COMMUNICATION for DEVELOPMENT
Reinventing Theory and Action

(In 2 volumes)

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Volume – 1: Understanding Development Communication & Volume – 2: Advanced Development Communication

By Kiran Prasad

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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Volume – 1: Understanding Development Communication

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2. Theories of Development Communication
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   - Conceptual model; Political system; Legal and constitutional framework; Cultural and social factors; Economic and industrial policy; Communication technology infrastructure; International agencies; Media industry; Media goals and performance; Implications of the model on social development; Research and evaluation

4. Indian Models of Development and Planning
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7. Information and Communication Technologies for Development: The Indian Experience from SITE to Internet
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12. Family Welfare and Population Communication
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13. Ecological Conservation, Communication and Development
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   - Ethics in the Indian mass media; Goals of the mass media; Commitment in Indian mass communication; Reform movements and mass Communication; Exposing corruption; Development communication ethics in India

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Related Books by Kiran Prasad

- Information and Communication Technology: Recasting Development; B.R. Publishing Corporation, New Delhi; Rs. 1000.
- Feminist Development Communication: Empowering Women in the Information Era; The Women Press, New Delhi; Rs. 1000.
- e-Journalism: New Media and News Media; B.R. Publishing Corporation, New Delhi; Rs. 975.
- Communication, Modernization and Social Development: Theory, Policy and Strategies (in 2 Vols.); B.R. Publishing Corporation, New Delhi; Rs. 1400 (Set).
- Media Law and Ethics: Readings in Communication Regulations (in 2 Vols.); B.R. Publishing Corporation, New Delhi; Rs. 1500 (Set).
- HIV and AIDS: Vulnerability of Women in Asia and Africa; The Women Press, New Delhi; Rs. 1000
- Women, Globalization and Mass Media: International Facets of Emancipation; The Women Press, New Delhi; Rs. 675
- 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).
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 cross-platform storytelling. 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.
Inter-Agency Round Table on Communication for Development. MultiUn. Å resource depletion, thus allowing the paradigm of communication for development to be shifted to a global scope with potential for coordinated local actions. UN-2. Explanation of Development Communication Theory. Development used to be taken as bridging the disparity between the so-called 1st world and the 3rd world countries before the 20th century. Development was believed to be the process which made the third world countries follow the first world countries/ western countries, which were considered to be fully developed.