COMMUNICATION for DEVELOPMENT
Reinventing Theory and Action
(In 2 volumes)
2009; ISBN 81-7646-667-0; Rs. 1500 (Set)

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.
Content

Preface
List of Figures and Tables

Volume – 1: Understanding Development Communication

1. The Meaning of Development Communication
   • Concepts of development; The concept of development communication; The meaning of development communication in India; Cultural nationalism and development; Social issues for development communication; Exposing corruption and right to information in development; Media globalization and economic growth

2. Theories of Development Communication
   • The dominant paradigm of development; Modernization theory; Dependency theory; Diffusion of innovations theory; Globalization theory; Alternative development; Participatory communication; Social marketing theory; Media advocacy

   • 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
   • Gandhian model of development; Nehruvian model of development; National development model: Five Year Plans; Social development model: The Kerala experience; Governance and decentralized development model: The Karnataka experience; Welfare model of development: The Tamil Nadu experience; Community mobilization model of development: The Andhra Pradesh experience; The ‘India Shining’ model: Turning globalization for development

5. Communication Strategies for Rural Development
   • Rural development: Origin and growth; Print media in development journalism; Radio in development communication; Community radio; New media in rural development

   • Social movements; Folk Media for social mobilization; Theatre for development; Right to information movement; Narmada Bachao Andolan; Women’s movement

7. Information and Communication Technologies for Development: The Indian Experience from SITE to Internet
   • Satellite instructional television experiment; Kheda communication project; Jhabua development communication project; Training and development communication channel; Community radio; Communication convergence and development policy; Information and education; Telemedicine; E-governance; Internet radio; Internet television; Geographic information systems; Implications for development

Volume – 2: Advanced Development Communication

8. Digital Divide and Digital Opportunities: Issues and Challenges for ICT Policies in Development
   • Development divide in South Asia; Communications gap in international policy interventions; From digital divide to digital opportunities: ICT policies for development; ICTs, economic policies and development agendas; Measurement of effects of ICTs on development
9. Political Economy of Mass Media and Development
- Political economy and the news media; Capitalism and the media; Foreign direct investment in media; Sources, approaches and skills in business investigative reporting; Investigating business in the news media; Public sector and the disinvestment battle; The private sector; Power sector and telecommunications; Education, employment and labour reforms; Corporate corruption; Corporate social responsibility of business; Global reforms and India; The road ahead

10. Communication for Women’s Development and Empowerment
- Feminist policy perspectives for development; From women’s welfare women’s empowerment; National policy for empowerment of women; Mass media and women’s empowerment; Gender inequality and its sources; Health and women’s empowerment; Education and social empowerment of women; Employment and economic empowerment of women; Women and politics; Violence against women; Mass media images of women; Implications for national communication policy and women’s empowerment

11. Health Communication
- Women’s health status and child survival; Communication strategies in child survival; A conceptual model of health communication for child survival; Innovative child health programmes; Communication strategies for AIDS prevention; Theatre for health communication; Implications for health communication policies

12. Family Welfare and Population Communication
- Communication infrastructure; Diffusion of family planning concepts; Communication patterns in India; Folk Media for population regulation; Multiple channels in communication campaign; Effective family welfare communication

13. Ecological Conservation, Communication and Development
- Indian tradition of ecological protection; Eco-religion of the Bishnois; Buddhism and Jainism: Compassion of non-injury; Oral tradition: Powerful communication in ancient India; Environment and development; Effects of development on environment; Communication for sustainable development

- 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

References
Index

About the Author: Kiran Prasad is Associate Professor in Communication Studies, College of Applied Science at Salalah, Ministry of Higher Education, Oman and Professor in Communication and Journalism at Sri Padmavati Mahila University, Tirupati, India. She was Commonwealth Visiting Research Fellow at the Institute of Communication Studies, University of Leeds, UK and Canadian Studies Research Fellow at the School of Journalism and Communication, Carleton University, Ottawa, Canada. She is also the youngest ever recipient of the ‘State Best Teacher Award’ for university teachers from the Government of Andhra Pradesh, India and recipient of ‘Shiksha Rattan Puraskar’ for academic excellence and outstanding contributions at the national level. She is also visiting faculty at several universities and resource person for faculty improvement programmes in communication, women’s studies, human rights and development studies. A prolific writer and well known Indian communication philosopher, she is author/editor of 18 books and has published over 100 research papers. She is series editor of Empowering Women Worldwide, a book series published by The Women Press, New Delhi. She can be reached at kiranrn_prasad@hotmail.com; kiranrn.prasad@gmail.com
## 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).
- **Health Strategies and Population Regulation** (in 2 Vols.); B.R. Publishing Corporation, New Delhi; Rs. 1500 (Set).

**Distributed by:**

**B.R. World of Books,**

[A Subsidy of BRPC (India) Ltd]

4737 A/23, Main Ansari Road,

Darya Ganj,

New Delhi – 110 002
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.