



ICOM814

Development Communication

S1 Day 2014

Dept of Media, Music & Cultural Studies

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General Information

Unit convenor and teaching staff

Unit Convenor

Qin Guo

qin.guo@mq.edu.au

Contact via qin.guo@mq.edu.au

Monday 9 am - 5 pm

Credit points

4

Prerequisites

Admission to MIntComm or MIntRel or MIntCommMIntRel or MIntBusMIntComm or MA in Media Law and Culture

Corequisites

Co-badged status

Unit description

This unit studies communication theories and strategies for development and social changes in an interdisciplinary approach. Drawing on theories of communication, human motivation, media and cultural studies, we will critically discuss development, communication and development communication; strategic communication (community and participatory media and communication, integrated marketing communications); and practical issues of development communication (media freedom and ethics, community responsiveness and empowerment). Theory and practice will converge in critiques on development communication cases in various social, political and cultural contexts.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

Drawing on interdisciplinary theories and concepts to interpret mass media's functions, responsibility and usage in development communication.

Conceptualise relationships between media, communication, community participation and community development in various social, political and economic contexts.

Critically analyse and evaluate development communication cases in various social, political and economic contexts.

Apply interdisciplinary theories in practical settings to design development communication projects.

Communicate knowledge and understanding effectively with culturally diverse audiences.

Assessment Tasks

Name	Weighting	Due
Participation	20%	week 1 - week 13
Research paper	40%	Week 7 Monday
Group project	40%	week 10 Monday

Participation

Due: **week 1 - week 13**

Weighting: **20%**

Students are expected to engage actively in all teaching and learning activities, including:

a. (10/20) Students are expected to actively contribute to discussions around the readings allocated for each week.

b. (10/20) On rotating basis, each group are required to **co-chair discussion** sessions in the weekly seminars. Your performance will be assessed in terms of preparation for the topic, cooperation with other group members, and leadership skill as demonstrated in facilitating the discussions.

On successful completion you will be able to:

- Communicate knowledge and understanding effectively with culturally diverse audiences.

Research paper

Due: **Week 7 Monday**

Weighting: **40%**

The task of this assignment is to select a previous development communication project in the real world, and analyse and critique the role of media in the selected project. The word limit for the research paper is 3000 words.

Your work should be able to demonstrate your knowledge and understanding of the contents taught in this unit. Specifically you are expected to show the following:

(1) conceptual and insightful knowledge of media effects and functions, and development and development communication;

(2) high level critical thinking skills in identifying and discussing the complicate relations between mass media and development communication

(3) and, capability to apply interdisciplinary knowledge and theories to critique the selected development communication project.

On successful completion you will be able to:

- Drawing on interdisciplinary theories and concepts to interpret mass media's functions, responsibility and usage in development communication.
- Conceptualise relationships between media, communication, community participation and community development in various social, political and economic contexts.
- Critically analyse and evaluate development communication cases in various social, political and economic contexts.
- Apply interdisciplinary theories in practical settings to design development communication projects.

Group project

Due: **week 10 Monday**

Weighting: **40%**

Select a specific issue of concern in a real society/community and design a development communication campaign to address the issue. Pretending that you are a group of communication experts and you need to apply for financial support for this development communication campaign. You are required to present your project to the selection committee. Your aim is to convince the committee that your project is significant, feasible and worth the support. The group presentation should cover the following:

1. Introduction of the selected topic (justification, background information of the issue of concern);
2. Design of the development communication campaign (its objective, target audience, media selection, communication strategy, evaluation strategy);
3. Discussion/analysis on the campaign (advantages, disadvantages)

Each student is required to prepare a 1000-word presentation note, which clearly identifies:

1. **the main points made during your part of the presentation;**
2. **your contribution to the group project;**
3. **a mark, between 0 and 10, for each member of your group evaluating their contributions to the group project.**

On successful completion you will be able to:

- Drawing on interdisciplinary theories and concepts to interpret mass media's functions, responsibility and usage in development communication.
- Conceptualise relationships between media, communication, community participation and community development in various social, political and economic contexts.
- Critically analyse and evaluate development communication cases in various social,

political and economic contexts.

- Apply interdisciplinary theories in practical settings to design development communication projects.
- Communicate knowledge and understanding effectively with culturally diverse audiences.

Delivery and Resources

Important announcement and additional L&T material will be uploaded on iLearn during the semester. Students are expected to visit iLearn regularly.

Unit Schedule

Week 1 Introduction	Reading: 1. Unit Outline 2. Paolo Mefalopulos (2008), <i>Development Communication Sourcebook</i> , pp18-28, Washington: The World Bank
Week 2 Culture, Media and Communication	Reading: 1) "How the Media Work" by Michael O'Shaughnessy and Jane Stadler (2004) in <i>Media and Society</i> 2) Study the 12 areas of influence of the media in national development summarised by Schramm (Andrew A. Moemeka, <i>Development Communication: A Historical and Conceptual Overview</i>). Thinking: Reflect on the different views of the media. What is your view about the role of media in development communication?

<p>Week 3</p> <p>Development and Development Communication</p>	<p>Reading:</p> <ol style="list-style-type: none">1. McPhail, Thomas L. (2009) "Introduction to Development Communication" <i>Development Communication – Reframing the Role of the Media</i> West Sussex: Blackwell2. Search the internet about the issue of inequality between the rich and the poor. <p>Thinking:</p> <p>What are the different views about inequality have you found?</p> <p>Does inequality matter? Why?</p>
<p>Week 4</p> <p>Mass Media Strategy and Case Study</p>	<p>Reading:</p> <ol style="list-style-type: none">1. Promoting Family Planning Through Mass Media in Nigeria2. Clifford Odimegwu (1999) "Family Planning Attitudes and Use in Nigeria: A Factor Analysis" (http://www.guttmacher.org/pubs/journals/2508699.pdf) <p>Thinking:</p> <ol style="list-style-type: none">(1) What media were used in the Nigeria case?(2) What roles did these media play in the Nigeria case?(3) What do you learn about organizing a development communication campaign from the Nigerian case?
<p>Week 5</p> <p>Small Media and Community Development</p>	<p>Reading:</p> <ol style="list-style-type: none">1) Rural Newspaper Forums: Another Model of Communication for Development2) Radio Strategies for Community Development <p>Thinking:</p> <p>What are the strengths of the Rural Newspaper Forum? What are the weaknesses?</p> <p>Should radio still be considered as an important medium for development communication? Why?</p>

<p>Week 6</p> <p>Participatory Communication and Case Study</p>	<p>Reading:</p> <ol style="list-style-type: none">1. Involving People in a Participatory Process2. Working with Indigenous Communities <p>Thinking:</p> <ol style="list-style-type: none">1. Summarise some key strategies of participatory communication from the case discussed in the article: "Working with Indigenous Communities".2. What are the strengths and weaknesses of participatory communication?
<p>Week 7</p> <p>Achievement Motivation theory and DevCom</p>	<p>Reading:</p> <ol style="list-style-type: none">1. Creative Message Design Strategies in <i>Designing Messages for Development Communication</i> (pp155-172)2. A Theory of Achievement Motivation in <i>Human Motivation</i> (pp 180-202) <p>Thinking:</p> <ol style="list-style-type: none">1) How do you understand audience-responsive message design?2) What are the components of audience-responsive message design?3) Find some examples of the following creative strategies:<ul style="list-style-type: none">• USP strategy• Image strategy• Positioning strategy• Entertainment and education strategy <p>(These strategies are discussed in page 165 of the first reading material.)</p>

<p>Week 8</p> <p>Integrated Marketing Communications</p>	<p>Reading:</p> <ol style="list-style-type: none">1. Belch, G.E. and Belch M. A (2007) pp5-25, "Chapter 1 An Introduction to Integrated Marketing Communications" in <i>Advertising and Promotion, Boston: McGraw-Hill</i>2. Do an online search on current critiques about IMC. <p>Thinking:</p> <ol style="list-style-type: none">1) What are the components of the IMC mix?2) What do you think is the core of the IMC concept?
<p>Week 9</p> <p>Media Freedom and Ethics</p>	<p>Reading:</p> <ol style="list-style-type: none">1. Syed Arabi "Press Freedom and Responsibility in a Developing Society" (ICM814 Reader)2. Aidan White (2009) "Media Accountability: Setting Standards for Journalism and Democracy" http://ethicaljournalisminitiative.org/assets/docs/009/135/b548609-5902487.pdf <p>Thinking:</p> <ol style="list-style-type: none">1) How do you understand the meaning of Freedom of communication?2) How do you understand the relationship between media freedom and responsibility?
<p>Week 10</p> <p>Public Sphere and Public Journalism</p>	<p>Reading:</p> <ol style="list-style-type: none">1. Arthur S. Hayes (2008) "Public Journalism: Press Criticism as an Ongoing Experiment" in <i>Press Critics Are the Fifth Estate (Chapter 8)</i>2. Philip Meyer (1995) "Public Journalism and the Problem of Objectivity" http://www.unc.edu/~pmeyer/ire95pj.htm <p>Thinking:</p> <ol style="list-style-type: none">1) What is the core concept of the Public Journalism theory?2) Is this decade old theory still relative in the present day? Why?

<p>Week 11</p> <p>Group Project and Presentation</p>	Group Project and Presentation
<p>Week 12</p> <p>Group Project and Presentation</p>	Group Project and Presentation
<p>Week 13</p> <p>Group Project and Presentation</p>	Group Project and Presentation

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Drawing on interdisciplinary theories and concepts to interpret mass media's functions, responsibility and usage in development communication.
- Conceptualise relationships between media, communication, community participation and community development in various social, political and economic contexts.
- Critically analyse and evaluate development communication cases in various social,

political and economic contexts.

- Apply interdisciplinary theories in practical settings to design development communication projects.

Assessment tasks

- Research paper
- Group project

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Conceptualise relationships between media, communication, community participation and community development in various social, political and economic contexts.
- Critically analyse and evaluate development communication cases in various social, political and economic contexts.
- Apply interdisciplinary theories in practical settings to design development communication projects.

Assessment tasks

- Research paper
- Group project

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Conceptualise relationships between media, communication, community participation and community development in various social, political and economic contexts.
- Critically analyse and evaluate development communication cases in various social,

political and economic contexts.

- Apply interdisciplinary theories in practical settings to design development communication projects.

Assessment tasks

- Research paper
- Group project

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcome

- Communicate knowledge and understanding effectively with culturally diverse audiences.

Assessment tasks

- Participation
- Group project

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcome

- Communicate knowledge and understanding effectively with culturally diverse audiences.

Assessment task

- Participation

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their

professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- Critically analyse and evaluate development communication cases in various social, political and economic contexts.
- Apply interdisciplinary theories in practical settings to design development communication projects.

Assessment tasks

- Research paper
- Group project