

# Globalization and Development Communication (GDC)

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## Courses

### **GDC 8001. Seminar in Media, Communication and Development. 3 Credit Hours.**

This intensive seminar consists of twelve sessions providing an introduction to the program and an overview of the historical roots, political influences, institutional arrangements, and cultural considerations that have shaped and defined the field of development communication. This course prepares each new cohort of students for the rigors of the program by equipping them with a solid foundation in history and trajectories of development communication theory and practice. Throughout the seminar, participants are immersed in key readings and engage in a range of activities designed to foster a deeper theoretical and critical understanding of the issues covered. By the end of the course, students are able to take full advantage of the programs/s curriculum by proposing a specific program of study including which specialization they will pursue. NOTE: This 3 credit hour course will only be offered during the three weeks prior to each fall semester (12 meetings total, 3 contact hours per meeting), and is for incoming students.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

**Repeatability:** This course may not be repeated for additional credits.

### **GDC 8002. Communication for Social Change Project Design. 3 Credit Hours.**

Recognizing the power of communication as a catalyst for social change, this course focuses on how development communication projects intended for a specific target audience are designed, managed and refined. The course also provides instruction in project monitoring and evaluation, decision-making tools, and human resource management as related to key aspects of development communication, such as behavior change, social marketing, social mobilization, media advocacy, and participatory development communication.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

**Repeatability:** This course may not be repeated for additional credits.

#### **Pre-requisites:**

GDC 8001|Minimum Grade of B-|May not be taken concurrently.

### **GDC 8003. Research Approaches in Communication, Development and Social Change. 3 Credit Hours.**

This course provides a hands-on approach to learning a series of research methods and fieldwork approaches used in the field of communication, development and social change. Students will learn different strategies to conduct fieldwork in marginalized communities, including participatory research and action research. The course focuses on practical research skills including how to formulate research questions, gather primary and secondary data, complete formative and summative research reports, and develop qualitative and quantitative data analysis.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

**Repeatability:** This course may not be repeated for additional credits.

### **GDC 8089. Field Experience. 3 Credit Hours.**

The Field Experience is a custom-designed course that provides the opportunity for Globalization and Development Communication (GDC) students to apply course work to practice and/or research experiences. Field experiences can include internships with governmental and non-governmental organizations, research projects with socially responsible businesses, and participation in community development initiatives or media productions for social changes that allow students to acquire knowledge and new skills and become more reflective development practitioners. NOTE: This 3 credit hour course takes the form of a "hybrid," with students meeting with the instructor during several days of the "Maymester" term and completing their field experiences independently during the summer under the supervision and evaluation of the course instructor. The course is for outgoing GDC students.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

**Repeatability:** This course may be repeated for additional credit.

#### **Pre-requisites:**

GDC 8002|Minimum Grade of B-|May not be taken concurrently.