

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

ICOM 814

Development Communication

STUDY GUIDE, SEMESTER 2, 2008

Unit Overview

This unit aims to discuss on media for communication in development and social reform. It includes a study of the origins, growth and development of the area of human activity traditionally known as Development Communication (often abbreviated to "DevComm"). In addition to theoretical basis of development communication, particular attention is given to media application strategies for development purpose, drawing on experiences of practical development communication cases in various social, political and cultural contexts.

This unit shares some common basis theoretical concepts with ICOM811, Communication and Social, Political and Economic Development. However the two units have different concerns of research. While ICOM811 concerns the relations between communication and social, political and economic development, ICOM814 focus on best practices of communication for development. For those who are interested in pursuing a career in development and social changes (working with government agencies or NGOs), it is recommended to take both ICOM811 and ICOM814.

Diversities and cultural capitals among the students are highly valued in teaching and learning of this unit. A strong participatory learning approach aimed to facilitate peer-learning is applied in this unit's teaching and learning. Most of the weekly seminars will be rolled out with a discussion led by students.

Unit Value: 4 Credit Points

Contact Details

Unit Website: http://www.mucic.mq.edu.au/pg_courseWork/icom814/

Unit Convener and Lecturer: Dr Qin Guo
Office: Room 601, C3A
Email: qin.guo@mq.edu.au
Telephone: 9850 8110

Time/Place Friday 9 am – 12 noon/W5C 234

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

Theory review skills	4
Independent research skills	5
Media skills	3
Writing skills	4
Oral presentations skills	2
Group work skills	3

Unit Outcomes

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

1. Understanding of media functions, responsibility and usage in development;
2. Descriptive skills in relation to media production and community participation for community development in different environment and social groups;
3. Analytical skills in relation to media for development communication and social reform;
4. 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. By completing this unit you are expected to develop the below listed generic skills which are required for a practitioner or researcher in the field of development communication.

1. Group-based work and presentation collaboration

2. Cross-cultural empathy
3. Independent library and online research skills
4. Research report writing
5. Oral presentation to culturally diverse audience
6. Group discussion leadership

Topic Schedule

- Week 1 – Introduction
- Week 2 – Theoretical Frameworks of Development Communication (1)
- Week 3 – Theoretical Frameworks of Development Communication (2)
- Week 4 – Media for Development and Case Study
- Week 5 – Media Usage in Developing Countries and Case Study
- Week 6 – Participatory Communication and Case Study
- Week 7 – Producing Development Communication
- Week 8 – Applications of Radio for Development and Case Study
- Week 9 – Media Freedom and Ethics
- Week 10 – Public Journalism
- Week 11 – Group Presentation
- Week 12 – Group Presentation
- Week 13 – Group Presentation

Unit Texts

Mody, Bella. *Designing Messages for Development Communication: An Audience Participation-based Approach*. London: Sage Publications, 1991.

McQuail, Denis. *McQuail's Mass Communication Theory*. London: Sage Publications, 2005.

White, Shirley A. *Participatory Video: Images that Transform and Empower* New Delhi: Sage Publications, 2003

ICOM814 Reader

Assessment

1. Components

The assessment of this unit is composed of three components:

1) Classroom Participation

Value 20%

2) Assignment One: Individual research paper (3000 words)

Value 40%

3) Assignment Two: Group Project (presentation plus 1000-word individual summary)

Value 40%

2. Requirements

1) Classroom Participation (20%)

a. 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 seminars. **To be awarded with a grade of Distinction or High Distinction, an attendance of 90% or higher is required.**

b. On rotating basis, each group are required to lead 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 the discussion.

2) Assignment One – Individual Research Paper (40%)

Requirements:

a. **2400 – 3000 word research paper**

b. **Due on Friday, 10th October**

c. **Task:**

Using published literatures to analyse the role of media to support development in a particular case (e.g. The Role of Media in a Family Planning Project in Nigeria). Please note that the case must be a real case, not fictional.

d. Structure of the paper:

Your paper should contain the following four sections:

- (1) **Introduction:** articulating justification, objectives and outline of your research.
- (2) **Literature Review:** discussion on the theoretical framework of development communication and the concept of participatory communication.
- (3) **Case Study:** using information and data from published reports or articles to construct your case study.
- (4) **Discussion** and conclusion: applying relevant theoretical concepts of development communication to analyse the role of media to support development in the selected case.

2) Assignment 2 – Group Presentation (Each student will be given an individual mark.) (40%)

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 Friday, 14th November.**
- d. Task:**

Each group will select a specific project on media for development communication to make their presentation. You may show sample media product(s) such as: a radio program, poster, video, drama, in order to elaborate the role of media for development communication and your design and application strategy. The group presentation should cover the following:

- (1) Introduction of the selected project (justification, background information)
- (2) Review on relevant theories (the role of media in development communication, media design and application strategies)
- (3) Demonstration of your product(s)
- (4) Discussion on your media design and application strategy
- (5) and conclusion

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	0

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 contact the coordinator of PLUS for detailed information on Language Support 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.

Frequently 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 submitted by email will not be marked.** Assignments should have a completed **MUCIC cover sheet**, the lecturer's name and other details completed. Assignments will be date stamped by the Information Office.

Where do I collect my graded paper?

Papers will be returned to the Information Office in W6A, after marking by the lecturer, 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. Instead use in-text referencing which state the author, date of publication and page number.)

See <http://www.lib.gla.ac.uk/researchskills/citationstyle.shtml>

for information about the Harvard style). Writing Tools at <http://www.fas.harvard.edu/~wricntr/html/tools.htm> is a site with useful information on writing assignments.

Weekly Lectures and Readings

Week 1

Brief Description

An introduction to the study of development communication, together with the outline and requirements of this unit.

Week 2

Brief Description

A discussion on the function of the mass media in development process.

Reading

Moemeka, Andrew A. "Development Communication: A historical and conceptual overview" in *Communicating for Development: A New Pan-Disciplinary Perspective*. Albany: State University of New York Press, 1994, pp.3-22.

Week 3

Brief Description

A discussion on the concepts of 'development', 'communication' and 'development communication'.

Reading

Mody, Bella. "Development Communication" in *Designing Messages for Development Communication: An Audience Participation-Based Approach*. London: Sage Publication Ltd., 1991, pp.15-36.

Fair, Jo Ellen, Shah, Hemant. "Continuities and Discontinuities in Communication and development Since 1958" in *The Journal of International Communication*, 4(2), December 1997, pp.3-23.

Week 4

Brief Description

A discussion on media strategies for development.

Reading

Higgins, John W. "Community Television and the Vision of Media Literacy, Social Action, and Empowerment" in *Journal of Broadcasting & Electronic Media* 43(4), 1999, PP.624-644.

Okunna, Chinyere Stella. "Small Participation Media Technology as an Agent of Social Change in Nigeria: Anon-existent Option?" in *Media, Culture & Society*, Vol. 17, No.4, 1995, pp.615-627.

Week 5

Brief Description

A discussion on development communication design approaches.

Reading

Kasoma, Francis P. "Rural Newspaper Forums: Another Model of Communication for Development" in *The Journal of Development Communication*, Vol. 1, No. 2, December 1990 pp 1 – 11.

Laird, John. "The Role of the Media in Promoting Sustainable Consumption" in *Media Asia, An Asian Mass Communication Quarterly*, Vol. 26, No. 2, 1999, pp.63-70.

McPhail, Thomas L., McPhail, Brenda M. "Television and Development Communication: a Canadian Case Study" in *Communicating for Development: A New Pan-Disciplinary Perspective*. Albany: State University of New York press, 1994, pp.191-218.

Week 6

Brief Description

A discussion on the concept and strategies of participatory communication.

Reading

Lodder, Suzi. "Working with Indigenous Communities" in *Bulletin* No.4 Spring/Summer, 2003, pp17-27

Dervin, Brenda, Huesca, Robert. "Reaching for the Communication in Participatory Communication: A meta theoretical analysis" in *The Journal of International Communication*, 1997, pp.46-74.

Huesca, Robert. "A Procedural View of Participatory Communication: Lessons from Bolivian Tin Miners' Radio" in *Media, Culture & Society*, Vol.17, 1995, pp.101-119.

White Shirley A. "Involving People in a Participatory Process" in *Participatory Video* New Delhi: Sage Publication, 2003 pp33 - 44

Week 7

Brief Description

A discussion on the aim, design and evaluation of communication from a community centered approach.

Reading

Mody, Bella. *Designing Messages for Development Communication: An Audience Participation-Based Approach*. London: Sage Publication Ltd. 1991, pp.37-173.

White Shirley A. "Participatory Video: a Process that Transforms the Self and the Other" in *Participatory Video* New Delhi: Sage Publication, 2003 pp63 - 101

Week 8

Brief Description

A discussion on applications of radio for development.

Reading

Moemeka, Andre A. "Radio Strategies for Community Development: A Critical Analysis" in *Communicating for Development: A new Pan-Disciplinary Perspective*. Albany: State University of New York Press, 1994, pp.125-140.

Ishikawa, Sakae. "Promoting Community Culture: Growth of Community FM Radio in Japan" in *The 8th MacBride Round Table on Communication Proceeding*, Seoul, 1996, pp.205-218.

Walter Otis Tapfumaneyi. "Pump Up the Volume: Radio listening clubs amplify voices from the margins in Southern Africa" in *New Internationalist*, May 2007. p17.

Week 9

Brief Description

A discussion on media freedom and ethics in the context of development communication.

Reading

McQuail, Denis. "Truth and Information Quality" in *McQuail's Mass Communication Theory*, London: Sage Publications. 2005. pp199-203

Syed, Arabi. "Press Freedom and Responsibility in a Developing Society" in *Media Asia, an Asian Mass Communication Quarterly*, Vol.23, No.3, 1991, pp.146-149.

Siddiqi, Mohammad A. "Ethics and Responsibility in Journalism: An Islamic Perspective" in *Media Development* 1/1999, pp.42-46.

Romano, Carlin. "All is Not Fair in Journalism, Fairness to People vs. Fairness to the Truth" in *Media Studies Journal*, Spring/Summer 1998, pp.90-95.

Week 10

Brief Description

A discussion on the concept of Public Journalism and the new roles and tasks of journalism from public journalism's point of view.

Reading

Rosen, Jay, Merritt Jr., Davis. "Public Journalism: Theory and Practice". An Occasional Paper of the Kettering Foundation, 1994.

Merritt, Davis. "Public Journalism: Defining a Democratic Art" in *Media & Democracy*. New Jersey: Transaction Publisher, New Brunswick, 1998, pp.119-125.

Hindman, Elizabeth Blanks. "Community, Democracy, and Neighbourhood News" in *Journal of Communication*, Spring, 1998, pp.27-39.

Week 11

Brief Description

Group presentation.

Week 12

Brief Description

Group presentation.

Week 13

Brief Description

Group presentation.

Additional Reading

Curran, James, Park, Myung-Jin, Eds. *De-Westernizing Media Studies*. London: Routledge, 2000.

Dennis, Everette E., Synder, Robert W., Eds. *Media & Democracy*. New Jersey: Transaction Publisher, New Brunswick, 1998.

Howley, Kevin. *Community Media*. Cambridge University Press, 2005

Mody, Bella. *Designing Messages for Development Communication: An Audience Participation-Based Approach*. London: Sage Publication Ltd., 1991.

Moemeka, Andrew A., Ed. *Communicating for Development: A New Pan-Disciplinary perspective*. Albany: State University of New York Press, 1994.

Servaes, Jan, Jacobson, Thomas L., White, Shirley A. Eds. *Participatory Communication for Social Change*. London: Sage Publications, 1996.

White, Shirley A. Ed. *Participatory Video*. London: Sage Publications, 2003.