

## **MC-836 Communication for Innovation and Development**

### **Course Objectives**

The course provides an in-depth introduction to theories and research on the diffusion of innovations, an approach that seeks to explain the process by which new ideas or products spread over time via communication channels among members of a social system. Diffusion theory can be applied in many settings such as health communication, education, agriculture, marketing, news diffusion, policy diffusion, and the adoption of new technologies.

It also involves taking a closer look at a number of issues pertaining to the social use of media and information technology. Special attention is given to such topical issues as digital lifestyle and personalization, social networking (Facebook, Twitter etc.), human/computer interface design as well as select theories of communication technology.

### **Learning Outcomes**

After completion of this course students will:

- Develop a critical understanding of innovation and communication theory in the particular context of international development.
- Strengthen professional competence in the design, planning and management of information and knowledge interventions to support and promote innovation and change.

### **Course contents**

- Perspectives on Development
- Research and Study Skills for Independent Learning
- Communication and Innovation in Development
- Research Methods for Development and Communication
- Principles of Communication Design for Development
- Social Policies for Development

## References

1. Rogers, Everett M. 1996. *Diffusion of Innovations*. New York: Free Press.
2. Weimann, Gabriel. 1994. *The Influentials: People Who Influence People*. Albany: State University of New York Press.
3. Special Issue of *The Annals of the American Academy of Political and Social Science* on "The Social Diffusion of Ideas and Things," eds. Paul Lopes and Mary Durfee, Vol. 566, November 1999.
4. Reading Packet.