

**Rural Communication**

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**Curriculum:**

- Unit – I** Area and Nature of Rural Mass Communication, Mass media, India's Leading Mass Media.
- Unit – II** Traditions Oral and Folk Media, Contribution of Mass Communication in Rural Areas, Rural Communication and Social Change.
- Unit – III** Small and Medium Scale Magazines in Rural Journalism, Rural Mass Communication and Rural Development.
- Unit – IV** Indian Vernacular Journalism, Contribution of Electronic Media in Rural Communication.

**Reference Books :**

1. Dhanraj A Patil: Communication for Rural Development in India (from green revolution to `e` revolution).
2. J. B. Ambedkar (Yadav): Communication and Rural Development.
3. P.k. Bhowmick: Rural and Tribal Development Practices in India.
4. Ranjit Sing: Communication Technology for Rural Development
5. Sudhansu Sekhar Mishra: Right to Information (RTI) and Rural Development in India.