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# University of Pretoria Yearbook 2017

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## Practice of development communication 882 (OKT 882)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Engineering, Built Environment and Information Technology</a>
<b>Module credits</b>	20.00
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	8 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Academic organisation</b>	Information Science
<b>Period of presentation</b>	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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