COMMUNICATION for DEVELOPMENT

Reinventing Theory and Action

(In 2 volumes)

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Volume – 1: Understanding Development Communication

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Volume – 2: Advanced Development Communication

By

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About the Book: Communication for development is a broad cognitive field of enormous international, national and regional interest attracting attention as a special field of study by students and researchers across disciplines. New media and communication convergence are reshaping the ways in which communication can be used in development infusing renewed interest in the field as a subject of serious academic study. This book includes these new developments and has been designed keeping in mind the UGC Core Curriculum for the course Communication for Development offered at the Masters Degree for students of Journalism, Mass Communication, Electronic Media, Visual Communication, Public Relations and Advertising Studies.

The first volume of the book Understanding Development Communication links theory, policy and the practice of communication for development. This volume discusses various theories of development communication followed by communication for rural development and social movements, the use of information and communication technologies in development from the early SITE experiment to the Internet. This volume integrates theory and praxis with a distinct focus on India in moving development communication to empowerment communication.

The second volume of the book Advanced Development Communication links theory, policy and action on several thrust areas of development communication including women’s empowerment, health communication, family welfare and population communication, environmental communication, the digital divide, political economy, and development communication ethics. It raises several fundamental questions on development communication policy for furthering research and action studies to improve the quality of life of people in the developing world.

The interdisciplinary scope of the book makes it an ideal text for a wide range of disciplines including communication, journalism, electronic media studies, development studies, sociology, social work, extension studies, rural development, population studies and social policy.
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- Information and Communication Technology: Recasting Development; B.R. Publishing Corporation, New Delhi; Rs. 1000.
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- Women in Rural Development: Contemporary Social Policy and Practice; The Women Press, New Delhi; Rs. 795
- Women and Media: Challenging Feminist Discourse; The Women Press, New Delhi; Rs. 500
- Communication and Empowerment of Women: Strategies and Policy Insights from India (in 2 Vols.); The Women Press, New Delhi; Rs. 1500 (Set).

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What communication for development looks like from different perspectives, including international labour standards, environmental issues, and donor relations. All about cross-platform storytelling. Participants will be challenged to work on communication initiatives, which may involve The trainers are international experts in communication, training, and development. Participants flex their creativity in an innovative space through collaborative projects, hands-on exercises, and interactive speaker sessions. Communication for Development (C4D) is all the different types of communication that need to take place in societies if sustainable democratic development is to occur. The approach to Communication for Development (C4D) has evolved over the years. Initially developed after World War II as a tool for diffusion of ideas, communication initiatives primarily involved a one-way transmission of information from the sender to the receiver. This includes large-scale media campaigns, social marketing Communication for Development and Social Change (CDSC) has been a dynamic field where there is still a lot to explore and many ideas are yet to crystalize. A lot of scholars have proposed different frameworks at different points in time more. Communication for Development and Social Change (CDSC) has been a dynamic field where there is still a lot to explore and many ideas are yet to crystalize.
Our MSc Communication for Development aims to develop the knowledge and skills to support positive change through communication. Practical applications of communication and development are diverse: they include extension and advisory services, communication and climate change risk reduction, communicating about health challenges, and communication to reduce food insecurity. Communication for Development contrasts sharply with how Communication is often understood within the broader development arena where it is commonly associated with enhancing the public profile of organisations and advocating on specific programme areas.

2.1.2. Communication for Development, participation and human development. Success in achieving the Millennium Development Goals (MDGs) and the broader global Evaluating Communication for Development presents a comprehensive framework for critically thinking about and understanding development, social change, and the evaluation of communication for development (C4D). This framework combines the latest thinking from a number of fields in new ways. The authors critique dominant measurement-oriented and upward accountability