



Course syllabus

NO VALUE DEFINED

Department of Media and Journalism

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 Faculty of Arts and Humanities 2009-12-10

Revised 2010-10-12

The course syllabus is valid from autumn semester 2014

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.

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

Engel, Florencia and Karin Wilkins (2012) "Communication, Media and Development-Problems and Perspectives". *Nordicom Review*, Vol 33, September 2012, 237 pp.

Mefalopulos, Paolo (2008) *Development Communication Source Book*. World Bank, 255 pp.

Mefalopulos, Paolo and Thomas Tufte (2009) "Participatory Communication, A Practical Guide". World Bank working paper no 170. The World Bank, 50 pp.

Servaes, Jan (2013) *Sustainability, Participation and Culture. Theory and Praxis*. Intellectbooks.com, 380pp.

Quarry, Wendy and Ricardo Ramirez (2013) *Communication for another development*. Zed Books Ltd., 168 pp.

Compendium approx 200 pages