

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR BATCH 2018 AND THEREAFTER**

Programme: BA/BSc

Semester: VI

**JOURNALISM - PAPER VII
DEVELOPMENT JOURNALISM**

Course Code: 18VIJE7

Number of hours: 45

COURSE OBJECTIVES:

- To help students gain an understanding of media's role in the evolving Indian social scenario
- To identify and analyse media's role and its responsibilities with regard to social change
- To prepare students to view journalism and media as a tool for positive social change
- To create a strong focus on responsible journalism among students.

LEARNING OUTCOMES:

- Students gain an understating on the key concepts in development and the different models of development
- Students critically analyse how media portrays development issues
- Students assesses the opportunities of using Journalism as a change agent
- Students create alternative media content aimed at development and social change.

UNIT 1: DEVELOPMENT

09 HRS

Definition, Nature; Development Vs Growth; Models of Development - Western-Liberal, Welfare, Gandhian, Panchayat, Sustainable development. Theories of development –Everett M. Rogers; Daniel Lerner – Modernisation theory.

UNIT 2: MEDIA AND DEVELOPMENT

10 HRS

Indian Press and its role in development – Pre- and Post-independence; Radio – Radio Rural Forums, Community Radio; Television for social change - SITE , Kheda, Public Information Campaigns; Alternative media for development - Folk media and theatre

UNIT 3: JOURNALISM AS A CHANGE AGENT

10 HRS

Developmental Journalism –Scope and Objectives; Reporting on developmental Issues – Potential and Challenges; Advocacy Journalism for development; Participatory Journalism: Community Media, Citizen Journalism, Online space and development: Alternative News Coverage; Online Activism

UNIT 4: MEDIA DISCOURSE ON DEVELOPMENT

08 HRS

Case studies on media, agriculture and poverty alleviation; Media and Education; Media and consumerism; Media and corporate accountability.

UNIT 5: MEDIA DISCOURSE ON DEVELOPMENT

08 HRS

Case studies on media coverage of apartheid, gender issues, LGBTQ movements, child trafficking, child labour, human rights issues

VI SEMESTER JOURNALISM: PRACTICAL – VII

DURATION : 3 HRS / WEEK

NO. OF UNITS:15

CAMPAIGN FOR SOCIAL CHANGE: Student groups choose a socially relevant issue and create and promote content across alternative media platforms that aim to bring in awareness or change mindsets regarding that particular issue. The students use both online and offline media to work on this campaign. This activity helps students understand media's ability to serve as an instrument of social change.

REFERENCES:

1. Violence in Media and Society, Literature, Film and Television – UshaBande, AnshuKaushal, Rawat Publications, 2011.
2. Sociology of Mass Communication – Poonam Rani, Random Publications, 2015
3. Media, Communication, Culture: A global approach – James Lull, 2nd edition, Rawat Publications, 2013
4. Approaches to Media : A Reader – Oliver Boyd-Barett, Chris Newbold, Rawat Publications, 2012
5. People, Society and Mass Communications – Lewis Anthony Dexter, David Manning White, Collier-Macmillan, 1964
6. Journalism and Society – Denis McQuail, 7th edition, Sage Publications, 2013
