ØRECOMM

- Consortium for Communication and Glocal Change

Dissertations and projects published at RUC

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With the establishment of Ørecomm as a bi-national consortium for the strengthening of research in the field of Communication for Development and a joint research platform, this paper presents a chronological overview of projects and dissertations published at RUC in the period 1997 to 2008. These projects and dissertations all explore how using communication strategically in articulating development can be a tool for change processes.

With the development of the research platform MAH and RUC seek to develop a stronger research in communication for development and social change with research and practice on social entrepreneurship and social innovation.

The research promoted by Ørecomm will focus on developing a research programme divided in five specific research strands:

1. Human Security, Media and Conflict
2. Health and Environment
3. Diaspora, Migration and Transnational Flows
4. Citizenship, Governance and Public Sphere
5. Cultural and Media Production

One of the three main objectives of Ørecomm is to establish a Joint Research Platform grounded in RUC's and MAH's thematic areas of expertise and comparative advantage. RUC holds great expertise on international development studies, and health and environment research. MAH has expertise on cultural production, new media, and cultural encounters. Both universities focus on strategic communication as a central response to development issues.

As part of the Joint Research Platform a strong alumni network is under development. Already, the alumni network is gaining a growing importance as a platform which will connect Ørecomm solidly to mayor players in the development business. This is evident by having alumni working in many of the key organisations active in the 'development busi-

ness' (UN agencies, NGOs, governments, universities).

In order to clarify what research have been produced at MAH and RUC this paper presents an overview of the research published at RUC in the period form 1997 to 2008. The list contains both projects from the master programmes and dissertations published at Roskilde University Library. In relation hereto it should be noted that not all projects and dissertations are published since it is voluntary for the students to do so and furthermore some projects and dissertations are not publicly available due to a non-disclosure agreement between the students and organisations, businesses or institutions with whom they have cooperated. Thus, the list do not include all research produced in this field from RUC, but merely a selection. The projects and dissertations are available in hardcopy or electronically at Roskilde University Library - www.rub.ruc.dk.

1997

AIDS, disaster management, and the information technological salvation

By Anders Thomsen and Mette Kirk
Thesis in international development studies 1997 – Danish, available in hardcopy
Keywords: Health, environment, ICT, governance.

Abstract:

The thesis takes its point of departure in two cases of HIV/AIDS prevention and disaster management in Vietnam, who illustrate computer network's developmental influence on public administration and explores how information technology can facilitate governance. It is argued that despite the 'golden' promises of information technology it cannot be ascribed a universal developing effect and instead this perception must be challenged. The problem of introducing IT is that it creates and recreates structures of knowledge and what we believe to the true or rational. Thus it is explored under what conditions can IT networks be an effective tool for governance in a specific target area? It is concluded that IT networks open up a space for dialogue and discussion and thus influence and power to the people involved in the case of disaster management. In the case of HIV/AIDS prevention it is found that the IT network is not an appropriate media, because the information and knowledge to be shared in the network are too subjective and sensitive.

Young Green Media- a case study of a media project in Thailand

By Tomas Jensen
Project in International development studies 1997 – Danish, available in hardcopy.
Keywords: Alternative media, mass media, dialogical communication and development,

participatory communication.

Abstract:

Based on the Danish funded media project Young Green Media in Thailand the thesis explores a sustainable environmental development can be promoted through awareness and how this awareness can be initiated/promoted by mass media in the form of radio and television. It is explored how mass media can contribute to this awareness process when combined with a dialogical communication model and what strategies Young Green Media should implement to achieve their goal of awareness raising in the young population. It is concluded that the use of mass media does not exclude participatory communication and change in local communities as long as the target group is involved in all phases of design, planning and execution in a participatory and dialogical process.

1998

Voices and Visions, Public Spheres and Power Struggles – a study of the transformation of the Television Broadcasting Sector in Post-Apartheid South Africa

By Signe Byrge Sørensen
Integrated thesis in communication and international development studies 1998 – English, available in hardcopy.
Keywords: Democratisation, public sphere, mass media.

Abstract:

The thesis takes its point of departure in democratisation of the South African Broadcasting Sector and the ZEBRA Information Centre; the base of a network of film and video makers worldwide. The thesis has two objectives: 1) to analyse the production process of the publication 'Voices and Visions – audio-visual media' in the new South Africa and 2) an analysis of the institutional transformation of the South African broadcasting sector.

A genealogy of media and development – Case: The Nordic-SADC Journalism Centre

By Chernoh Jalloh
Thesis in international development studies 1998 – English, available in hardcopy.
Keywords: Democratisation, media and development.

Abstract:

The thesis takes it point of departure in the Nordic-SADC Journalism Centre and explores

how and to what extent the media is articulated in the activities of development and investigates: 1) how – in relation to the support for the promotion of free press – has the education of journalists emerged as a field of intervention in Southern Africa, 2) how the discourses of the free press were used to rationalise this intervention and lastly 3) what kind of techniques and procedures were employed in order to make the Nordic-SADC Journalism Centre operable as a development project? It is concluded that the 'outside' or Western promotion of the free press has made possible the construction of discourses by local experts drawing on the African way of life as a way of resisting what they see as dominance of Western ethical values in the media. Thus, the government of the media in SADC is the effect of the formation and recasting of truths, knowledge and power relations brought into place by the production of the discourse of free flow of information within UNESCO, which generated a field amenable to development intervention.

1999

Intercultural communication of human rights – the universality of human rights, political culture in Africa, and civic education in Malawi

Abstract:

The thesis explores how human rights are communicated from international organisation or NGOs to local authorities and the public in Southern Africa and Malawi and whether or not it is possible to communicate human rights in an intercultural communication process. In relation hereto, it is explored how civic education as a communicative process in Malawi is carried out and whether or not it is workable. Thus it is asked how differences in political culture influence the perception of universal human rights, and how the political culture influences the perception of human rights in Southern Africa. Furthermore, how are human rights communicated intercultural, and following hereof, what does the use of civic education in Malawi show in relation to an intercultural communication of human rights? It is concluded that the political culture in Southern Africa is different than that of Western societies and this influence the perception of human rights. Furthermore, if human rights are to take on meaning they must be communicated so that the recipients can relate them to their own reality, where cultural differences are included to achieve a common understanding of the significance and applicability in their society.

2000

Media democratisation in Chile? Media, power and democratic dialogue

Abstract:

The thesis takes it point of departure in mass media's role in a state's democratisation process and the necessary democratisation of mass media in order to initiate a process of democratisation and not least to consolidate this democracy. In Chile's democratisation process it has be an explicit objective to establish democratic mass media and public service media, and the thesis explores whether or not the Chilean media have been democratised, and if they are a space for democratic debate and dialogue in order to provide a nuanced understanding of the country's democratisation process. It is concluded that a democratisation of the mass media has taken place with the transformation of the state-owned mass media into public service media, even though they are not entirely free from state censorship. Furthermore certain parts of the population are excluded from the media and thus the mass media do not constitute a space for a democratic debate and discussion, which limits the citizens' political influence and participation and thus the democratisation process of Chile.

2001

CTRL + ALT + $ or the quest for a shortcut to development.

Abstract:

The thesis explores how South African NGOs use information and communication technology (ICT) in the light of the globalisation discussion. It takes it point of departure in ICT for development and the growing understanding that new technologies can promote social, economic and geographical development through access to information and education. It is asked how and if small local NGOs in the developing countries use this new technology, and what it means to their daily work. Thus it is explored 1) how ICTs are implemented and used in South African NGOs, and what impact do the new technologies have for their

work, and 2) how globalisation is expressed in the organisations that use and implement ICTs. It is concluded, that at this time the use and implementation of ICTs are still in their preface in developing countries, both due to lack of funding and education. In the NGOs that have implemented the ICTs it shows that they use it to present their organisation and communicate with partners by email. The work processes in the NGO have only undergone limited changes due to ICTs at this time, but it does initiate a globalisation process in the organisations.

Representations taking a wrong direction – documentary representations of development work and the Third World

By Kristian Bang Larsen
Integrated thesis in communication and international development studies 2001 – Danish, available in hardcopy.
The thesis consists of a written report and a documentary Udvikling på Afveje – or Development taking a wrong direction.
Keywords: documentary, empowerment, representations of the Other, cultural communication.

Abstract:

The documentary is a critical documentary on development that seeks to show that much development aid has a tendency to create passivity among the people the aid is aimed at, and at the same time to show the resources of these people, and their abilities to take control of their own development. The report is a semiological and poststructuralist analysis of the film and the process behind it. The semiological analysis relates the documentary's representations of the Nepalese and development aid in Nepal to the dominant representations of the Third World and development aid. The film breaks with the dominant tendency to define the Third World through what it lacks and the First World's development work as solely a depoliticised humanitarian effort, but also that the film has a tendency to portray rural Nepalese people in stereotyped romanticised ways. The post structural analysis explores the process of producing the film and finds that power/knowledge relations between the Nepalese and us have structured the production process, so that it reproduces and uses the same hegemonic structures that the film sets out to criticise.

2002

Nothing published this year.

2003

Internet and development in Africa – a case study of an IT-project for youth in Conakry, Guinea

By Nanna Warmberg
Integrated thesis in communication and international development studies 2003 – Danish, available in hardcopy.
Keywords: Internet and development, reception analysis.

Abstract:

The thesis takes its point of departure in the distribution of the Internet in both the North and the South and the disadvantageous position of the South in the global development of ICTs. The thesis focuses on an IT project under preparation in Guinea, which is directed at young Guineans in a youth centre in the Matam district in Onakry and explores how the objective of a specific IT project corresponds with the views of young Guineans regarding their everyday life and benefit the local people by taking their needs into consideration? The thesis finds that it is possible to conduct an IT project which, in regard to content, meets the local needs as expressed by the involved youths and that the project corresponds with the views of young Guineans in general.

HIV/AIDS campaigns in Southern Africa – Can information stop the epidemic?

By Claus Ortved Melcher
Integrated thesis in international development studier and public administration, 2003 – Danish, available in hardcopy.
Keywords: Health communication, education, HIV/AIDS campaigns, behaviour change.

Abstract:

The thesis explores the HIV/AIDS epidemic as a development issue that disrupts the entire society in southern Africa and asks why information and education is failing to stop the epidemic? It explores the HIV/AIDS campaigns targeted at limiting the spread of HIV and two presuppositions to this: 1) that the individuals are able to change their sexual behaviour solely on the basis of information about HIV/AIDS and 2) that the information, which is grounded in western bio-medical understandings and its understandings of body, sickness, health, and cure are immediately understandable and relevant to the recipients. The message has to be appropriate and culturally sensitive to the context in which it is applied and the root causes to HIV/AIDS such a gender inequalities, poverty etc.
It is concluded that the presuppositions of the HIV/AIDS campaigns are not valid. It is unlikely that a behavioural change will occur solely on the basis of information. Informa-

tion that can be characterised as irrelevant or at least secondary in relation to the traditional medical system.

Conveyers of truth and reconciliation – An examination of the media coverage of the Truth and Reconciliation Commission in South Africa

By Suzette Frovin
Integrated thesis in international development studies and journalism, 2003 – English, available in hardcopy.
Keywords: Mass media, narratives, identity, public sphere.

Abstract:

Following the establishment of the Truth and Reconciliation Committee (TRC) in 1995 the South African newspapers Cape Argus, The Star, and Sowetan, committed themselves to not only cover the commission, but also to contribute to reconciliation. The thesis explores characteristics of the coverage of the three papers and examines how this coverage agrees with their commitment to endorse reconciliation. The investigation shows that the papers abandoned past stereotypes only to replace them with new images of identity, and the most dominant narrative in the coverage was that of nation building. Interviews with journalists and editors show that as a consequence of the papers' aspiration to promote reconciliation, critique was almost absent from the coverage of the TRC. In conclusion, the thesis elucidates that when the media decides to take actively part in nation building processes (and thus instate themselves as political agents) their coverage is clearly influenced and liberal ideals of a free and independent press are challenged.

Keep the window of hope open! – A study of the production of cultural identity and the Life Skills Campaign as a new preventive approach to combat HIV/AIDS in Zambia

By Mette Annelie Rasmussen
Integrated thesis at communication and history 2003 – English, available in hardcopy.
Keywords: Health communication, HIV/AIDS campaigns, receptions analysis, educational campaigns, communication and production of the cultural identity.

Abstract:

On the basis of the severe HIV/AIDS epidemic in Southern Africa – here Zambia – the thesis discuss the prevention campaign Life Skills Campaign in Zambia targeting in-school children in the age of 7 to 14 years. The campaigns objective is to influence the target group and change their behaviour related to and understandings of HIV/AIDS before they engage in sexual behaviour. Grounded in an empirical exploration it is argued that one has to understand the subjects targeted and map the relations of power and knowledge that determine the subject. Secondly, the thesis provides a narrative of primary schools in Zambia and the rationality and techniques used to regulate subjects in the educational system. From this it is explored what possible conditions exist in order to promote, maintain and articulate new cultural identities. On the basis of the narrative it is explored and discussed whether or not the Life Skills Campaign distinguishes itself from former educational campaigns and whether or not it can be said that the campaign is a possible effective strategy in the fight against HIV/AIDS.

2004

Social marketing – A facilitator of social change in the prevention of HIV/AIDS?

By Charlotte Thorø Berghof and Hanne Fink Møller
Integrated thesis in communication, international development studies and social science, 2004 – English available in hardcopy
Keywords: Social marketing, social change, health communication, HIV/AIDS campaigns, empowerment.

Abstract:

The thesis takes its point of departure in the concept of social marketing and focuses on how social marketing can facilitate social change in relation to HIV/AIDS prevention in Laos. The thesis explores the NGO Populations Services International's (PSI) campaign in Laos promoting the use of condoms and securing individual responsibility for one's own health. The thesis explores the change processes which occur in Laos in general and specifically the change processes initiated by PSI as a co-facilitator. Furthermore it is explored whether or not the change processes facilitated by social marketing can be seen as empowerment in the sense of giving the people involved a sense of ownership and agency thus making the ones involved able to enter into decision-making processes previously out of their reach. The thesis finds that PSI are able to facilitate social change in Laos, and that these change processes contribute to an empowerment process, where the ones involved make informed decisions in relation to their sexual behaviour and thus the prevention of HIV/AIDS.

Soul Buddyz Tommorow is Ours – a study of the television entertainment programme

By Rikke Bøyesen and Renuka Poulsen
Integrated thesis in Journalism, Communication and International development studies 2004 - English, available in hardcopy
Keywords: health communication, edutainment, development communication, democratisation, public sphere.

Abstract:

The thesis takes its point of departure in the South African television edutainment series Soul Buddyz. Edutainment is a planned communication strategy, which blends entertainment with educational content, in order to appeal to large audiences and convey didactic knowledge. The thesis explores in which way the TV edutainment programmes carry out journalism's role in spreading knowledge to citizens in a democracy and whether or not the knowledge and democratic values constructed in Soul Buddyz reflect South Africa as one united nation. The thesis explores Soul Buddyz and the use of television as a tool for democratisation processes. Furthermore the thesis outlines the theoretical understanding of the South African context, and the country's development into a democracy and outlines its media landscape.

The edutainment series reflect South Africa as a nation built on power sharing, where everyone is given voice and can participate in the democracy, despite their different economic and racial background. The Soul Buddyz group meets hindrances in their life and must seek help in the public sphere. Public institutions are given a high status in the series and are represented as places of truth. Through these places, the Soul Buddyz series communicate the factual and pro-social messages to the audiences, thus effectuating journalism's role in society to stimulate debate and make citizens able to sustain democracy.

From Message to Voice – a communication challenge

By Mille Schütten
Project in communication 2004 – English, available in hardcopy
Keywords: Health communication, edutainment, development communication, communication for social change.

Abstract:

The project takes its point of departure in HIV/AIDS prevention within the field of reproductive and sexual health (RSH). It explores Femina HIP in Tanzania a communication initiative with a range of media working in the field of RSH. Femina's goal is to improve the health and well-being of the young Tanzanians and the Tanzanian society in general by contributing to a reduction of the HIV/AIDS incidence, STDs and unintended pregnancies. Femina HIP is an edutainment project positioned in the cross field of development communication and communication for social change (CFSC). The project sets out to develop an analytical CFSC framework, by which edutainment interventions can be assessed in a CFSC perspective and the project explores how Femina Hip has approached concepts from a CFSC framework in their edutainment strategy and how they differ from it.

2005

Nagaseke Multipurpose Community Telecentre – a study of the emerging design for participation and learning in a post-pilot Multipurpose Community Telecentre in rural Uganda

By John Michael Kizza and Tomas Ilsøe
Integrated thesis in communication and international development studies 2005 – English, available in hardcopy.
Keywords: Participatory communication, empowerment, communication and development, educational system.

Abstract:

This thesis explores how Nagaseke Multipurpose Community Telecentre influences the participation process in rural Uganda through the work of Etienne Wenger, Paulo Freire and John Friedmann. It argues that participation is an important part of an empowerment process and that the telecentre can expand the local participation infrastructure by facilitating information and services and by organising local practice communities. The thesis concludes that the telecentre contributes to the participation infrastructure in Nagaseke by 1) organising local communities of practice in broader local networks with global connections, 2) includes marginalised groups, 3) contributes with an ICT infrastructure and 4) contributes to the existing educational system.

Developing Risk Subjectivities – A genealogy of the HIV/AIDS campaign in the Republic of Guinea

By Camilla Buch Larsen von Schroeder
Integrated thesis in communication and international development studies 2005 – English, available in hardcopy.
Keywords: Health communication, ABC strategies, power, governmentality.

Abstract:

The thesis offers a critical review of the prevailing HIV/AIDS paradigms and ABC campaigns as they occur in development practices and argues that HIV/AIDS prevention should be seen as a matter of power, governmentality, and risk subjectivities. The thesis examines how young urban people in the Mamou region in Guinea recast the ABC messages and risk rationalities promoted through the campaign. Moreover, the analysis focuses upon the way in which young people negotiate, resist and simply ignore the medical advice and imperatives of these HIV/AIDS discourses. The thesis seeks to investigate how the constitution of the sexual and pathological body as a field for development intervention has contributed to

the construction of governmental HIV/AIDS campaigns in Guinea and how the campaign has affected the subjectivity and ethics of young people. The empirical findings illustrate that at the mere level of discourse young people recast and reproduce perfectly well the moralities, the risk rationalities, and the specific modes of knowledge of the HIV/AIDS campaign, but that they – although they incorporate the principles of ABC into their daily discourses – they dot not transfer them into their daily practices. Therefore it is recommended that researchers explores further how 'resistance through agreeing' hinders the success of ABC strategies and examine why the level of knowledge of HIV/AIDS is usually very high, while the practice of abstinence, fidelity and condom use still remain very low in comparison.

Sexto Sensido - Empowerment through the Media

By Amelia Morales Navarro

Thesis in communication 2005 – English, available electronically at http://rudar.ruc.dk/handle/1800/995

Keywords: Empowerment, communication and social and political change, edutainment.

Abstract:

The thesis explores how the Nicaraguan NGO Puntos de Encuentro articulates notions of empowerment and social change in their communication campaign "Somos Diferentes Somos Iguales", initiated in 2000 as an on-going multimedia strategy, intended to promote participation/leadership among adolescents and young people in their communities and organizations. The overall objective is to make young people active social agents, conscious of their citizenship, to defend their rights and raise their voice on issues like sexuality, violence, HIV/AIDS, racism and discrimination. The role of this campaign represents a countercultural flow of ideas and concepts that can not influence social and political changes unless they are supported by the rest of the society. Puntos de Encuentro aims at reaching broader public by deploying multiple communicative strategies as well as by cooperating with diverse social agents at the grassroots level. It is asked what concept of empowerment Nicaraguan NGO Puntos de Encuentro use in The Sexto Sentido TV series and what features make Sexto Sentido an empowering media product? It is found that the use of Edutainment does not only fulfil their objectives of awareness-raising on power inequalities, but it also pursues objectives of consciousness-change at the subjective level and cultural transformation of social constructs. These two last outcomes can be identified as forms of action which can lead to social change. Furthermore, the cultural transformation created through the use of mass media (Edutainment) contributes to create the ground on which social movements can find support to move further in stirring and achieving structural and political changes.

Ugandan Men as Partners – An analysis of UN-FPAs and the Ugandan government's representations of men and masculine identity in campaigns for male participation in reproductive health

By Helle Catarina Nissen

Integrated thesis in international development studies and communication 2005 – Danish, available electronically at http://rudar.ruc.dk/handle/1800/2040.

Keywords: Health communication, behaviour change, participation, media-advocacy, male representations.

Abstract:

The thesis analyses representations of men and masculine identities in development interventions targeting men. The United Nations agency for Population and Development, UN-FPA, and its activities in Uganda, forms a context for this analysis. The activities focused upon are a behaviour change campaign for men's participation in family planning/ maternal health as well as a media-advocacy campaign for 'male friendly' reproductive health services. Based on the premise that initiatives for men's participation might have an exclusive effect, if 'maleness' is represented in a limited or stereotypical way, the study addresses the cardinal question: "Which categories of masculine identities does UNFPA construct through articulations of men's participation in reproductive health; in general and in the interaction with the Ugandan Government? " In addition, the thesis discusses the effects of such representations; meaning the kinds of development actions and masculine subject positions such representations offer. The study concludes that UNFPAs constructions of masculine identities have changed over time. Based on a discussion of the possibilities and limitations inherent in the different categories - the study argues that the campaigns in Uganda are based on representations of masculinities which, to some extend, reflect Western stereotypes. At the same time, some representations offer new possibilities for the construction of masculine identities – and for future interventions.

Far away but close – an analysis of media's importance in cultural globalisation processes explored through the history of ethnographic film

By Janus Metz Pedersen

Integrated thesis in international development studies and communication 2005 – Danish, available electronically at http://rudar.ruc.dk/handle/1800/1090

Keywords: The cultural Other, globalisation, democratisation, development discourse.

Abstract:

As a backdrop to discourses proclaiming the democratising and liberating effect of media on notions of cultural diversity, this thesis discusses how the problems of representation

in relation to the figure of the cultural Other affects the production and perception of the representations of otherness circulating the globe through the media. This discussion is qualified by an exploration of the overt efforts within the genre of ethnographic film, to try and represent an authentic cultural Other through various filmic and anthropological conventions. The thesis documents not only how the construction of the cultural Other has taken place within colonial and post-colonial discourses, but also how perceptions of the relation between film and "reality" have changed from early modernism to postmodernism.. From a post-structuralist perspective it is argued that the power-relations constructing the very idea of the cultural Other reproduce and recast notions of Self and Other, 'us' and 'them', without ever being able to escape the discourse that constructed these ideas in the first place. Hence, the notions of Self and Other that are constantly reproduced through the global circulation of media images can be said to produce subjectivities and not liberate some abstract cultural Other. It is argued that subaltern, within a foucauldian theory of pluralized subjectivities, is a displaced figure caught between the tradition and modernisation. Thus, the gaze that is equally reproducing and being reproduced by the notions of Self and Other, is the same gaze that uphold the discourse of development underpinning globalised geo- and bio politics.

AIDS Campaigns & Sexuality in Côte d'Ivoire (Ivory Coast): A study of the sexual norms and practices of students at the University of Abidjan (Cocody)

By Blay-Azu Dali and Mette L'Herbier

Integrated thesis in communication, international development studies and philosophy/science studies 2005 – English available electronically at http://rudar.ruc.dk/handle/1800/871

Keywords: Health communication, ABC strategies, social norms and practices, social and political change.

Abstract:

This thesis explores construction of sexuality among the students of the University of Abidjan, Côte d'Ivoire. The thesis investigates the students' sexual norms and practices, seen in the light of the most prominent AIDS campaigns and government strategies directed at the youth/students. The thesis explores how the rationality of the ABC-strategies (Abstinence, Being faithful and the use of Condoms) is institutionalised in the ministries, NGOs, in public opinion leaders and in the students themselves. At the same time, we note that there is a KAP-Gap, i.e. a discontinuity between the students' knowledge on AIDS and their practices. Thus, although the students are well informed about the dangers of AIDS, it remains difficult for them to break with the social norms, including sexual norms, which are current in the field. Moreover, their difficult economic situation further exasperates their ability to utilise the knowledge they have about protection against AIDS.

It is concluded that AIDS in Africa cannot be reduced to a deterministic, biological phenomenon. On the contrary, the spread of AIDS can be explained on the basis of the relevant context. Similarly, AIDS cannot be eradicated by educational campaigns alone. Long-term strategies are required like, for example, changes in the socioeconomic structures. In conclusion, ABC strategies alone are not sufficient to combat the spread of AIDS among the students in Côte d'Ivoire. Long-term strategies are necessary, based on legislation and political initiatives at a national level, as well as local projects, and the core element of these must be to change the financial situation of the students and, at the same time, to focus on the fundamental social structures around the issue of sexuality.

2006

Ingando – when enemies return

By Martin Buch Larsen

Project in communication 2006 – English, available electronically at http://hdl.handle.net/1800/2255

Keywords: Informative documentaries, cultural media production, participatory communication.

Abstract:

The thesis explores how one can prepare and carry out a personal and informative documentary about the aftermath of genocide in Rwanda? It focuses on the following key-questions: Which theoretical and practical considerations should be included when organizing a personal and informative documentary? Which anthropologic and journalistic considerations should the film maker include, when he seeks to portray the 'good' and 'personal' story without violating or disturbing the private sphere and integrity of the people he aims to portray? - How can the film maker represent and portray 'the other', when he himself obviously is embedded in a completely different culture and reality, than the one he seeks to portray and communicate in his film? In relation to portraying the Other and ownership of the film it is concluded that changing or modifying the ethnographic documentary tradition is a greater challenge than one may think. Giving the people who one seeks to portray a chance to express themselves on matters 'they' find interesting (a participatory approach), while maintaining the traditional role as an ethnographic film maker involves two very different research and film methods, which are hard to integrate. A better interaction between the film maker and the people portrayed could involve a partnership with a common synopsis and treatment, where 'we' and 'they' stage our own story, which are later revealed for a 'western' and 'local' audience contributing to a greater understanding of each others practices.

Soul Buddyz Tomorrow is Ours – an edutainment communication strategy

By Stine Kromann-Larsen,Mette Grøndahl Hansen, Martha Topperzer, Stine Vikkelsøe and Lise Grauenkær.
Project in communication 2006 – Danish available electronically at http://rudar.ruc.dk/handle/1800/2014
Keywords: strategic communication, edutainment, education and learning, social modelling, health communication, behaviour and social change.

Abstract:

The project discusses how a board game can be designed as an alternative educational material to supplement the strategic health communication in the Soul Buddyz campaign in South Africa. Soul Buddyz is based on an edutainment strategy and uses different popular media channels to address different health issues. Within this framework the project explores how a board game can be designed in order to draw upon the potentials of edutainment compared to the existing Soul Buddyz educational material and thus contribute to promote behaviour change and change social norms. It is explored through the structural elements of a board game: motivation, social modelling and para-social interaction. The learning potentials are explored through constructivist learning theory's concepts of interaction and contextualisation. The board game draws upon the universe and themes of the TV series Soul Buddyz. The players are to collect life skills in eight different domains: 1) Health, 2) Friendship, 3) Rights and Democracy, 4) Respect 5) Financial Literacy, 6) Gender Equality, 7) Nutrition, and 8) Sense of Society. These life skills are achieved through different challenges in the form of factual questions, dilemmas or creative challenges such as drawing, drama etc. The board game creates a space for learning that will contribute to behavioural and social change, where the participants themselves construct knowledge and reflect upon the perceptions and actions explored in the board game.

2007

Nothing published this year

2008

Voice of Mpemba – An analysis of empowerment processes in a Malawian youth club fighting HIV/AIDS

By Mette Grøndahl Hansen, Stine Kromann-Larsen and Lise Grauenkær
Integrated thesis at communication, international development studies and cultural encounters 2008 – English, available electronically from March 2008 at www.rub.ruc.dk
Keywords: communication for social change, development communication, community media, civil society, empowerment.

Abstract:

The thesis explores how small scale empowerment processes in a Malawian youth club be conceptualised as large scale empowerment promoting social change in the wake of the HIV/AIDS epidemic. Thus it explores the linkages between the small scale empowerment processes of individual consciousness and large scale empowerment changes as changes in structures of social inequality regarding HIV/AIDS. It is explored how a communication for social change (CFSC) approach to development can entail the link between the two levels of empowerment. The thesis develops an analytical framework conceptualising social change, collective action, dialogue, civil society, and community media and frames the Malawian youth club as a collective actor, who contributes to public debate in civil society and explores whether or not a linkage of these concepts can explain how small scale empowerment processes move to large scale processes. The thesis finds that in the youth club an empowerment process determined by critical consciousness has been initiated and that the theoretical conceptualisation of small scale empowerment as large scale empowerment captures the youth club's potential for changing the structures of the HIV/AIDS epidemic as well as their own limitations.

All the projects and dissertations are available in either hard copy or electronically at Roskilde University Library (www.rub.ruc.dk).