



BRANCH -BJMC
SEMESTER-6TH

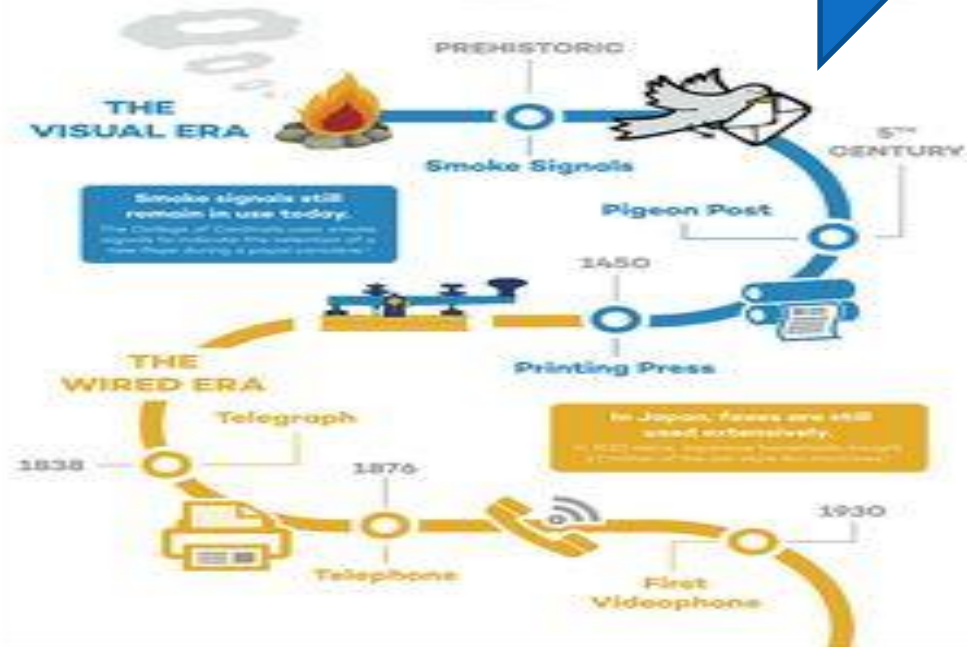
Development of communication

UNIT-1





Development communication





INTRODUCCTIO OF COMMUNICATION

Communication for Development is a communication approach based on the systematic use of participatory methods and tools – combining community media and modern ICTs – to maximize impact, cost-effectiveness and social sustainability of development programmes .

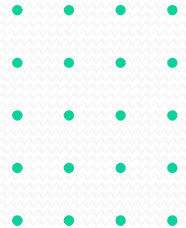
It is also closely related to other communication approaches dealing with public awareness raising, advocacy, visibility and outreach efforts. However, what makes Communication development distinct and different from the conventional communication practice in development is its participatory nature. It makes sure that the stakeholders' culture, knowledge and capabilities inform the formulation,



01

Introduction to development communication

What is communication





Communication

The word communication is derived from the Latin word “communicare” which means share.

Communication is a process of passing information and understanding from one person to another person



Concept and process of development communication

Definition The main idea behind **development communication theory** is media for **development** of people in a nation or to help the target population.

Development communication is something that can be used for development. It is about using communication to change or improve something. It can be defined as the use of communication to promote development. Persons involved in such communication are termed as development communicators.

Role of a development communicator: His main function is to explain development process in a form which is acceptable to the common people. For this he has to understand the process of development and communicating and must be professional with complete expertise in his job. He should be aware of the nature of the audience too. Development communicators prepare and distribute development messages to millions of people in such a way that they are received and understood, accepted and



Development communication

- This describes an approach to communication which provides communities with information they can use in bettering their lives, which aims at making public programmes and policies real, meaningful and sustainable.
- Such information must be applied in some way as part of community development but it must also address information needs which communities themselves identified .
- The outcome of this approach, in short, is to make a difference in the quality of life of communities.



Development communication and society

Development communication refers to the use of **communication** to facilitate social **development**. **Development communication** engages stakeholders and policy makers, establishes conducive environments, assesses risks and opportunities and promotes information exchange to create positive social change via sustainable .

Communication is the second common theme in the issues outlined A **development** strategy that uses **communication** approaches can reveal people's underlying attitudes and traditional wisdom, help people to adapt their views and to acquire new knowledge and skills, and spread new social messages to large audiences



Importance of communication in society

- There is no doubt that communication plays a vital role in human life and human society. It not only helps to facilitate the process of sharing information and knowledge with others, but also helps people to develop relationships with others. Therefore, the importance of communication cannot be underestimated .

Communication is the foundation for sharing information between people to ensure that everything is understood and can be acted upon.

A human being starts communicating as soon as he starts producing his first noise in the act of drawing his parents' attention. Every emotion that we portray on our faces, the movement of our hands, the way we look at someone and our speech instantly communicates our ideas to others.

Communication is highly necessary for our society, as it is quite hard to imagine a life where there is absolutely no communication, In fact" maybe it is not even possible to lead a life without communication.



Charactering developing of countries

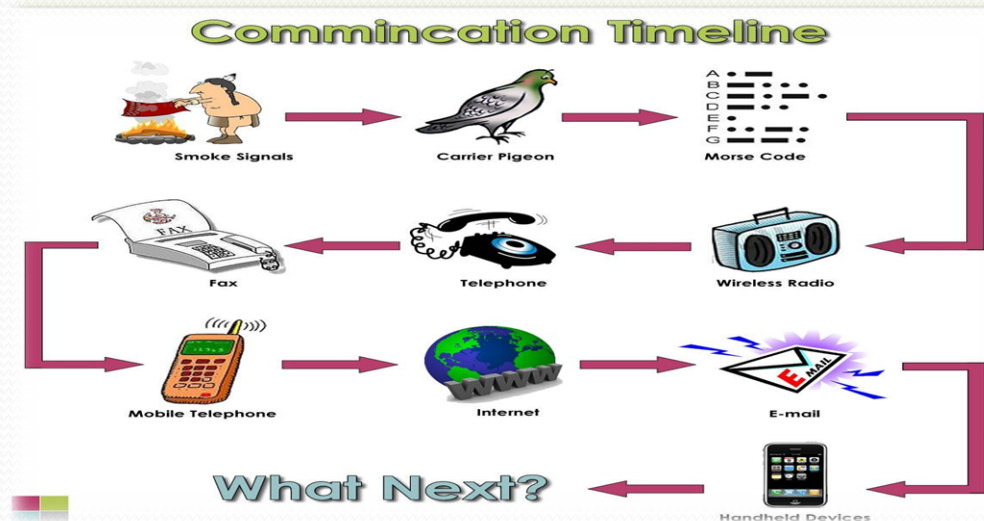
Characteristics of Developed Countries:

- 1. Has a high income per capita.** Developed countries have high per capita incomes each year. By having a high income per capita, the country's economic value will be boosted. Therefore, the amount of poverty can be overcome.
- 2. Security Is Guaranteed.** The level of security of developed countries is more secure compared to developing countries. This is also a side effect of sophisticated technology in developed countries. With sophisticated technology, security facilities and weapons technology also develop for the better.
- 3. Guaranteed Health.** In addition to ensuring security, health in a developed country is also guaranteed. This is characterized by a variety of such as hospitals and medical staff who are trained and reliable. Therefore, mortality rates in developed countries can be suppressed and the life expectancy of the population can be high. In addition, with adequate health facilities, population development in developed countries can also be controlled.
- 4. Low unemployment rate.** In developed countries, the unemployment rate is relatively small because every citizen can get a job.
- 5. Mastering Science and Technology.** The inhabitants of developed countries tend to have mastered science and technology from which new useful products such as the industrial pendant lights were introduced to the market. Therefore, in their daily lives, they have also used sophisticated technology and modern tools to facilitate their daily lives. science and development.
- 6. Minimal Health Facilities.** Health facilities in developing countries are also relatively minimal. The lack of proper health facilities makes the population in developing countries more vulnerable to disease. Therefore, the mortality rate in developing countries is also greater than the mortality rate in developed countries, which then results in a low life expectancy.



Development communication experience

The role of a development communicator is to build consensus and facilitate knowledge sharing to achieve positive change in development initiatives.





unit-2

Theories and paradigms of development communication

Paradigms are fundamental models or frames of reference that we use to organize our observations and reasoning. They may be implicit. Paradigms lie behind theories . They are ways of looking that may be more or less useful. Examples include Marxism or Structural-functionalism.

Theories are systematic sets of interrelated statements that are intended to explain aspects of social life. Theories start with facts and concepts (abstract elements that represent classes of phenomena such as “juvenile delinquency” and variables ,concepts that are variable, e.g. gender varies between male, Theories identify relationships between facts, concepts and variables, and develop explanations for these patterns, explanations that can be tested through observation or other methodologies. Theories yield hypotheses , precise predictions about how things did happen or how they will happen in the future

Communication is a process of sharing meaning through signs, including words, but extending to indices, icons etc .Socio-cultural: communication is the creation and enactment of social reality; as people talk, they produce and reproduce culture Critical. starts from the premise that history is best characterized by processes of oppression, through language, media and science



Development communication dichotomies :

Approaches in communication practices for development programmers have emanated from three major concepts of development:

- Modernization - The early period (1950s-1970s), the paradigm of Modernization .
- Dependency -The middle period (1970s-1990s), the paradigm of Dependency.
- Multiplicity -. The present period (1990s to Present), the paradigm of Another Development/ Multiplicity.



Development Communication in India :-

Tracing its history we have to go back to communities who listened to rural radio broadcasts in the 1940s, the Indian school of development communication. One distinguishing element of those early programs was that they focused on the use of indigenous languages – Marathi, Gujarati and Kannada. India's earliest organized experiments in development communication were held in the 1960s, sponsored by India's universities and other educational institutions, and by the **Bretton Woods-school institutions**.

Educational institutions that played an important part in this effort include the University of Poona, the Centre for the Study of Developing Societies, Delhi University, the Christian Institute for the Study of Religion and Society and the University of Kerala. India is a developing country with lot of achievements in all the fields of modern day life including that of science & technology, agriculture and industry. Now development communication is such a tool of development that it is highly necessary for a developing nation like us. It has therefore been increasingly recognized that people's active participation is an essential component of sustainable development. Any intervention with the intent of achieving a real and sustainable improvement in the living conditions of people is doomed to failure unless the intended beneficiaries are actively involve in the process.



. Unless people participate in all phases of an intervention, from problem identification to research and implementation of solutions, the likelihood that sustainable change will occur is slim. Development communication is at the very heart of this challenge: it is the process by which people become leading actors in their own development. Communication enables people to go from being recipients of external development interventions to generators of their own development.

The 20th century has witnessed the immense impact of communication technologies, from the spread of sound recording, motion pictures and radio as world-wide phenomena to the emergence of television as a dominant influence in nearly every institution, to the explosion of the Internet at the turn of the new century. The digital revolution is far from over, as new inventions repeatedly challenge assumptions that were themselves formed only yesterday.

This is an exciting and critically important moment for communication scholars to contribute to understanding, and shaping the parameters of our changing technological and academic environment. Because it is communication with a social conscience, development communication is heavily oriented towards man, that is, towards the human aspects of development. Even though it is primarily associated with rural development, it is also concerned with urban, particularly suburban problems. It plays two broad roles. The first is a transformational role through which it seeks social change in the direction of higher quality of life and social justice. The second is a socialization role through which it strives to maintain some of the established values of society that are consonant with development. In playing these roles, development communication creates an enhancing atmosphere for the exchange of ideas that produce a happy balance in social and economic advancement between physical output and human relationships .



Unit-3

Role of mass media organization in development communication





Development journalism provides people with information on change in their society, and works at the local level to advocate change. Where mass media is now employed in developing societies, community newspapers and radio prove far more accessible and useful than television. The rapid spread of entertainment television in the developing world is proving to be more a disruption to traditional social structures than an agent of progress. One emerging genre of television does show promise for contributing to development.

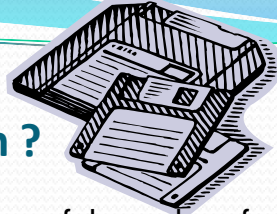
The most common platform for mass media are

- Newspaper
- Magazines
- Radio
- Television
- internet



Newspaper

what is newspaper communication ?



A **newspaper** is a form of printed media. It is a powerful mode of mass **communication**. Technically, a **newspaper** is a periodical publication which is usually issued on daily or weekly basis.

Before the internet presence, newspapers are seen as one of the most important means of communication in our society. Newspapers supply us with various information regarding business news, political news, sport news, daily news and so on. They inform us of what are going on around our lives and neighborhood .

As a mean of communication, newspapers not only inform us about the news but also provide a link to connect suppliers to buyers or vice versa. Newspapers take on many advertisements to surprise us reader with many news products and services. Without newspaper, we would possibly become ignorant people because we do not aware of anything happen around us.



Advantage of newspaper :

- Newspapers carry the news of the world.
- Newspapers provide information and general knowledge.
- Newspapers provide news about a country's economic situation, sports, games, entertainment, trade and commerce.
- Reading newspaper makes a good habit and it is already part of the modern life.



TV-Television

Television is one of our world's most important means of communication. It shows us information programs, like the news, documentaries, and sports events.

Now scientists have compared mother-child communication while watching TV to reading books or playing with toys to reveal the impact on children's development. The results show that watching TV can lead to less interaction between parents and children, with a detrimental impact on literacy and language skill.

Television is widely used as a mass medium for advertising. Due to its ability to reach a massive number of households, TV has become a powerful way to promote products and services. For decades, television channels have sold blocks of broadcast time to fund their programs. Commercials that span a few seconds to a minute (or longer) appear between shows, sporting events and news broadcasts, all communicating about different products and services. Depending on the popularity of the television program and the time span given to the commercial, the channel can charge a high amount to the advertiser.



➤ **News Broadcasting through Television**

News broadcasting is one of the major uses of television in communication. Some of the major news broadcasters in the United States are CNN, MSNBC and Fox News.

➤ **Television as a Means of Communication**

Latest technologies are converting televisions into streaming platforms that facilitate video calls. For instance, an iPhone or iPad user can use Apple's Airplay feature to stream a video call onto their TV.

➤ **The Positive Effect of Television in Communication**

Television communication can have a positive effect on all age groups of people if used properly. For instance, it acts as a catalyst for children to read and learn new things.



Radio

RADIO –as Dev Com Medium :

- ❑ • Communication experiment-under UN umbrella- by - Universities and other educational institutes‘ especially agricultural universities, through their extension networks and international organizations
- • Community radio- broadcast information and messages on developmental aspect
 - platform to villager to broadcast local issues
 - Participation of local community is encouraged
 - potential to get positive action.



advantage

As Development
Communication Medium

- School Broadcast: Programs for school are broadcast from the metros and other centers of AIR.

- Many teachers make excellent broadcast through this platform.

- AIR draws up these programs on the advice of Consultative Panels for School Broadcast.

- Wide coverage and availability/ accessibility even in rural areas
 - Low production cost
 - Delivery of information can be localized
 - Well-segmented audience



Traditional media

The category of traditional media is a rather large. You're likely exposed to many outlets (if not all of them) every day. If you turn on the TV at home, listen to the radio in the car, or read a magazine at the dentist, you're experiencing marketing through traditional media channels.

Your newspaper over morning coffee, those direct mail fliers when you open the mailbox, and every billboard you drive by on the way to work are all traditional media working their way into your day-to-day life.



Strategies of development communication

What is a communication strategy?

A communication strategy is the critical piece bridging the situation analysis and the implementation of a social and behavior change communication (SBCC) program.

- Most communication strategies include the following elements:
- Brief summary of the situation analysis
- Audience segmentation
- Program theory to inform strategy development
- Communication objectives
- Approaches for achieving objectives
- Positioning for the desired change
- Benefits and messages to encourage desired change
- Communication channels to disseminate messages
- Implementation plan
- Monitoring and evaluation plan
- Budgets

The logo for SGI (Shri Ganesha Institute) is located in the top left corner. It features a blue gear-like border surrounding a central globe with a green landmass and blue oceans. Below the globe is a white book with a blue spine, and the letters 'S G I' are written in white on a blue banner at the bottom.

Social Media vs. Traditional Media

Social media vs. traditional media - may be beginning to look like a no-brainer comparison, but we haven't even gotten to the good stuff yet.

➤ cost

Social media marketing is **far less expensive**. You'll pay a fraction of the traditional media price to reach the **same number of people** and you'll be reaching the audience you want.

➤ Accuracy

Traditional media uses a cannon to fire its message hoping to hit anyone that will listen (read, watch, etc.). Social media has the ability to target with laser precision.

➤ Trust

Social media marketing uses content to cultivate trust over time. Traditional marketing forces an opinion on a buyer in hopes that it will take if repeated frequently enough.



Development communication using various media :-

The history of development communication in India can be traced to rural radio broadcasts in the 1940s in different languages. By 1975, Doordarshan became widespread in the nation especially across the villages. It broadcasted information useful to the people for agriculture, weather forecasting etc.

Newspapers give the people more information and facts about the government programmes, five-year plans and thus make them aware of what the government is doing for them. They give great importance to developmental themes. Amongst all the media that are used for development communication, traditional media are the closest to people who need messages of development like the farmers and workers. Such forms of media are participatory and effective. In India theatre is also a development media.

The artist through humorous skits and small street dramas, convey developmental ideas to a large mass of the people. Comics which involve story telling using visuals follow local ideas and culture in order to be understood correctly by people. The important thing about comics is that they are made by people on their own issue in their own language.



Developing a communication strategies

Developing Communication Strategy a complete communication plan
Advantages and Disadvantages of Different Types of Media .

- All media have strengths, weaknesses, advantages and costs.
- Effective communication strategy uses a mix of at least 2 or 3 different types.

Choice of media and format depends on:

- your audience(s)
- your budget
- the communication channels best for your specific audience(s) and
- how long the communication intervention will continue
- The more you can afford, the better – but select those that most fit your desired audience and will help you meet your needs without blowing your budget.



Development communication in agriculture

The communication support for agricultural development is intended to provide knowledge and skills about improved agricultural technologies so as to induce change in the existing farm practices for increasing agricultural output. In our country, agricultural communication forms a part of the overall agricultural extension strategy. According to K.N. Singh, the agricultural communication follows a system approach, consisting of three different sub-systems:

- (1) Research System
- (2) Extension System
- (3) Client System



Planning Communication for Agriculture

A development communicator may seek guidance from the following persons to develop ideas on the above mention sector :

- Agricultural schools and colleges.
- State agriculture department.
- State Horticulture Department.
- Universities and Colleges.
- State Fisheries Department.
- Registrar of Co-operative Societies.
- Soil Testing Laboratories.
- Poultry Farms run by the Government.
- Krishi Bhawan's and Model Farms.
- Community Development Blocks.
- Primary Health Centers.
- Animal Husbandry Department.
- Government Financial & Banking Agencies.
- Local NGOs.
- Sericulture Farms.



The Field Guide suggests effective methods for monitoring and evaluating impacts and results. By using this Field Guide, users should be able to:

- Recognize the value of Communication Development in ADRM.
- Incorporate Com Dev components into the ADRM preparatory design phase and planning process.
 - Assess Communication Development capacity and identify communication training requirements for local partners;
 - Incorporate Com Dev into the Livelihood Baseline Assessment (LBA) data collection process .
 - Understand how participatory communication tools can facilitate LBA data collection .
 - Analyses and use the results of Participatory Communication Appraisal (PCA) as part of the LBA .
 - Understand which participatory communication methods can be used to validate findings and reach agreements with community stakeholders .
- Use PCA reports for planning an ADRM communication strategy and action plan .
- Determine SMMART communication goals and objectives as part of the ADRM plan .
- Identify SMMART communication outputs, outcomes and process indicators .
- Prepare a budget for implementing communication activities
- Assign specific roles and responsibilities for implementing communication activities .
- Create a detailed implementation work plan.
- Design a monitoring and evaluation plan for the communication component.



Unit-4

Development support communication in agriculture

Agricultural and rural development projects and programmers can highly benefit from the integration of Com Dev to increase their participatory base, promote coordinated and collaborative action and enhance project results and sustainability. In fact, stakeholders' engagement is even more needed now that climate change and natural disasters affecting rural livelihoods, are increasingly calling for community-based and site-specific adaptation and coping strategies.

To realize its full potential, Com Dev should be factored in since project identification and formulation, accounted for with a proper budget line. Nonetheless, even if incorporated at a later stage of the project cycle, Com Dev activities can maximize the impact of rural development undertakings by bringing about:



Impact of rural development

- Project relevance and accountability
1 Listening to farmers and collecting information about their views, knowledge, skills and attitudes is the first step to ensure that a development initiative is well tailored to meet people's demands, in a timely and culturally appropriate way. Keeping the dialogue open among the different project stakeholders helps to identify relevant solutions, ensure coordination and transparency, and smooth project implementation.
- Targeted communication support
Mapping stakeholders' sources of information, access to communication resources and social networks is a useful complement to the project baseline and allows to systematically plan communication services and/or activities that are supportive and well integrated in the overall project design.
- Stakeholder engagement and mobilization
ComDev is key to engage all the parties involved in the decision-making process, generating exchanges and mediating between different standpoints. Reaching a mutual understanding is the first step towards a broader consensus, that will in turn lead to sustainable change.



Planning and implementation communication development activities

- Section -1 introduces the strategic functions of communication in support of agriculture and rural development initiatives, and illustrates the value added of ComDev to design and implement truly inclusive development processes.
- Section 2 provides a step-by-step guide to embed ComDev in the design of rural development programmes and projects. It also includes a handy checklist to monitor and supervise ComDev activities all over the project cycle.
- Section 3 then looks at the ComDev planning process in detail, presenting key practical tools to formulate and monitor the implementation of ComDev strategies and plans in support of field initiatives.
- Section 4 focuses on how to integrate ComDev as part of FAO's and countries' joint development efforts at the national level.
- Section 5 compiles a number of tips and considerations that will help identify, from time to time, the most realistic options for applying ComDev according to the specific project situation and the time, human and financial resources available.



Main communication function in development communication

- ❑ Project identification & formulation
 - Establishing a Conducive Environment
 - Participatory & bottom-up planning
 - Assessing communication needs & resources
- ❑ Project implementation
 - Raising awareness
 - In forming key audiences
 - Documenting and sharing knowledge
 - Social mobilization
 - Advocacy
- ❑ Project monitoring & evaluation
 - Improving project accountability



1. PROJECT IDENTIFICATION AND FORMULATION:

a. ESTABLISHING A CONDUCIVE ENVIRONMENT

The term 'conductive environment' indicates the broad function of two-way communication to improve dialogue and create spaces for listening, mediation and negotiation among the various parties involved in a development initiative. Building trust and ensuring mutual understanding is a necessary precondition to reach consensus on major risks, opportunities and issues to address; this in turns paves the way for sustainable change.

b. FACILITATING PARTICIPATORY AND BOTTOM-UP PLANNING

Communication is needed to actively engage project stakeholders and let them express their perceptions and valuable knowledge in a way that will help assess the situation, explore options, and focus the goals of a development initiative. Communication can help to marry outsiders' knowledge and skills with local needs, resources and knowhow, for more effective problem solving. Jointly identified solutions are usually more relevant and more likely to be put into practice. Section 1 Communication for agriculture and rural development .

c. IDENTIFYING COMMUNICATION NEEDS AND RESOURCES

Participatory communication methods and tools generate insights about the perceptions, knowledge gaps and information needs of rural stakeholders in relation to a given topic. In addition, they serve to map the communication resources of a community or specific stakeholder group - including traditional and modern communication systems locally available, preferred and trusted sources of information, existing social networks, influential role models and opinion leaders. - to guide the interaction with the people during project implementation.



Project implementation

a. INFORMING KEY AUDIENCES ABOUT THE PROJECT

A basic function of communication is giving visibility and making stakeholders aware of the development objectives and planned activities. This is fundamental to increase visibility for the project, and in general for FAO and the donors financing the initiative. If done in a more participatory way, informing project stakeholders is also extremely helpful to pave the way for a stronger endorsement of project activities.

B. RAISING AWARENESS

Awareness raising is one of the key functions of communication in development. It serves to promote the credibility and raise the profile of a specific issue addressed by the project, among specific audiences or the general public. As an example, an emerging issue such as climate change needs to be wisely communicated in order to increase the degree of public understanding of its causes, effects and possible mitigation measures. Targeted communication efforts are constructive and can lead to positive change in people's perceptions, attitudes, beliefs and eventually actions.

c. DOCUMENTING AND SHARING KNOWLEDGE

Documenting the experiences and approaches promoted by the project, as well as its results, is functional to increasing people's knowledge about good practices and lessons learned. Communication helps to make available information, skills and knowledge in forms that rural people find useful, relevant and attractive. Information and learning materials about new topics, technologies or practices are rendered in idioms and formats that people can easily comprehend, overcoming literacy barriers.



d. MOBILIZING AND EMPOWERING RURAL COMMUNITIES

ComDev uses participatory activities, media and materials to give rural people the means to express their own opinions and knowledge, both among themselves and with outside development agents. This enables to make their voices heard, but also encourages them to play an active role, get organized, establish networks and alliances and mobilize local resources for the achievement of common development goals. When communication is used to trigger community participation and social mobilization, the outcome is more likely to be sustainable because people see the decisions and plans as theirs and strive to ensure effective implementation. In sum, participatory communication processes increase people's readiness to mobilize and organize themselves for collective action. In a way, it is a process of empowering the local community and encouraging self-reliance

. e. ADVOCATING CRUCIAL DEVELOPMENT ISSUES

Advocacy is communication directed towards key players such as political, business, and social leaders at national or local levels who should take action to support project or programme objectives . Its main purpose is to promote and influence change at the public or policy level for instance in the form of legal reform or enactment of new laws, policy decisions and formulation, administrative directives, resource mobilization and financial allocation. Participatory communication plays an intermediary role contributing towards a people-oriented policy environment. By packaging and presenting rural people's opinions in ways the decision-makers understand, and vice versa, communication serves to facilitate policy dialogue and negotiation.



3. PROJECT MONITORING AND EVALUATION

ACCOUNTABILITY THROUGH PARTICIPATORY

M&E Participatory evaluation is a method allowing both development agencies and project stakeholders at various levels to work together in designing, carrying out and interpreting an evaluation. In conventional evaluation, communication usually comes at the last stage, functional to promoting project outcomes. On the contrary, in participatory M&E communication is central to allow participants to share control of planning, conducting, assessing and applying learning from the evaluation process. Being more than just sources of information about project achievements, the participants can fully express their ideas, perceptions and concerns about project strategy and implementation. Participatory M&E thus improves project accountability while building local capacities.



Unit -5

Development communication experience

The purpose of different types of campaigns is to make people aware about the good and positive effects of a thing. For development communication, we may use print media such as newspapers, radio and television. All the government ads on government policies like “Bête Bachao Beti Padhao” aimed at education of girl child are aimed to achieve certain social targets which are necessary for the development of a country. Development communicators must understand the nature, behavior, needs and aspirations of its audiences. Then only they can pass the message in a suitable, acceptable and attractive way.



Role of NGOS in development

The major development roles ascribed to NGOs are to act as:
Planner and implementer of development programmers.

- Mobiliser of local resources and initiative.
- Catalyst, enabler and innovator.
- Builder of self reliant sustainable society.
- Mediator of people and government.
- Supporter and partner of government programmed in activating
- delivery system implementing rural development programmed etc.
- Agents of information.
- Factor of improvement of the poor, and
- Facilitator of development education, training professionalization, etc.



NGOs in India work for a wide range of causes.

- Social Injustice.
- Environment Conservation
- Human Rights.
- Care for elderly people.
- Women Empowerment.
- Wildlife Conservation.
- Animal Rights.
- Sanitation and Hygiene.
- Humanitarian Relief.
- Health and Nutrition.
- Literacy and Education.
- Refugee Crisis.
- Disease Control and others



conclusion

The work done by NGOs goes a long way in nation building. With the Corporate Social Research Act mandating 2% spend by large corporate on social issues, NGOs have the potential to touch millions of more lives through their work. Over the years, NGOs have streamlined their operations and enhanced their scales. Functioning of established NGOs is akin to big corporate organizations – there are well-defined KPIs and targets to meet. NGOs need to be transparent in their work and ensure that the funds raised benefit those for whom they are intended. This is a good trend, larger and more accountable NGOs will be able to deliver more effectively and efficiently, making best use of resources. NGOs are already proving to be agents of change. In times to come, they will continue to play a significant role in helping large sections of the Indian society come out from the quagmire of poverty and distress.