

SBCC Theory and the Social – Ecological Model

Interpersonal Level Dialogical Approaches or Theories

Individual

Health Belief Model

Theory of Planned Behavior

Stages of Change

Theory of Human Motivation

Dialogue can be more than “conversation” – it can be conceived of as a respectful orientation towards others and as a way of raising “**consciousness**” about social realities (including inequality in power and economic relations). A “dialogic” approach of raising awareness through interpersonal contact can be contrasted with what Paulo Freire calls the “**banking model**” of education whereby an expert “fills” an empty receptacle (the learner) with information. In communication, the “banking method” equivalent is the one-way transmission of information to a presumed deficient or ignorant audience. To avoid the “banking model” approach, community members should be considered as capable allies who should be invited to contribute to change in their own communities. Dialogic communication is characterized by mutuality (the other as peer, not a deficient being) and “horizontality” (communicating to an equal, not from above but from alongside).

Interpersonal

Dialogical Approaches or Theories

Paulo Freire describes dialogue as being nourished by love, humility, hope, faith, and mutual trust. The opposite of dialogue is monologue – a one way flow of information - talking at or talking to, without *listening*.

Key Concepts

- **Consciousness-raising (*conscientização*)**
- **Banking model**
- **Horizontality**
- **Anti-monologue**

Social Learning Theory

Diffusion of Innovations

Community/ Social

Social Movement Theory

Social Network Theory

Media Theories

Social Convention Theory

Theory of Gender and Power

References; Paulo Freire, *Pedagogy of the Oppressed*, 1993; *Education for Critical Consciousness*, 1974/2005.