

MCM- 355 Development Support Communication (3 Credit hours)

Pre-requisites: None

Course Objectives

1. This course provides an overview of the important phenomena and structure of Development Support Communication. In general, the course will broadly explore the evolution of development and the role of interpersonal communication and mass media in highlighting social development in the society. The course will follow a case-study approach to help students understand the multi-sectorial process of DSC where planners, beneficiaries and implementers work in close collaboration to achieve certain program objectives. It will also help students examine the nature of development agendas, policies and planned actions required in health, education, agriculture and other sectors of development.

Learning Outcomes

2. After completion of course, students shall be able to:
- a. Understand development as a phenomenon (particularly in the context of developing economies).
 - b. Understand the process of development support communication
 - c. Critically examine communication program in different sectors of development.
 - d. Understand and analyze change patterns
 - e. Plan and develop DSC campaigns
 - f. Understand the prospects and availabilities of DSC in Pakistan

3. Contents

- a. Evolution of development
- b. Different communication approaches for development and social change.
- c. The need for Development Support Communication;
- d. Basic Concept: Promotion of development:
- e. Sociology of development,
- f. Development Support Communication and Social Change
- g. Diffusion of innovations; Health, Agriculture and Education
- h. Role of Mass Media in Diffusion of innovation
- i. Interpersonal communication and Diffusion of innovation

- j. Planning and implementing Development Support Communication campaign
- k. Monitoring and evaluation in DSC.
- l. Problems and issues in DSC.
- m. Prospects and Challenges of Development Support Communication in Pakistan

References

1. AIOU. 2002. Reader on Development Support Communication, Department of Mass Communication. AIOU, Islamabad.
2. Anjaneyulu, Shri K.et.al.1999. Local Radio. Making an impact. Agricultural Information Development Bulletin.
3. Ascroft ,Joseph.1991. The Profess of Development Support Communication. A. Symposium paper, Ohio. The Ohio State University
4. Chen, Peter. 2002 .Visual Communication Materials for Rural Audiences. Re-orienting artists and copywriters. Development Communication Report.
5. Everett M. Rogers, (2003) Diffusion of Innovations, 4th Edition, Free Press, New York.
6. Hedebrö, Goran. 1999.New perspectives on Development: how Communication contribute. Communication and Social Change in Developing Nations: a critical view, Iowa: The Iowa State University Press.
7. Jan Servaes, Jacobson, White. 2000. Participatory Communication for Social change, Sage Publication, New Delhi.
8. Khan, Masrur. A. (2010). *Diffusion of Innovation and Interpersonal Discourse*; paper presented at the First Bahria University Research Workshop, Organized by Bahria University, at PC Bhurban.