

**Course Code:** MACO E 2025

**Title:** Development, Media Usage, Institutions Organizations  
**Type:** Core

**Learning Outcome:** By the end of this course unit the students will be able to demonstrate through knowledge of the theoretical knowledge of Development communication knowledge on the characteristics of the practical aspect in Sri Lankan context, Comparative study of Local and international institutions, organizations and their structural behavioral patterns.

**Course Content:** Identifying development communication, Development goals, Development concepts, Development models, Development Planning and projects, Development Researches, Development and Media, Ideology of Development, Rural Development and Traditional forms of communication. Community based communication, Local development fund agencies. Government and Non- Government organization, International institutions and organizational Structures. New information order, comparative study based on the issues of Sri Lankan Development programs and their media implementation.

**Assessment:** End of year exam 100%

### **Recommended Reading**

- Schramm, Wilbur. (1964). *Mass Media and ational Development*. California, USA: Stanford University Press.
- Melkote, Sinivas. (1991). *Communication for Development in the third world*. London: Sage Publication.
- Lerner, Daniel. (1958). *The passing of Traditional society: Modernizing the Middle East*. New York: Free Press.
- Tronquist, Olle. (2001). *Politics and Development*.
- Scholte, Jan Art. (2005). *Globalization A critical Introduction*.
- Sillitoe, Paul. Alan bicker & John Pottier. (2002). *Participating in Development*. London: Routledge.
- Kumar, Somesh. (2002). *Methods for community participation*. London: Sage Publication.
- R. Bharadway. (1992). *Planing for social and Economic Development*. London: Sage Publication.
- Macbride, S. (1980). *Many Voices one world*.
- MC Anamy, emile, G. (1980). *Communication in the Rural Third world*.
- Laes, Sophie. (2003). *Research for development*. New Delhi: Vistaar Publications.
- The world bank.(2002). *The right to tell*. Washinton. D.C.
- Moemeka, Andrew A. (2000). *Development Communication Action, Building understanding and creating participation*. Blue Ridge summit. USA: pennsylvania.
- Lerner, Daniel. (1963). *Toward a communication, Theory of development*, Princeton. NJ: Princeton University.
- Jaya, Meere, N and S Amunugama (EDS). (1987). *Re thinking Development Communicatio*. AMIC, Singapore.
- Chambers, Robert. (1983). *Rural Development Puttins the last frist*. London: New York.
- රාජපක්ෂ, චන්ද්‍රසිරි. (1998). *කුඩා කණ්ඩායම් සන්නිවේදනය*, කොළඹ: රත්න පොත් ප්‍රකාශකයෝ.
- දිසානායක, විමල්. (1979). *සංවර්ධනය හා සන්නිවේදනය*, කොළඹ: ප්‍රදීප ප්‍රකාශකයෝ.
- පියදාස, රෝහණ ලක්මන්. (2000). *පුරාණ ගම්, මහනුවර: මාධ්‍ය හා සංවර්ධනය පිළිබඳ කේන්ද්‍රය*.
- කරුණානායක, නන්දන. (2001). *සන්නිවේදනය හා සංවර්ධනය*, දිවුලපිටිය: සරස්වතී ප්‍රකාශන.
- කේ. ජයකොඩි, සරත්. (2000). *නිරසර සංවර්ධනය නානායක්කාර*.

නානායක්කාර, සේන. (1995). *සංවර්ධන සන්නිවේදනය සහ ගුවන් විදුලි නාට්‍යය*, කොළඹ:කතෘ ප්‍රකාශකයෝ.

දිසානායක, මුදියන්සේ. (1997). *වන්නියේ සමාජ සංවිධානය හා නවීකරණය*. කොළඹ: කතෘ ප්‍රකාශකයෝ,

කරුණාදාස, ඩබ්.එම්. (2002). *ජාත්‍යන්තර සංවිධාන*. දෙහිවල: ඉමේජ් ලංකා ප්‍රකාශකයෝ.