SW424 Development Communication for Social Work

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Course Objectives:
- To develop an understanding of the role of communication in development processes.
- To build a perspective on the politics of communication.
- To learn about the various forms of media and its relevance in various fields of social work practice.
- To gain the skills necessary to use communication effectively in social work practice.

Learning Outcome:
- Understand the role of communication in development process and the efficacy of the same.
- Decipher and analyse the play of politics in media.
- Learn about the various forms of media and utilise it appropriately
- Design media campaign for social issues.

COURSE CONTENT

Unit I: Understanding communication

- Concept of communication
- Forms of communication
- Process of communication
- Self Awareness in communication

Unit II: Mass media

- Print media: Historicity; role in development
- Digital media: Different forms, usage; role of social networks in development; the strengths and limitations
- Alternate media: Definition and Usage; principle behind alternate media; relevance in contemporary times
- Folk media: Puppetry, folk songs, Folk dance, street plays, theatre, folk theatre; media in tradition

Unit III: Media for development

- Audio visual media and development: short films, songs, poetry, documentaries.
- Popular media: songs, popular films, popular magazines.
- Selecting an issue and writing about it; designing a media campaign
- Generating public opinion through mass media

- Creating pressure groups
- Political economy of media: a critical perspective

Text books

Melkote, S.R., (2011). Communication for Development in the Third World: Theory and Practice for Empowerment. SAGE

Melkote, S.R. & Steeves, L., (2015). Communication for Development: Theory and Practice for Empowerment and Social Justice. SAGE

Sarvaes, J. (2007). Communication for development and social change. SAGE

Additional Readings

Bell L (2010) Storytelling for social justice: connecting narrative and the arts in antiracist teaching. Routledge, New York

Bessette G (2004) Involving the community: a guide to participatory development communication. Southbound, Penang

Chambers R (2008) Revolutions in development inquiry. Earthscan, London

De Nooy W (2013) Communication in natural resource management: agreement between and disagreement within stakeholder groups. Ecol Soc 18(2):44.

Fiske, J., (2010). Introduction to Communication Studies. Taylor and Francis

Kennedy T (2008) Where the rivers meet the sky: a collaborative approach to participatory development. Southbound, George Town

Lundby K (ed) (2008) Digital storytelling, mediatized stories: self-representations in new media. Peter Lang, New York

Malikhao P (2016) Effective health communication for sustainable development. Nova Publishers, New York

Melkote SR, Steeves HL (2001) Communication for development in the third world: theory and practice for empowerment. 2nd ed. Sage, London

Narula, U., (2019). Development Communication-Theory and Practice. HAR-ANAND PUBLICATION PVT LTD

Quarry W, Ramírez R (2009) Communication for another development: listening before telling. Zed Books, London

Servaes J (2013) Sustainability, participation & culture in communication: theory and praxis. Intellect, Bristol

Waisbord S (2018) Family Tree of Theories, Methodologies, and Strategies in Development Communication. In: Servaes J. (eds) Handbook of Communication for Development and Social Change. Springer, Singapore

Zingaro L (2009) Speaking out: storytelling for social change. Left Coast Press, Walnut Creek