

MACQUARIE UNIVERSITY
DIVISION OF SOCIETY, CULTURE, MEDIA AND PHILOSOPHY
MACQUARIE UNIVERSITY CENTRE FOR INTERNATIONAL
COMMUNICATION

ICOM 811
Communication and Social, Political & Economic Development

STUDY GUIDE, SEMESTER 2, 2008

Unit Overview

This unit examines the process of international communication in the context of social, political & economic development. It includes a study of the literature on communication and development and focuses on ways government policies are developed to facilitate change. In addition to the theoretical basis for communication and development, particular attention is given to the role of communication and its effect on social, political and economic development. Finally, theory and practice come together in a series of group presentations which provide practical experience in the development of policies for the effective implementation of development projects.

Theories and concepts discussed in this unit may be applied or integrated in studies of other 800 level ICOM units, e.g. ICOM813, ICOM814, ICOM816, ICOM818, ICOM895.

Unit Value: 4 Credit Points

Contact Details

Unit Website: http://www.mucic.mq.edu.au/pg_courseWork/icom811/

Unit Convener and Lecturer: Dr Qin Guo
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Unit Tutor: Dr Shih-Chi Kao
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Time /Place Lectures: Monday 9 am – 10 am/C5A 232
Tutorial 1: Monday 10 am – 12 noon/C5A 407
Tutorial 2: Monday 2 pm – 4 pm/C5A 407

Course Theory, Research Skills and Other Skills Content (Rated out of five)

Theory review skills	5
Independent research skills	4
Media skills	1
Writing skills	4
Oral presentations skills	2
Group work skills	4

Unit Outcomes

In this unit, you will learn the following discipline based skills and knowledge:

1. Understanding of the process of communication in the context of social, political and economic development;
2. Understanding of the concept of development and development communication;
3. Knowledge of various perspectives of development and communication;
4. Insight to and skills of development of strategies for the effective implementation of development projects;
5. Individual and group presentation experience.

Generic Skills

University study does not only aim to provide you with knowledge and skills in a particular academic discipline, but also in research, work and expression skills that will help you in later employment. These are known as generic skills. In this unit you are expected to develop the generic skills below, which are essential to researchers and practitioners in the field of international communication.

1. Group-based work and presentation collaboration;
2. Cross-cultural empathy;
3. Independent library and online research skills;
4. Report writing;
5. Oral presentation to culturally diverse audience.

Topic Schedule

- Week 1 – Introduction
- Week 2 – Inter-Cultural Communication
- Week 3 – The Dominant Paradigm of Development
- Week 4 – Communication approach of the Dominant Paradigm
- Week 5 – Critical Perspectives of Development
- Week 6 – Liberation Perspectives of Development
- Week 7 – Communication and Development
- Week 8 – Systems of Mass Communication and Society
- Week 9 – Technology and Society
- Week 10 – Globalization and Glocalization
- Week 11 – Group Presentations
- Week 12 – Group Presentations
- Week 13 – Group Presentations

Unit Texts

Melkote, Srinivas. "Communication for Development in the Third World" New Delhi: Sage Publications, 2001

Mowlana, Hamid. "Global Communication in Transition: The End of Diversity?" London: Sage Publications, 1996

Assessment

1. Components

Assessment of this unit is composed of four components:

1) Classroom Participation:

Value 10%

2) Reading Notes:

Value 10%

3) Assignment One (3000 words):

Value 40%

4) Assignment Two (1000 words executive summary plus presentation):

Value 40%

2. Requirements

1) Classroom Participation – Value 10%

Students are expected to participate in discussions and activities around the readings allocated for tutorials and to attend and be punctual for **at least 75%** of the lectures and tutorials. **To be awarded with a grade of Distinction or High Distinction, an attendance of 90% or higher is required.**

2) Reading Notes – Value 10%

Students are expected to complete each week's reading list and prepare for questions of the week before attending the lecture. The reading notes should demonstrate the scope and quality of the above preparations to the tutor.

Requirements:

a. 1-2 A4 pages each week

b. Due: Monday tutorial each week, from Week 2 to Week 10.

3) Assignment One – Value 40% of the marks for this unit.

The primary focus of this assignment is on the theoretical aspects of the concept of development and development strategies.

Requirements:

a. 3,000 word essay.

b. Due on 7th October 2008. Please submit a hardcopy to the Division Enquiry Office at W6A and an electronic copy to Dr Shih-Chi Kao.

c. Task:

You are a development policy adviser hired by a government to recommend a development strategy for that country (or community) addressing specific challenge(s) or problem(s). This paper will articulate your development strategy using **theories learned in this unit** and relevant data of the country/community.

d. Structure of the paper

Your paper should contain four sections:

- (1) **Introduction**: articulating justification, objectives and outline of your research.
- (2) **Literature Review**: discussion on the **all three main perspectives** of development introduced in this unit.
- (3) **Status Report on the Country** (or Community): information about the country (or community). Sources of information must be properly referenced.
- (4) **Recommendations**: applying **relevant theories** to recommend a strategy addressing the challenge or problem of your focus.

4) Assignment Two (Each student will be given an individual mark.) Value 40%
This is a group presentation. It combines both the theory and practice of development communication.

Requirements:

- a. Group Presentations** – Weeks 11,12 and 13
- b. Each member of the group should prepare a note of 1,000 word, which clearly identifies the main points made during your part of the presentation;**
- c. Individual notes are due on 10 November 2008.**
- d. Task:**

You are a member of a group of communication experts. A government has asked your group to work together to prepare an implementation strategy for a major development project. The selected project should be clearly identified and **have a communication component or emphasis.**

Your group should complete the following work:

- (1) to examine the selected development project from a government policy point of view;
- (2) to identify the strengths and weaknesses of the development project;
- (3) to identify the project's social, economic & political impact on the people who will be most affected by the project;
- (4) to prepare your group's proposed strategy and practical recommendations for the implementation of the project.

Based on the above work, your group will make a presentation to the 'government selecting committee'. The presentation should include the following points:

- 1) a review of the appropriate literature to support your reasoning for the adoption of your strategy;
- 2) background information of the selected development project; and
- 3) recommended strategy for successful implementation of the selected project.

Grades, Scaled Marks and Grade Points

Assignments and presentations will be marked on the following scale:

HD	High Distinction	85-100	4
D	Distinction	75-84	4
CR	Credit	65-74	3
P	Pass	50-64	2
PC	Pass Conceded	45-49	1
F	Fail	0-44	

To achieve a **credit grade** there must be evidence of critical analysis, knowledge and familiarity of key concepts from the course, material drawn from readings and lectures, and appropriate referencing. In addition to the requirements for a credit, to attain a **distinction or better** there must be reference to additional literature sources, demonstrated high level critical thinking, creative presentation and individual field research, and **the attendance must be not lower than 90%**.

PLUS

All students are recommended to participate in the Program for Learning, Understanding and Support (PLUS). One of the objectives of PLUS is to teach students to avoid the pitfalls of plagiarism. All students are expected to attend PLUS sessions about plagiarism. Students who have difficulty in English expression are expected to participate in the PLUS Language Support Program. Please consult the PLUS Coordinator for detailed information of the program.

Plagiarism

Plagiarism is the unacknowledged use of other peoples' work or ideas. It is a serious academic offence. It is your responsibility to know what plagiarism is, and how to avoid it. More information can be found in the Division of SCMP Essay Writing Guide, or at www.scmp.mq.edu.au/plagiarism.html. Additionally there will be PLUS guidance provided on avoiding plagiarism. Students who are experiencing difficulties in one way or the other should consult their lecturer about an extension rather than falling into the trap of plagiarism. Plagiarism can result in failure in the unit or even suspension from the University, depending on the extent of the offence. In order to protect students from the trap of falling into plagiarism, assignments may be subjected to electronic plagiarism detection tests.

Human Ethics

Please note that research projects involving human participants must be conducted in conformity with the National Statement on Ethical Conduct in Research Involving Humans (1999). More information of the University's Human Ethics Guidelines is provided at www.ro.mq.edu.au/eth_hum.htm.

Frequent Asked Questions

Where and what is the Department of International Communication?

The Department of International Communication is located at F9C. For information about the department please check the website www.mucic.mq.edu.au

Where do I submit written work?

Hardcopies of written work should be submitted to the Information Desk on the Ground Floor of W6A, by the due date. Assignments should have a completed **MUCIC cover sheet (dark green)**, the tutor's name and other details completed. Assignments will be date stamped by the Information Office. **Assignments submitted by email will not be marked** (the electronic copy of the assignment sent to Dr Shih-Chi Kao by due date is for plagiarism detection purpose).

Where do I collect my graded paper?

Papers will be returned to the Information Office in W6A, after marking by the tutor, for collection by students.

Late Submission of Work

All assignments that are received at the Information Office in W6A after the stated submission deadline may have up to 5 % of the total mark assigned to that assignment deducted for each day (including weekends and holidays) that the work remains unreceived. A penalty will be avoided if an extension is sought and received **before** the deadline for submission is reached. Students who submit their work to the Information Office one week 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.

What are references?

Written academic assignments usually require a student to explore a topic, consider theoretical approaches, and provide examples to support arguments. To achieve these ends they usually need draw on a variety of written or others sources. The following passage provides a model for how this might be done (students should use the Harvard referencing style and not use footnotes or endnotes – in stead use in-text referencing which state the author, date of publication and page number.) See <http://www.lib.gla.ac.uk/researchskills/citationstyle.shtml>. In addition, writing tools at <http://www.fas.harvard.edu/~wricntr/html/tools.htm> is also a site with useful information on writing assignments.

Weekly Lectures and Readings

Week 1

Lecture:

An introduction to the study of international communication in the context of social, political and economic development, together with structure and requirements of this unit.

Tutorial:

1. Grouping: to form groups for classroom discussions and the group assignment.
2. Discuss the generic skills to be developed in this unit.
3. Discuss feedbacks you will expect to receive in this unit.

Week 2

Lecture:

An analysis on the psychological and cultural elements which limit communication between groups and individuals at an international level.

Tutorial:

Discuss obstacles in intercultural communication: your experiences and strategies to overcome these obstacles.

Text Book:

Melkote, Srinivas. "Introduction to Communication, Development, and Empowerment in the Third World" in *Communication for Development in the Third World* India:Sage 2001. PP 19-45.

Readings:

Katz, Daniel. "Psychological Barriers to Communication" in *Mass Communication*. Wilbur Schramm (Ed). USA: University of Illinois Press, 1975. PP 316-328

Week 3

Lecture:

Discussion on the concept of development – from the Dominant Paradigm's point of view.

Tutorial:

Strengths and weaknesses the dominant paradigm.

Text Book:

Melkote, Srinivas. "The Enterprise of Modernization and the Dominant discourse of Development" in *Communication for Development in the Third World* India:Sage 2001. PP 71-102

Readings:

W.W.Rostow. "The Five Stages of Growth – A Summary" *The stages of Economic Growth: A Non-Communist Manifesto* Cambridge: Cambridge University Press 1960. pp4-16

Week 4

Lecture:

A discussion on the communication approach of the dominant paradigm.

Tutorial:

Discuss the relation between mass media and development.

Text Book:

Melkote, Srinivas. “*Communication Approach in the Modernization of the Third World*” India: Sage 2001. PP 103-147

Week 5

Lecture:

A discussion on the critical perspective of development.

Tutorial:

A critical discussion on the critical perspective – strengths and weaknesses.

Text Book:

Melkote, Srinivas. “Deconstructing the Dominant Paradigm of Development” in *Communication for Development in the Third World* India: Sage 2001. PP 158-180

Readings:

Eisenstadt, S.N. “The Changing Vision of Modernization and Development” in *Communication and Change: The Last Ten Years and the Next*. Wilbur Schramm & Daniel Lerner (Eds). Hawaii: University Press of Hawaii, 1996. PP 31-44

Week 6

Lecture:

A discussion on the core ideas of the liberation perspective of development.

Tutorial:

Other thoughts of development: sustainable development, the comprehensive development framework.

Text Book:

Melkote, Srinivas. “Liberation Theology and Development” in *Communication for Development in the Third World* India: Sage 2001. PP 273-294

Melkote, Srinivas. “Participatory Strategies” in *Communication for Development in the Third World* India: Sage 2001. PP 336-348

Week 7

Lecture:

A discussion on the role of communication in development and communication strategies for community building.

Tutorial:

Discuss the inter-relativeness of communication and development.

Text Book:

Mowlana, Hamid. "The Making of Community" in *Global Communication in Tradition* London: Sage 1996. PP 90-102

Week 8

Lecture:

A structural analysis of the ownership, control and regulation of public and private mass media organisations in the context of mass communication as an index of development.

Tutorial:

Discuss the media regulation system and control strategies in a country you are familiar with.

Text Book:

Melkote, Srinivas. "*Mass Media and Modernization Approach: A Critique*" India: Sage 2001. PP 206-222

Readings:

McQuail, Denis. "Media Economics and Governance" in *McQuail's Mass Communication Theory* London: Sage 2005. pp218-228

Week 9

Lecture:

A discussion on perceptions of the role of technology in development and the concept of technology from the viewpoint of development.

Tutorial:

Discuss the concept of technology and influential factors in application of technology for development.

Text Book:

Mowlana, Hamid. "Technology and Society" in *Global Communication in Tradition* London: Sage 1996. PP 39-70

Readings:

Masuda, Yoneji. "Parameters of the Post-industrial Society – Computopia" in *Information Revolution*. Tom Forrester (Ed). UK: Blackwell, 1985. PP 620-634

Robertson, Douglas. "The Information Revolution" in *Communication Research*, 17,2 (1990). PP 235-254

Week 10

Lecture:

Discussion on the concepts of Globalization, Global Village, Self-reliance and Locality in the context of a global world.

Tutorial:

Is globalisation a good deal?

Text Book:

Mowlana, Hamid. "Shapes of the Future: International Communication in the 21st Century" in *Global Communication in Tradition USA*: Sage 1996. PP 193-213

Readings:

Atal, Yogesh. "One World, Multiple Centres" in *Media & Politics in Transition: Cultural Identity in the age of Globalisation*. Jan Servaes & Rico Lie (Eds). Belgium: Uitgeverij Acco, 1997. PP19-28

Monsivais, Carlos. "Globalization Means Never Having to Say You're Sorry" in *The Journal of International Communication*, 1,2 (1994). PP 120-124

Robertson, Roland. "Globalization or Glocalization" in *The Journal of International Communication*, 1.1 (1994). PP 33-52

Week 11

Group presentation.

Week 12

Group presentation.

Week 13

Group presentation.

Additional Readings

Cooke, Bill and Kothari, Uma. *Participation: The New Tyranny?* London, New York: Zed Books. 2001

Frederick, Howard. *Global Communication & International Relations*. US: Wadsworth, 1993

Michael O'Shaughnessy and Jane Stadler. *Media and Society*. New York: Oxford 2002

Mowlana, Hamid and Laurie, Wilson. *Beyond Modernity: Communication and the Transformation of Society*. New York: Longman 1999

Williams, Louise & Roland Rich (Eds) *Losing Control – Freedom of the Press in Asia* Canberra: Asia Pacific Press (ANU) 2000