



蘇州大學  
Soochow University

# COM 425 Communication in International Development Summer 2024

**Course Credits:** 4

**Contact Hours:** 56 hours

**Instructor:** TBA

**Email:** TBA

## **COURSE OBJECTIVES**

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This course provides a comprehensive overview of communication theories and practices within the context of international development and social change. It covers various aspects of communication strategies, methods, and tools used in development projects, with a focus on empowering marginalized communities and facilitating social transformation. The course incorporates case studies and examples from diverse global contexts, providing students with an invaluable resource in the field of international development communication.

Upon completion of this course, students will be able to:

1. Understand theoretical frameworks of communication in international development;
2. Analyze the impact of communication on poverty alleviation, human rights, and social justice;
3. Critically assess case studies and examples from diverse global contexts to inform communication practices in international development;
4. Develop effective communication policies and strategies for promoting sustainable development goals.

## **PREREQUISITES**

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N/A



## **GRADING**

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Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

| <b>ITEM</b>      | <b>POINTS</b> |
|------------------|---------------|
| Class Discussion | 10 Points     |
| 3 Essays         | 30 Points     |
| Midterm Test     | 15 Points     |
| Group Project    | 20 Points     |
| Final Exam       | 25 Points     |
| Total            | 100 Points    |

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$ .

We reserve the right to make adjustments to the overall grading policy.

## **COURSE MATERIALS**

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### **Required Texts:**

1. Enghel, F., & Noske-Turner, J. (2018). *Communication in International Development: Doing Good or Looking Good?* Routledge.
2. Servaes, J. (2013). *Communication for Development and Social Change*. SAGE Publications Ltd.

### **Recommended (Optional) Texts or Other Materials:**

None

## **COURSE TOPICS**

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| <b>MODULE</b> | <b>TASKS</b> |
|---------------|--------------|
|---------------|--------------|



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| Module 1 | <p><b>Topics:</b><br/> Topic 1: Introduction: Communication in International Development<br/> Topic 2: Models and Frameworks of Development Communication<br/> Topic 3: Media Globalization and Localization<br/> Topic 4: Participatory Approaches in Development</p> <p><b>Assessments:</b><br/> Essay#1</p> |
| Module 2 | <p><b>Topics:</b><br/> Topic 5: Rethinking Conventional Approaches<br/> Topic 6: Institutional Histories Approach<br/> Topic 7: Celebrity Communication<br/> Topic 8: Communication and Evaluation</p> <p><b>Assessments:</b><br/> Essay#2</p>                                                                 |
| Module 3 | <p><b>Topics:</b><br/> Topic 9: Case Study Analysis<br/> Topic 10: Communication Policies and Strategies<br/> Topic 11: HIV/AIDS Campaigns<br/> Topic 12: Community Media and Conflict Resolution</p> <p><b>Assessments:</b><br/> Midterm Test</p>                                                             |
| Module 4 | <p><b>Topics:</b><br/> Topic 13: Unpacking Success Stories<br/> Topic 14: Humanitarian Reporting<br/> Topic 15: Shifting Development Discourses<br/> Topic 16: Group Project Planning</p> <p><b>Assessments:</b><br/> Essay#3</p>                                                                              |
| Module 5 | <p><b>Topics:</b><br/> Topic 17: Technology and Development<br/> Topic 18: Advocacy and Policy Communication<br/> Topic 19: Monitoring of Communication Programs<br/> Topic 20: Future Directions</p> <p><b>Assessments:</b><br/> Group Project<br/> Final Exam</p>                                            |

## ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.



Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

## **LEARNING REQUIREMENTS**

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

## **TECHNOLOGY POLICY**

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (e.g., note taking, reading course documents).

## **ACADEMIC INTEGRITY POLICY**

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors



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and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

## **DISABILITY ACCOMMODATION**

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.