

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: catalan (cat)

Other comments on languages

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

Prerequisites

- Basic knowledge of communication theories and sociology of culture.
- Basic skills for the design and execution of a research project.
- Those of the Master.

Objectives and Contextualisation

The basic objectives of the module are the following:

1. Reflect on the relationship between communication, power and culture.
2. Make a critical reflection on the relationship between communication, development, democracy and culture.
3. Identify the main contributions to the study of communication for development and social change.
4. Analyze the role of the media in the processes of social change.
5. Analyze the role of new digital media in communication processes for social change.
6. To know the main methodologies of communication for development and social change.
7. Acquire skills to manage communication for social change in diverse contexts and environments.
8. Design projects / 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 communication 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. Culture, communication and power: a basic conceptual approach.
2. Communication, culture and development: discussion and criticism.
3. Communication, economic growth, democracy and social change in today's digital environment.
4. Communicative strategies and participatory methodologies aimed at social change.
5. Design of communication plans for social change.
6. Communicative proposals for development and social change: case analysis.

The content of the module will be sensitive to cultural diversity and aspects related to the gender perspective.

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 completion of a course project (communication project for social change) under the tutelage of the teacher

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
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Type: Directed			
Case analysis	30	1.2	9, 1, 7
Review of theories of development and communication for social change	30	1.2	9, 1
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Type: Supervised			
Design of a communication project for social change	40	1.6	9, 1, 7
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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. (20%)

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.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Design of a communication project for social change or alternative work	50%	0	0	9, 4, 3, 2, 1, 7
Participation in debates on theoretical aspects and case analysis.	30%	0	0	5, 9, 6, 1, 8
Team presentation of a topic related to the module program.	20%	0	0	5, 9, 8, 7

Bibliography

Basic bibliography:

- AA VV (2005): *Media & Glocal Change. Rethinking Communication for Development*. Nordicom i Clacso.
- BELTRÁN, L. R. (2005): "La comunicación para el desarrollo en Latinoamérica. Un recuento de medio siglo". Disponible a <https://revistas.udem.edu.co/index.php/anagramas/article/view/1117/1090>
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- CHAVES GIL, I. (coord) (2012): *Comunicación para el cambio social: Universidad, sociedad civil y medios*. Madrid: Los libros de la catarata.
- GUMUCIO DAGRON, A. (2001): *Haciendo Olas, Historias de comunicación participativa para el cambio social*. La paz: Fundación Rockefeller.
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- MARI SÁEZ, V. 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, S. R. i STEEVENS, L. H. (2001): *Communication for Development in the Third World: Theory and Practice for Empowerment*. Londres: Sage.
- PRIETO, D. (2007): "Comunicación para el desarrollo: entre los irrenunciables ideales y los juegos de poder". INTA, Argentina. Disponible a: http://www.washingtonuranga.com.ar/images/recomendados/03_prieto_irrenunciables.pdf
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- PEREIRA, J. M. i CADAVÍD, A. (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, J. (2000): "Comunicación para el desarrollo; tres paradigmas, dos modelos" en *Temas y Problemas de Comunicación*, nº 10.
- SERVAES, J. i MALIKHAO, P.(2004): "Comunicación participativa: ¿El nuevo paradigma?". *Redes.com*, nº4. Universidad de Sevilla. Disponible a <https://pdfslide.tips/documents/comunicacion-participativa-el-nuevo-paradigma.html>
- VV.AA. (2009): *Metodologías participativas. Manual*. Madrid: CIMAS. Disponible a https://www.redcimas.org/wordpress/wp-content/uploads/2012/09/manual_2010.pdf

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

Software

The module does not require the knowledge of specialized software beyond the usual office automation packages.