



ICOM814

Communication for Social Change

S1 Day 2019

Department of Media, Music, Communication and Cultural Studies

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General Information

Unit convenor and teaching staff

lecturer

Qin Guo

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Contact via email

Y3A 158

Tuesday 9am - 5pm

Credit points

4

Prerequisites

Admission to MIntComm or MIntRel or MIntCommMIntRel or MIntBusMIntComm or MEnv or MCreIndMMedia or MPlan or MSusDev

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 concepts and theories of development, communication and development communication; strategic communication (community and participatory media and communication, integrated marketing communications); and practical issues of development communication and communication for social change (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 and designing communication campaign for social change.

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:

Interpret mass media's functions, responsibility and usage in communication for social change by drawing on interdisciplinary theories and concepts.

Conceptualise relationships between media, communication, development, and

development communication in various social, political and economic contexts.

Critically analyse and evaluate cases of communication for social change in various social, political and economic contexts.

Apply interdisciplinary theories in practical settings to design projects of communication for social change.

Communicate and work effectively in culturally diverse environment.

General Assessment Information

Assignment Grading

All assignments of this unit are aligned to the standards outlined in the Macquarie University Assessment Policy (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/assessment>). Marking rubric for each of the assignments is available on the iLearn. Students are expected to read the rubric before working on the assignment.

Assignment Submissions

1. Submit the research paper via Turnitin by 5 pm of the due date, unless stated otherwise explicitly.
2. Submit the 1000-word presentation note via Turnitin by 5pm of the due date.
3. Submit the Teammate Evaluation Form (hardcopy) to the tutor on the day of your presentation.

Late Submissions

1. Assessment tasks are aligned to the unit learning outcomes. Timely submission of assessment tasks is a unit requirement.
2. Late submission penalty: Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted perday for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests.
3. Re-Marks: The in-session re-mark application form is available at <http://www.mq.edu.au/pubstatic/public/download/?id=167914>

Assessment Tasks

Name	Weighting	Hurdle	Due
Participation	10%	No	Ongoing
Weekly seminar	10%	No	Week 3-9
Research paper	40%	No	Week 7 Tuesday, 5pm
final project	40%	No	Week 11 Tuesday, 5pm

Participation

Due: **Ongoing**

Weighting: **10%**

Requirement:

Students are expected to participate actively in learning and teaching activities. Marks will be awarded for engagement in class discussions and general contributions to the learning process.

As participation is an assessed task that involves the process of learning and is linked to and underpins the unit Learning Outcomes, you will need to apply for Special Consideration to cover any missed lecture or tutorial.

Marking Criteria

Participation will be assessed using the following criteria:

1. Engagement in learning and teaching activities: attend and actively engage in weekly tutorials; attend and actively engage in all the presentation sections of the final project (Week 11 to Week13).
2. Contribution to learning and teaching processes: Actively participate in all learning and teaching activities of this unit and contribute meaningfully to the in-class discussion/ presentation drawing on the concepts dealt with in the readings and lectures of this unit.

On successful completion you will be able to:

- Communicate and work effectively in culturally diverse environment.

Weekly seminar

Due: **Week 3-9**

Weighting: **10%**

Requirement:

Students will work in groups 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.

Marking criteria

The assessment of the seminar includes individual assessment (6 marks) and team assessment (4 marks).

Individual assessment criteria:

1. Demonstrated knowledge and understanding of the week's topic (concepts, theories and their relations with the real world) (4 marks).
2. Demonstrated effectiveness of inter-communication in intercultural context, including engaging the whole class and responding to audience (2 marks).

Team assessment criteria:

Demonstrated efficiency of teamwork and time management capacity during the presentation (4 marks).

On successful completion you will be able to:

- Conceptualise relationships between media, communication, development, and development communication in various social, political and economic contexts.
- Apply interdisciplinary theories in practical settings to design projects of communication for social change.
- Communicate and work effectively in culturally diverse environment.

Research paper

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

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 word limit for the research paper is 3000 words, with a 10% leniency.

Requirement

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 selected project must be real and information about the project must be published.

You are expected 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 work should be written and presented properly (accurate grammar, punctuation and spelling and

proper structure). Additional references are expected, although there is no limitation of the numbers of the additional references. Both quality and quantity of the references will be considered. All source material used in the work should be referenced properly using Harvard referencing style.

Assessment criteria

The research paper will be assessed using the following criteria:

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 social change.
3. Evidence of research with appropriately referenced source material.
4. Written and presented to an academic standard.

The recommended structure of this assignment is:

1. 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. A complete list of references, presented in Harvard referencing style.

On successful completion you will be able to:

- Interpret mass media's functions, responsibility and usage in communication for social change by drawing on interdisciplinary theories and concepts.
- Conceptualise relationships between media, communication, development, and development communication in various social, political and economic contexts.
- Critically analyse and evaluate cases of communication for social change in various social, political and economic contexts.

final project

Due: **Week 11 Tuesday, 5pm**

Weighting: **40%**

Requirements

Working in groups, students are required to 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.

Students are required to work in groups for the final project. The final project will be assessed based on individual performance (30 marks) and team performance (10 marks), including:

1. Group performance at the presentation (10 marks)
2. Individual performance at the presentation (20 marks)
3. 1000-word individual presentation note (5 marks)
4. Teammate evaluation of the individual performance and contribution (5marks).

Works to be submitted include: presentation of the project, presentation note, teammate evaluation.

Presentation

The 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, timeline and evaluation strategy;
4. Discussion/analysis on the proposed project: advantages, disadvantages, potential risk,etc.

Presentation Note

Each student is required to prepare a **1000-word presentation note**, which clearly identifies the main points of your part of the presentation, and a brief statement of your contribution to the group project.

Submit the presentation note via Turnitin by 5 pm on the day of your presentation. Late submission will incur mark penalty.

Teammate evaluation

Recommend a mark for each of your teammates based on their performance during the preparation of the final project. Please use the Teammate Evaluation Form and Rubric, available on the iLearn, for the teammate evaluation. Submit the **Hardcopy** of the Teammate Evaluation Form (available on the iLearn) to your tutor by 5pm of the due date.

Late submission of the form will incur mark penalty.

Assessment criteria

The final project will be assessed using the following 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. Communication: Demonstrated efficient presentation and communication skills.
4. Teamwork: Demonstrated quality of teamwork.
5. Teammate evaluation: performance during the preparation of the project, completion and submission of the teammate evaluation.

On successful completion you will be able to:

- Interpret mass media's functions, responsibility and usage in communication for social change by drawing on interdisciplinary theories and concepts.
- Conceptualise relationships between media, communication, development, and development communication in various social, political and economic contexts.
- Critically analyse and evaluate cases of communication for social change in various social, political and economic contexts.
- Apply interdisciplinary theories in practical settings to design projects of communication for social change.
- Communicate and work effectively in culturally diverse environment.

Delivery and Resources

The unit will be delivered on campus in forms of lectures and tutorials. Students are expected to complete the reading and reflect on the reading questions of the week before attending the lecture and tutorial. All required reading materials are available in the Reader of ICOM814. The reader can be purchased from the Co-op bookstore on the campus.

Students are expected to make use of material and information available in the library, on the internet and other published resources to enrich their study experiences.

1. Lectures – Lectures start from the first week. 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 – Tutorials start from the first week. Students are required to attend and actively participate in the weekly tutorials.
3. Course reader - All students are required to purchase the Reader of this unit which is available from Macquarie University Co-op Bookshop.
4. iLearn - The iLearn is an important information resource and communication platform for this unit. Important information about learning and teaching of this unit will be distributed through iLearn. It is expected that all students are visiting the iLearn regularly.
5. MQ email – Please check your MQ email regularly. This is the major channel the lecturer and tutors will use to circulate important information and announcement.

Unit Schedule

Session 1 Introduction

Reading:

1. Paolo Mefalopulos (2008), *Development Communication Sourcebook*, pp18-28, Washington: The WorldBank
2. ICOM814 Unit Guide

Session 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?

Session 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 developmentcommunication.

Thinking:

What is development?

What is development communication?

Session 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>)
3. Miller, Katherine (2002) "Three Classic Models of Persuasion" in *Communication Theories*, Boston: McGraw Hill (pp114-125)

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?

Session 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?

Session 6

Participatory Communication and Case Study

Reading:

1. "Involving People in a Participatory Process" in *Participatory Video* (pp33-45)
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?

Session 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* (pp180-202)

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.)

Session 8

Integrated Marketing Communications

Reading:

1. Belch, G.E., Belch, M. A., Kerr, G., and Powell, I. (2009) pp36-51, “Marketing – Where IMC begins” in *Advertising and Promotion, Sydney: 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?

Session 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?

Session 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- 13

Group Project and Presentation

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway \(https://students.mq.edu.au/support/study/student-policy-gateway\)](https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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 or if you are a Global MBA student contact globalmba.support@mq.edu.au

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

If you are a Global MBA student contact globalmba.support@mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources 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 outcome

- Apply interdisciplinary theories in practical settings to design projects of communication for social change.

Assessment tasks

- Participation
- final 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

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

Assessment tasks

- Weekly seminar
- Research paper
- final 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

- Interpret mass media's functions, responsibility and usage in communication for social change by drawing on interdisciplinary theories and concepts.
- Conceptualise relationships between media, communication, development, and development communication in various social, political and economic contexts.

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

Assessment tasks

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

Assessment tasks

- Research paper
- final 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 and work effectively in culturally diverse environment.

Assessment tasks

- Participation

- Weekly seminar
- final 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

- Apply interdisciplinary theories in practical settings to design projects of communication for social change.
- Communicate and work effectively in culturally diverse environment.

Assessment tasks

- Participation
- Weekly seminar
- final project