



Course syllabus

Faculty Board of Humanities and Social Sciences
School of Social Sciences

2MK321 Kommunikation för utveckling och social förändring, 30
högskolepoäng

Communication for Development and Social Change, 30 credits

Main field of study

Media and Communication

Subject Group

Media and Communication Studies

Level of classification

First Level

Progression

G2F

Date of Ratification

Approved by the Board of the School of Social Sciences 2009-12-10

Revised 2012-06-15

The course syllabus is valid from autumn semester 2012

Prerequisites

A minimum of 60 ECTS credits in Media and Communication Studies or in other relevant subject within Social Sciences.

Objectives

After completed course the student shall:

- Be able to comment on how development communication has developed historically and theoretically, be able to identify the stakeholders and the various focuses within the field, and be able to comment on how these aspects relate to each other,
- Be able to comment on and analyse how communication and media can be used in the context of peace and development,
- Understand and be able to apply intercultural communication methods in the context of peace and development,
- Be able to use relevant concepts and theories in order to analyse different conditions that can arise in an intercultural meeting,
- Be familiar with strategic information and communication planning: How theoretical communication perspectives can be applied in planned communication and designed for communication strategies for NGOs,
- Master chosen methods and approaches for keeping track of and analysing the world around us,

- Be familiar with how project management can be used as a method for working strategically with information and communication,
- Have basic knowledge of graphic design and production, be able to produce a brochure or text using Photoshop, InDesign and Illustrator, and be familiar with basic aspects of web design,
- Be able to work with and design communication material for voluntary organizations, and
- Be able to analyse and evaluate different organizations' work with sustainable development and to describe the relation between sustainable development and communication.

Content

The course consists of the following modules.

Module 1 Development Communication 7.5 credits

The module is based on theories concerning development communication and methods within the field of development communication. Among other things, various forms of how communication and impact works in practise are studied, both concerning how communication can be used by people on grass roots level to create social change, as well as how to advocate humanitarian issues locally, nationally and internationally through lobbying and political advocacy. The relation between technology, communication and media is analysed through different fieldstudies.

Module 2 Strategic communication for NGOs 15 credits

The module consist of three parts.

The first part of the module consist of basic knowledge of intercultural communication, focusing on designing and planning communication in the context of peace and development.

The second half part takes its standpoint in theoretical communication perspectives and central concepts as tools for strategic information and communication planning. Methods and techniques for keeping track of and analysing the world around us are also studied.

The third part consist of basic web and printed material production.

Towards the end of the module, students are to show ability to customize information and communication from an intercultural perspective, formulate a strategic communication plan for a NGO and produce communication material.

Module 3 Sustainable Developmet Practicum 7.5 credits

The field course gives the students an opportunity to work together with voluntary organizations in India during four weeks. The module consist of work in practise, field visits and seminars.

Type of Instruction

Tutoring consists of lectures, labs / applied exercises, seminars, field work and supervision.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

For the grade Pass (G), the course objectives shall be achieved.

Examination through written exams, individual and group assignments, and active participation in seminars and discussions.

Course Evaluation

A course evaluation will be carried out at the end of the course in accordance with the

guidelines of Linnaeus University. The compilation is delivered to the programme council, as well as to the teacher of the course. The next time the course is given the students are informed of the results of the previous course evaluation and any changes that have been made in the course.

Required Reading and Additional Study Material

List of references Module 1 - Development Communication 7.5 credits

Mefalopulos, Paolo (2008) *Development Communication Source Book*. World Bank.

Mefalopulos, Paolo & Tufte, Thomas (2009) *Participatory Communication, A Practical Guide*. World Bank working paper no 170. The World Bank.

Quarry, Wendy & Ramirez, Ricardo (2009) *Communication for another development*. Zed Books Ltd.

Waisbord, Silvio *Family Tree of theories, Methodologies and Strategies in Development Communication*. The Rockefeller Foundation.

List of references Module 2 - Strategic communication for NGOs 15 credits

Kanter, Beth & Fine, Alison (2010) *The Networked Nonprofit: Connecting with Social Media to Drive Change*. Jossey-Bass.

Patterson, S.J. & Radke, Janel (2009) *Strategic Communication for Nonprofit Organizations*. Second Edition. Wiley.

Samovar, Larry, et al. (2010) *Communication Between Cultures*. Wadsworth.

Windahl, Sven, Signitzer, Benno & Olsen, Jean T. (2009) *Using Communication Theory: An Introduction to Planned Communication*. Sage Publication.

Articles

List of references Module 3 - Sustainable Development Practicum 7.5 credits

Rogers, Peter P, Jalal, Kazi F & Boyd, John A (2008) *An Introduction to Sustainable Development*. Glenn Education Foundation Inc.

Compendium approx 200 pages