Communication, Development, and Social Change

Code: 42440
ECTS Credits: 6

Degree	Type	Year	Semester
4313227 Media, Communication and Culture	OT	0	2

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Use of Languages

Principal working language: spanish (spa)

Other comments on languages

The works and the evaluation tests can be done either in Catalan or in Spanish.

Prerequisites

Those of the Master.

Objectives and Contextualisation

The basic objectives of the module are the following:

- Make a historical approach to the relationship between communication, power and culture.
- Reflect on the role of the international division of labor in the construction of a structurally imbalanced global culture and mass communication.
- Make a critical reflection on the relationship between communication, economic development, democracy, learning society and social progress.
- Analyze the role of the media in the processes of social change.
- Analyze the changes introduced by the new digital communication ecosystem in communication policies aimed at promoting democratic and social progress.
- Develop skills to manage communication for social change in diverse contexts and environments.
- Train to design and develop strategic communication plans for social change.

Competences

- Continue the learning process, to a large extent autonomously.
- Lead and work in interdisciplinary teams.
- Plan and lead basic and applied research projects in media communication and culture.
- Plan, direct and evaluate policies on culture and communication in both the local and the international fields using the new forms of social communication
- Plan, direct and evaluate public communication projects to meet the needs of institutions, businesses and social organisations.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Learning Outcomes

1. Continue the learning process, to a large extent autonomously.
2. Design and direct comunication projects.
3. Develop innovative proposals regarding communication policies for development.
4. Develop research projects on communication for development and social change.
5. Evaluate the results of communication projects of institutions, companies, associations, foundations and other entities.
6. Generate ideas and innovative solutions regarding communication, development and social change.
7. Lead and work in interdisciplinary teams.
8. Recognize the scope and application of the current policies of communication for development.
9. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Content

Brief description of the contents of the module:
1. Communication as a social space of mediation between experience and consciousness.
2. Critical debate based on the concepts of social communication, economic development, social progress, learning society and social change.
3. Historical approach to the relationship between communication, power and culture: from the agrarian revolution to the industrial revolution and the information revolution.
4. Communication, economic growth, democracy and social change in the current digital environment.
5. Communication policies, learning society and social change
6. Communicative strategies oriented to social change.
7. Actors and objectives in communication for the development and democratic consolidation.
8. Proposals and communicative models for development and social change: case analysis.

Methodology

The pedagogical method is based on the group's joint work and the debate suggested by the teacher's explanations. To shape this approach, five work dynamics are defined:
1. Explanations by the professor on theoretical or generic aspects.
2. Debate based on readings of reference texts in the field of communication, development and social change.
3. Sharing of the course work of the students.
4. Group exhibitions by students.
5. Individual realization of a course work under the tutor's tutorship. The work may be a communication project for social change.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Case analysis	30	1.2	9, 1
Revisión de las teorías sobre comunicación y desarrollo para el cambio social.	30	1.2	9, 1, 7
Type: Supervised			
Design of a communication project for social change	40	1.6	9, 1, 7
Type: Autonomous			
Readings, seminar dynamics.	50	2	9, 1, 7

Assessment

Evaluation:
The students of the module will be evaluated based on the three main work dynamics of the module:
1. The realization of a specific communicative project for a development entity or agency, taking into account the main lines of communication for social change. Alternatively, a theoretical reflection or case analysis work (40%) can also be carried out.
2. Participation in the debates that will be held in the classes based on the readings proposed by the teacher. In the session following the debate, a critical evaluation of the debate should be presented in an extension of no more than 3000 characters (30%).
3. In the second part of the module will be presentations in groups of a maximum of four members. The composition of the groups and the topics to be presented will be agreed with the professor in the second session of the module.
Re-evaluation:
Both the realization of the project and the presentation of the theme may be reevaluated to consolidate the approved or to improve the grade. The participation in the debates and the presentation of critical assessments are not recoverable.
The deadline to rework the projects or presentations will be extended until May 15.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Design of a communication project for social change or alternative work	40%	0	0	9, 4, 3, 2, 1, 7
Oral group exposition of a topic linked to the module's program.	30%	0	0	5, 9, 6, 1, 8
Participation	30%	0	0	5, 9, 8, 7

Bibliography

Basic bibliography:

- AA VV (2005): *Media & Glocal Change. Rethinking Communication for Development.* Nordicom y Clacso.
- CASTEL, Antoni. y BAJO ERRO, Carlos. (2013): *Redes sociales para el cambio en África.* Madrid: Los libros de la catarata.
- CHAVES GIL, Iñaki. (coord) (2012): *Comunicación para el cambio social: Universidad, sociedad civil y medios.* Madrid: Los libros de la catarata.
- GUMUCIO DAGRON, Alfonso. (2008): *Antología de comunicación para el cambio social: lecturas históricas y contemporáneas.* South Orange, NJ: Consorcio de Comunicación para el Cambio Social.
- MARÍ SÁEZ, Victor Manuel. M. (2011): *Comunicar para transformar, transformar para comunicar: tecnologías de la información, organizaciones sociales y comunicación desde una perspectiva de cambio social.* Madrid: Editorial Popular.
- MELKOTE, Srinivas; STEEVENS, Luc, (2001): Communication for Development in the Third World: Theory and Practice for Empowerment. Londres: Sage.
- OBREGÓN, Rafael: "Medios, Jóvenes y Pobreza", en DONAS, Solum (Ed.) Adolescencia y Juventud: Análisis de una población postergada. San José (Costa Rica): Proyecto Libro Universitario Regional, LUR, 2000.
- OBREGÓN, Rafael; MOSQUERA, Mario: "Methodological Challenges in Health Communication Research" en HEMER, O., TUFTE, T. (Eds.): Media, Communication and Social Research" en HEMER, O., TUFTE, T. (Eds.): Media, Communication and Social Change: Rethinking Communication for Development. Nordicom Review, 2005.
- RODRÍGUEZ, Clemencia; OBREGÓN, Rafael; VEGA, Jair: Estrategias de comunicación parael cambio social: lecturas históricas y contemporáneas. South Orange, N.J.: Consorcio de Comunicación parael Cambio Socal.

- PEREIRA, José Miguel; CADAVID, Amparo (2011): Comunicación, desarrollo y cambio social: interrelaciones entre comunicación, movimientos ciudadanos y medios. Bogotá: Pontificia Universidad Javeriana, Uniminuto i Centro en Comunicación para América Latina.
- SERVAES, Jan (2000): "Comunicación para el desarrollo; tres paradigmas, dos modelos" en *Temas y Problemas de Comunicación*, nº 10.
- STIGLITZ, Joseph E.; GREENWALD, Bruce C. (2015): "La creación de una sociedad del aprendizaje". Madrid: La esfera de los libros.

This bibliography will be discussed and expanded in the sessions of the module.