
UNIT 6 DEVELOPMENT COMMUNICATION

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6.0 INTRODUCTION

You have read about the evolution of the field of Development Communication in the previous unit. Development communication is the process of deploying communication as a catalyst of social change aimed at improving the lives of the poor in sustainable ways. Since its inception, the field of Development Communication pertains to a process of strategic intervention through various forms of mass media and interpersonal methods of socio-cultural engagement.

The focus of Development Communication approaches has since shifted from a top down, government propaganda and aid agency jargon to strategies for deepening democracies, encouraging peoples' participation and sharpening approaches for bottom-up decision making. These shifts emerged and the focus changed from a predominantly economic growth-driven model of development to a participatory model in which social and cultural factors play an important role.

Development Communication today deals with concerns of inclusive growth in developing countries, where millions of people face abject poverty and deprivation. The subject area is as much about our understanding of development priorities as it is about communication needs for a better and less unequal world. In this unit, we shall discuss various pertinent issues relating to the concept of development communication and its potential as a tool for inclusive growth and empowerment.

6.1 LEARNING OUTCOMES

After going through the unit, you should be able to:

- differentiate between different perspectives of development and the role of Development Communication;
- explain the concept of Development Communication;
- describe the elements and philosophy of Development Communication;
- explain the role of Media in Development;
- discuss the scope of ICTs as a tool of empowerment; and
- describe mechanisms of peoples participation and the role of participatory communication in inclusive growth.

6.2 APPROACHES TO DEVELOPMENT

The country's Gross Domestic Product (GDP) growth continues to be a buzzword in news stories and is treated as synonymous with a nation's development. However, this is contested by a large number of practitioners and development thinkers and the inadequacy of economic indicators like GDP, Gross National Product (GNP). They argue that social indicators such as the Human Development Index (HDI), Physical quality of the life index (PQLI), Multidimensional Poverty index (MPI), are better measures of a country's development and the well-being of its people.

The expanded concept of development perceives it to be a multidimensional process leading to the improvement in both economic and social conditions of a country. Current notion of development also emphasises enhancement of peoples freedoms, capabilities and entitlements for a better life. Thus apart from basic problems of underdevelopment (Poverty, Health, Hunger, Food security, Illiteracy, Unemployment etc.) that continue to plague most of the less developed countries including India, issues of social inclusion, equitable growth and social justice have become the focus of the development agenda and consequently the focus and role of Development Communication.

Inclusive growth and Social justice

Development Communication tackles development issues in ways that can help the poor people lead a life of dignity and equal opportunities. Promoting

inclusive economic growth is the new model that is related to providing equality and opportunity to all, for achieving a productive and meaningful life with freedom, equality and dignity. Through its initiatives, Development Communication promotes core values of a socially just society that encourages basic human rights, equitable distribution of resources, equal opportunities, peace and security and the realisation of human potential. Development policies hence need to address issues of social and economic challenges and the multiple deprivations faced by the poor and marginalised groups.

Mainstream Gender and Marginalised Communities

One of the biggest challenges of Development Communication is to mainstream gender and marginalised communities. Poverty exacerbates inequalities which further leads to worsening of poverty and backwardness. Further under-development of the marginalised and gender inequality is correlated. Women of India continue to face multiple deprivations and form one of the most neglected, poorest segments of the population. The same can be said about the marginalised communities like the dalit, tribal and various backward communities. With limited or poor access to education, healthcare, employment, communication and other services they remain enmeshed in the multiple webs of poverty.

Sustainable economic growth and human development rest on equal participation of women and the marginalised sections of society. Development policy, issues of governance as well as development planning need to be looked at from the perspective of inclusion and exclusion. Providing them greater voice and prioritising the needs of the economically and culturally vulnerable is key to their societal mainstreaming and our nation's development.

Environment Sustainability

Development communication also plays a key role in reinforcing the Sustainable Development Goals (SDGs) and its principle of environmental sustainability and spearheading processes for empowering people to act and deal with the environmental challenges communities are facing. Any successful endeavour will require amalgamation of traditional and scientific knowledge, debate on policy and programmes, and collaboration between governments, corporates and civil society at the national and global levels.

Institution Building

Strengthening capacities of development professionals and building institutional infrastructure of organisations involved in development is necessary to enable effectiveness of development delivery and efficiency in utilisation of development aid. Development Communication supports the building of strong vibrant institutions, facilitate freedom of expression in which all groups are able to voice opinion and participate in development debates. An independent media that serve the public interest; enables transparency and accountability in development programmes and involve

divergent stakeholders in debates are a key thrust area of Development Communication.

Check Your Progress: 1

Note: 1) Use the space below for your answer.

2) Compare your answers with those ones given at the end of this Unit.

1) How the HDI-based indicators are different from GDP growth rate based markers of development?

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2) What are the key aspects of current development paradigm?

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6.3 CONCEPT OF DEVELOPMENT COMMUNICATION

Let us now examine the term ‘Development Communication’. Several scholars have provided definitions of Development Communication that vary in their perspectives. These definitions not only help to understand the boundaries that define the field of development communication but also better comprehend how it has expanded in its nature and scope.

6.3.1 Definitions

One of the earliest definitions was provided by Nora Quebral. According to her (1975), “development communication is the art and science of human communication applied to the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater social equality and the larger fulfillment of the human potential.”

Quebral highlights the importance of development communication for not just informing and persuading people to adopt new ideas and technologies but also understanding the root cause of people’s problems, inequality and

marginalisation that they face. These insights need to be combined with the theory and practice of communication for creatively developing appropriate programmes and media strategy for alleviating poverty and improving peoples quality of life.

According to Everett Rogers (1983) “development communication refers to the uses to which communication is put in order to further development. Such applications are intended to either further development in a general way, such as by increasing the level of the mass media exposure among a nation’s citizens, in order to create a favourable ‘climate’ for development, or to support a specific development programme or project (this type of development communication is often termed as ‘development-support communication’ DSC”).

Rogers, in his Diffusion theory focused upon the application of communication for the purpose of disseminating information and messages to induce change. The flow of information (mostly one-way), help create a suitable environment by providing relevant information and effective messages for persuading people to adopt new ideas or innovations at a fast pace.

F. Rosario Braid is of the opinion that development communication is “an element of the management process and the overall planning and implementation of development programmes”. And in a broad sense, “the identification and utilisation of appropriate expertise in the development process that will assist in increasing participation of intended beneficiaries at the grassroots level.” While Erskine Childers in her definition said “Development support communications is a discipline in development planning and implementation in which more adequate account is taken of human behavioural factors in the design of development projects and their objectives”. Thus, development communication plays a key role in engaging people and understanding their varied perspectives and ideas. Incorporating people’s viewpoints in the various processes of development projects enables projects to become more people-centric, leading to greater receptivity towards new ideas, ownership of projects and their consequent success.

In 1997, through Article 6 of General Assembly Resolution 51/172, the United Nations adopted the following definition “Communication for development stresses the need to support two-way communication systems that enable dialogue and that allow communities to speak out, express their aspirations and concerns and participate in the decisions that relate to their development”. The Rome Consensus of the First World Congress of Communication for Development (WCCD), held in Rome in October 2006 defined it as: “a social process based on dialogue using a broad range of tools and methods. It is also about seeking change at different levels, including listening, building trust, sharing knowledge and skills, building policies, debating and learning for sustained and meaningful change. It is not public relations or corporate communications”.

These definitions focus not only upon the participatory nature of development communication but also on its transactional nature and the opportunities that need to be created for people to freely articulate their ideas and dialogue about issues most relevant to them. Focusing upon both the socio-cultural context as well as people's capacities; they draw attention to the diverse factors that can influence integration of multiple voices in development programmes and policies and action towards sustainable change.

From above definitions you would have understood that development communication does not merely involve the transmission of information about products, ideas and or facilities for improving peoples' lives, or the exchange of information for problem-solving. It extends to include developing empathy for others, raising aspirations, building new skills and capacities as well as increasing peoples' participation in development activities. Interweaving both mass media and interpersonal communication systems, development communication helps people to understand the linkages between local events and national and global issues; develop new perspectives as well as nurture relationships between different stakeholders groups, for effective management of development activities and realising the full benefits of development.

6.3.2 Philosophy

Communication for Development differs from other forms of communication, such as corporate and internal communications. Corporate communication helps to build organisational identity and communicate organisational values, mission and activities consistently to the public. Internal communication on the other hand is the flow of information within an organisation and enables timely and effective communications among staff for greater coordination, work efficiency and outputs. Development Communication is a specialised field differing from others because of the role it plays in empowerment processes. It strives towards sustainable change by involving different stakeholders, establishing a conducive environment and use appropriate media and methods for inducing behaviour and social change.

Development Communication can be further differentiated from other fields by three aspects, i.e. it is Purposive, one looks for specific behavioural objectives; Positive, affirmative prosocial values are attached to what one communicates about; and Pragmatic, practical and having specific purpose, it is evaluated by the results achieved (Jamias,1975). For example as a Development communicator, one looks for specific behavioural objectives, such as adoption of high yielding variety of seeds by farmers. This can increase their harvest manifold and hence has a definite positive value attached to it. The development communicator plans interventions knowing well that mere increase in the flow of information does not necessarily result in behavioural changes desired. The intervention efficacy is later reevaluated by examining what were the objectives, the intended results, what led to the success/failure of the communication. In this regard, feedback is taken from

different stakeholders and not merely by the communication activities performed, such as the number of posters printed or visits made and so on:

Activity - 1

In your community look for at least two posters/hoardings put up by any government agency. Analyse the message and state if it is Purposive, Positive and Pragmatic

6.3.3 Features

From above analysis, the following features of Development Communication emerge:

- Communication is vital for human growth and progress and use of Communication for Development makes a difference to human development.
- Development Communication is an essential part of programmes and initiatives aimed at achieving development goals as well as those challenging existing hierarchies and power structures for achieving development priorities in an equitable and sustainable manner.
- Participation is fundamental to processes of development communication and enables multiplicity of voices, especially of the poor and marginalised, to be incorporated in development programmes and policy.
- Dialogic processes are central to development and empowerment practices. Based on horizontal, two-way processes, Development Communication prioritises communication systems and processes sensitive to the local context, that enable people to deliberate and speak out on issues important to their own well-being.
- Development Communication helps create a constructive environment where stakeholders participate in defining problems, arrive at a common understanding of issues, consider and discuss ideas, negotiate, and collectively find solutions.
- Development communication processes include, among other things, analysing the socio-economic and political context of communities, identifying and prioritising needs, assessing risks and opportunities, empowering people and strengthening institutions.
- Development Communication utilises multiple communication methods and media, which include Interpersonal communication, Mass media, ICTs etc, for information dissemination, behaviour change, social mobilisation, advocacy for sustainable social change.
- Development communication encourages advocacy to build networks and collectives to influence policy formulations.

The two primary roles Development Communication plays are - transforming role and socialising role.

Transforming role: As it seeks pro-social change in the direction of improving the quality of life of people. Promoting immunisation of children and institutional deliveries of pregnant women, encouraging enrollment of girls in schools, adoption of toilets by families, breaking myths surrounding menstruation or social customs like early marriage are some initiatives for improving the lives of people with communication being an integral component for achieving these objectives.

Socialising role: By seeking to maintain some of the established values of the society development communication seeks to create an atmosphere for change as well as providing innovation through which society may change. Each society has some traditional values that give people an identity, a sense of belonging and within which their aspirations are intricately embedded. As people of different cultures meet, the values, customs and beliefs of societies make inroads into each other's societies, slowly influencing and changing them. Communication can play a very vital role by making people aware of differing values and beliefs, critically examine new ideas as well re-analyse the relevance and richness of their own values, customs, beliefs and, above all, aspirations in changing contexts.

Check Your Progress: 2

Notes: 1) Use the space below for your answer.

2) Compare your answers with those ones given at the end of this Unit.

1) Define development communication.

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2) How is Development Communication different from other types of communication?

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3) What types of communication media and methods does Development Communication use?

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4) What processes are central to Development Communication initiatives?

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Activity-2

Analyse the socialising and transforming roles of any programme being implemented in your area for women or adolescent girls drawing upon points discussed above

6.4 MEDIA AND DEVELOPMENT COMMUNICATIONS

As the concept of development communication has evolved with time, consequently the nature of communications and the role of media have also changed focus. Earlier it was expected to convey all the relevant information regarding a development programme and the benefits that may be reaped by the community. Media was expected to build a favourable climate to implement such programmes by removing doubts, apprehensions or fears about them. Development communications was characterised by the use of mass media that considered people as passive audiences ready to be influenced by the messages they received, and was simple one-way asymmetrical communication (Mefalopulous, 2008). Later the focus of Development Communication moved from a ‘communicator’ to a more ‘receiver-centric’ orientation. Advocating ‘bottom up’ two-way symmetrical approaches it recognises and adopts various participatory methods for inclusion and active participation of the target audience. The emphasis of Development Communication processes has shifted from persuasion to information exchange; from information transmitted to the meaning sought and attributed by audience groups; and disseminating information for which there is a need than creating a need for the information being disseminated.

6.4.1 Mass Media

Mass media as you are aware play a significant role in taking development to the people. Being able to reach large number of heterogeneous audiences scattered over vast geographical area, their ability to provide the same messages simultaneously to a vast and diversified audience remains unparalleled. They have a definite role in spreading information about development, making people aware of their rights and responsibilities, exposing anomalies and corrupt practices, and promoting transparency and accountability through encouraging participation in of development schemes. By not only reporting facts about specialised areas of development, it also strives to provide an interpretation and analysis.

Communication interventions for development are made through various media platforms such as the newspapers magazines, radio, TV, Internet or movies and theatres etc. In a country like India, where literacy level is low, the choice of mass media is of vital importance, as they reach out to different groups of audiences. The Satellite Instructional Television Experiment (SITE, 1975-76) was one of the earliest projects primarily undertaken to develop special development programmes through the satellite communication. Later the Kheda Communication Project, the Indian National Satellite project (INSAT) (1982); Educational programmes (ETV) Gyan-Darshan Educational Channel (2000); E-Choupal and others have demonstrated the potential of using mass media for development.

The mass media has played a particularly positive role in enlightening farmers on the use of various technologies to boost agricultural development; Women programmes cover a range of subjects related to empowerment of women as well as programmes on a range of topics like health, sanitation, family planning, education, conduct of democratic exercises like free and fair elections and monitoring of expenditure or implementation of development plans are some areas media has focused upon.

6.4.2 Alternative Media

Recent years have seen the emergence of a range of alternative, participatory media forms that are separate from and provide an alternative to commercial media as well as state-run public-service media. Also called 'community media,' 'citizen's media,' 'grassroot journalism' it has created local alternatives to mainstream broadcasting like local community newspapers, radio stations, as well as traditional media such as theatre and puppetry. Differing from mainstream media in their aesthetics, independent non-profit orientation, non-dominant discourse and serving the needs and interests of a community it enables peoples participation and their greater access and control of the media and communications in their community. Contesting and challenging mainstream media discourses, community media aids in raising people's awareness, representation and the consequent emergence and democratisation of an alternative public sphere. Some of the most successful

alternative media for development are community radio, community video, and community newspapers. You will read in detail about alternative media in Unit 16 of this course.

6.4.3 Traditional Media

Traditional cultural forms such as peoples’ theatre, puppets, song and dance are also being designed to engage people and communities in positive social change. Sensitive to the needs and context of the communities, folk media are an integral part of the fabric of rural communities. Social ideas, tradition and culture are preserved and disseminated through these highly intimate, flexible and dynamic, traditional media forms. Enjoying immense popularity and appeal they have traditionally been used for entertainment, social communication and persuasive communication. Now, several initiatives have involved folk media for conveying development messages. By presenting messages subtly in local popular artistic forms, they carry the message of development among the masses.

Indian People Theatre Association (IPTA), used some of the popular regional theatre forms like “Jaatra” of Bengal, “Bhavai” of Gujrat, “Tamasha” of Maharashtra and “Burkatha” of Andhra Pradesh to increase social awareness and political education. Other initiatives include the Kerala Sastra Sahithya Parishad (KSSP) which organised Science Jathas, a science procession using different folk art forms to spread the message of people’s involvement in the development process. The International Planned Parenthood Federation and UNESCO used traditional media for promoting family planning. Folk songs have played a very important in the Chipko and Narmada movements. Organisations like Katkatha for puppetry, Jan Sanskriti, Sahmat and several theatre groups are using the traditional media innovatively for spreading messages to both urban and rural audiences.

Check Your Progress: 3

Notes: 1) Use the space below for your answer.

2) Compare your answers with those ones given at the end of this Unit.

1) How has the role of media changed in Development Communication?

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2) What are the characteristics that distinguish community media from mainstream media?

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Activity- 3

In your community, identify development messages being given through two different media forms. Are these messages reaching the target groups? Analyse.

6.5 DEVELOPMENT COMMUNICATION AND NEW TECHNOLOGIES

The new communication technologies such as the Internet, ICT, mobile phones and satellites have radically transformed the concept and nature of development as well as communication. In today's information societies, communication networks occupy a central place. The way citizens connect with each other depends on their access and use of these technologies.

These technologies enable fast exchange of information and overcome time and space barriers and have immense potential for providing effective solutions to various problems. Many countries have evolved technology-enabled systems to make development programmes more effective. Enabling real time information about projects technologies is leading to better monitoring of projects and decision making, disbursement of benefits and targeted deliveries of goods and services to the poor. The system of grievance redressal is leading to reduction in corruption and is making development both transparent and accountable. E-governance initiatives seek to provide essential services, such as providing drinking water, healthcare, power supply and civic amenities, to the citizens in ways that are simple, speedy and inclusive.

Apart from being cheap and user-friendly the use of new technologies also offers varied opportunities for two-way communication to people to voice their ideas and access relevant information. Farmers get weather or market-related information on their mobile phones, ASHA workers get alerts about monitoring pregnant women's health, beneficiaries receive SMS when money or entitlements are transferred in their accounts, data regarding government schemes on websites is helping minimise corruption. These concepts are giving new directions to the very idea of development communication leading to empowerment of citizens.

Technology and Digital Divide

It is true that the digital divide separates the ‘digital haves and have-nots’. People with higher levels of education and prosperity are able to make better use of ICT and knowledge products than those who are less privileged. The divide works as a roadblock for use of technologies for removal of poverty and inequality. The access to digital technology goes a long way in providing benefits to the users in terms of skills, knowledge, capabilities and consequently incomes, increases the divide further. Hence, one of the biggest challenges of development communication is to work towards enabling the digital have-nots to access ICT and digital services.

Differences in the availability, access and use of these technologies pose several challenges. In India, with a large section of the population not being technology literate, users need training in basic computer use as well as skills to communicate effectively on the Internet. Gender and socio-cultural differences impede the availability and use of ICTs by several community groups. Several researchers have pointed out that how ICTs are embedded and utilised within specific local contexts and needs will determine their effectiveness as instruments of social change.

Further, the new technologies are also seen to be dominated by vested interests and market-driven forces that are leading to hi-tech systems becoming tools of exclusion rather than inclusion.

However, despite such limitations, ICTs can and do play a major role in development communication. Apart from being used for information dissemination, technologies also have the potential to support horizontal communication processes. Technologies such as IVR systems, Mobile apps, low power technologies used by community radio and participatory video are proving to be powerful instruments in promoting people’s participation and empowerment.

Check Your Progress: 4

Notes: 1) Use the space below for your answer.

2) Compare your answers with those ones given at the end of this Unit.

1) In what ways are new media technologies transformative?

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2) What are the challenges of using ICTs for rural communities?

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Activity - 4

Give four examples of digital divide from your surroundings.

6.6 PEOPLES’ PARTICIPATION AND DEVELOPMENT COMMUNICATION

We have discussed in the previous section that people’s participation is central to Development Communication. It is recognised that inclusive development cannot be achieved without involvement of community in various stages of development projects. However, people’s participation is known to range from tokenism to proactive involvement and is deeply linked to prevailing power (in) balances, empowerment and equality within communities. Often a misinterpreted concept, significant and meaningful participation requires the application of two- way participatory communication processes.

6.6.1 Participatory Communication

A dynamic, interactional, and transformative process, participatory communication enables people to articulate their ideas, recognise common concerns, and seek solutions from within their community. By generating an open environment, participatory processes enable stakeholders to engage in dialogic processes, build trust and confidence among each other. Consequently they lead to raising awareness about critical issues, improving access to information, increase utilisation of services, mobilise people around a common issue and encourage them to engage in their own and their communities’ development (Singhal, 2003). All participatory communication activities ultimately endeavour to encourage certain changes in attitude or behaviour at the individual, family, and/or community levels.

Underpinning participatory communication is the idea of providing communication rights for ordinary citizens. Providing a voice to the voiceless they stress the need to create alternate communication spaces for the poor and the marginalised that strengthen the diversity of cultures and languages in ways not provided by the conventional media. The movement for communication rights was spearheaded by the UNESCO and the MacBride Commission through its report (1980), Many Voices, One World. The Commission highlighted the problems of commercialisation of media,

unequal access to information and communication and of a rising communication deficit in the developing and under-developed countries. The commission called for democratisation of communication and this became the basis of many community media projects throughout the world including the community radio movement in India.

6.6.2 Participatory Democracy

Participation is strongly related to the power dynamics in decision making. Letting the poor and marginalised make strategic decisions about programmes and policies influencing their lives involves devolution of power. The 73rd and 74th Amendments of the Indian Constitution provide a participatory framework by giving powers to panchayats and urban local bodies and subsequently for people being in-charge of development of their areas. A significant aspect of these provisions is planning by people through locally constituted District Planning Committees (DPCs) who consolidate and implement plans prepared by the village panchayats and urban municipalities. The success or failure of these plans, and thereby the future of development depends significantly on the citizens' awareness levels and participation through effective communication strategies.

Another very important aspect of participatory development is the community monitoring of development schemes. The MG-NREGS has the objective of providing rural employment, and enhancing livelihood security. The scheme also has the provision that the Gram Panchayat hold regular social audits of all development works by making available all relevant documents to the gram sabha.

6.6.3 Policy Formulation and Citizens' Participation

The task of creating awareness and promoting citizen participation in policy formulation is one of the new challenges of development communication. There is a near absence of institutional mechanisms for ordinary citizens to intervene in the processes of legislations or policy making, and policy making continues to be treated as a matter of expert knowledge, mostly left to the 'specialist' and not something which can be shared with ordinary citizens.

The inclusion of ordinary people in policy formulation has become all the more important in the post-liberalisation era when the state has retreated from some key areas in the economy leaving space for the private sector or Public Private Partnerships. It is in this backdrop that the citizens' participation is required to check the possibility of the policy process being dominated by powerful vested interest groups and has direct bearing on inclusive development.

Check Your Progress: 5

Notes: 1) Use the space below for your answer.

2) Compare your answers with those ones given at the end of this Unit.

1) Define Participatory Communication.

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2) Why is it important for the citizens to engage with the Policy formulation process?

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Activity- 5

Identify a news item reported in the national and local newspaper about your city/town/area. Do you think there is a difference in what is presented in the two newspapers? How would you like the content to be presented?

6.7 LET US SUM UP

It was explained in this unit that the concept and meaning of both development and communication are undergoing rapid changes in the modern world. We also discussed that high GDP-growth rate cannot be equated with inclusive growth and top-down, economic growth driven models of development are giving way for culturally sensitive participatory models. Thus, the focus of development communication has shifted to more inclusive and participatory development to include the marginalised and vulnerable sections of society.

Various definitions expanded the scope of development communication to include developing empathy for others, raising aspirations, building new skills and capacities as well as increasing people’s participation in development activities. Its role in empowerment and philosophical

foundations of being positive, purposive and pragmatic enable the understanding of the various aspects of Development Communications.

Development Communication utilises multiple media, which include mass media, community media and ICTs, for information dissemination, behaviour change, social mobilisation, advocacy for sustainable social change. A key aspect of development communication is promoting peoples' participation and providing them greater voice through participatory communications. Consequently it strives to improve citizens' awareness and engagement with governance and demanding greater transparency and accountability in development processes and policy making.

6.8 FURTHER READINGS

- 1) McPhail Thomas L (2009), Ed. Development Communication: Reframing the Role of the Media, Wiley Blackwell
- 2) Ninan Thomas P (2011), Negotiating Communication Rights: Case Studies from India, Sage Publications, New Delhi
- 3) Pavarala V and Malik K (2007), Other Voices; The Struggle for Community Radio in India, Sage Publications
- 4) Raghunandan T R (2012), Ed. Decentralisation and Local Governance: The Indian Experience, Orient Blackswan
- 5) Saith A, Bijaybhaskar M and Gayatri V (2008), ICT and Indian Social Change: Diffusion, Poverty, Governance, Sage
- 6) Sen Amartya (1999), Development As Freedom, Alfred A Knopf, New York
- 7) Sen A and Dreze J (1989), Hunger and Public Action, Oxford University Press.

6.9 CHECK YOUR PROGRESS: POSSIBLE ANSWERS

Check Your Progress: 1

- 1) Social indicators like the HDI, PQLI, and MPI are better indicators of a country's development and the wellbeing of its citizens. HDI indicators recognise that GDP growth rate is not synonymous to a nation's development. To measure development, they account for both social upliftment and economic growth.
- 2) Current notion of development emphasises enhancement of people's freedoms, capabilities and entitlements for a better life. In addition to poverty, health risks, food insecurity, illiteracy, etc. that continue to plague the less developed countries, issues of social inclusion, equitable growth and social justice have become the focus of the development agenda.

Check Your Progress: 2

- 1) Development Communication, apart from sharing of information to improve people's lives extends to include developing empathy for others, raising aspirations, building new skills and capacities as well as increasing people's participation in development activities.
- 2) Development Communication is a specialised field differing from other communications because of its role in empowerment processes. It strives towards sustainable change by involving different stake holders, establishing conducive environment and uses appropriate media and methods for inducing behaviour and social change.
- 3) Development Communication utilises multiple communication methods and media, which include IPC, mass media, ICTs, etc., for information dissemination, behaviour change, social mobilisation, advocacy for sustainable social change.
- 4) DevComm stands on three philosophical ideas: it is Purposive, one looks for specific behavioural objectives; Positive, affirmative pro-social values are attached to what one communicates about; and Pragmatic, practical and having specific purpose, it is evaluated by the results achieved.

Check Your Progress: 3

- 1) Earlier, media was expected to build a favourable climate i.e. to convey all the relevant information regarding development programmes and their benefits. The advent of participatory approach led to increased emphasis on horizontal communication processes, and people dialoguing to evolve their own development strategies. The alternative communication paradigm favours multiplicity, smallness of scale, locality, and decentralisation.
- 2) Community media differs from mainstream media in their aesthetics, independent non-profit orientation, non-dominant discourse. It serves the needs and interests of a community, and enables people's participation and their greater access and control of the media and communication in their community.

Check Your Progress: 4

- 1) The emerging new technologies such as the ICTs, mobile phones have radically transformed development and communication. Communication networks occupy a central place; the way citizens connect with each other depends on their access and use of these technologies. Enabling fast exchange of information and overcoming time and space barriers, these technologies have immense potential for providing effective solutions to problems faced by people.
- 2) Digital divide separates the "digital haves and have-nots". There is a need to work towards enabling the digital have-nots to access ICT and digital services. People with higher levels of education and prosperity

easily use ICT and knowledge products than those who are less educated and go along way in providing the benefits to the users.

Check Your Progress: 5

- 1) Participatory communication is a dynamic, interactional, and transformative process, that enables people to articulate their ideas, recognise common concerns, and seek solutions from within their community.
- 2) Policymaking largely remains a matter of specialised knowledge; best left to the ‘experts’ and is often not shared with ordinary citizens. It is in the interest of inclusive development that ordinary people engage in policy formulation.

