



# Certificate in Compassion and Social Communication

CARING FOR OUR COMMON HOME

**LAUDATO SI GLOBAL FELLOWSHIP PROGRAMME FOR YOUNG MEDIA PROFESSIONALS**





# Be An Active Voice. *Care for Our Common Home.*

## LAUDATO SI GLOBAL FELLOWSHIP PROGRAMME FOR YOUNG MEDIA PROFESSIONALS

"Compassion and Social Communication: Caring for Our Common Home"

### Organisers

The certificate course is developed and delivered by the **Centre for New Humanities and Compassion Studies (XCHCS)\*, Xavier University Bhubaneswar (XUB), India** for **SIGNIS, the World Catholic Association for Communication**. XCHCS will work closely with the Xavier School of Communication, Xavier School of Sustainability as well as other competent and experienced authorities in the field of social teaching of the Church and communication arts. XUB will deliver a three (3) months live-in on campus intensive course, while SIGNIS will provide an online, one month preparation and one month follow up at the fellow's (applicant) home country, making it a five (5) months fellowship program. (\*Earlier known as Xavier Centre for Humanities and Compassion Studies.)

### Overall Aim

- 1) *Conscientising young persons* to the critical challenges facing our *Common Home* (Mother Earth) today and to shape communicative action strategies nurturing the Common Home for all.
- 2) *Preparing young social communicators* and not merely technicians. The fellows will work within the universal concerns of the Social Teachings of the Church, focusing on the meanings, messages and proposed action strategies from the *Laudato Si* encyclical.

### Critical Features of The Course

- 1) The Course is directed at creating a public and popular culture around Laudato Si over time and across faiths.
- 2) The Course will attempt at engaging the modern conscience (through a conscientization process)

- 3) The Course will be informed by interdisciplinary and inter-faith orientations.
- 4) The Course will be covered in 3 inter-connected modules.
- 5) The Course will be spread over 3 months covering orientational, as well as practical aspects.
- 6) The Course will feature critical readings/viewings, depth discussions, reflective/contemplative exchanges, field experiences and hands-on communication activities/productions.
- 7) The chosen fellows of the Course will have to go through pre- and post-course exercises as preparatory and follow up components of the main 3 months intensive course. (Note: The pre-one month and post-one month course exercises components will be done at the fellow's home location. The 3 months intensive Course will be done at Xavier University Bhubaneswar, India.)

### Basic Eligibility

- (a) Members and Partners of SIGNIS
- (b) Minimum Qualification:
  - (i) SIGNIS Communication Lab (VJ, Artisans, Commlab) graduates
  - (ii) One year of experience in communication field with any diploma, OR
  - (iii) Two years of experience in communication field with high school certificate, OR
  - (iv) Three years of experience in communication field
- (c) Age: 20 – 35 years
- (d) Must be conversant in English Language (instruction of the course)



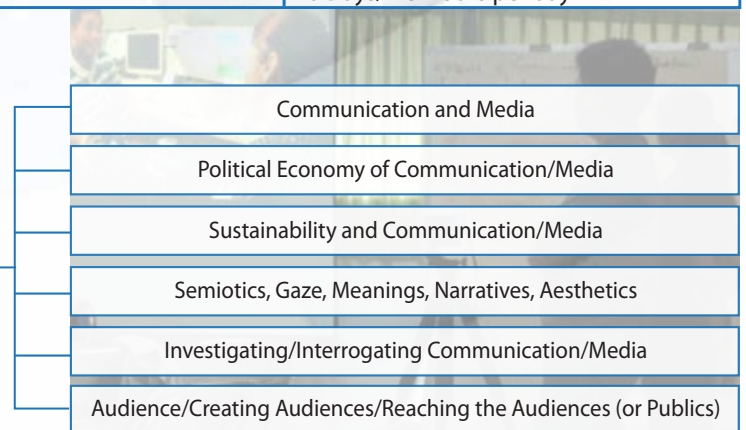
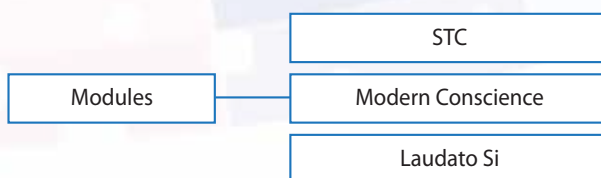


## Basic Course Structure

MONTH	MODULE	ESTIMATED HOURS OF LEARNING
January 2020	Preparatory Component at Home Location	20 Days/2-3 Hours per day
February 2020	Module 1: <i>Social Teaching of the Church (STC) and Laudato Si at XUB</i>	25 Days/4-5 Hours per day
March 2020	Module 2: <i>Becoming a Communicator: Theory and Tools at XUB</i>	25 Days/4-5 Hours per day (Planning for project will start)
April 2020	Module 3: <i>Communication Project: Caring for Our Common Home at XUB</i>	25 Days /As Project Requires (Includes Project Presentation and Evaluation)
May 2020	Implementation of Project at Home Location	20 Days/2-3 Hours per day

## The Critical Concerns of the Modules

(Note: Modules are organised to address these concerns in an integrated, interconnected way.)



## Module 1

### Social Teachings of the Church (STC) and Laudato Si

Unit	Brief Description
1	<ul style="list-style-type: none"> <li>Exploring the local and global contemporary social and ecological issues</li> <li>Exploring the present challenge of social and ecological collapse</li> </ul>
2	<ul style="list-style-type: none"> <li>How the theology of STC has come into existence</li> <li>Understanding theology of civic/public engagement</li> <li>Exploring some case studies, including liberation theology</li> <li>Exploring public theology</li> </ul>
3	<ul style="list-style-type: none"> <li>Understanding papal response, encyclicals and STC</li> <li>Insights from some key documents, introducing <i>Laudato Si</i></li> </ul>
4	<ul style="list-style-type: none"> <li>Key themes and principles of STC</li> <li>Exploration and Diversity</li> </ul>
5	<ul style="list-style-type: none"> <li>A social science/humanities perspective of Catholic social movements inspired by STC and its impact on local and global societies</li> <li>Exploring some case studies, including movements associated with theology of liberation</li> </ul>
6	<ul style="list-style-type: none"> <li>The foundation of compassion: The Judeo-Christian tradition</li> <li>Inter-faith exploration</li> <li>Exploring the compassionate foundation of <i>Laudato Si</i></li> </ul>
7	<ul style="list-style-type: none"> <li>Critical examination of <i>Laudato Si</i>: Structure and Themes</li> <li>Concepts and Narratives</li> <li>Issues, analysis, solutions</li> <li>Appreciation, criticisms and public debates</li> </ul>
8	<ul style="list-style-type: none"> <li>Being a Catholic</li> <li>Being a global citizen</li> </ul>
<p>Note: There will be constant engagement with <i>Laudato Si</i></p>	

## Module 2

### Becoming a Communicator: Basics: Theory and Tools

Unit	Brief Description
1 Basics of Communication and the Communication Process	<ul style="list-style-type: none"> <li>What is Communication?</li> <li>Forms of Communication/Face to Face Communication/Mass Communication/Media</li> <li>Broadcasting/Narrowcasting/Social Media</li> <li>Basic Communication Theories and Model</li> <li>Culture and Communication</li> <li>Technology and Communication</li> <li>Dominant and Alternative Paradigm of Development</li> </ul>
2 Development and Charters of Communication	<ul style="list-style-type: none"> <li>Approaches to Development: Social Justice, Empowerment, Development Communication, Third World/Developing World/Global South, Globalization/Localisation</li> <li>Development Support Communication Actions: Social Mobilization, Grassroots Participation, Human Rights/Dignity Movements, Community Empowerment, Social Movements</li> <li>Peoples Communication Charters and <i>Laudato Si</i></li> <li>Communication Orientations, including Compassionate Communication</li> <li>Conscience and Ethics</li> </ul>
3 Sustainability, Communication Design and Aesthetics	<ul style="list-style-type: none"> <li>Principles of Sustainable Design</li> <li>Sustainable Communication Design and <i>Laudato Si</i></li> <li>Reaching People and Creating Publics</li> <li>Principles of Communication Aesthetics</li> </ul>



Unit	Brief Description
4 Communication Theory and Media Criticism	<ul style="list-style-type: none"> <li>Theories of the Importance, Value and Function of Communication Theory</li> <li>Selected Theories of Mass Communication</li> <li>Media and Cultural Studies Theories</li> <li>Political Economy of Media</li> <li>Creating Public (Audiences/Audiences Studies)</li> <li>Thinking About the Publics of <i>Laudato Si</i></li> </ul>
5 Media Research	<ul style="list-style-type: none"> <li>What is Media Research?</li> <li>Theory of Media Research</li> <li>Media Research Methodology</li> <li>Ethics and Research</li> <li>Case Studies</li> </ul>
6 Story Telling/ Meaning Making and Visual Thinking/ Narrative Constructions/ Gaze	<ul style="list-style-type: none"> <li>What is Narrative? Why Narrative?</li> <li>Theory and Practice of Story and Story Telling</li> <li>Theory and Practice of Visual Thinking/Visualisation/Visual Story Telling</li> <li>Visualising Ecology and Social Justice (Using <i>Laudato Si</i>)</li> <li>Case Studies</li> </ul>
7 Communication Management and Social Marketing	<ul style="list-style-type: none"> <li>Organising a Campaign</li> <li>Researching for a Campaign Using <i>Laudato Si</i></li> <li>Managing a Communication Campaign</li> <li>Socially Change-oriented Marketing</li> <li>Case Studies</li> </ul>

### Module 3

#### Communication Project: Caring For Our Common Home

Unit	Brief Description
1 Communication Project	<ul style="list-style-type: none"> <li>Project--Campaign Thinking/Orientation</li> <li>Choosing a Topic to Focus On (From <i>Laudato Si</i>)</li> <li>Communication Project Design/Creation and Audience</li> <li>Details, Dependencies and Challenges</li> </ul>
2 Skill	<ul style="list-style-type: none"> <li>General Communication Skills</li> <li>Focus: Writing, Social Media, Films/Video Production, Audio production</li> </ul>
3 Project Execution/ Presentation	<ul style="list-style-type: none"> <li>Scheduling/Execution</li> <li>Review and Corrections</li> <li>Presentations and Evaluation</li> </ul>

Note: The programme will be completed with the award of a *Certificate of Participation* in April 2020.

#### Who Will Benefit

- SIGNIS graduates of Communication Lab (CommLab, VJ's and Artisan's)
- Person working with arch/ diocesan/ national social communications offices
- Person working with religious production houses/ communication offices
- Person working with International Catholic organisation/ media desk
- Individual Catholic working with secular communication agency/ production house

### Commitment

#### **SIGNIS and Partners**

The SIGNIS Fellowship programme provides full scholarship for successful applicants, for a three months intensive programme at the Xavier University Bhubaneswar (XUB) India, which covers cost for academic, digital studio, field trips, meals and lodging.

#### **Fellows (Applicant)**

The SIGNIS Fellowship is subject to the following commitment of successful applicants:

- to a preparatory and follow up study in their respective home countries before and after the programme in India.
- to self-fund a two-way air-ticket and visa fee to India.
- to purchase a travel/medical insurance during the stay in India.

#### Graduation Award

Upon successfully completing the five-month Certificate in Compassion and Social Communication fellowship programme, SIGNIS will award the following:

- Certificate issued by Xavier University Bhubaneswar, India (3 months)
- Special Certificate issued by SIGNIS (5 months)

#### Benefits

- SIGNIS *Laudato Si* Fellow
- SIGNIS *Laudato Si* Facilitator

#### Fellowship Programme Schedule

January to May 2020

January 2020: Pre-project at home country

February – April 2020: At XUB campus, Bhubaneswar, India

May 2020: Post-project at home country

#### Application Deadline

**31 July 2019**

**Application Forms downloadable at: [www.signis.net](http://www.signis.net)**

**Application Forms to be sent to: [info@signis.net](mailto:info@signis.net)**

#### For further clarification, contact:

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