



# ICOM814

## Communication for Social Change

S1 Day 2015

*Dept of Media, Music & Cultural Studies*

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## General Information

Unit convenor and teaching staff

Qin Guo

[qin.guo@mq.edu.au](mailto:qin.guo@mq.edu.au)

Credit points

4

Prerequisites

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

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:

1. Drawing on interdisciplinary theories and concepts to interpret mass media's functions, responsibility and usage in communication for social change.
2. Conceptualise relationships between media, communication, development, and development communication in various social, political and economic contexts.
3. Critically analyse and evaluate cases of communication for social change in various social, political and economic contexts.
4. Apply interdisciplinary theories in practical settings to design projects of

communication for social change.

5. Communicate knowledge and understanding effectively with culturally diverse audiences.

## General Assessment Information

All students are expected to submit their assignments by the submission deadline. Late submission will incur a penalty of 5% of the total mark of the assignment per day. A penalty will be avoided if an extension is sought and received **before** the deadline for submission is reached. Students should follow the online procedure to submit the request and relevant supporting document for approval of extension. For assignments submitted after the due date, where no extension has been granted and where there are no extenuating circumstances, should only expect to receive a mark for that work. Markers are under no obligation to provide further comments on the work.

## Assessment Tasks

Name	Weighting	Due
<a href="#">Participation</a>	10%	Week 1 to Week 13
<a href="#">Weekly reading seminar</a>	10%	Week 3 to Week 9
<a href="#">Research paper</a>	40%	5 pm Monday, Week 7
<a href="#">Group Project</a>	40%	Week 11 Monday

### Participation

Due: **Week 1 to Week 13**

Weighting: **10%**

Students are expected to engage actively in all teaching and learning activities. This includes attending at as well as contributing to the activities in the classes each week.

On successful completion you will be able to:

- 2. Conceptualise relationships between media, communication, development, and development communication in various social, political and economic contexts.
- 3. Critically analyse and evaluate cases of communication for social change in various social, political and economic contexts.
- 5. Communicate knowledge and understanding effectively with culturally diverse audiences.

## Weekly reading seminar

Due: **Week 3 to Week 9**

Weighting: **10%**

Students will work in group to complete this assignment. Each week, one group of students will convene discussion on the topic of the week. Student performance will be assessed in terms of preparation for the topic, teamwork, and leadership skill as demonstrated in facilitating the discussions and motivate participation of the whole class.

On successful completion you will be able to:

- 2. Conceptualise relationships between media, communication, development, and development communication in various social, political and economic contexts.
- 5. Communicate knowledge and understanding effectively with culturally diverse audiences.

## Research paper

Due: **5 pm Monday, Week 7**

Weighting: **40%**

**Topic** of the paper: The Role of Media in Communication for Social Change – a case study of XXXX (insert the name of the selected project of communication for social change).

**The task** of this assignment is to apply the concepts and theories taught in this unit to analyse and critique the role of media in a project of communication for social change. The project must be real and information about the project must be published.

**The word limit** for the research paper is 3000 words.

**Requirement of the assignment** is to demonstrate knowledge and understanding of the concepts and theories taught in this unit and capability of critical thinking to analyse and articulate these concepts and the relations between these concepts in real and practical contexts of the selected case. The paper needs to be written with academic standard. All source material must be referenced using Harvard referencing style.

**Assessment criteria** of this assignment are:

- (1) Demonstrated conceptual knowledge and insightful understanding of the concepts and theories of communication, development, development communication, media effects and functions;
- (2) Demonstrated high level critical thinking capability in identifying and discussing the complicate relations between media, communication and development.
- (3) Evidence of research with appropriately referenced source material.
- (4) Written and presented to and academic standard.

**The recommended structure** of this assignment is:

1. Introduction: a summary of the objectives, major points of argument, and outline of the paper.
2. Literature Review: critical discussion on theories and concepts of communication, development, development communication, media functions and effects.
3. Case Study: discussion and critique on the role of media in the selected project using information and data from published reports.
4. Discussion and Conclusion: Discussion and conclusion of the findings of your case study, using relevant theories and concepts.
5. Reference: a complete list of references, presented in Harvard referencing style.

### **Assiment Submission:**

Both hard copy and Turnitin submissions are required for the research paper by 5pm on Monday of Week 7. Hard copies of the assignments are to be submitted by students through the boxes in the foyer of W6A. A completed/personalized assignment coversheet is required to be attached to all submitted work. This assignment coversheet is generated from the student section of the Faculty of Arts website at:

[http://www.arts.mq.edu.au/current\\_students/undergraduate/admin\\_central/coversheet](http://www.arts.mq.edu.au/current_students/undergraduate/admin_central/coversheet).

Late submission will incur up to 5% of the total mark assigned to that assignment deducted for each day (including weekends and holidays).

On successful completion you will be able to:

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

## **Group Project**

Due: **Week 11 Monday**

Weighting: **40%**

**Task:** Select a specific issue of concern in a real society/community and design a proposal of development communication project to address the issue. As a group of communication experts you are required to present your proposal to a selection committee who will determine the funding for the project. Your aim is to convince the committee that your project is significant, feasible and worth the support.

### **Requirements:**

The **group presentation** should cover the following:

- (1) Title/Name of the project
- (2) Introduction: background information of the issue of concern and justification of the project;
- (3) Design of the development communication project: its objective, target audience, media selection, communication strategy and evaluation strategy;
- (4) Discussion/analysis on the proposed project: advantages, disadvantages, potential risk, etc.

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. recommendation of a mark, between 0 and 10, for each member of your group based on their contributions to the group project.

**Assessment criteria:**

1. Knowledge and research: Demonstrated knowledge and understanding of development communication theories and strategies and quality of research into the issue of concern;
2. Design of the project: Demonstrated capacity of applying theories in practical settings to design development communication project;
3. Teamwork: Demonstrated quality of teamwork;
4. Communication: Demonstrated efficient presentation and communication skills.

On successful completion you will be able to:

- 1. Drawing on interdisciplinary theories and concepts to interpret mass media's functions, responsibility and usage in communication for social change.
- 3. Critically analyse and evaluate cases of communication for social change in various social, political and economic contexts.
- 4. Apply interdisciplinary theories in practical settings to design projects of communication for social change.
- 5. Communicate knowledge and understanding effectively with culturally diverse audiences.

## Delivery and Resources

1. Lectures - Students are expected to attend the lectures (or iLecture). Lecture notes (PPTs) will be uploaded onto iLearn each week **after** the lecture. Updated weekly reading list can be found in the end of each week's lecture PPT.
2. Tutorials - Students are required to attend and actively participate in the weekly tutorials.
3. Course reader - Course reader is available for sale at Coop book store.
4. iLearn - Additional readings and announcements will be distributed via iLearn.

## Unit Schedule

### Week 1

Introduction

Reading:

1. Unit Outline
2. Paolo Mefalopulos (2008), *Development Communication Sourcebook*, 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 *Media and Society*
- 2) Study the 12 areas of influence of the media in national development summarised by Schramm (Andrew A. Moemeka, *Development Communication: A Historical and Conceptual Overview*).

**Thinking:**

Reflect on the different views of the media. What are the roles that media can play in a society? What are the factors that can affect the effects of media?

### Week 3

Development and Development Communication

**Reading:**

1. McPhail, Thomas L. (2009) "Introduction to Development Communication" *Development Communication – Reframing the Role of the Media* West Sussex: Blackwell
2. Search the internet about the definition of development and development communication.

**Thinking:**

What is development?

What is development communication?

#### **Week 4**

Mass Media Strategy and Case Study

##### **Reading:**

1. Promoting Family Planning Through Mass Media in Nigeria
2. Clifford Odimegwu (1999) "Family Planning Attitudes and Use in Nigeria: A Factor Analysis" (<http://www.guttmacher.org/pubs/journals/2508699.pdf>)

##### **Thinking:**

- (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?

#### **Week 5**

Small Media and Community Development

##### **Reading:**

- 1) Rural Newspaper Forums: Another Model of Communication for Development
- 2) Radio Strategies for Community Development

##### **Thinking:**

What are the strengths of the Rural Newspaper Forum? What are the weaknesses?

Should radio still be considered as an important medium for development communication? Why?

#### **Week 6**

Participatory Communication and Case Study

##### **Reading:**

1. Involving People in a Participatory Process
2. "Community Education: the Maribyrnong experiment" in *Building Stronger Communities* (pp146-149)

##### **Thinking:**

1. Summarise some key strategies of participatory communication from the case discussed in the article: "Community Education: the Maribyrnong experiment".
2. What are the strengths and weaknesses of participatory communication?

#### **Week 7**



## Achievement Motivation theory and DevCom

### **Reading:**

1. Creative Message Design Strategies in *Designing Messages for Development Communication* (pp155-172)
2. A Theory of Achievement Motivation in *Human Motivation* (pp 180-202)

### **Thinking:**

- 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:

- USP strategy
- Image strategy
- Positioning strategy
- Entertainment and education strategy

(These strategies are discussed in page 165 of the first reading material.)

## **Week 8**

### Integrated Marketing Communications

### **Reading:**

1. Belch, G.E. and Belch M. A (2007) pp5-25, "Chapter 1 An Introduction to Integrated Marketing Communications" in *Advertising and Promotion, Boston: McGraw-Hill*
2. Conduct an online search on current critiques about IMC.

### **Thinking:**

1. What are the components of the IMC mix?
2. What do you think is the core of the IMC concept?

## **Week 9**

### Media Freedom and Ethics

### **Reading:**

1. Syed Arabi "Press Freedom and Responsibility in a Developing Society"
2. Aidan White (2009) "Media Accountability: Setting Standards for Journalism and Democracy" <http://ethicaljournalisminitiative.org/assets/docs/009/135/b548609-5902487.pdf>

### **Thinking:**

1. How do you understand the meaning of Freedom of communication?

2. How do you understand the relationship between media freedom and responsibility?

### **Week 10**

Public Sphere and Public Journalism

#### **Reading:**

1. Arthur S. Hayes (2008) "Public Journalism: Press Criticism as an Ongoing Experiment" in *Press Critics Are the Fifth Estate (Chapter 8)*
2. Philip Meyer (1995) "Public Journalism and the Problem of Objectivity"  
<http://www.unc.edu/~pmeyer/ire95pj.htm>

#### **Thinking:**

1. What is the core concept of the Public Journalism theory?
2. Is this decade old theory still relative in the present day? Why?

### **Week 11**

Group Project and Presentation

### **Week 12**

Group Project and Presentation

### **Week 13**

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](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](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](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/](https://students.mq.edu.au/support/student_conduct/)

## Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit [ask.mq.edu.au](#).

## Additional information

MMCCS website [https://www.mq.edu.au/about\\_us/faculties\\_and\\_departments/faculty\\_of\\_arts/departments/media\\_music\\_communication\\_and\\_cultural\\_studies/](https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/departments/media_music_communication_and_cultural_studies/)

MMCCS Session Re-mark Application <http://www.mq.edu.au/pubstatic/public/download/?id=167914>

Information is correct at the time of publication

## 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](http://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](http://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 - 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

- 1. Drawing on interdisciplinary theories and concepts to interpret mass media's functions, responsibility and usage in communication for social change.
- 3. Critically analyse and evaluate cases of communication for social change in various social, political and economic contexts.
- 4. Apply interdisciplinary theories in practical settings to design projects of communication for social change.

#### Assessment tasks

- Research paper
- Group Project

### 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

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

#### Assessment tasks

- Participation

- Weekly reading seminar
- 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

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

### 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

- 3. Critically analyse and evaluate cases of communication for social change in various social, political and economic contexts.
- 4. Apply interdisciplinary theories in practical settings to design projects of communication for social change.

## 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

- 5. Communicate knowledge and understanding effectively with culturally diverse audiences.

## Assessment tasks

- Participation
- Weekly reading seminar
- 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 outcomes

- 4. Apply interdisciplinary theories in practical settings to design projects of communication for social change.
- 5. Communicate knowledge and understanding effectively with culturally diverse audiences.

## Assessment tasks

- Participation
- Weekly reading seminar
- Group Project