

**Rural Development Academy
Bogra.**

Name : Nusrat Jahan

Designation:
Assistant
Director

1. Title of the Course: Diploma Course in Development Journalism for Non-aligned and other Developing Countries
2. Duration: 02 January-30 April, 2016
3. Institution: Indian Institute of Mass Communication (IIMC), New Delhi
4. Country: India
5. Sponsoring Organization: Ministry of External Affairs, India
6. Course Content:
 - Communication and Development
 - Development Journalism
 - Media Ethics , Laws and Regulation
 - Economic Development and Globalization

 - Public Relations and Social Marketing
 - New Media
7. Learning Points:
 - Role and importance of communication and development.
 - Emerging areas of development journalism such as gender, environment reporting, health reporting, conflict reporting.
 - Debates and discussion on media ethics, laws and regulation.
 - Different facets of economic development and globalization from the perspective of developed, developing and least developed countries.
 - conceptual framework, role of social marketing in the development arena, various tools to reach out to a disparate set of audience through advocacy, social mobilization and social campaign aimed to behavior change.

Nusrat Jahan
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