

# RESEARCH CENTER EC4SC

[www.sozphil.uni-leipzig.de/entwicklungskommunikation](http://www.sozphil.uni-leipzig.de/entwicklungskommunikation)

The Research Center Development Communication – Communication for Social Change (EC4SC) is an institution of the Institute for Communication and Media Studies at the Leipzig University and aims to establish the research field of Communication for Social Change (C4SC) in German communication science. The focus of the field is on the investigation of communication processes (actors, structures, formats) that serve democracy, progressive social change and social cohesion.



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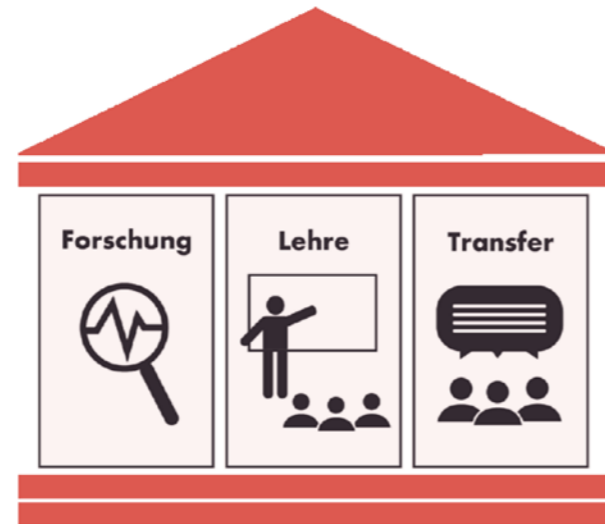
Forschungszentrum Entwicklungskommunikation – Communication for Social Change

## THE PROJECT EC4SC

The Centre EC4SC originates from the project of the same name, which is funded by the Federal Ministry of Education and Research (BMBF) under the guideline „Small disciplines – great potential“.

The central aim of the project is to conduct **research** and **teaching** (service learning) in the field of C4SC. In order to bring scientific findings into society and to strengthen the exchange and cooperation between science and practice, participative **transfer** services play an important role.

In addition to the theory-based and application-oriented research offered by the centre, cooperative research projects with civil society are developed and advice is offered to third parties who wish to realize their research in the C4SC area.



## COMMUNICATION FOR SOCIAL CHANGE

In April 1997, 22 communications professionals, organisers, broadcasters and social change activists from 12 countries met in Bellagio, Italy at a conference of the Rockefeller Foundation. Their aim was to explore the links between social change and communication in the 21st century, and the possibilities of new communication strategies for social change. In 1998 and 2000 a follow-up meeting was held in Cape Town, South Africa (Gray-Felder and Deane, 1999). The members of these meetings defined Communication for Social Change as “a process of public and private dialogue through which people define who they are, what they want and how they can get it”(1999, p. 15).

Our concern as a research centre is to investigate the aspects that are conducive and obstructive to this.

<b>Politics</b> 	Communicate with decision makers to provide resources for social change <i>Advocacy Communication</i>	<b>Strengthening media capacity</b> Strengthen the skills of individual (media) actors
<b>Municipalities</b> 	Network partners <i>Social Mobilization, Community Mobilization</i>	Create a conducive media environment
<b>Individuals</b> 	Strengthen and activate individuals <i>Communication for Action, Behaviour Change Communication</i>	Encouraging the participation of all concerned

## RESEARCH FOCUS

The Center assumes that society in Germany is in a process of transformation and is strongly influenced by the process of negotiation. The negotiation process is about how society is to be shaped in the future.

Therefore, the Centre focuses on the following three main areas: The focus on **participation** aims to make existing structures of negotiation processes in media and institutions more participatory and accessible to all. **Empowerment & ownership** means empowering and motivating people to articulate their own concerns. Citizens should become their own ‘change agents’ and ideally become actively involved.

The third focus of the centre is **mediation**. The aim is to mediate between the different concerns and perspectives at the political, community and individual levels in order to ensure successful communication and equality of all parties involved.



## CURRENT PROJECTS

- Migration – Communication – Participation: Participatory communication for plurality and social cohesion! (Empowerment)
- “Migrant Organisations – Communication for Social Cohesion?” (Participation)
- “From Reporting to Mediation – How can journalists mediate social conflicts? (Mediation)
- “Journalism in Afghanistan: Professionalization of academic journalism training” (Internationalization)

## SUSTAINABLE AGENDA 2030

The 17 Millennium Development Goals (SDG), which were drafted by the United Nations in 2015, serve as an orientation for the desired social change at the level of individuals, communities and politics.

Dieses Projekt ist gefördert durch das BMBF.



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Institut für Kommunikations- und Medienwissenschaft



Bundesministerium für Bildung und Forschung