

Communication for Social Change

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Introduction

- CFSC – defining the field
- CFSC and other change models
- Development Issues & Key players
- Comm Strategy: Edutainment
- New Theoretical Perspectives
- Discussion

Defining the field

- Buzz for 5 minutes with your neighbour:
What are three characteristics of communication interventions that articulate social change...

Communication for Social Change

Definition

CFSC is a process of public and private dialogue through which people themselves define who they are, what they need and how to get what they need in order to improve their own lives. It utilizes dialogue that leads to collective problem identification, decision making and community-based implementation of solutions to development issues
(Ref: www.communicationforsocialchange)

Diffusion model

Definition of communication: information transfer - vertical
Definition of development communication: information dissemination via mass media

- *Problem:* lack of information
- *Solution:* information transfer: Knowledge → Attitudes → Practice
- *Goal:* outcome oriented: behavior change

<i>Frameworks:</i> Modernization Diffusion of innovations	<i>Types of interventions</i> Social marketing Entertainment-education
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Participatory model

Definition of communication: information exchange/dialogue - horizontal
Definition of development communication: grassroots participation via group interaction

- *Problem:* structural inequalities/local knowledge ignored
- *Solution:* information exchange/ participation
- *Goal:* process-oriented: empowerment, equity, community

<i>Frameworks:</i> Social change/praxis (Freire) Social mobilization/activism	<i>Types of interventions</i> Empowerment education Participatory Action Research Rapid Participatory Appraisal Community Involm. in Health
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Development Issues (1)

where media and comm play a role

- Health Issues (HIV/AIDS prevention, life style changes, diabetes, nutrition)
- Good Governance (transparency in decision-making and in internal and external communication)
- Sustainable development and Climate Change
- Popular Education (social movements in Latin America, ie indigenous groups)

Development Issues (2)

where media and comm play a role

- Human Rights Violations (campaigns, ie Amnesty International)
- Conflict Resolution (theatre and sport in Burundi)
- Trade (EU Sugar Policy: Oxfam Campaign)
- Cultural Heritage (reclaiming urban sites)

Key players...

- Governments
- UN/International governmental agencies
- INGOs/NGOs
- Social Movements/TANs

- North/South
- Local/National/International/Transnational

Edutainment

- Telling stories strategically....

Edutainment - definition

- Entertainment-education is the use of entertainment as a communicative practice crafted to strategically communicate about development issues in a manner and with a purpose that can range from the more narrowly defined social marketing of individual behaviours to the liberating and citizen-driven articulation of social change agendas (Tufte 2005)

<i>Edutainment</i>	1st Generation	2nd Generation	3rd Generation
Definition of the problem	Lack of information	Lack of information and skills	Structural inequality Power relations Social conflict
Notion of culture	Culture as obstacle	Culture as ally	Culture as 'way of life'
Notion of catalyst	External change agent	External catalyst in partnership with the community	Internal community member
Notion of education	Banking pedagogy	Life skills Didactics	Liberating pedagogy
Notion of audience	Segments Target groups Passive	Participatory Target groups Active	Citizens Active
What are you communicating	Messages	Messages and situations	Social issues and problems
Notion of change	Individual behaviour Social Norms	Individual Behaviour Social Norms Structural Conditions	Individual Behaviour Social Norms Power relations Structural Conditions
Expected outcome	Changes of norms and individual behaviour Numerical results	Changes of norms and individual behaviour Public and Private Debate	Articulation of political and social processes Structural Change Collective Action
Duration of activity	Short Term	Short and Middle term	Mid- and Long term

Making the Private Public

- Compared with the reality which comes from being seen and heard, even the greatest forces of intimate life – the passions of the heart, the thoughts of the mind, the delights of the senses – lead to an uncertain, shadowy kind of existence unless and until they are transformed, deprivatized and deindividualized, as it were, into a shape to fit them for public appearance. The most current of such transformations occurs in storytelling... (Hannah Arendt, *The Human Condition*, 1958: 50)

Coping Strategy

- Storytelling is a coping strategy that involves making words stand for the world, and then, by manipulating them, changing one's experience of the world. By constructing, relating and sharing stories, people contrive to restore viability to the relationship with others, redressing a bias toward autonomy when it has been lost, and affirming collective ideals in the face of disparate experiences. It is not that speech is a replacement for action: rather that it is a supplement, to be exploited when action is impossible or confounded (Michael Jackson, 2002: 18)

Example: Soul City

Soul City
- working principles

- Edutainment as strategic focus
- On-going since 1994
- Branded
- High quality
- Multi-media
- Research-driven
- Training and educational components
- Strategic partnerships (NVAW)
- Community mobilizing
- Advocacy on several levels

Which change process do you wish to create/articulate?

<p><u>Individual Change</u></p> <ul style="list-style-type: none">● Knowledge● Skills● Attitudes● Practices	<p><u>Social Change</u></p> <ul style="list-style-type: none">● Leadership● Degree and Equity of Participation● Information Equity● Collective Self-Efficacy● Sense of Ownership● Social Cohesion● Social Norms
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Communication and Development: New Theoretical Perspectives

Post-Development
* Issues of voice, questioning the dominant discourse of development

Radical democracy
● Framework on democracy and citizenship (Chantal Mouffe – 1993/2005)

Cultural Studies
● Audience Reception Analysis and Sense-Making processes
● Telenovelas, storytelling – understanding potential of soap operas

Dialogic Communication and liberating pedagogy (Paulo Freire 1967)

Voice and public discourse
● Theory of public sphere (Habermas/Thompson/Rosa Maria Alfaro)
● Discourse Analysis

Contemporary Themes in the ComDev Debate

- Development paradigms – increased focus on citizens, participation, agency
- Role of popular culture, narrative and identity formation
- Power issues and (mediated)public sphere
- Social movements, TANs
- New media
