

TRAINING METHOD

Various types of training methods will be followed. These include:

- i. Lecture: Lecture method followed by participatory discussion and supply of handouts.
- ii. Case study: Presentation of selected cases for group work.
- iii. Workshop: Critical issues, policies and strategies introduced in the course will be discussed at length in workshop sessions to find out realistic solutions and develop policies and strategies.
- iv. Guided Field Visits: Visits to grassroots level group/ institution, relevant projects and programmes.
- v. VIPP.
- vi. Practical work: Preparation of poster, feature writing, leaflet, report, billboard, press release, etc.
- vii. Roll play: Roll play method will also be used for practical experiences.

PARTICIPANTS

The participants of the training course are expected to be the officials of government, autonomous bodies and NGOs, Media personnel, PR personnel and also professionals involved in implementation of development projects.

The course will be offered to selected participants not exceeding 30 in number in each batch.

DURATION

Duration of the course will be one week.

ACADEMIC STAFF

Senior faculty members of BARD having experiences in training, research and project experimentation with background in mass communication and social sciences will be associated with the course. Selected guest speakers will also be invited to deliver lectures and share experiences.

COURSE FEE AND OTHER COSTS

A course fee of Tk. 3000 (Taka three thousand) only will be charged from each participant. Expenses of traveling will be borne by individual participants or the sponsors.

ACCOMMODATION AND FOOD

BARD will provide food and hostel accommodation for the participants at the campus.

LIBRARY

Participants will have full access to BARD library, which has wide range of collection of books in various fields, including a very extensive collection of materials in Development Communication from developing countries.

AWARD

On successful completion of the course, the participants will be provided a certificate of attendance.

ADDRESS FOR CORRESPONDENCE

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DEVELOPMENT COMMUNICATION

A Training Course for the Mid and Junior Level Officers/ Managers of Various Government and Non-Government Organizations/ Agencies

Duration
One Week



Bangladesh Academy for Rural Development
Kotbari, Comilla.

INTRODUCTION

One cannot now deny the inevitability of communication in development in the changing global perspective. With the radical change in the perception of development and increased electronic media in the 90s, the role of communication in development has increased tremendously. The term 'development' now connotes 'human development' or in other words, development of human beings, through creating social and economic opportunities for them and widening human choices to bring changes in their lives.

People must be at the center of human development. Development has to be woven around people, not people around development. It has to be the development of the people, by the people, for the people.

To quantify and clarify the process of human development, UNDP also introduced a new yardstick of human progress, the human development index (HDI) by combining indicators of real purchasing power, education and health. Communication plays a vital role in these three areas.

Research findings say, of all the functions of a human being throughout his life, communication alone constitutes 80 per cent. Out of them successful communication constitutes only 30 per cent. Effective and successful communication is only possible when the gap between the source and the receiver can be reduced. And that is why development worker has to attain skills in communication.

Which is to be communicated, how and why- are key questions in communication. In disseminating the message, selection of appropriate media is as important as language. Wrong selection of media and inadequate and improper communication supports lead to failure in development.

In different countries across the world, communication now plays a key role in development. But Bangladesh is still far behind in this area. There is very little scope for either institutional education or training on communication in the country.

BARD has national mandate to develop suitable replicable models for rural development. It has already developed a number of suitable models. The academy has gained considerable experience in development communication through training, research, action research and pilot experimentation. It has gained substantial knowledge and skills in rural communication through its persistent field attachment. Its innovative experiment with the Folk Media to educate and motivate the target population was a notable success. The full-fledged "Development Communication" discipline of the Academy is manned with faculty members having university degree and training on mass communication and development communication. Taking cognizance of these strengths, BARD feels that it should launch a training course on Development Communication.

The said training course has been designed for officials, managers and organizers of both govt. organization and NGOs engaged in rural development

OBJECTIVES

The general objective of the course is to acquaint the participants with the concepts, theories, approaches, role and strategies of Development Communication. The specific objectives are:

6. to inform the participants about communication theories, types and techniques;
7. to make them understand the role of communication in national and rural development;

8. to make them understand how to develop communication programmes and strategy and implement communication programmes;
9. to develop communication skills;
10. to enable the participants to assess their communication strengths and weaknesses, as well as enhance their ability to understand others.

COURSE CONTENTS

22. Communication : concept, process, theories and models.
23. Communication skills.
24. Listening and speaking skills
25. Understand the characteristics of effective communication
26. Identify barriers to effective communication
27. Interpersonal communication strategies
28. Development Communication: concept and reality
29. Participatory Development Communication
30. Communication approaches in rural development
31. Role of folk media in development
32. Motivation process of effective communication
33. Role and characteristics of development activists
34. Communication for social mobilization
35. Objective and design of message: various steps
36. The managerial communication process
37. Making formal presentation
38. Effective writing
39. Press release, features, posters, and report writing (theoretical and practical)
40. Organizational communication
41. Electronic communication: Internet, E-mail, Web site.
42. Modern Techniques of Public Relations
43. Audio-Visual Aids in Teaching/Learning process