Syllabus of Post Graduate Programme in Mass Communication

Course Code   :   XX
Course Title   :   **ICT FOR DEVELOPMENT**
Nature of the Course : **Value Added Course**
Total Credits   :   **2**
Marks   :   **50 (End Semester : 30   In Semester : 20)**

COURSE OBJECTIVES:
- To gain knowledge and skills on how ICTs can be used to address issues related to development challenges.
- To enable the students to develop competencies to integrate cross-disciplinary knowledge for practical problem solving with the use of information and communication technologies.

COURSE CONTENTS:

Unit	Topics	Contents	L	T	P	Total Hours	Marks
1	Introduction to ICT	o Role of ICTs in Sustainable Development o Information Technology for Development o Potential of ICTs in development sector o Impact of information Technologies on Community development o ICT for Development in India o Policy and Institutional Framework	08	02		10	
2	Use of ICTs	o Radio/Communty Radio o Television and Cinema o Print Media o New Media	4	2	8	14	
3	Practicum	o Participatory Video			20	20	

		o Designing Public Information for health promotion					
		o Outdoor Campaign on development issues					
		o Seminars on use of ICTs for development.					
		o Citizen Journalism					
		o Case Studies					
TOTAL CONTACT HOURS				44			
TOTAL MARKS						30	

MODES OF IN-SEMESTER ASSESSMENT: (20 Marks)

- One Internal Examination - 10 Marks

- Others (Any one) - 10 Marks

  o Group Discussion

  o Seminar presentation on any of the relevant topics

  o Debate

  o Practical assignments

LEARNING OUTCOMES:

After the completion of the course, the students will be able to:

  o Make use of communication tools for development promotion

KEY READINGS

  o Dagron,Gumucio, Alfonso &Tufte, Editors. (2006). Communication for Social Change Anthology: Historical and Contemporary Readings. Communication for Social Change Consortium, New Jersey, USA.
  o Everett, Roger. (2003). Diffusion of Innovations, FreePress
  o Manyozo, Linje. (2012). Media, Communication and Development: Three Approaches. London: Sage
  o Prasad, Kiran. (2009). Information and Communication Technology: Reinvesting Theory and Action (2Volumes). New Delhi: BRPC

o   Paravala V & Malik K V. (2007). Other Voices, The Struggle for Community Radioin India, Sage India
o   RK Ravindran. (2000). Media in Development Arena, Indian Publishers Distributors
o   Servaes,Jan. (2008). Communication for Dvelopment and Social Change. Sage Publication
o   VS Gupta. (2000). Communication and Development-The Challenges of the Twenty-First century, Concept Publishing
o   White, S.A. (1994). Participatory Communication: Working for Change and Development, Sage