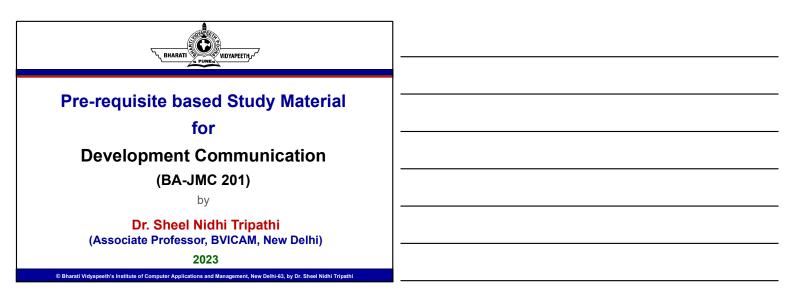
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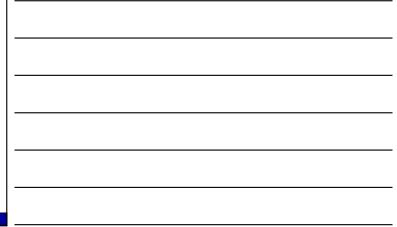
Understanding of Communication Theory
Key Points:
 Define communication theory and its relevance to development communication. Explore basic communication models such as Shannon-Weaver, Berlo's SMCR model, and the Transactional Model.
Discuss how these theories lay the groundwork for understanding the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

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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.

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