

# CHAPTER 1

## ADULT, CONTINUING EDUCATION & EXTENSION

### Doctoral Theses

001. ALBERT ABRAHAM  
**Role of Electronic Media in the Development Education of the Rural Masses :  
A Critical Analysis of Pedagogy in the Context of Community Media  
Initiatives.**  
Supervisors : Prof. J. P. Dubey and Prof. Gita Bamezai  
Th 22625

#### *Abstract*

Education involves a communication process. Reciprocally, each instance of communication is educational or informative in essence. Hence systematic utilization of communication techniques and skills is required for efficacy in the educational system and pedagogy. Media constitute the largest educational platform for the masses on various issues. It is the axial principle of development communication or communication for development, which is primarily an educational activity for empowering people. The research explores theoretical perspectives of development communication, information and communication divide, media pedagogy, pedagogical shifts brought by community media and the scope of new/social media to promote the process and contents of community media. The research findings show that community media initiatives with participatory and inclusive perspectives to communication, reversed the dominant top to bottom approach and devised an audience (learner) centric communication paradigm and media pedagogy. The community media narratives are made by people based on the precise understanding of the local development needs. Community media make own narratives by people rather than narratives about people by others. Inclusion of local dialects, cultural contents and people's voices in community media programs gives a sense of belongingness to people and makes the message simple and easy to understand. People are no more passive beneficiaries, they are the active participants in communication and development, and creators of their own destiny. The study presents a participatory development communication model and also a community media mix for development. Community media democratize the knowledge economy and in the process, community media demystify the seemingly complicated media production techniques and promote media literacy. Community media contents in electronic form can be easily converted to digital archives/repositories of local/indigenous knowledge and cultural practices. These subaltern and counter media narratives envisioning a decentralized mediascape could make radical changes at the grassroots and empower people.

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1. Introduction 2. Communication for development : A theoretical framework. 3. Review of literature. 4. The research problem and methodology. 5. Community media : A pedagogical analysis. 6. Research outcomes and conclusion. Bibliography.

002. MAROOF MAQBOOL

**Education and Institutions of Learning in South Kashmir Since 1948 : A Study of Curriculum, Patronage and Impact on Society.**

Supervisor : Prof. V. K. Dixit

Th 22624

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1. Introduction 2. Review of the related literature. 3. Research methodology and procedure. 4. Analysis and interpretation of the data. 5. Summary, conclusion and suggestions. Bibliography and appendices.

003. PACHISIA (Biresb)

**Study of Continuing Education and Skill Development Among Elderly Population : Comparative Study of India and Pakistan.**

Supervisor : Dr. Rajesh

Th 22373

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1. Introduction. 2. Review of literature. 3. The present problem. 4. Methodology 5. Result and interpretation : India scenario 6. result and interpretation : Pakistan scenario 7. Comparative discussion. 8. Conclusion, limitations and recommendations. References and appendices.