



# Institute for Capacity Development (ICD)

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## Media Communication and Advocacy

### Course Objectives

Upon completion of the course, participants will be able to:

- Understand and apply dialogic communication concepts
- Critique and select appropriate models of cause communication
- Use a range of social communication tools, including media advocacy
- Design an evaluation of a communication campaign
- Understand role of various stakeholders in advocacy.
- Highlight the various approaches to monitoring and evaluating advocacy work

### Target Audience:

- Communications Officers,
- Human Rights Officers,
- Advocacy Managers,
- Programme Officers And Coordinators,
- Community Leaders,
- Educationists and Activists
- Civil Society Organisations and Staff of NGOs
- Journalists and Editors

### Course Outline

- General Management Principles and Skills
- The Role of Media and Its Ethics
- Types of Media Communication Tactics
- Why A Media Campaign Is Important
- Transforming The Media Through Policy
- Public Opinion and The Media
- Working with The Media in Advocacy
- Planning A Media Campaign
- Getting The Issue On the Media's Agenda
- The Concept and Practice of Advocacy
- The Importance and Reasons for Advocacy

- Advocacy Roles
- Advocacy, Networking and Collaboration
- Social Mobilisation, Lobbying, And Campaigns.
- Designing Advocacy Strategies & Materials
- Understanding Your Target: Principles of Target Analysis for Effective Communication in Advocacy
- Research, Documentation and Evidence Building for Advocacy.
- Analysis of the Linkages between Policy, Advocacy and Human Rights in Development Work.
- Barriers to Advocacy and Strategies of Overcoming them
- Gender and Media Activism
- Media Monitoring
- Evaluation of Communication Campaigns
- IT Skills
- Action Planning

Dates: 01<sup>st</sup> – 12<sup>th</sup> May 2017

Duration: 2 weeks

Course Cost: US\$2850/delegate

Venue: Pretoria, RSA