Course Objectives and Focus Area for the Course MCE 403 proposed for the First Semester Students MA New Media Communication

Course Code: MCE 403

Course Name: Reporting and Editing

Faculty: Kuldeep Singh

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To acquaint the students with the reporting and editing techniques for television and radio.
- To train the students in various reporting beats for electronic media.
- To familiarize students with current changes taking place in the field of electronic news gathering and reporting.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment : 25%

- Class Participation: 5%
- Group Discussion: 5%
- Assignments   15%

Course Contents

Unit-I Introduction   **(4 Hours)**

Assignment Desk, Input Desk & News Bureau
What is news
Sources of news
Nose for news
Legal complexities and remedies

Unit-II Objective Reporting   **(8 Hours)**

Reporting facts and figures
Visuals and byte
Piece-to-camera, walk through, Vox-pop
Interviews
Live reporting, Live from desk and Live phone-in
Studio Discussions

Unit-III Types of Reporting   **(8 Hours)**

Spot Reporting
Investigative reporting &Under Cover Operations
Crime Reporting
Riots/violence Reporting
Court Reporting
Parliament/VidhanSabha Reporting

Unit-IV News Writing   **(8 hours)**

Anchor Intro and body part
Essential of script writing
Writing for graphics

Unit- V Editing of news   **(12 hours)**

Out put desk and producer
Re-writing of news
Voice-over and video editing
Project: Practical News Coverage

Essential Readings

1. Shook, Fred., Larson, John & DeTarsio, John. (2012). Television and Field Reporting (6th Edition). Pearson.

2. Keller, Teresa. & Hawkins, S.A. (2005). Television News: A Handbook for Writing, Reporting, Shooting and Editing. Holcomb Hathaway Publishers.

3. Gibson, Roy. (1991). Radio and Television Reporting. Allyn & Bacon.

Suggested Readings

1. Brooks, S.B., Kennedy, G. Moen, D.R. & Ranly, D. (2001). Telling the Story: Writing for Print, Broadcast and Online Media. New York: Bedford/St. Martin's

2. Cooper, C.R. & Peck, Susan. (2000). Writing the World: Reading and Writing about Issues of the Day. Boston: Bedford/St. Martin's

3. Wykes, Maggie. (2001). News, Crime and Culture. Sterling VA: Pluto Press.

(Kuldeep Singh)

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[Established under the Central Universities Act 2009]
PO Box: 21, Dharamshala, District Kangra - 176215 (HP)
www.cuhimachal.ac.in

Course Objectives and Focus Area for the Course MCE 425 proposed for the First Semester of M.A. Programme in New Media Communication

Course Code: MCE 425
Course Name: Audio and Video Fundamentals
Faculty: Dr. R.P. Rai

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives:
- Demonstrate proficiency in audio and video (A/V) image planning and acquisition.
- Demonstrate proficiency in A/V manipulation and editing.
- Demonstrate proficiency in A/V output and dissemination.
- Explain the mechanics and electronics of the digital video camera.
- Apply basic aesthetic values in the production of A/V media.

Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

4. Mid Term Examination: 25%
5. End Term Examination: 50%
6. Continuous Internal Assessment: 25%
   - Assignments: 10%
   - Class Participation: 5%
   - Presentation: 10%

COURSE CONTENTS:

AUDIO FUNDAMENTALS

UNIT I: Audio Basics   **(8 hours)**
- Analog and digital signals
- Digitalization of signals, sampling, quantization, encoding
- RF spectrum and propagation methods

- Optical communication basics
- Modulation of signals, Analog and Digital modulation basics

UNIT II: Audio and Sound Control.   (8 hours)
- Sound pickup principle: Microphones.
- Sound control: manual volume control, audio mixer, audio console, cables and patch panels
- Sound recording: digital audio production equipment, analog recording equipment
- Audio post production, synthesized sound, sound aesthetics.

VIDEO FUDAMENTALS

UNIT III: Image Creation: Digital Video and Camera   (8 hours)
- Video Basics: introduction.
- Basic image formation.
- Digital process: analog and digital signals, digital system, downloading and streaming.
- Video camera: function, elements and types.
- Operating the camera: Camera Mounts and Operational features.
- Light: types, intensity, Lighting instruments and Techniques.
- Shadows, Color and Contrast.
- Graphics and effects: Principles of graphics, standard electronic video effects, digital effects.

UNIT IV: Image Control: Switching, Recording, and Editing.   (8 hours)
- Switcher and switching: Switcher layout, operation, automated production control.
- Video recording: systems, process and use of video recording.
- Non linear & linear editing.
- Off-line and On-line Editing.
- Editing principles, purpose and functions.

UNIT V: Production Environment and Control.   (8 hours)
- Video production studio.
- Studio control room, master control.
- Electronic news gathering (ENG).
- Electronic field production (EFP).
- Talent, Clothing, and makeup.
- Script formats, visualization.
- Preparing for multi camera studio production: Single-camera directing, control room directing.

ESSENTIAL READINGS

S.No.	Title of the Book/ Research Manuscript	Author	Year of Publication	Publisher/Journal & Volume, Page No.
1	Video Basics	Herbert Zettl	2011	Wordsworth
2	HDTV and Transition to	Philip J Cianci	2010	Focal Press

	Digital Broadcasting			
3	Television Production	Gerald Millerson	2010	Focal Press

Suggested Additional Reading

1.	Fundamentals of Digital Television Transmission	Gerald W Collins, John Willey	2008	Artech House
2.	Electronic Media Then, Now and Later	Norman Medoff	2011	Focal Press

Dr. R. P. Rai

Course Objectives and Focus Area for the Course MCE 403 proposed for the Third Semester Students MA New Media Communication

Course Code: MCE 502

Course Name: Video Editing/Online Editing

Faculty: Dr. R.P.Rai

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To train the students in non-linear editing.
- To provide hands on training on various editing software's used for nonlinear and online editing.
- To familiarize students with the new editing techniques used to editing high definition video contents.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

7. Mid Term Examination: 25%
8. End Term Examination: 50%
9. Continuous Internal Assessment : 25%

- Class Participation: 5%
- Group Discussion: 5%
- Assignments   15%

Course Contents

Unit I Introduction   **(4 Hours)**
Graphics – Vector, Raster
Motion Graphics – After Effect
Video Editing – Online/Offline/Adobe Premier/FCP
Dealing images with various methods

Unit II Graphics   **(8 Hours)**

Graphics
Vector – Adobe Photoshop
Raster - Adobe Illustrator
Motion Graphics – After Effects
Graphic file formats and applications

Unit III Video Editing   **(8 Hours)**

Linear/Non-linear; online/offline
Multi-camera editing
Adobe Premiere/FCP, interface, tools
Functioning effects, timeline and rendering
Video file formats and applications

Unit IV Value Edition   **(8 Hours)**

Making of promos, teasers and stings
Graphics, Music and Ambience
Astons, headers and lower bands

Unit V Job of Precision   **(12 Hours)**

On-line editing
Editing of multi-cam interviews
Making of documentary
Project: Making of news package, documentary and editing of interview

Essential Readings

1. Ohanian, Thomas. (1998). Digital Non-linear Editing: Editing Film and Video on the Desktop. Oxford: Focal Press.

2. Shufflebottom, Roger. (2011). Video Editing with Avid: Media Composer, symphony, Xpress. Oxford: Focal Press

3. Dancyger, Ken. (2011). The Technique of Film and Video Editing: History, Theory and Practice. Oxford: Focal Press.

Suggested Readings

1. Morris, Patrick. (1999). Nonlinear Editing (Media Manuals). Oxford: Focal Press.

2. Browne, S.E. (1998). Nonlinear Editing Basics: Electronic Film and Video Editing. Oxford: Focal Press.

3. Shalat, Andrew. (2012). How to Do Everything with Online Video. McGraw-Hill Osborne Media

CENTRAL UNIVERSITY OF HIMACHAL PRADESH
[Established under the Central Universities Act 2009]
PO Box: 21, Dharamshala, District Kangra - 176215 (HP)
www.cuhimachal.ac.in

Course Objectives and Focus Area for the Course MCE 514 proposed for the Third Semester of M.A. Programme in New Media Communication

Course Code: MCE 514

Course Name: Television Production

Faculty: Kuldeep Singh

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives:

1. The focus of this course is to expose students to different production techniques of television that will allow them to work in the field of high definition broadcasting and digital media.

2. The emphasis here is on exploring the ways in which television production technology and television industry is co-related.

3. Sensitize students to the development of concepts for documentaries and television programmes, scripting, directing, camera handling, programming, editing etc.

Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

10. Mid Term Examination: 25%

11. End Term Examination: 50%

12. Continuous Internal Assessment: 25%

- Assignments: 10%
- Class Participation: 5%
- Presentation: 10%

UNIT- I: Introduction to TV Production

- TV production basics
- TV programme genres
- Introduction to Studio, ENG production – PCR/MCR/SCR
- OB and Live production
- Television programme production – news and commercials

UNIT –II: Camera basics and operation

- Camera parts
- Camera types and uses
- Camera accessories
- Camera functioning and operation
- Working area in the field of camera –

  Film, soap-operas,

  commercials/news/web/print
- CCU set up and controls

UNIT-III: TV Lighting System

- Types of light sources, colour

  temperature of light, type of luminaries

  and light equipment, cool lights, light

  mounts
- Mechanism of light
- Studio and outdoor lighting
- Lighting problems – indoor and outdoor

- Lighting control techniques and measurement
- Lighting for chrome

UNIT-IV: Switchers and Vision Mixing

- Video mixing principles, basic switcher functions
- Concept of program, Preview/ Key/Mix/ Effect bus and their working
- Chorma Keying, special effect generators
- Virtual studio sets.

UNIT-V: Production management

- Concept of video archiving
- Planning, budgeting and proposals
- Meta-data authoring, cataloguing
- Digital rights management and ownership – web and television production

Prescribed Text Books:
- Television Production by Gerald Millerson and Jim Owens, Focal Press (2009).
- Video Basics by Herbert Zettl, Wordsworth (2006)
- Techniques and Standards for Image, Video and Audio by K.R. Rao and J.J. Hwang, Prentice Hall (1996)

Suggested Additional Reading:
- Television Broadcasting: Equipments, Systems and Operating Fundamentals by Harold E. Ennes, Howard W. Sams & Company (1979).
- Video Camera Technology by Arch C. Luther, Artech House (1998)

Kuldeep Singh

Department of Mass Communication and Electronic Media

Course Objectives and Focus Area for the Course MCE 525 proposed for the Third Semester of M.A. Programme in New Media Communication

Course Code: MCE 525

Course Name: Media Product I (Television News Production)

Faculty: Kuldeep Singh/Dr. R. P. Rai

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To to create a niche in the area of media production.
- To help the students to understand the technicalities and production phases involved in the production of documentary/short film.
- To help students to have firsthand experience of documentary/short film production.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

The assignments will be given in groups. These end products will have an overall weightage of 100 marks; the production itself will have a weightage of 70 marks, followed by a weightage of 30 marks as viva-voce to assess the individual roles in the production process. The final products will be evaluated by an expert committee having an external expert from the concerned field/industry, concerned course teacher and a faculty nominated by the Head of the concerned department. The same committee will conduct the viva-voce to assess the individual roles of the students in the production process. There will be no mid-term and

end-term theory examination in this course as the course is a practice based course and is a supplement to the theory course offered in the same stream. The aim of this practical course is to develop professional competence among the students who are willing to make a career in media production industry especially documentary and short film production.

CENTRAL UNIVERSITY OF HIMACHAL PRADESH
[Established under the Central Universities Act 2009]
PO Box: 21, Dharamshala, District Kangra - 176215 (HP)
www.cuhimachal.ac.in
Department of Mass Communication and Electronic Media
Course Objectives and Focus Area for the Course MCE 401 proposed for the First Semester of M.A. Programme in New Media Communication

Course Code: MCE 401
Course Name: Mass Communication: Theories and Processes
Faculty: Dr. R.P. Rai/Prof. Pradeep Nair
Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- Introduce the students the basic concepts of communication, its importance and dynamics.
- Construct a model to conceptualize, organize and thereby understand the process of communication.
- Familiarize the students with some important theoretical and conceptual issues of communication, its effects and functions in society.

Attendance Requirement:
Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:
13. Mid Term Examination: 25%
14. End Term Examination: 50%
15. Continuous Internal Assessment : 25%

- Class Participation: 5%
- Group Discussion: 10%
- Project: 10%

Course Contents:
UNIT- I: Communication (8 Hours)
- Meaning, Definition and process of Communication
- Characteristics of Communication
- Stages, Growth and Development of Communication
- Elements of Communication
- Kinds of Communication

UNIT- II: Functions and Barriers of Communication (8 Hours)
- Functions of Communication- Information, Instruction, Entertainment
- Persuasion, Debate and Discussion, Culture Promotion
- Interpretation, Linkage, Transmission of Values
- Communication Barriers-

UNIT - III: Models of Communication (8Hours)
- Meaning, Definition, Developing Communication Models
- Harold D. Lasswell's Model
- Shannon and Weaver's Model
- Newcomb's Model
- Charles E. Osgood's Model
- George Gerbner's Model
- Westley and Mclean Model
- Wilbur Schramm's Model

UNIT - IV: Theories of Mass Communication (8 Hours)
- Aristotle Theory
- Bullet Theory
- Agenda Setting Theory
- The uses and Gratification Theory
- Dependency Theory, Play Theory

UNIT - V: Four Press and Impact Theories (8 Hours)

- Normative Theories of mass communication- Authoritarian Theory
- Libertarian Theory
- Social Responsibility theory
- Soviet Communist Theory
- Development Media Theory
- Democratic- Participant Media Theory
- Wilbar Schramm
- Lucian Pye
- Marshal McLuhan

Prescribed Text Books:
1. Baran, Stanley J. & Davis, Dennis K (2011), Mass Communication Theory: Foundations, Ferment and Future, Cengage Learning.
2. McQuail, Denis (2010) Mass Communication Theory, Sage Publications.
3. Stone, Gerald et al., Blackwell (2004), Clarifying Communication Theories– A Hands-on Approach, Reprinted in India by Surjeet Publication, New Delhi.

Suggested Additional Readings:

1. DeFleur, Melvin L. (2009), Mass Communication Theories: Explaining Origins, Processes, and Effects, Allyn& Bacon Publications.
2. Raymond S. Ross, Persuasion: Communication & Interpersonal Relations, Prentice-Hall, Inc., Englewood Cliffs, N. J., 1974

(Dr. R.P. Rai)   **(Prof. Pradeep Nair)**

Department of Mass Communication and Electronic Media

Course Objectives and Focus Area for the Course MCE 407 proposed for the Third Semester of M.A. Programme in New Media Communication

Course Code: MCE 407

Course Name: Communication Research

Faculty: Prof. Pradeep Nair

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to
- To acquaint research scholars with a variety of research methods and approaches
- To train the scholars in qualitative and quantitative analytical techniques
- To familiarize students with current research writing styles

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

16. Mid Term Examination: 25%

17. End Term Examination: 50%

18. Continuous Internal Assessment : 25%

- Class Participation: 5%
- Group Discussion: 5%
- Assignments   15%

Unit 1: Introduction to Communication Research   **(10 Hrs)**

- o Introduction to research in communication studies
- o Conceptualization, Operationalization & Measurement.
- o Qualitative and Quantitative Approaches
- o Research Ethics
- o Ethnography, Participant Observation
- o Case Studies
- o Experiments
- o Focus Groups & Reception Analysis
- o Sampling

Unit 2: The Research Process   **(8 Hrs)**

- o Planning Research
- o Research Design
- o Hypothesis Formulation
- o Collecting and Documenting Data
- o Organizing, Coding and Analysis of Data
- o Planning and Action
- o Textual and Visual Analysis

Unit 3: Methods Toolbox   **(10 Hrs)**

- ✓ Key Methods of Communication Research
- ✓ Participant Observation
- ✓ Field Notes
- ✓ In-depth Interviews
- ✓ Group Interviews
- ✓ Diaries and Self Documentation
- ✓ Media Audit and Content Analysis
- ✓ Questionnaire/Schedule based Surveys
- ✓ Published Information and Documentary Material
- ✓ Feedback Mechanism

Unit 4: Writing a Research Paper   **(7 Hrs)**

- ✓ Doing research and writing a paper

- Introduction
- Literature Review
- Theoretical Framework
- Research Questions
- Research Methodology
- Results
- Discussion
- Conclusion
- References (In-text citations and bibliography)

Unit 5: Assignments/ Workshops: (5 Hrs)

This unit will combine a workshop and lecture format so that students work on methodologies in class. They will be required to demonstrate an understanding of each method by doing an exercise in every class.

Students are required to:

1) Submit a one-page paper at the beginning of each class on the discussions of the previous class.
2) Write quantitative and qualitative questionnaires
3) Complete a pilot project on collecting quantitative and qualitative data
4) Do Excel and SPSS exercises
5) Write the research report

ESSENTIAL READINGS:

1. Wimmer, R.D. & Dominick, J.R. (1994). Mass Media Research (6th Ed.). NY: Wadsworth Publishing Company.

2. Anderson, James. (1987). Communication Research Issues and Methods. New York: McGraw Hill Inc.

3. Berger, Arthur Asa. (2011). Media Analysis Techniques (Fourth Edition). New York: Sage.

SUGGESTED READINGS:

1. Angrosino, Michael. (2007). Doing Ethnographic and Observational Research. London: Sage.

2. Poindexter, Paula & McCombs, Max. (2000). Research in Mass Communication: A Practical Guide. Boston: Bedford/St. Martins'.

3. Lowery, S. & Defleur, M.L. (1995). Milestones in Mass Communication Research (3rd Edition). White Plains, NY: Longman.

4. Koivisto, Juha and Thomas, Peter. (2008). Mapping Communication and Media Research: Paradigms, Institutions, Challenges. Department of Communication Research, University of Helsinki Research Reports 11/2008. Available at http://www.helsinki.fi/crc/Julkaisut/Koivisto-ThomasPDF.pdf

5. Katz, Elihu. (1959). Mass Communication Research and the Study of Popular Culture. Departmental Paper, Annenberg School for Communication, University of Pennsylvania. Available at http://repository.upenn.edu/cgi/viewcontent.cgi?article=1168&context=asc_papers

(Prof. Pradeep Nair)

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[Established under the Central Universities Act 2009]
PO Box: 21, Dharamshala, District Kangra - 176215 (HP)
www.cuhimachal.ac.in

Department of Mass Communication and Electronic Media

Course Objectives and Focus Area for the **Course MCE 521** – Participatory Communication Approaches for Development proposed for PG Programme in New Media Communication

Course Code: MCE 521
Course Name: Participatory Communication Approaches for Development
Faculty: Prof. Pradeep Nair
Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives:

- To help the students to become more aware and knowledgeable about development issues worldwide, especially the political, social and cultural context to development and communication.

- To make the students understand the facts, key theories and approaches to promote equitable and sustainable development process.

Unit I: Development and Development Communication

1. Introduction to Development
2. Indicators to measure development
3. Development Communication
4. Development, Culture and Communication
5. Communication in Development Context

Unit II: Global Picture of Development

1. Global concepts of development
2. Developed, Developing, Underdeveloped and Third World
3. Economic and Social Indicators
4. Human Development Index
5. UNDP Millennium Development Goals

Unit III: Theoretical Approaches to Development Communication

1. Overview of key theoretical approaches
2. Modernization theories and development failures
3. Critics and alternative paradigms
4. Dependency theory and participatory communication
5. The practitioners approach

Unit IV: Communication and Development: Strategies and Applications

1. Women in Development
2. Participatory approaches for community development
3. Cultural influence or impediment to development
4. Development, conflict and communication
5. Global partnerships for sustainable development

Unit V: Practical Applications

1. Designing development messages at grassroot level
2. Presentation and discussion of case studies
3. Debates on role of culture
4. Review readings in small groups
5. Discussion on documentaries/short films

Assignments

- The students will design three development messages to create awareness about development issues.
- Each student enrolled in the course has to submit a review on any development programme implemented in India in last five years.
- An open discussion will be organized on role of communication in development with a focus on Indian sub-continent and the students are required to participate and present their views on the issue.

Essential Readings:

1. Melkote, S.R. & Steeves, H.L. (2001). Communication for Development in Third World: Theory and Practice for Empowerment. New Delhi: Sage.

2. Mefalopulos, P. (2008). Development Communication Source Book: Broadening the boundaries of Communication. Washington D.C.: World Bank Publications.

3. Bessette, Guy. (2004). Involving the Community: A guide to participatory development communication. IDRC.

Suggested Readings:

1. E.M. Rogers (ed.) (1971). Communication and Development: A Cross-Cultural Approach, New York, Free Press.

2. Hamid Mowlana and Lawrie J. Wilson (1990). The Passing of Modernity: Communication and the Transformation of Society, New York and London, Longman.

3. Hornik, R.C. (1988). Development Communication: Information, Agriculture and Nutrition in the Third World. New York: Longman.

4. Moemeka, A.A. (2000). Development Communication in Action: Building understanding and creating participation. New York: University Press of America.

5. Rogers, E.M. (1993). Perspectives on Development Communication. In K.S. Nair & White, S.A. (Eds.), Perspectives on Development Communication (pp. 35-46). New Delhi: Sage Publications.