

Faculty	Management and Social Sciences	
Department	Mass Communication	
Course Title	Development Communication	
Year of Study	4	
Course Code	MCM411	
Credit Hours	2	
Contact Hours	30	
Mode of Delivery	Classroom Lectures and Class Presentation	
Mode of Assessment		Weight%
Continuous Assessment		20%
Community Project		20%
Final Examination		60%
Total		100%
Course Lecturer/Instructor	MRS FALOPE B. G	
Course Description	Development Communication is a dynamic field that explores the strategic use of communication to foster positive social change, enhance community development, and address pressing global challenges. This course delves into the theories, principles, and practices of development communication, equipping students with the knowledge and skills to design and implement effective communication strategies, engage diverse stakeholders, and promote sustainable development initiatives that empower communities, bridge information gaps, and drive meaningful social progress	
Course Objectives	<p>In this course, students will :</p> <ul style="list-style-type: none"> i) Achieve a comprehensive understanding of development communication, gaining proficiency in its key concepts, theories, and ethical considerations. ii) Develop the ability to critically analyze communication challenges in the context of development projects, and acquire practical skills to design and execute communication strategies that engage target audiences, promote social inclusion, and drive positive change. iii) Through case studies and hands-on projects, also learn to assess the impact of communication interventions, adapt strategies to diverse cultural contexts, and contribute effectively to the advancement of sustainable development goals, ultimately becoming adept and socially responsible communication practitioners in the field of development 	
Learning Outcomes	"By the end of this course, students will have achieved a robust set of learning outcomes. They will be able to critically analyze and assess development communication challenges and opportunities, applying a deep understanding of relevant theories and ethical considerations. Students will have honed practical skills to develop, implement, and evaluate communication strategies tailored to specific development contexts and audiences. Furthermore, they will have gained the capacity to communicate effectively across diverse cultural and societal settings, fostering social inclusion and equitable development. Ultimately, students will be prepared to make significant contributions to the field of development communication, promoting positive change and sustainable development in their professional endeavors."	
Teaching and Learning	The class will meet for two (2) hours every week. Class time will be used for a combination of lectures and practical sessions.	
Detailed Course Content	By the end of this course, students will have achieved a robust set of learning outcomes. They will be able to critically analyze and assess development communication challenges and opportunities, applying a deep understanding of relevant theories and ethical considerations. Students will have	

	honed practical skills to develop, implement, and evaluate communication strategies tailored to specific development contexts and audiences. Furthermore, they will have gained the capacity to communicate effectively across diverse cultural and societal settings, fostering social inclusion and equitable development. Ultimately, students will be prepared to make significant contributions to the field of development communication, promoting positive change and sustainable development in their professional endeavors."
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Course Content Sequencing

Weeks	Detailed Course Outline	Allocated Time
Week 1	Introduction to Development Communication Definition, scope, and significance of development communication Paradigms of Development Communication	2 hours
Week 2	Stakeholders and Ethical Frameworks Identifying stakeholders in development communication Ethical dilemmas and decision-making frameworks Role of media, technology, and globalization	2 hours
Week 3	Audience Analysis and Community Engagement Conducting audience research and segmentation Understanding community dynamics Participatory communication approaches	2 hours
Week 4	Development Journalism Creating effective communication objectives Message development and framing Using technology and media channels	2 hours
Week 5	Development Participatory Communication Community-based approaches in development communication Participatory communication techniques Empowering communities through communication	2 hours
Week 6	Behavior Change Communication Principles of behavior change Designing behavior change campaigns Measuring behavior change outcomes	2 hours
Week 7	Health Communication Health promotion and disease prevention Communicating public health messages Case studies in health communication	2 hours
Week 8	Environmental Communication Environmental sustainability and communication Climate change communication	2 hours

	Advocating for environmental conservation	
Week 9	Social Justice and Advocacy Addressing social inequalities through communication Strategies for advocacy campaigns Case studies in social justice communication	2 hours
Week 10	Monitoring and Evaluation of Communication Programs Designing evaluation frameworks Data collection and analysis Impact assessment and reporting Case studies in program evaluation	2 hours
Week 11	Ethical Considerations and Future Trends Ethical dilemmas in development communication Cultural sensitivity and respect Emerging trends in development communication Final projects and presentation	2 hours
Week 14	Examination	

RECOMMENDED MATERIALS

"Development Communication: Theory and Practice" by Uma Narula

"Development Communication in Practice: India's Experience" by Srinivas R. Melkote and H. Leslie Steeves

"Communication for Development and Social Change" by Jan Servaes

"Participatory Communication: A Practical Guide" by Thomas Tufte

"Theories of Communication: A Short Introduction" by Tony Thwaites, Lloyd Davis, and Warwick Mules