

COMMUNITY-BASED COMMUNICATION

TAMBORES DE LA SELVA "Defending the Amazon"

COURSE DESCRIPTION

Course objective:	Strengthen your professional skills in the field of communication so that you can develop, evaluate and manage communication products and services for the benefit of your community.
Contents:	<p>We will study 6 modules:</p> <p>Module 1: Research for communication Research and reporting techniques, with a focus on intercultural communication.</p> <p>Module 2: Writing and journalistic texts Writing strategies and journalistic genres.</p> <p>Module 3: Photojournalism Understanding the genre, visual narrative.</p> <p>Module 4: Audiovisual Production (Participatory Video) Participatory consultation processes / Script, filming and video editing.</p> <p>Module 5: Design, implementation, and evaluation of communication campaigns Basic concepts of communication strategy for social organizations</p> <p>Module 6: Development of thematic campaigns Application of communication strategies to human rights, environmental rights, and climate change campaigns.</p>
Study mode:	<p>100% online.</p> <p>Participants access the course platform on their own time and participate in modular workshops, interacting virtually with other participants and educators. We will study one module per month. In total there are 6 months of study.</p>
Workload:	120 theoretical and practical hours.

	Each topic is accompanied by processes of definition, conceptualization, critical reflection, and a proposal of professional practices for the communicator and their application in their communities.
Certification:	Participants who have met all the requirements of the educational process will receive a certificate in "Community-based Communication" granted by FUNDER with the endorsement of the Pontifical Catholic University of Ecuador.
Resources and minimum required capacities:	<ul style="list-style-type: none"> ● Access to a technological device: smart cell phone, computer, tablet or laptop. ● Have internet, data, or devices that store the course content (CD, external drive)
Study period:	<p>Start: June 1, 2020</p> <p>End: November 30, 2020</p>