



**Pre-requisite based Study Material  
for  
Development Communication  
(BA-JMC 201)**

by  
**Dr. Sheel Nidhi Tripathi**  
(Associate Professor, BVICAM, New Delhi)  
**2023**

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi

---

---

---

---

---

---

---

---

---

---

**Understanding of Communication Theory**

**Key Points:**

- Define communication theory and its relevance to development communication.
- Explore basic communication models such as Shannon-Weaver, Berlo's SMCR model, and the Transactional Model.
- Discuss how these theories lay the groundwork for understanding the dynamics of development communication.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi

---

---

---

---

---

---

---

---

---

---

**Introduction to Development Economics**

**Pre-requisite Concept: Basic Understanding of Economics**

**Key Points:**

- Provide an overview of key economic concepts like GDP, inflation, unemployment, and poverty.
- Discuss the relationship between economic factors and development outcomes.
- Introduce students to economic indicators used in development communication, such as GINI coefficient and Human Development Index (HDI).

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi

---

---

---

---

---


---

---

---

---

---

 **Sociological Perspectives on Development**

**Pre-requisite Concept: Basic Understanding of Sociology**  
**Key Points:**

- Introduce sociological theories relevant to development, such as modernization theory, dependency theory, and world-systems theory.
- Discuss how social factors influence development processes and outcomes.
- Highlight the importance of understanding social dynamics in designing effective development communication strategies.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi

---

---

---

---

---

---

---

---

 **Media and Technology in Development Contexts**

**Pre-requisite Concept: Familiarity with Media Studies and Technology**  
**Key Points:**

- Explore the role of media and technology in facilitating development communication.
- Discuss the impact of mass media, social media, and digital technologies on information dissemination and social change.
- Examine case studies showcasing successful use of media and technology for development purposes.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi

---

---

---

---

---

---

---

---