

# PhD Scholarship in Communication and Social Change

This PhD scholarship is a co-financed scholarship between the Danish development NGO ADRA (Adventist Development and Relief Agency) and Roskilde University (RU), Department of Communication, Business and Information Technologies (CBIT). The 3-year research scholarship is based on the aim of providing research insights, giving input to and capturing lessons learnt from ADRA Denmark's extensive experience with the practice of communication for social change. The successful PhD candidate will research, analyse and position ADRA's experiences with communication for social change vis-à-vis the current debates of how civil society in developing countries, and in Africa in particular, make use of communication and media in articulating processes of empowerment, advocacy and social change. The research project is situated within the research area of communication for social change.

It is a condition that the PhD candidate is able to understand Danish, as Danish is the work language at ADRA. The PhD candidate will furthermore be linked both to Ørecomm, the bi-national research centre on communication and global change ([orecomm.net](http://orecomm.net)) co-hosted by CBIT/RUC, and to the research environments offered by the research group 'Communication, Journalism and Social Change' as well as RU's current strategic research priority area: 'Global Dynamics'.

Starting 1 September 2013 or by agreement.

## Background Information on ADRA Denmark's work with Communication for Social Change

ADRA Denmark has worked in East Africa since 1987. Over the past 6-7 years ADRA Denmark has developed a significant set of new program activities in the region, programs that have used media and village dialogue strategically to enhance processes of empowerment and social change. These activities have had as aim to strengthen civil society and development in the region. The intention has been to empower citizens, improve their livelihoods through participation in local civil society groups and thus meet the overall goal for Danish development assistance: poverty alleviation. The development sectors that have been the focus of ADRA Denmark's work are health, education and food security.

What makes the ADRA case particularly interesting in the East African region, and even in the broader international community of NGOs working with capacity development of civil society from a rights based approach, is the central, strategic and innovative role of media and community dialogue in enhancing these social change processes. Now, after 6-7 years with the new focus, ADRA is at a stage in their engagement in East Africa, where significant experience has been obtained in primarily three countries: Malawi, Uganda and Rwanda. Models of communication pioneered in Malawi and implemented also in Uganda and Rwanda, are now so far in their implementation, that a deeper insight can be obtained as to the feasibility of the applied communication approach. While having significant experience, ADRA Denmark at the same time is at the verge to expand their communication for social change-driven model of operation to yet another three country programs in Burundi, South Sudan, and most probably also Zimbabwe.

Thus, at the verge of this new phase of expansion, a deeper research-driven reflection upon and analysis of the past experience is considered important and relevant. Lessons can be learnt regarding this experience of working very grounded and poverty oriented with communication for social change as strategic orientation in what has been a very significant programmatic involvement in the mentioned development sectors. What are the lessons to be learnt in terms of possibilities and limitations in the strategic use of communication to articulate social change processes and alleviate poverty?

## Formal Requirements

The application must include:

1. A project description of 4-6 pages where you develop a proposal, conceptually grounded, and outlining possible scenarios for how to approach the research challenges empirically.
2. A proposal for an overall work plan for a 3-year PhD-process
3. CV
4. Copies of relevant exams and results
5. Assessment of master thesis (specialebedømmelse)
6. Scientific publications (not mandatory)

Additional information about the scholarship and the relationship to ADRA Denmark can be obtained by contacting Secretary General Lehnart Falk at ADRA Denmark (Lehfal@adra.dk) or Professor Thomas Tufte at RUC (ttufte@ruc.dk).

Additional information about CBIT's PhD program and organization of the same can be obtained by contacting Head of Doctoral School, associate professor Keld Bødker (keldb@ruc.dk).

**Application deadline: 20 June 2013.** Applications received after this date will not be considered.

We only accept applications through our electronic recruitment system. To apply for the position you must go to the job advertisement on our homepage: [www.ruc.dk/en/job/phd/](http://www.ruc.dk/en/job/phd/). Click on the button *Apply* for vacancy here which appears immediately below the job advertisement. Then you fill the application form and attach those in the job advertisement mentioned documents. Finish by clicking *Submit*.

The final approval of the PhD scholarship is subject to approval of the organisations funding the scholarship.

ADRA Denmark (Adventist Development and Relief Agency) as the name implies, works with both development and relief. ADRA Denmark is a member of the global ADRA network present in more than 120 countries worldwide. The organization is a faith based organization taking its social responsibility seriously, emphasizing personal dignity and social justice, and working to build social capital and facilitate poverty reduction of the target group, regardless of race, gender, sexual orientation, religious beliefs, or political conviction. ADRA Denmark has a framework agreement for development with the Danish Ministry of Foreign Affairs. For further information: [www.adra.dk](http://www.adra.dk)

The Department of Communication, Business and Information Technologies (CBIT) at Roskilde University is an innovative and interdisciplinary university environment that combines the natural sciences, social sciences, technological sciences and the humanities. CBIT provides research, education and dissemination in journalism, communications, performance design, economics, business administration and computer science and informatics. For further information: [www.ruc.dk/cbit/](http://www.ruc.dk/cbit/)

Ørecomm is a bi-national research centre that originated at Malmö University (MAH) and Roskilde University (RUC) conducting research in the field of Communication for Development, see [orecomm.net](http://orecomm.net) Ørecomm focuses on the relations between media, communication and social change processes at both global and local levels. The term glocal change refers to interconnectedness of change processes at different levels. Glocal development is not only a concern of the so-called developing countries. Globalisation is rapidly making old categories and assumptions obsolete and the development organizations' emerging interest in media and communication goes hand in hand with a rethinking of the very concepts of development and social change.