

PROGRAMME MEDIA

Credit distribution, Eligibility and Prerequisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
PROGRAMME MEDIA	2	1	0	1	Class XII	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To understand the concept of programme media and its importance in field work practice
- To learn about various types of programme media and their effective use in field work
- To learn to demonstrate creative ideas and tools in field settings

Learning outcomes

At the end of the semester the students will be able to

- Learn the concept of programme media in social work
- Develop various programme media tools to be used in field settings
- Demonstrate the skills essential for using programme media in the field work

SYLLABUS

Unit I: Understanding Programme Media Unit Description: This unit will give an opportunity to the students to understand the concept of programme media in social work.	(No. of hours) 4 Weeks: I-IV
Subtopics: <ul style="list-style-type: none"> • Programme media: Concept, characteristics, purpose and significance • Communication in programme media 	

<ul style="list-style-type: none"> • Role of programme media: propaganda and public opinion 	
Unit II: Mediums and Methods of Programme Media Unit Description: Student will learn different types of programme media to be used for diagnostic, problem-solving and therapeutic purposes.	(No. of hours) 4 Weeks: V-VIII
Subtopics: <ul style="list-style-type: none"> • Types of programme media: Talk, public meeting & hearing, group discussion, press conference, movement, advertisement, campaign, storytelling and entertainment/games • Information and digital literacy: Concept, importance and components • People's participation in programme: Film screening, discussion and review 	
Unit III: Handmade Creations and Creative Writings in Social Work Unit Description: This unit will give an opportunity to the students to learn various handmade creations and creative writings of programme media to interact with client groups.	(No. of hours) 3 Weeks: IX-XI
Subtopics: <ul style="list-style-type: none"> • Handmade creations: Collage, poster making, wall paintings • Creative writings: short story writing, slogans writing and preparing brochures, hand-outs & pamphlets, FAQs • IEC materials: Flip chart, flash cards, flyers, leaflets, banners, hoardings and standee 	
Unit IV: Programme Media for Masses Unit Description: The students will be engaged in various learning activities related to application of programme media in field settings.	(No. of hours) 4 Weeks: XII-XV
Subtopics: <ul style="list-style-type: none"> • Tools preparation: Puppet shows & folk songs, • Performing arts: street plays, drama & theatre &, mime, skit and role plays • Significance of digital media: TV, community radio broadcast and various social media platforms 	

Practical component (if any) – Unit III & IV application based

(30 hours)

Essential readings

- Balwant, G. (1991). Folk Theatre in India. Bombay: Rupa & Co.
- Chen, H. T. (2005). Practical Programme Evaluation: Assessing and Improving Planning, Implementation and Effectiveness. California: Sage Publication.
- Cortright, R. & Hinds, G. (1959). Creative Discussion. New York: The Macmillian Company.
- Dev, M. P. (2009). Creative Writing: A Beginner's Manual. New Delhi: Pearson Longman.
- Mathur, D. (2003). AASHAA, Short Stories by Indian Women, Odyssey II. London: Indian Bookshelf and New Delhi: Star Publishing.
- Menon, M. & Gandhi, V.P. (1997.) Media and Communications - Vol. I. (New Information Order). New Delhi: Kanishka Publishers/Distributors.

Suggested readings

- National School of Drama. (2006). Nukkad Natak Rachna aur Prastuti. Delhi: NSD.
- Mohan, K. & Banerji, M. (1990). Developing Communication Skills. Pilani: Birla Institute of Technology and Science.

Examination scheme and mode:

Evaluation scheme and mode will be as per the guidelines notified by the University of Delhi.