways in which the individual photographer can maximize the impact of his or her images using light, Shade, color and depth
4. A special study will be made the ways in which the right image can describe the individual’s life. Experience and culture and relate that to society.
6. The concept of the ‘decisive moment– and the various approaches to portraiture - at angle, composition and light.
7. A comparative study will be made of examples of portraiture and the story it can tell of development issues, environmental issues.
8. The challenges and techniques of action photography and particularly the planning and skills needed to Anticipate the decisive moment.
9. The difficulties of photographing industrial settings and food and products
10. A special study will be made of Landscape, Environmental Portrait, Candid photography and in particular the way in which the selection of images can highlight environmental and development issues.

**Practical**

- Taking photos
- Putting captions in photos
- Making Portfolio

**Recommended Readings**

- The Photographic Image in Digital Culture edited by Martin Lister
  - Mastering Photography - Gordon Roberts
  - Photographic Composition - T. Gill and M. Scanlon
  - Illustrated History of Color Photography - Jack H. Coote
  - Classic Essays on Photography - Alan Trachtenberg
- फोटोग्राफी दिग्दर्शन (फोटोग्राफी सम्बन्धी पुस्तक) - शरद राई

**512 M.A.Dev.Com Communication Planning and Management for Development Project 3cr.**

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

**Objective:**

The main aim of this subject is to give the theoretical and practical knowledge on developing communication plan and management system to the development project. Students will learn to link the communication component in different development project and management skill all communication component. They will also learn the process and techniques of communication materials production and distribution to support the development project.

### **Development Project and Communication**

- Introduction to Development Project , Project cycle and Its Implementation
- Communication as major governing factor of successful development project
- Communication Personnel, Physical Facilities and financial resources to manage the communication activities in Development Project

### **Theory and Approach of Planning**

- Theories and Approaches to Communication Planning
- Communication Planning and UNESCO
- Development theory, sociological theory and Communication Theory of Planning
- Communication Planning for Sustainable Development

### **Communication Strategy**

- Strategic Communication Plan and Development Project
- Strategic Communication Planning Process
- Techniques and Methods of Communication Strategy
- Strategies of communication activities in development organisations

### **Communication Materials**

- Communication Material Production and Management
- Concept of IEC material and its importance to harmonize the development project
- Managing public hearing for development transparency and development ownership of citizen
- News Letter, House Journal, Public Relation and Development Project

### **Initiatives of Development Communication**

- Integration of Communication Component in Poverty alleviation, local development and health service program in Nepal
- Social Mobilization as Development Effective Development Communication Process
- Recommendation of World Congress on Communication for Development to integrate the communication component in development project
- Three Successful cases of development communication practice

### **Recommended Readings**

- Planning Local Economical Development – Edward J. Blward J. Blakaely, Ted K, Brads Haw
- Methods for Community Participation – A Guide for Practitioners – Somesh Kumar
- John Middleton (ED.) 1980.*Approaches to communication Planning*.Paris: UNESCO.
- Participatory Communication; working for change and development: Shirely A White Sadanandan Nair and Joseph Ascroft: Sage Publication.
- Johan Villamil-Casanova and Louis Molina.1997.*Multimedia Production, Planning and Delivery*.

- Report of World Congress on Communication for Development (2006). Published by The communication Initiative, FAO and The World Bank.