



INSTITUT DE HAUTES
ÉTUDES INTERNATIONALES
ET DU DÉVELOPPEMENT
GRADUATE INSTITUTE
OF INTERNATIONAL AND
DEVELOPMENT STUDIES

Interdisciplinary Programmes

Academic year 2019-2020

Communication for Advocacy - Acquiring the Basics

MINT141 - Autumn - 3 ECTS

29 & 30 November 2019
Rooms S7, S8

Course Description

This workshop is meant to get participants to become familiar with the linguistic and logical structures characteristic of communication for the purposes of advocacy. Spread over one and a half days of discussion, analysis and practical work, it aims to uncover the basic workings of communication techniques in general and how they apply and get transformed in the context of advocacy activities. Participants get the opportunity to analyze several types of case studies: successful advocacy campaigns, failed advocacy campaigns, and subjects treated in both “objective” frameworks and advocacy frameworks (cases such as of Amnesty International's campaign “Control Arms” and the Small Arms Survey's research project on small arms and light weapons, negotiations with non-state armed groups etc.) Based on several case studies, together with the workshop leader, students will draw up their own advocacy guide for future activities.

The workshop has two constitutive parts: theory and practice, which will be combined such as to illustrate how the general principles of communication act in advocacy-specific situations. Students will be invited to think in advance of questions they might want to have addressed in the workshop framework. This is an interactive session in which participants are encouraged to think of how their previous experiences and already existent knowledge can contribute to building relevant references and action principles for those who wish to understand and practice in this area.

> **PROFESSOR**

[Maria-Ruxandra Stoicescu](#)

[Office hours](#)



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Syllabus

A reading list will be distributed a few weeks before the workshop.