**JCO 3103 COMMUNICATION FOR DEVELOPMENT**

**COURSE NAME: COMMUNICATION FOR DEVELOPMENT COURSE CODE: JCO 3103**

**CREDIT UNITS: 3**

**CONTACT HOURS: 45**

**TYPE OF COURSE: CORE**

**Course Description:**

The course introduces students to the role of information, communication and the media in development and social change. To put development into context, the course looks at development theories and how these have influenced the different development communication approaches used at the various times. Students will explore: the concept of participatory communication; global debates about development; the digital divide; development policy frameworks at the global, regional and national levels. Communication of issues pertinent to sustainable development will be addressed including environment, population, gender, poverty and conflict management.

**Course Objectives:**

1. To enable students get an appreciation of the role of information, communication and the media in development

**2.** To facilitate students’ appreciation of the dimensions of development and introduce them to the development policy frameworks

**3.** To give students an understanding of key issues in sustainable development as a basis for engaging in effective development communication

**Course Outline:**

1. Evolution of development communication

• Perspectives on Development

• Old development Theories

• New/Alternative Development Theories

• Media under the old development theories

• Media under the post-modernist era

• Participatory communication concepts

• Community Media

2. Information, media and development

• Sources of information

• Media, culture and social change

• Role of information in development

• Information asymmetries and dualism at the global and national levels

• Gender and information dualism

• The digital divide

3. Sustainable development issues

• Environment management

• Environment risk communication

• Population and development

• Gendered development

• Poverty dimensions

• Conflict management

**Learning Outcomes:**

By the end of the course, students should:

1. Have an appreciation of the role of information, communication and the media in development and social change.

2. Be conversant with the dimensions of development and the development policy frameworks

**3.** Have an understanding of key issues in sustainable development as a basis for engaging in effective development communication

**Methods of Teaching/Delivery:**

• Lectures

• Group work sessions

• Seminar presentations

**Methods of Assessment:**

5. Coursework of at least 2 assignments, including a seminar presentation will constitute 40%

6. Final examination will account for 60%

**Readings/Reference Materials/Learning Resources:**

• Melkote, R.S & Steeves, H.L. (2001). Communication for Development in the Third World, New Delhi: Sage.

• White, R.A. (2008). Grassroots Participatory communication: Is a new vision of communication emerging in Africa?’ African Communication Research, 1(1) 2008, 7-11

• Okigbo, C. (ed) (1995) Media and Sustainable Development, Nairobi: African Council for Communication Education

• Huesca, R., 2003, ‘Participatory Approaches to Communication for Development in Mody, B., (ed) International and Development Communication: A 21st Century Perspective. California: Sage.

• Nair S.K. & White S.A, (eds) 1993, Perspectives on Development

Communication, California: Sage