

COMMUNICATION METHOD AND MEDIA

Semester – 5th

CA – 8

CM (504)

Credit – 2 + 2 = 4

Objectives :-

To enable students to:

1. Understand the process of communication in development work.
2. Develop skills in the use of methods and media.
3. be sensitive to the interests and needs of the people and the power of the media and methods in catering to these needs and interests.

Unit – 1 Concept of development communication.

- Meaning and importance of communication in development.
- The purpose of communication.
- Existing patterns of communication.
- Factors that help or hinder communication.

Unit – 2 Communication process.

- One way and two way or interactive communication.
- Gaps in communication or distortions in transmission of message and their causes.
- Importance of two way communication.
- Basis for effective, interactive communication critical reflection of one self in communication.

Unit – 3 Methods of communication in development methods to reach individuals.

- Personal conference, Interviews, Home visit Exhibits, Clinics, to solve individual problems of consultations, methods to reach small groups, illustrated lecture, group discussions, role plays demonstration, workshops, camps, methods to reach masses, radio announcements, newspaper stories, posters, video -films, television programmes, letters, folders or pamphlets.

Unit – 4 Media for development communication.

- Folk media, songs, stories, street theatre, games, arts, puppet play, print media, posters, pamphlets, letters, newspaper – articles, stories, books, cartoons, audios / visuals, audio – visual media, radio broadcasts, audio – tapes, slides, pictures, drawings, photographs etc, videos, films – documentary, feature.

Practicals:

Application of methods and media for communication in development in development programs in rural / urban communities.

- a) Problem / need identification of community.
- b) Planning an educational programme.
- c) Selection, preparation and effective use of methods and media.
- d) Evaluation of the effectiveness of methods and media.

References:

1. Duran, J. (1978); Communication for Rural Development, London, U.K. British Council.
2. Mody, Bell (1991); Designing Messages for Development Communication, New Delhi, Sage Publications.
3. civiky, M. Team (1979); Contexts of Communication, New York, Holl, Rinehart and Winston.
4. Mc Pherson, A and Timms. H. (1988); The Audio -visual Handbook, London, U.K. Pelham Books.
5. Gramble Teri Kira and Gramble, W. Micheal (1989). Introducing Mass Communication, London, McGraw Hill Book Company.