International Summer Course on Communication for Development
Under the Global Initiative for Academic Networks (GIAN)
A REPORT

Introduction:

Since at least the mid-20th century, communication has been recognized as essential to human development and positive social change. Yet the way, in which its role is conceived has varied widely, shaped by government system and policy, socio-economic and cultural contexts and the agendas and funding cycles of donor agencies.   Today, the field of communication for development (C4D) includes a range of approaches and strategies—from national health promotion campaigns to small-scale NGO and community-based initiatives and low-cost SMS communications. In some C4D programmes, communication remains essentially one-way (usually top-down); other programmes are more participatory and interactive in their approach to needs assessment, planning, design and implementation.

For governments and some international organizations, development has often been defined in macro-economic terms—measured by Gross Domestic Product (GDP), poverty levels or consumer spending. This course has attempted to situate development within a human-rights framework in areas such as education, public health, nutrition, water and sanitation, environmental protection, conflict resolution, gender equality, and the building of self-sustaining political and civil institutions. It presented C4D as a strategy that, depending on the context and need, can be applied both at the downstream (local and community) and upstream (policy and advocacy) levels.

Objectives of the Course:

1. To understand key concepts and theories in the fields of communication and development, their historical origins and influence.
2. To critically analyze the role communication can play in promoting and supporting social change.
3. To examine theoretical and methodological approaches to communication for development and social change.
4. To review and critique communication strategies and campaigns to address specific social development needs.
5. To understand how the forces of economic, technological and cultural globalization are shaping the world and to assess future communication and development challenges.

Duration of the Course:

From: 06/06/2016
To: 16/06/2016

Topics/Themes covered under the Course:

- Theories of communication for development and social change – Revisiting old paradigms and introducing current perspectives
- Case studies on C4D issues in Indian context – Policy and political systems, Media and C4D in India
- Case studies on Gender, Climate change, Environment, Health & Sanitation
- Formative research and Situation analysis in C4D Strategy design and Planning for C4D intervention, Levels of intervention and role of information technology
- Designing theme based messages and dialogic communication material
- Monitoring and evaluation – setting objectives, indicators and techniques

The Faculty of the Course:

Prof. David Mould

Dr. David Mould, Scripps College of Communication, Ohio University has served at Ohio University for 30 years in different capacities, as a full-time faculty member, as Associate Director of the school, as a founding faculty member of the Global Learning Community (now the Global Leadership Center), as Director of the master's program in Communication and Development Studies, and finally (2005-2010) as Associate Dean for Research and Graduate Studies of the Scripps College of Communication. A double Fulbright Scholar in 1996 and 2011, he has worked for the past 16 years as an international media trainer and consultant, mostly in Central and Southeast Asia, for UNESCO, USAID, UNICEF, IREX, USIS, Asia-Pacific Institute for Broadcasting Development (AIBD) and Open Society Institute.

Dr. Joya Chakraborty

Dr. Joya Chakraborty is an Assistant Professor at the Dept. of Mass Communication and Journalism, Tezpur University. She has been associated with various community media projects over the last ten years. Her research interests include ICT for Development, Cultural diversity and new media, Information and Knowledge Societies in transition, Sociology of communication technology and media, gender and ICT, Children and media participation.

Course Structure and Approach:

The course used the principles of action or discovery learning, encouraging participants to learn through the investigation and discussion of case studies, scenarios and realistic problems from the field of C4D, and to share their perspectives and experiences. The facilitator has made presentations on key topics in C4D, followed by guided discussions and group exercises designed to reinforce inquiry and encourage debate on theoretical, programmatic and ethical issues.

General Note:

The participants of the GIAN C4D course were from across the country and most of the participants were pursuing their PhD from various institutions like IIT Patna, Central Univeristy of Odissa, Jharkhand Central University, Jamia Milia Islamia etc. Various faculty members from universities like Banaras Hindu College, Osmania Iniversity, Manipur University, Central University of Orissa were also participants of the course. The full list of participants has been attached in the Annexure 1.

The inaugural ceremony of Global Initiative Academic Network (GIAN) took place on the very first day of the 10 days course i.e. on 6th June, 2016 at 10 am in the screening hall of the Department of Mass Communication and Journalism. Prof. Manabendra Bhuyan, Pro Vice-chancellor Tezpur University; Prof. P J Mahanta, Dean School of Humanities and Social Sciences; Prof. Sunil Kanta Behera, Professor of Eminence and Dr. Abhijit Bora, Head Dept. of MCJ were present in the inaugural ceremony apart from the Course Coordinator Dr. Joya Chakraborty and the Foreign Expert Prof. David H Mould.

The formal session of the course began at 11.30 am in the morning on 6th June, 2016. The schedule of the course was as followed-

Morning 10:00-1:00 (with break)
Lunch 1:00-2:30
Afternoon 2:30-4:30 (on all days, the facilitator held office hour, 4:30-5:30)

Day by day schedule is attached in the annexure 2.

The course was a participative one where all the participants have conducted various group exercises, made presentations, and were made to think critically on various given situations. The course ended on 16th June, 2016 and on the last day the participants were asked to present the case study of a project.

The closing ceremony of the course started at 4.30 pm in the evening on the same day. The Vice-Chancellor of the university, Prof. Mihir Kanti Chaudhuri, local co-ordinator of GIAN Prof. Nayandeep Deka Baruah, Prof. Sunil Kanta Behera, Dr. Abhijit Bora and other faculty members of the department attended the Valedictory function.

After the Vice Chancellor's speech on the occasion, participants were asked to share their experiences regarding the course as well as on their stay at the university campus. The certificates of the course were distributed by the Vice Chancellor of the University, Head of the Department, the GIAN local coordinator and Prof. Mould.

After the completion of the course, feedback from all the participants was sought on both logistical as well as academic parameters. The feedback form is attached in the Annexure-3. In the feedback form the participants have mentioned that their expectation from the course was met to a great extent. Topics like C4D models and theories, behavioural

theories, participatory learning theory, information about social norms and practices, developing questionnaire for community, human development index measure, various group activities, developing a C4D model etc. were found most relevant by the participants to their study areas as well as in teaching areas. They also said that the facilitators of the course were very much approachable at any point of time, rich in knowledge on the field, good speaker, energetic, friendly, having a sense of humour, made the course interesting, clarified the minute doubts, and were intellectual persons.

Annexure: 1

List of the Participants

Sl. No	Name	Institution	Occupation
1	Aniruddha Jena	Central University of Orissa	Research Scholar
2	Ankita Gogoi	Asssam Women's University	Faculty
3	Ankur Kumar	MCJ, Tezpur University	Research Scholar
4	Annapurna Sinha	University of Hyderabad	Research Scholar
5	Bhrigu Talukdar	Jamia Millia Islamia	Research Scholar
6	Bichitrananda Panda	Kushabhau Thakre Patrakarita Avam Jansanchar University	Research Scholar
7	Dev Vrat Singh	Central University of Jharkhand, Ranchi	Faculty
8	Dr. Bala Lakhendra	Banaras Hindu University	Faculty
9	Eishita Das	MCJ, Tezpur University	Research Scholar
10	Kaushik Chattopadhyay	National Institute of Technology, Rourkela	Research Scholar
11	Kumari Pallavi	Tezpur University	Research Scholar
12	Kumari Vibhuti Nayak	Indian Institute of Technology, Patna	Research Scholar
13	Kuntala Das	MCJ, Tezpur University	Research Scholar
14	Madhusmita Boruah	MCJ, Tezpur University	Research Scholar
15	Manoj Deori	Berhampur University	Faculty
16	Mousumi Mahanta	Women's Study Centre, Tezpur University	Faculty
17	Muktikam Hazarika	MCJ, Tezpur University	Faculty
18	Namrashree Goswami	Women's Study Centre, Tezpur University	Student
19	Natasha Elangbam	Manipur University	Faculty
20	Neha Nema	Mahatma Gandhi Antarrashtriya Hindi Vishwavidyalaya, Wardha	Research Scholar
21	Neha Pandey	Central University of Jharkhand	Research Scholar
22	Nisha Singh	University of Hyderabad	Research Scholar
23	Raj Kiran Doley	Tezpur University	Staff
24	Rajashree Goswami	Women's Study Centre, Tezpur University	Project Fellow

25	Rasu Chatrapathi Yadav	Osmania Iniversity, PG College, Siddipet, Telangana	Faculty
26	Saket Kumar Bhardwaj	MCJ, Tezpur University	Research Scholar
27	Sonia Wahengbam	Manipur University	Faculty
28	Sujit Kumar Mohanty	Central University of Orissa	Faculty
29	Sumedha Chaudhury	Kushabhau Thakre Patrakarita Avam Jansanchar University, Raipur	Research Scholar
30	Thakur Prem Kumar	Indian Institute of Technology, Patna	Research Scholar
31	Tinam Borah	Cultural Studies, Tezpur University	Research Scholar
32	Vinod Sawant	Kushabhau Thakre Patrakarita Avam Jansanchar University, Raipur	Research Scholar

Annexure: 2
Day by Day Schedule of the Course

Day 1: Monday, June 6
Introductions; ground rules, expectations for course
Presentation: course overview (PPT)
Group exercise: definitions of C4D
Presentation: Situating C4D within the field of communication (PPT)
Presentation: The history of the field—changing paradigms in communication and development theory (PPT)
Group exercise: each group will review summaries of two C4D projects and situate them on ladder of participation

Day 2: Tuesday, June 7
Ice-breaker
How human development is measured; national statistics, Millennium Development Goals and Sustainable Development Goals.
Handouts: MDGs and SDGs
Group exercise: analysis of basis and rankings on Human Development Index (HDI)
Video: Africa for Norway (Radi-Aid)https://www.youtube.com/watch?v=oJLqyuxm96k
A rights-based approach to C4D
Video: Urban Jonsson - A Rights-Based Approach to Urban Developmenthttps://www.youtube.com/watch?v=qNdj-A-AI-4

Group exercise: country scenario #1—Mahanesia (immunization)

Day 3: Wednesday, June 8

Ice-breaker
Presentation: Socio-ecological model (PPT)
Presentation: Social norms and practices (PPT)
Group exercise on norms and practices: provide a list of behaviors and ask to identify as norms or practices. What are the implications for C4D interventions?
C4D in communities: presentation on Tezpur University projects using community-based media and communication

Day 4: Thursday, June 9
Ice-breaker
Presentation: Applying Theory to C4D (PPT)
Summary and discussion of human motivation (Maslow's hierarchy of needs), health belief model, social convention theory, social learning theory
Presentation: Diffusion Theory (PPT)
Presentation: C4D Strategies (PPT)
Presentation: Media capacity strengthening (PPT)
Group exercise: country scenario #2—Azataluena (education)

Day 5: Friday, June 10
Ice-breaker
Presentation: C4D planning and logic models (PPT)
Group exercise (World Café) on analysis of planning model, and selection/combination of best features
Presentation: Participatory and visual research methods (PPT)
Group exercise: community mapping and transect walk (TBD)

Day 6: Saturday, June 11/Sunday, June 12
Groups report on community mapping exercise
Presentation: Research methods in C4D (PPT)
Presentation: Conducting a desk review (PPT)
Group exercise: country scenario #3—Waheheland (nutrition)
Divide into groups for final research presentations on case studies on use of technology and/or social media in India for development and social change

Day 7: Monday, June 13
Ice-breaker
Review of sample survey questionnaire on HIV-related sexual risk-taking and decision-making (including socio-demographic and screening questions)
Presentation: qualitative research methods in C4D(PPT)
Presentation: interview as research technique (PPT)
Group exercise on designing a focus group discussion and interview guide

Handout on doing interviews

Day 8: Tuesday, June 14
Ice-breaker
Presentation: social marketing (PPT)
Presentation: entertainment-education (PPT)
Examples: Sesame Street, Soul City, MKBK
Group exercise on analysis of UNICEF Kenya KABP ToR
Presentation: technology and social media (PPT)
Group exercise: country scenario #4—Tokrali (youth sexual and reproductive health)

Day 9: Wednesday, June 15
Ice-breaker
C4D in emergencies and humanitarian situations
Group exercise: scenario on C4D response to natural disaster (Madagascar)
Presentation: Social mobilization (PPT)
Presentation: Monitoring and evaluation (PPT)

Day 10: Thursday, June 16
Group presentations—assessment of use of technology (Internet, mobiles, social media) in C4D in case studies in India.
Presentation of certificates and closing ceremony

Annexure: 3
Feedback Form

Course Title:_____

Date: _____ Faculty Member(s):_____

1. Given the topic, was this course ❑ a. Too short   ❑ b. Right length   ❑ c. Too long

2. In your opinion, was this course: ❑ a. Introductory ❑ b. Intermediate ❑ c. Advanced

3. Please rate the following:

	Excellent	Very Good	Good	Fair	Poor
a. Course overall	❑	❑	❑	❑	❑
b. Course Instructor	❑	❑	❑	❑	❑
c. Quality of Presentation	❑	❑	❑	❑	❑
d. Course Material	❑	❑	❑	❑	❑
e. Video and Acoustics	❑	❑	❑	❑	❑

4. Would you recommend this course?

Definitely not Recommend	Unlikely to Recommend	Recommend with Reservations	Likely to Recommend	Recommend with enthusiasm
❑	❑	❑	❑	❑

5. What were your expectations from the C4D course in terms of knowledge, and personal as well as professional development?
6. To what degree did the course meet your expectations?
7. Which of the topics covered did you find most relevant to your teaching and/or research? Which were least useful according to you (if any).
8. Given a two weeks time-frame, what other topics would you recommend to be included in a C4D course?
9. Briefly describe your experience in doing the small-group exercises? Suggestions are welcome.
10. Comment on the performance of the facilitator, Dr. Mould, e.g. his knowledge on the subject matter, handling of discussions, and rapport with participants. Are there ways in which he can improve his facilitation?
11. Overall suggestions/recommendations for the organizers: