

# COMMUNICATION FOR DEVELOPMENT (C4D)

A Short-term course under Global Initiative of Academic Networks (GIAN)

## Overview

Communication for Development (C4D) is a broad cognitive field of enormous international, national and regional interest attracting attention as a special field of study by students and researchers across disciplines. It has gained a lot of prominence in the discourse of communication studies as an emerging area of inquiry. In a developing country like India where a significant portion of public policy and budget is allocated to development initiatives, the concurrent dynamics of development project planning and execution by multiple agencies as well as the evaluation of the same gains correlational prominence.

Though the government with its multiple ancillary institutions still continues to have the major stake in the welfare of its billion strong citizenry, multiple national and international agencies have made a foray into the Indian domain. This colossal development enterprise is no doubt in need of able human resource equipped with the tenets and skills required to streamline the communication input towards social change.

The pedagogical inputs for these communication facilitators for development largely remains within the domain of the journalism and mass communication institutions in India. Thus it is only pertinent that academic institutes also gear up towards that challenge and equip themselves in terms of faculty resources and research accumen.

### Course objectives:

- Enhance the participants knowledge of theories around development, culture, behaviour change & social transformation; human rights principles; C4D concepts, approaches, methods and techniques.
- Build capacity of participants to apply this knowledge to examine assumptions; and generate insights related to the behaviour and social change initiatives of the government.
- Develop basic understanding of the process and principles for communication research, design, development, implementation, monitoring & evaluation of C4D interventions.
- Provide exposure to techniques of designing and developing effective, C4D strategies interventions for behaviour change and social transformation.

### The course would cover the following Topics/ Themes

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

<b>Duration</b>	June 6--16, 2016
<b>You should attend if...</b>	<b>you are a Communication Faculty or a student of Humanities and Social Sciences (MA/PhD) interested in the domain of C4D or if you are a C4D professional from government and non-government organization who regularly engages with communities on issues of social and behaviour change</b>  Number of participants for the course will be limited to 50
<b>Fees</b>	<ul style="list-style-type: none"><li>• <b>Students – Rs. 500/-</b></li><li>• <b>Faculty – Rs. 2000/-</b></li><li>• <b>Professionals – Rs. 3000/-</b></li></ul> <p>The above fee includes all instructional materials, computer use for tutorials and assignments, laboratory equipment usage charges, 24 hr free internet facility. The participants will be provided with accommodation on payment basis in the University Guest House (current official rate is Rs.500/- per day for single occupancy; Rs.400/- per day for double occupancy and Rs.300/- per day in the dormitory of the guest house) and outstation research scholars/PG students will be accommodated in the University hostels (current official rate is Rs. 180/- per day with bed roll).</p>

## The Faculty



**Professor 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 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.

**Travel Information:** The university campus is located about 15 km east of Tezpur, the headquarters of Sonitpur District of Assam, INDIA. It is well connected with Guwahati, the capital city of Assam, which is about 200 km from Tezpur. Guwahati is also well connected by air and train with the rest of the country.

**Registration:** Interested participants will have to first register with the GIAN website (<http://www.gian.iitkgp.ac.in>) for a one-time registration fees of Rs. 500 which will enable them to enrol for any number of courses being offered. Subsequent registration for this course will have to be done with Tezpur University by the **SHORTLISTED CANDIDATES AFTER GETTING CONFIRMATION E-MAILS FROM THE COURSE COORDINATOR**. They need to pay the requisite fees and fill up the Registration Form attached with this brochure. Duly filled in registration form can be sent to the coordinator both by online and offline mode.

## Course Co-ordinators

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**REGISTRATION CUM ACCOMODATION REQUEST FORM**

(To be submitted by the **SHORTLISTED CANDIDATES ONLY AFTER GETTING CONFIRMATION E-MAILS FROM THE COURSE COORDINATOR.** This form should reach electronically by 5th May, 2016 and hard copy by 15th May, 2016)

**INTERNATIONAL WORKSHOP ON  
COMMUNICATION FOR DEVELOPMENT (C4D)  
June 6-16, 2016  
Department of Mass Communication & Journalism  
Tezpur University  
Tezpur, Assam**

Name (Block Letters): ..... M/F:.....

Designation/ Professional Title: .....

Organization: .....

Address: .....

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Tel.: ..... Mobile: .....

E- mail: .....

Accommodation Required (Yes/ No): .....

Single Accommodation (Yes/ NO) : .....

Double Accommodation (Yes/ NO).....

The Registration fee of Rupees .....has been paid via

Demand Draft No.....in favour of The Registrar, Tezpur

University/Through SBI online/offline banking bearing Transaction No. ....

to SBI Tezpur Main Branch (RTGS/IFSC code: SBIN0000195, Bank MICR Code: 784002002) A/C

No. 30448821505 of Tezpur University. Demand Draft/ Fee Receipt have been enclosed herewith.

Date:

Signature