
University of Pretoria Yearbook 2016

Practice of development communication 882 (OKT 882)

Qualification	Postgraduate
Faculty	Faculty of Engineering, Built Environment and Information Technology
Module credits	20.00
Prerequisites	No prerequisites.
Contact time	8 lectures per week
Language of tuition	English
Academic organisation	Information Science
Period of presentation	Year

Module content

The focus of this module is the practical side of development communication. It includes: methods to research the target audience, action programmes for communication campaigns in communities and the different channels that can be used for the dissemination of development messages. It also contains a component in which a development message must be designed by taking into account target group, appropriate channel and distribution.

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