**CSK 3201: DEVELOPMENT COMMUNICATION (CORE)**

This course focuses on the role of communication in development programs, particularly in third world. Emphasis is on community interventions in agriculture, health, nutrition, family planning and community development and especially on methods for designing communication strategies for reaching low income rural people. Among the approaches considered are extension, social, marketing and development support communication. To this end, this course provides a conceptual framework and theoretical rationale for utilising participatory approaches in communication and research for rural development and social action. There is focus on problem solving approaches and the use of video as a communication tool for enhancing people’s participation in the development context.