

## **POST- GRADUATE DEGREE COURSE IN DEVELOPMENT COMMUNICATION**

This course is a two-year Post-graduate programme leading to a Master's Degree in Development Communication.

During the course of study, the student will be given an understanding of:

1. The Indian Society, the process of development and the role of communication in it.
2. Specific national development issues, programmes and projects and the role of Communication.
3. Skills in development of communication material in media like print, radio and TV  
With understanding of other media like slides, puppetry, posters etc.

The student completing the course will have an understanding of the various aspects of our society, its place in the world, its major development issues and how communication can help. Adequate assignment will be given to help the student to develop a deeper understanding.

He/She would have acquired skill for developing communication material. For this, adequate practical exercise would be given to acquire proficiency in the use/operation of equipment for production of communication material. Field trips, educational tours, workshops & seminars will also be arranged as a part of the degree course.

## **EXPLANATION OF SEMESTER COURSES NOMENCLATURE AND TYPES**

**XXX** INDICATES NAME OF DEPARTMENT /SCHOOL FOR EXAMPLE PHY STUDENTS FOR PHYSICS AND COM STAND FOR COMMERCE

**401** THE THREE DIGIT INDICATE YEAR OF HIGHER EDUCATION AND COURSE NUMBER. FOR EXAMPLE 401 INDICATES FOURTH YEAR OF HIGHER EDUCATION AND FIRST COURSE I.E. FIRST COURSE OF FIRST SEMESTER OF PART I OF PG. SIMILARLY 505 INDICATES FIFTH COURSE OF FIRST SEMESTER OF FIFTH YEAR (PART II) OF PG.

### **SUFFIXES OF COURSES**

**NO SUFFIX** FOR CORE COURSES

**SUFFIX E** FOR ELECTIVE COURSES

**SUFFIXES** FOR ELECTIVE CHOICE BETWEEN ELECTIVE GROUPS A/B/C ETC

**EA/EB/EC ETC**

**SUFFIX PT** FOR PROJECTS

**SUFFIX PR** FOR PRACTICAL COURSES

**SUFFIX S** FOR SEMINAR COURSES

**SUFFIX W** FOR WORKSHOPS

### **EXAMPLES**

COM406 SIXTH COURSE OF SEMESTER ONE OF COMMERCE(M.COM.), CORE COURSE

PHY411PR PRACTICAL COURSE OF PHYSICS (M.SC.) OF SECOND SEMESTER

HIS511PT PROJECT COURSE (COURSE (ELEVENTH COURSE OF THE FIFTH YEAR,I.E, I.E.

PART II OF HISTORY DEPARTMENT (M.A.)

THERE ARE SIX COURSES IN EACH SEMESTER, THEREFORE  
**COURSE NO.S 401-406 BELONG TO THE FIRST SEMESTER (PART I)**  
**COURSE NO.S 407-412 BELONG TO THE SECOND SEMESTER (PART I)**  
**COURSE NO.S 501-506 BELONG TO THE THIRD SEMESTER (PART II)**  
**COURSE NO.S 507-512 BELONG TO THE FOURTH SEMESTER (PART II)**

Course No.	Course Name	Hours per Week		Credits
		Lectures	Seminar/Workshops /Assignments etc	
	(Subject)			
CDC 401	ISD 1	3	1	4
CDC 402	CP 1	3	1	4
CDC 403	CR 1	3	1	4
CDC 404	MS 1	3	1	4
CDC 405PR	Communication Skills	1	1	2
CDC 406PR	Print-Press	1	2	3
CDC 407PR	Bhavai – Puppet-Theater	1	2	3
	<b>Total</b>	<b>15</b>	<b>9</b>	<b>24</b>
CDC 408	ISD 2	3	1	4
CDC 409	CP 2	3	1	4
CDC 410	CR 2	3	1	4
CDC 411	MS 2	3	1	4
CDC 412PR	Media Package	1	3	4
CDC 413 PR	Photography	1	3	4
	<b>Total</b>	<b>14</b>	<b>10</b>	<b>24</b>
CDC 501	ISD 3	3	1	4
CDC 502	CP 3	3	1	4
CDC 503	CR 3	3	1	4
CDC 504	MS 3	3	1	4
CDC 505PR	Audio Production	1	3	4
CDC 506 PR	Video Production	1	3	4
	<b>Total</b>	<b>14</b>	<b>10</b>	<b>24</b>
CDC 507	ISD 4	2	1	3
CDC 508	CP 4	2	1	3
CDC 509	CR 4	2	1	3
CDC 510	MS 4	2	1	3
CDC 511PR	Research-Rural Exposure	1	3	4
CDC 512 PR	Dissertation	2	6	8
	<b>Total</b>	<b>11</b>	<b>13</b>	<b>24</b>

**CENTER FOR DEVELOPMENT COMMUNICATION**

**GUJARAT UNIVERSITY, Ahmedabad – 380009**

**NEW SYLLABUS FROM 2010**

**Master in Development Communication**

**SEMESTER I**

**CDC 401 – INDIAN SOCIETY & DEVELOPMENT – I**

**1. Demographic Profile:** Population size distribution and density, Biological characteristics of population: age, sex, race, mortality. Socio-economic and cultural characteristics: literacy, education, occupation, religion, language, urban, rural and tribal components. Dynamic characteristics of population: births, migration. Demographic indicators as development indicators.

**2. Political Profile:** Indian constitution, fundamental rights & directive principles, Political institutions: Parliament, Legislative, Bureaucracy, Judiciary, Pparties, Elections and Ppolitical processes, Interests groups and pressure politics. Center-State relations. Local governments: urban and rural. Right to information, Human Rights.

**3. Social Profile:** Social stratification Social and stratification and its communication and development implications in rural and urban context, Pluralism and its implications, Conflict and Consensus in Indian Society.

**4. Psychological Profile:** Development of behavior, perception, learning, motivation and attitude.

**CDC 402 – COMMUNICATION PERSPECTIVE - I**

**1. Introduction to Concept, Models, Theories and Approaches of Communication.**

**a.** Concept of Communication: Scope and Elements of Communication process from Source via Channel to Receiver and back.

**b.** Models of communication: Lass well, Osgood and Schramm, Gerbner, Shanon and Weaver and David Berlo.

**c.** Introduction to Communication Theories: Consistency theory, bullet theory, Individual differences theory, Social-culture category theory, Social relationships theory, Mc Luhan's Hot and Cool media.

**d.** Communication approaches: One way-two way, Upward-downward, Horizontal-vertical, Participatory.

**e.** Interpersonal Communication

**2. Concept and Theories of Development Communication:** diffusion of Innovations, social marking and participation message marking.

**3. Characteristics** of different media such as Film, Radio, TV and Video, Print Media, Traditional Media, Alternate Media and Multi Media.

**4. Analysis and Appreciation** of programmes of Radio, TV and Film.

### **CDC 403 – COMMUNICATION RESEARCH – I**

**1.** Introduction: scope, purpose, elements and types of communication research

**2.** Methods and tools of research

**a.** Research problem, objective, research questions, hypothesis and need for hypothesis.

**b.** Types of studies and different designs.

**c.** Sampling: random, stratified, purposive, snowball, and other sampling methods

**d.** Data collection techniques: secondary sources and primary sources of data, documents, records and statistics, census and indices.

**e.** Data collection tools: Questionnaires, schedule, interview, observation, experiment, case study, scales, guideline questions, construction, use, advantages, disadvantage of each type. Concept of reliability and validity of measurements.

**f.** Tabulation, analysis, interpretation, quantitative and qualitative analysis.

**3.** History of communication research and research ethics.

### **CDC 404 - MEDIA SKILLS - I**

**1. Communication Skills:**

**a. Speaking:** The essential qualifications of an effective speaker, conversation, extemporaneous speaking, group discussion.

**b. Listening:** Requirements for effective listening. Types of listening: listening to conversation, listening to class room lectures, listening to public lectures, listening to group discussions, listening and mass media.

**c. Reading:** Dynamics of effective reading, reading for pleasure and appreciation, reading newspapers, reading magazines, reading books.

**d. Writing:** Functional forms stories, editorials, book reviews, informal and formal essay, short stories , personal letters, scientific reports, biographical sketches, setting a theme, simple development of an idea, critical appraisal of facts and investigation reports.

**2. Print Media:**

**a.** Principles, function, production and distribution of various print media such as newspapers, magazines, books, pamphlets, handouts, posters and others.

**b.** News: Sources, reporting, coverage, writing, editing, captioning, news agencies.

**c.** Columns and features, editorial, photo stories. Development journalism.

**d.** Technology and software used in print media.

**3. Traditional and alternate media:**

Concept, function, utility and production of traditional and alternate media such as puppets, bhavai, street play.

**CDC 405 PR – Communication Skills Workshop**

**CDC 406 PR – Print – Press Workshop**

**CDC 407 PR – Bhavai, Puppet and Theatre Workshop**

**Internship of four weeks at a News paper/ Magazine/News Agency office at the end of first semester**

## **SEMESTER II**

### **CDC 408 – INDIAN SOCIETY & DEVELOPMENT – II**

**1. Economic Profile:** Changing structure of Indian economy: Role and performance of agriculture. Organized and unorganized sectors. Planning in a mixed economy, Poverty and unemployment problems. Liberalization and Globalization. Consumer movements and Environmental movements. Role of government. Financial institutions in Indian economy. Foreign investments and role of multinational corporations. International organizations for development such as World Bank, UNDP, IMF.

**2. Cultural Profile:** A brief historical overview of Indian thoughts and way of life. Development related concepts of cultural heritage, Cultural determinants of social values, beliefs and behavior, regional culture and ethnic identity.

### **CDC 409 COMMUNICATION PERSPECTIVE II**

**1.** Communication Profile of India: History, growth, reach & access of radio, TV, video, telecommunications, computers, film, print media, traditional media and alternate media.

**2.** Comparison with communication profiles of other countries including development and developing countries.

**3.** Role of communication in development: Information dissemination, Problem solving and development support. IT revolution.

**4.** AIR, Doordarshan, BBC and other models.

**5.** Important Projects and Campaign of Government and Private effort in different fields: Radio, TV and video, print, film, traditional media, alternate media.

### **CDC 410 Communication Research II**

**1.** Introduction to formative research.

**2.** Team mode: Role of researcher and interpersonal skills, members of a team, presentation of data, presenting to small groups, big groups.

**3.** Report Writing: Format of the report, introduction to problem, methodology, results, analysis, findings, recommendations, references. Use of visual aids for effective presentation (synopsis/ summary, abstract, tables, charts, graphs) writing a technical report, report writing for producers, managers, decision makers, precision and accuracy of writing, brevity/elaboration of report.

## **CDC 411 Media Skills II**

1. Introduction to Photography and relevant software. Camera and other equipment and familiarization, basic of lighting and psychological aspects of colours.
2. Communication strategies: Selecting medium, media mix, package designing, different appeals.
3. Advertising, public relations, corporate communication:
  - Definition and growth of advertising, Planning advertising and creation.
  - Copy writing and visualizing, layout and design, selection of media, budgeting.
  - Definition and qualities of PR – Public opinion and propaganda, media relations: press, TV, radio, film exhibitions, house journals, periodicals etc., corporate communication and corporate social responsibility.

## **CDC 412 PR Media Package Workshop**

## **CDC 413 Photography Workshop**

**An internship of four weeks in NGO/Development sector after the second semester**

## **SEMESTER III**

### **CDC 501 Indian Society And Development III**

1. Concept of development, what is development and why development? Human rights
2. Models and theories of development: Western model and problem of industrialization, Gandhian model.
3. National planning: micro & macro level planning.
4. The development agencies: Government, non-government, co- operative and others.



### **CDC 502 Communication Perspective III**

1. Media organizations: Films division, NFDC, DAVP, songs & drama division, critical analysis of media.
2. Important committees and policies, Prasar Bharti Act, Broadcasting Bill.
3. Role of private enterprises in media: press, films, advertising, cable TV and foreign channels.
4. New media and media laws.
5. Introduction to media management.
6. Role of communication in specific areas: Agriculture, health, social inclusion of marginalized groups, education, governance. Socio – cultural implications of IT.

### **CDC 503 Communication Research III**

1. Concept and understanding of formative, summative, process and programme research.
2. Some issues: Role of researcher, an active participant or a silent spectator, operational necessities and scientific rigour.
3. Formative Research:
  - Audience profile – levels and types of profile, survey of literature and field visits.
  - Needs assessment – felt and observed needs, methods of needs assessment.
  - Goal statement – conceptualizing the goal, specifying behavioral goals and objectives, determining conceptual order and priorities.
  - Specification of entry skills – initial level of audience in terms of knowledge, attitudes and behaviour.
  - Communication briefs – suggestions on take off situation, help by illustrating each goal, suggestion on alternate learning/teaching strategies.
  - Study past and existing TV material – testing existing formats to indicate why, what worked for which for which audience and what did not.
  - Pre-testing based on the above: Script may be pre-tested, developing alternates prototype and pre-testing and criteria for pre-testing.

- Feedback – significance, how to obtain, how to use for future planning.

- Some examples of formative research.

4. Summative research – periodic summative/impact studies, why summative studies, how to do summative study, designing summative study, building of benchmark data base, summative studies.

### **CDC 504 Media Skills III**

#### **1. Radio:**

- Basic concept, various genres, conceiving – writing and producing them. Language of broadcasting, its grammar, news, source, reporting, news copy for reading, radio newsreel, etc. Commercial service of AIR, its planning, function, advertisement, educational broadcasting and development.
- FM stations, Community Radio
- Radio Communication Technology: Radio transmitters, dubbing studio, FM/AM radio system.

#### **2. Television:**

- Programme Proposal: Brief, story line, treatment and budget.
- Production Approach: Use of different formats, objective and subjective approach, filmic space and time, role of production personnel and responsibility of producer.
- Script Writing: Screenplay, production script, and shooting script.
- Visual compositions, camera movements, studio camera set up.
- Editing: Principles and basics of video editing.
- Sound: Techniques of sound recording, basics of sound, balancing of sound and sound perspective, analysis of sounds, effects of sound, music and mixing.
- Graphics & Designs: Settings, costumers and make up, scenic design and graphics, floor plans.

**CDC 505 PR Audio Production Workshop**

**CDC 506 PR Video Production Workshop**

**An internship of four weeks in Radio/Television production to wards the end of third semester**

## **SEMESTER IV**

### **CDC 507 Indian Society and Development IV**

**1. Some development policies and Current issues:** Population, health, agriculture, education, communication/media, industrial, economic, science and technology, environment. National integration, communalism, religion and politics, class and caste conflict, gender equality, minimum needs, child labour.

**2. Major Development Programmes:** Tribal development, watershed management, women's development programme, area development, natural resource management, approach of government in development programmes.

### **CDC 508 Communication Perspective IV**

1. Media credibility, ethics, code and analysis.

2. New Communication technology: Communication satellite, telecommunications, computers and media including DTH and latest development.

3. Some issues in communication: Women and media, Children and media, religion and media, foreign channels, commercialization, globalization, etc.

4. Impact of New Communication Technology: Quality of life, access to information, privacy of individual, interactive communication, rich – poor divide, new world information communication order.

### **CDC 509 Communication Research IV**

1. Content analysis.

2. Applications of different research design and methods, techniques to problems of development:

- Observation techniques, survey, case study, experimental designs, holistic methods, questionnaire, schedule, interviews scales, market, research techniques etc.

3. Research application in print and electronic media, in advertising and public relations, in media effects.

4. Mass media research and internet.

## **CDC 510 Media Skills IV**

### 1. Film:

- Film Technology: Basic concept of film technology, basic difference between 35mm, 16 mm and super 8mm systems in relation to technology and cost.
- Production equipment: Such as film cameras, processing, editing and animation.
- Production: Basic of screen grammar, visual components, audio component and editing.
- Projection and Distributions systems.

### 2. Some applications of information technology, multi media, E-content.

## **CDC 511 PR Research – Rural Exposure**

**Practical assignment related to communication research to be conducted in rural area.**

## **CDC 512 – Dissertation**

- **Dissertation under the guidance of identified guide**
- **Submission before the final University examination**

**Masters in Development Communication**  
**Gujarat University**  
**Ahmedabad**

**Admission Criteria:**

Admission will be given on Merit Basis. Any candidate who is a Graduate/Post-Graduate Degree Holder with minimum 50% marks can appear for the Entrance Test. Those who have given final year examination this year can also apply

**Total Seats**

22 seats (including reserve seats)

**Entrance Test/ Written Examination**

Candidates will be called for a Written Test. Incomplete forms and insufficient forms will not be taken into consideration.

**Marks of the Written Test- 200**

**Duration -3 Hours**

Entrance Test will be based on subject knowledge, General Knowledge, perception of Current Issues and Mass Communication as a whole. Descriptive questions will be based on National-International and Regional Issues. There is no fixed syllabus for this paper.

**Merit List**

The names of the successful candidates, who have cleared the written, will be put on the notice board at the Department. The students are required to visit the centre and go through the results. No written communications will be done in this regard. Selected candidates are required to do the admission procedure within three days of declaration of the results of written examination. The students, who are selected and don't secure their seat doing the admission procedure, will be automatically removed from the merit list. The next student then will be considered for the admission. The cremelayor certificate, which has to be submitted by the student from reserve category, needs to be proved as true and latest, if checked by the University. The Department does not carry any kind of responsibility in this regard.

**Admission on Payment Seats**

Candidates, who want to get admission on payment seats, are required to register themselves for Payment seats at the time of admission. If they fail to do so, they will not have any right to get admission on Payment seat. Those who have not register for payment seats and if they get admission on Merit basis, then they will not have any right to get admission on payment seats. The admission for the Payment seats will be also on the Merit basis. For Payment seats, admissions for the Reserve category will also be given as per University norms.

## **Instructions**

Candidates are required to attach the attested copies of their mark sheet of Graduation-Post Graduation, School Leaving Certificate, two pass port sized photographs, Caste certificates and latest cremelayor certificate (if necessary) and eligibility certificate for out station candidates. As per merit list, the successful candidates are required to bring their original mark sheets, caste certificates and no objection certificate by authorized person if they are serving along with necessary documents. If the candidate fails to do so, his/her admission will be considered as cancelled. The selected candidates have to collect the 'Advice Note' from the Department of Journalism, before paying the fees to University office. Admission Procedure and payments of fees are to be paid in given time schedule given by the Department.

Those students, who will be in waiting list, are required to remain present on the dates & time given by the Department. Those who will remain absent will lose their right to get admission. Those who are getting admission on reserve seats are required to submit their certificates within the time-limit given by the Department. If they fail to the same, the Department does not carry any responsibility.

**Dr. Sonal Pandya**  
**Head**  
**Department of Communication & Journalism**