

MEDIA FOR DEVELOPMENT PROJECTS

Semester – 6th

CC - 14

Ext (602)

Credit – 0 + 4 = 4

Objectives :-

To enable students to –

1. Explore the use of different media in development projects and
2. Acquire skills in developing and using media in development projects.

Practicals:

- 1) Analysing the use of different media at different stages of planning, implementation and evaluation of project.
- 2) Designing communication strategies as part of the project.
- 3) Evaluating the outcomes in term of knowledge gained, attitude developed and practices improved by the target group.

Reference:

- Roy, G.L> (1991): Extension communication and management, Calcutta, Naya Prakash.
- Jain, R. (1993); Mass Media and Rural Development, Vol. 11, New Delhi, Manak Publications pvt. Ltd.
- Thakur, B.S. and Agrawal (1989); Media utilization for the development of women and children, New Delhi, Concept Publishing co.
- Mody Bella (1991); Designing Messages for Development Communication, New Delhi, Sage Publications.
- Dhama, O.P. and Bhatnagar, O.P. (1988). Education and Communication for Development, New Delhi, Oxford and IBH Publishing co. pvt. Ltd.

Journals:

Journal of Educational Research and Extension, Sri Ramakrishna Mission Vidyalaya College of Education, Coimbatore, Tamil Nadu, India.