Our key Themes

- Communication functions and processes and capacities
- Engagement in the planning, monitoring and evaluation of development assistance procedures, objectives and procedures required for development projects; media facilitates the creation of locally relevant messages, two-way flows of information, and greater participation in institutional change.

Participatory development communication

Participatory development communication (PDC) involves the use of communication processes, techniques and tools to engage people in the planning, monitoring and evaluation of development assistance procedures. This thematic area explores:

- How community and participatory media contribute to informing people about the theory and practice of community and participatory research.
- The ways in which ICTs can be used to effect change.
- Creative and innovative uses of community and participatory media in the context of social change.
- The ways in which ICTs have been used in social change and social mobilization processes.
- The relationship between new technologies, knowledge, and power.

COMMUNICATION FOR TRANSFORMATIVE RESEARCH FOR DEVELOPMENT

PDC research for development (PDC4D) focuses mainly on the following three thematic components:

- Participatory engagement, resulting in personal development
- The political economy of traditional and non-traditional knowledge projects
- Community and participatory media contribute to improving people’s lives. The Centre for Communication and Social Change (CCSC) is a transdisciplinary research and training facility that brings together scholars, practitioners, and communities to facilitate social change, and to support tools and methodologies developed for social change.

Our research Team

Participatory development communication

- Communication for transformative research for development

Media and employment
Community media projects can positively impact livelihoods of rural and urban communities, including marginalized communities. The relationship between new technologies, knowledge, and power.

107s and social change
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- The relationship between new technologies, knowledge, and power.
The Centre for Communication and Social Change (CSC) engages a global network of experts working in a range of CSC courses, and fosters engagement with Communication for Social Change (CSC) concepts, methodologies and experiences through an annual award and public events. The CSC seeks a global network of experts working in a range of CSC-related fields. It builds an international research network and a strong commitment to building researcher and practitioner capacity.

What is Communication for Social Change?

The emerging field of CSC explores the different ways in which communication can be leveraged to bring about change in attitudes, behaviour and knowledge in individuals and communities.

CSC’s value proposition as a world process and ethic is that CSC strategies enhance the ways in which participation can make a difference in the planning, implementation, evaluation, and change processes of society’s problems and change processes. CSC affects attention to the key role played by citizens, and particularly community groups and organisations, in the design and management of social change processes.

There is significant evidence that this approach to communication can transform, motivate, and empower marginalised groups, or individuals, by validating their voice in their own development. Funding bodies and development organisations, such as the UN and international NGOs along with government agencies and the private sector, have begun to appreciate the potential of CSC to foster change processes.

To be an internationally recognised leader in communicating for social change research, facilitation and development, the Centre has: a strong commitment to building researcher and practitioner capacity; research that advances the understanding of the field; theory development; theory-driven projects; and a strong commitment to building researcher and practitioner capacity.

Research

Theory development

A key objective of the Centre is to disseminate knowledge of CSC theory and develop continually grounded research approaches to develop knowledge in the field.

Transdisciplinary projects

CSC staff lead several projects that are inter-disciplinary in nature. Participatory renewal projects involve practitioners, involving stakeholders in the design and implementation of processes and projects that address issues in complex livelihood systems.

Publications

The CSC has been associated with the staging of several projects that have been undertaken in the planning, implementation, and evaluation of development in transdisciplinary collaboration projects. The CSC has published the series Communication for Social Change Research and Application, and is publishing an extensive body of work on CSC research and application.

Engagement

Arrestal Communication for Social Change Award

The Centre promotes CSC through the National and International Arrestal Communication for Social Change award. The award is open to independent and non-institutionalised communication assistance experts. It attracts some of the most new and emerging communication practitioners and organisations.

Process and product development

The Centre supports organisations that design new and innovative approaches for communication and social change initiatives.

Consultancies

Capacity building

The Centre provides a niche area for PhD research that draws students from diverse disciplinary backgrounds. The Centre provides its research training by offering seminars, workshops, conferences, and a biennial conference in the communication for social change field.

Our vision

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Our mission

To research, develop, apply and disseminate communication processes, techniques and media that empower individuals, communities and organisations to enable change through transdisciplinary collaboration and capacity building.