

**DEPARTMENT OF MASS COMMUNICATION & JOURNALISM
TEZPUR UNIVERSITY**

**Syllabus for Master's Programme in
Communication for Development
{M.A (Communication for Development)}**

Programme imperatives

- The concept of Development has gained a new momentum with changed configuration of the role of the State, Economic agencies and Welfare mechanisms.
- Developmental initiatives too have undergone radical change by putting the intended recipients at the centre of decision-making process.
- Developmental stimulus requires non-state agencies more than ever with the pace of change varying extremely for different sections of the society.

Programme Objectives

- To upgrade human resource with specialized knowledge and skills on communication for social change.
- To expand the knowledge base of theories around development, and its interrelation to culture, behaviour change, social transformation and; human rights principles.
- Understand the newer approaches to C4D concepts, methods and techniques.
- To cater to growing demand for human resources on communication experts to work on development sector in the Northeast region
- To impart skills on carrying out research, design, development, implementation, monitoring & evaluation of C4D interventions
- To facilitate on the field exposure to techniques of designing and developing effective C4D strategies, interventions for social transformation.

Sl. No.	Course Code	Course Title	L	T	P	CH	CR	Type
Semester I	CD400	Theories of Communication and Media	3	1	0	4	4	Core
	CD401	Development Journalism	2	1	2	7	5	Compulsory Foundation
	CD402	Theories of Communication for Development	3	1	0	4	4	Compulsory Foundation
	CD403	Issues in Development	2	1	1	5	4	Core
		CBCT					3	Open elective
		Total credit of I semester = 20						
Semester II	CD404	Communication Research Methods	3	1	0	4	4	Compulsory Foundation
	CD405	Radio for Development	1	1	2	6	4	Core
	CD406	Participatory Video Production	2	1	2	7	5	Core
	CD407	Information & Communication Technology for Development	1	1	2	6	4	Core
		CBCT					3	Open elective
		Total credit of II semester = 20						

Semester III	CD408	Campaign Planning	2	0	2	6	4	Core	
	CD409	Folk and Community Media	1	1	2	6	4	Core	
	CD410	Message Design and Evaluation	2	0	2	6	4	Core	
	CD411	Internship	-	-	-	-	4	Core	
		Elective							
	CD412	NGO participation and management	2	1	0	3	3	Discipline Centric Elective	
	CD413	Human Rights and Media	2	1	0	3	3	Discipline Centric Elective	
	CD414	North East India: Demography , Culture and Identity	2	1	0	3	3	Discipline Centric Elective	
		CBCT					3	Open elective	
		Total credit of III semester = 22							
Sem – IV	CD415	Project **	-	-	-	-	16	Core	
		Total credit of IV semester = 16							
	Total credits = 69 (+ 09)* = 78								

*The students will take up 20% of the total credits as Choice Based Credit Transfer (CBCT) Courses offered by different departments during the first three semesters.

**Students would be attached to different governmental or non-governmental development agencies to carry out a semester-long communication campaign project during the fourth semester.

L= Lecture, T =Tutorial, P= Practical, CH= Contact Hours.