**JCO 3201 SOCIAL AND BEHAVIOUR CHANGE COMMUNICATION**

**COURSE NAME: SOCIAL AND BEHAVIOUR CHANGE COMMUNICATION**

**COURSE CODE: JCO 3201**

**CREDIT UNITS: 3**

**CONTACT HOURS: 45**

**TYPE OF COURSE: CORE**

**Course Description :**

The course examines the major theories, models, and frameworks for planned/strategic communication and their application in the conception, design, implementation, and evaluation of communication-based programmes and interventions. Students learn in greater depth about the various approaches to social and behavioral change and the use of strategic communication to address development challenges in areas such as health, population, science, environment, agriculture, livelihood, gender, and conflict.

**Course Objectives:**

1. To describe how theories, models and frameworks are used to explain behavior and social change processes.

2. To assist students understand the role of the media and communication as vehicles of attitudinal and behavioral change.

3. To understand how elements of these theories and models can be applied to communication interventions and programmes.

4. To explain how to use various communication approaches in strategic communication.

**Course Outline:**

1. Introduction to strategic communication; recap of effective communication.

2. Theories and models of behavioral change.

3. Individual focused theories and models.

• Stages of change model

• Theory of reasoned action

• Social cognitive theory

• Health Belief model

4. Social change theories and models.

• Diffusion of innovations

• Social network theory

• Social influence and social inoculation model

• Theory of gender and power

5. Structural and environmental theories and models.

• Theory for individual and social change.

• Social ecological model.

6. The role of the media in behavioral and social change

**7.** Approaches to strategic social and behavioral communication

**Learning Outcome:**

By the end of the course the student will be able to:

1. Understand the major theories, models and frameworks for planned/strategic communication.

2. Identify which theories, models, and frameworks are applicable to particular situations and communication problems.

**Method of Teaching/Delivery:**

• Lectures

• Seminar presentations

• Class discussions

• Group work

• Independent study

• Guest lectures

**Assessment Methods:**

• Coursework of at least two assignments will constitute 40%

• Final examination will account for 60%

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

• Gumucio, D.A. & Tufte, T. (Eds) (2006). Communication for social change anthology (Electronic version). New York: Communication for Social Change Consortium.

• Gumucio, D.A. (2001). Making waves: Stories of participatory communication for social change (Electronic version), New York: Rockefeller Foundation

• Hornik R.C (2002) Public Health Communication: Evidence for Behavior

Change; London, Lawrence Erlbaum Associates

• Kreps G.L and Thornton B.C (1992) Health Communication: Theory and

Practice; Illinois, Waveland Press

• Maibach E Parrot R.L (1995) Designing Health Messages: Approaches from Communication Theory and Public Health Practice; London, Sage

• McQuail D (2000) McQuails Mass Communication Theory; London, Sage

• McQuail D and Windhal S (1990) Communication Models for the Study of

Mass Communication; London and New York Longman

• Mody Bella (1991) Designing Messages for development Communication: An Audience Participation –based Approach; New Delhi/Newbury Park London, Sage

• Rahim, S.A. (2004). Participatory development communication as a dialogical process. In White, A., Nair, S.K. & Ascroft, J. (eds), Participatory communication: Working for change and development, New Delhi: Sage,

117- 138.

• Rice R.E and Atkin C.K Ieds) (2001) Public Communication Campaigns; Thousand Oaks, Sage

• Seale C (2002) Media and Health; London, Sage

• Thompson T. L, Alicia M, Katherine I.M, Roxanne P. (eds) (2003) Handbook of health Communication; New Jersey, Lawrence Erlbaum Associates