



International
Labour
Organization

Communicating LABOR MIGRATION

COURSE SYLLABUS

*Developed in
collaboration with the
**Asian Institute of
Journalism and
Communication (AIJC)**
and the
**Association of Development
Communication Educators
and Practitioners
(ADCEP) Philippines***



Asian Institute of Journalism
and Communication





COURSE TITLE: Communicating Labor Migration

COURSE UNITS: Three (3)

COURSE DESCRIPTION:

This course will inform and educate development communication students on migration and labor migration and how the human desire to seek decent employment and livelihoods becomes an important development issue. This will help them apply various strategic communication approaches that focus on the specific needs of different migrant audiences, tackle misinformation and disinformation about migrant workers, and ensure easy access to information with timely translation that can cater to all parts of the population. It will also introduce students to international instruments and national laws that protect labor migrants and familiarize them with effective ways to communicate important issues related to labor migration to the general public.

COURSE LEARNING OUTCOMES:

At the end of the course, students will be able to:

1. Know and understand the concepts of labor migration and how it directly impacts the development of a society.
2. Employ knowledge and skills in communication that contribute to better public perception of migrant workers at the local, national and/or global level;
3. Prepare a strategic communication plan that will give a voice to the different perspectives of migrant workers; and
4. Develop appropriate prototype communication materials that will educate people about labor migration.

COURSE METHODOLOGY:

The course will use a combination of lecture-discussions, guest lectures from migration and labor migration experts, video presentations, individual writing exercises, group exercises, and field work with course-relevant outputs. Digital and online activities may be added for blended teaching-learning, including consultations. In this approach, the teacher will only act as a facilitator and collaborator of an interactive and participatory teaching-learning process.

A learning management system may be used by the teacher to organize class resources, share supplementary course materials, communicate formally with students, and receive student assignments and feedback. The teacher can apply both synchronous and asynchronous sessions for this class.

COURSE CONTENT:

CLASS ORIENTATION	
Weeks 1 and 2	<p>General Overview of Labor Migration</p> <ol style="list-style-type: none"> 1. Facts, figures and trends of labor migration 2. Key definitions and basic concepts related to labor migration, including definition of “decent work” 3. Opportunities and challenges of labor migration 4. The recruitment process 5. Other forms of contemporary migration (e.g., forced migration, irregular migration, climate change induced migration), including human trafficking <p>ILO toolkit on forced labour and fair recruitment - Introduction https://readymag.com/ITCILO/1292461/</p> <p>ILO Global Estimates on International Migrant Workers – Results and Methodology https://www.ilo.org/global/publications/books/WCMS_652029/lang-en/index.htm</p> <p>Panos Europe Institute and UNAOC (2014), Media-Friendly Glossary on Migration. https://www.ilo.org/global/topics/labour-migration/publications/WCMS_310235/lang-en/index.htm</p> <p>General principles and operational guidelines for fair recruitment and definition of recruitment fees and related costs https://www.ilo.org/global/topics/fair-recruitment/WCMS_536755/lang-en/index.htm</p>
Weeks 3 and 4	<p>Rights-Based Approach to Labor Migration</p> <ol style="list-style-type: none"> 1. The international legal framework 2. The national legal framework 3. Most common violations <p>Timeline of International Labour Instruments https://h5p.org/h5p/embed/285832</p> <p>National Legal Framework/Policies https://www.ilo.org/dyn/normlex/en/f?p=1000:11110:0::NO:11110:P11110_COUNTRY_ID:102970</p>



<p>Weeks 5 and 6</p>	<p>The Economics of Migration</p> <ol style="list-style-type: none"> 1. The economic agents of labor migration: migrants, employers, recruiters, intermediaries 2. The economic impact of labor migration: remittances, migration and development 3. A sectoral approach to labor migration, overview of the main activities related to labor migration: construction, fishing, domestic work, agriculture, etc. <p>Global Knowledge Partnership on Migration and Development https://www.knomad.org/</p>
<p>Week 7</p>	<p>Understanding How the Media Communicates Labor Migration</p> <ol style="list-style-type: none"> 1. Identifying good and bad practices in current labor migration reporting 2. Giving voices to the stories and perspectives of migrant workers and their families <p>ILO (2018). <i>Fair Perspective: Stories of Filipino Migrant Workers in the Media.</i> https://bit.ly/2GmXDGW</p>
<p>Week 8</p>	<p>ComDev Planning Process</p> <ol style="list-style-type: none"> 1. ComDev as a strategy in developing communication plan on labor migration 2. The four phases of the ComDev process 3. Outputs for each phase of the ComDev process <p>Communication for Rural Development Sourcebook https://www.fao.org/3/i3492e/i3492e.pdf</p>
<p>Week 9</p>	<p>Situational Analysis</p> <ol style="list-style-type: none"> 1. The five components or steps of situational analysis 2. Identifying a communication entry point for a proposed project on labor migration. <p>Participatory Rural Communication Appraisal: A Handbook https://www.fao.org/3/y5793e/y5793e00.pdf</p>
<p>Week 10</p>	<p>Strategic Design</p> <ol style="list-style-type: none"> 1. Formulating communication objectives 2. Crafting key messages for a communication initiative 3. Selecting appropriate communication approaches, methods and channels <p>A Field Guide in Designing A Health Communication Strategy https://pdf.usaid.gov/pdf_docs/Pnacu553.pdf</p>



<p>Week 11</p>	<p>Communication Materials Development and Testing</p> <ol style="list-style-type: none"> 1. Different types of print and visual media 2. Important considerations in producing print and visual media 3. Producing a prototype of a selected print and visual media 4. Steps and criteria in pretesting communication materials <p>18 Print Media Examples https://helpfulprofessor.com/print-media-examples/</p> <p>Introduction to Visual Communication https://harappa.education/harappa-diaries/visual-communication/</p> <p>Pretesting and Evaluation of Communication Materials https://devcompagne.files.wordpress.com/2007/11/pdfonline3.pdf</p>
<p>Week 12</p>	<p>Implementation and Management of Communication Plan</p> <ol style="list-style-type: none"> 1. Factors to consider in implementing and managing a communication initiative 2. Developing a strategic communication action plan for effective implementation and management <p>Communication for Rural Development Sourcebook https://www.fao.org/3/i3492e/i3492e.pdf</p>
<p>Week 13</p>	<p>Monitoring and Evaluation</p> <ol style="list-style-type: none"> 1. Importance of monitoring and evaluation in ensuring success of a strategic communication plan 2. Standards and indicators for evaluation 3. Producing a monitoring and evaluation plan for the proposed strategic communication initiative <p>Communication for Rural Development Sourcebook https://www.fao.org/3/i3492e/i3492e.pdf</p>
<p>Weeks 14 to 17</p>	<p>Design and Implementation of the Strategic Communication Plan on Labor Migration</p> <p>These four weeks will be allocated for the field work and conduct of a strategic communication plan in a chosen community to promote behavior change or to mobilize communities towards action for a specific labor migration issue. The professor will monitor the conduct of this activity following the rules and regulations of the university in terms of field work.</p> <p>Participatory Rural Communication Appraisal: A Handbook https://www.fao.org/3/y5793e/y5793e00.pdf</p>



Week 18	<p>Presentation of Class Project</p> <ol style="list-style-type: none"> 1. Reporting of results and experiences in designing, implementing and evaluating a strategic communication plan on labor migration 2. Course synthesis and integration 3. Submission of final written report and other course assessments
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COURSE ASSESSMENT:

Class participation and attendance	10%
In-class and take home tasks	15%
Class workshop group exercises and worksheets	25%
<p>Midterm Requirement: Proposal paper on strategic communication plan for a particular labor migration issue</p> <p>This capsule proposal should describe and discuss the communication initiative that will be pursued by the students after knowing the basic issues and concepts related to labor migration and the initial inputs on the ComDev planning process.</p> <p>Grading Criteria:</p> <ul style="list-style-type: none"> ▪ Relevance of the topic to addressing a specific labor migration issue ▪ Comprehensiveness of review of related literature ▪ Appropriateness of the ComDev planning process in addressing the communication gap in the proposed labor migration topic 	20%
<p>Final Output: Presentation of results and experiences including a full blown report on designing, implementing and evaluating a strategic communication plan on labor migration</p> <p>Grading Criteria:</p> <ul style="list-style-type: none"> ▪ Appropriateness of communication materials used for the project ▪ Extent of field implementation of the strategic communication plan ▪ Key findings and group learning in implementing the project or communication initiative ▪ Laying out monitoring and evaluation plan for the project 	30%



KEY RESOURCES:

General principles and operational guidelines for fair recruitment and definition of recruitment fees and related costs. https://www.ilo.org/global/topics/fair-recruitment/WCMS_536755/lang-en/index.htm

International Labour Organization. (1996-2018). Reporting on Forced Labour and Fair Recruitment: An ILO Toolkit for Journalists. <https://bit.ly/3d4l2Ja>

International Labour Organization. (2018). *Fair Perspective: Stories of Filipino Migrant Workers in the Media*. International Labour Organization. <https://bit.ly/2GmXDGW>

Panos Europe Institute and United Nations Alliance of Civilizations. (2014). *Media-Friendly Glossary on Migration*. Panos Europe Institute and United Nations Alliance of Civilizations. <https://www.oecd.org/migration/netcom/campaigns-tools-platforms/media-friendly-glossary-on-migration.htm>

Food and Agriculture Organization of the United Nations. (2014). Communication for Rural Development Sourcebook. <https://www.fao.org/3/i3492e/i3492e.pdf>

SADC Centre of Communication for Development. (2004). Participatory Rural Communication Appraisal: A Handbook. <https://www.fao.org/3/y5793e/y5793e00.pdf>

Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs. (2003). A Field Guide to Designing a Health Communication Strategy: A Resource for Health Communication Professionals. https://pdf.usaid.gov/pdf_docs/Pnacu553.pdf

STATISTICS AND TOOLS FOR COMMUNICATING LABOR MIGRATION:

Accountable Journalism Database

The largest resource of international codes of media ethics in the world. <https://accountablejournalism.org/resources>

Big Data for Migration

<https://data4migration.org>

Dart Center for Journalism and Trauma

<https://dartcenter.org>

Global Knowledge Partnership on Migration and Development

<https://www.knomad.org>

GIJN - Migration Reporting: Guidelines and Assessment

<https://gijn.org/migration-reporting-guidelines-assessment/>

Global Internal Displacement Database

<https://www.internal-displacement.org/database/displacement-data>



Global Migration Data Analysis Centre

<https://gmdac.iom.int>

IFJ Gender Equality

<https://www.ifj.org/what/gender-equality.html>

IFJ Safety Mission

<https://www.ifj.org/what/safety.html>

Journal of International Migration and Integration (JIMI)

<https://www.springer.com/journal/12134>

Migration Data Portal

<https://migrationdataportal.org/>

Migration Governance Indicators

<https://gmdac.iom.int/migration-governance-indicators>

Recruitment Advisor - a global recruitment and employment platform with information on workers' rights and recruitment agencies

<https://www.recruitmentadvisor.org>

The 100 Questions Initiative - a tool developed by migrants and other communities to start asking the most important questions on migration, gender, etc. that can lead to transformative change.

<https://migration.the100questions.org>

The Pyramid of Journalism Competence: What Journalists Need to Know

<https://www.poynter.org/reporting-editing/2014/the-pyramid-of-journalism-competence-what-journalists-need-to-know/>

The Irina Project

<http://www.theirinaproject.org>

OTHER RESOURCES ON MIGRATION REPORTING:

Abu-Fadil, M. (2019). *Migration and Media: A Journalist's Handbook*. International Centre for Migration Policy Development. <https://openmediahub.com/wp-content/uploads/2019/06/Migration-and-Media-A-Journalists-Handbook.pdf>

Bryant, Heather. (2020). *Collaborative Journalism Handbook*. Center for Cooperative Media. <https://www.collaborativejournalismhandbook.org/building-a-tool-set-for-journalism-collaborations/>

Escalada, M.M. (n.d.). *Handout on pretesting and evaluation of communication materials*. <https://devcompage.files.wordpress.com/2007/11/pdfonline3.pdf>

Habito-Cadiz, M.C. (2003). *Educational communication for development : basic concepts, theories and know-how*. University of the Philippines Los Banos



International Organization for Migration. (2019). *Glossary on Migration*. International Organization for Migration.

https://publications.iom.int/system/files/pdf/iml_34_glossary.pdf

Meli, A. (2012). *Guidelines for the Application of the Rome Charter: A Working Tool for Accurate Media Coverage on Migration and Asylum*. Federazione Nazionale della Stampa Italiana (Italian National Press Federation).

<https://www.cartadiroma.org/wp-content/uploads/2014/10/Guidelines-English.pdf>

Minority Rights Group International. (2020). *Covering Migration: Tools and Resources for Quality Migration Coverage*. European Union. <https://coveringmigration.com/>

National Association of Hispanic Journalists. (2020). *Cultural Competence Handbook*. National Association of Hispanic Journalists. <https://nahj.org/wp-content/uploads/2020/08/NAHJ-Cultural-Competence-Handbook.pdf>

Respect Words Project (Ed). (2017). *Reporting on Migration & Minorities: Approach and Guidelines*. Ethical Journalism Against Hate Speech.

<https://www.respectwords.org/wp-content/uploads/2017/10/Reporting-on-Migration-and-Minorities..pdf>