

**Development Communication**

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**Curriculum:**

- Unit - I**            Communication : Meaning, Forms and Types, Principles of Mass Communication, Various Models of Communication
- Unit - II**            Revolution in Communication in India, Communication Research Methodology and Technique, Social Principles of Mass Communication
- Unit - III**            Development : Meaning and Concept, Development Communication : Meaning and Concept, Role of Communication Media in Development,
- Unit - IV**            Globalization, Liberalization and Development

**Reference Books :**

1. M. Abdul Rehaman Pasha: Community Radio.
2. M. Rogers and Ana Aravind Singhlal: India's information revolution.
3. N. Usha Rani: Folk media for development.
4. Naould Brookfield: Interdependent development.
5. Uma Navula: Development commercial.