UG S2 - 04
(IDC)

FOUR YEAR UNDERGRADUATE PROGRAMME

(CBCS and in accordance with NEP 2020)

ISSUES IN DEVELOPMENT COMMUNICATION

Second Semester

Inter Disciplinary Course

UNDERGRADUATE PROGRAMME

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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CONTENTS

		Page nos
UNIT 1 :	**DEVELOPMENT** Meaning of Development , Concept of Development , Alternative Approaches to Development, Indices to Development , Dominant Paradigm of Development - Approaches to Dominant Paradigm of Development , Critique of Dominant Paradigm of Development ,Modernisation and Dependency Approach ,Core Areas of Development ,Development as Economic Growth.	**7-20**
UNIT 2:	**INTRODUCTION TO DEVELOPMENT COMMUNICATION** Concepts of development and development communication, Information as a measure of Development, Edutainment and Infotainment – media development.	**21-30**
UNIT 3 :	**THEORIES OF DEVELOPMENT COMMUNICATION** Theories of Development, Theory of Modernization, Diffusion of Innovation theory, Theory of Dependency, Meaning and importance of Paradigms, Types of Paradigm- Dominant Paradigm, Criticisms of Dominant Paradigm, Alternate Paradigm.	**31-48**
UNIT 4 :	**DIFFERENT STRATEGIES IN DEVELOPMENT COMMUNICATION** Positive Communication Strategies, IECM Strategies, Development Communication Strategies, Communication Strategy Framework, Mass Media and Extension Approach for Development Communication, Planned Development Communication, Public Dialogue Strategy, Negative Communication Strategies, Social Marketing.	**49-61**
UNIT 5 :	**DEVELOPMENT COMMUNICATION IN INDIA** Relevance of Development Communication in India, Democratic Decentrailization, Narrowcasting, Panchyati Raj (PR) Institutions, A Brief background of the PR system, Key Objectives.	**62-79**
UNIT 6 :	**DISSEMINATING INNOVATION** Diffusion of Innovation, Important stages in the diffusion of innovations, Media used for diffusion, Development Support Communication, Participatory Development Communication, Communication Information Media and	**80-99**

Education (CIME), Government's efforts in the Indian Context, Role of media in the process of development and nation building.

UNIT 7: RURAL AND AGRICULTURE COMMUNICATION **100-136**

Rural development, Agricultural Communication, Media campaigns for development, diffusion of innovation, extension studies.

UNIT 8: DEVELOPMENT REPORTING **137-150**

Importance of Development Reporting, Present Trends in Development Reporting, Early Indian Experiments in Development Communication.

UNIT 9 : MEDIA AND DEVELOPMENT **151-168**

Media and National Integration, Media in Development, Pillar of Democracy, Media in Crisis Situations, Public Service Broadcasting (PSB), Media as a Leader of the Society, Gandhian Model of Development.

UNIT 10 : USE OF TRADITIONAL AND FOLK MEDIA FOR DEVELOPMENT COMMUNICATION **169-192**

Traditional folk media , Advantages of Traditional Folk Media, Folk Media reflects social changes, Traditional Folk Media as Development Media : case studies, role of government and third sector agencies. **193-194**

COURSE INTRODUCTION

This is the Interdisciplinary Course (IDC) belonging to second semester programme in BA in Journalism and Mass Communication. This course will introduce you to the concept of development communication, rural and agriculture communication and development reporting. Development communication usually refers to the use of communication in order to facilitate social development. Development communication techniques include dissemination and education, behaviour change, social marketing, social mobilization, media advocacy, communication for social change and community participation. This course has been divided into ten units as given below-

UNIT 1 : DEVELOPMENT

This particular unit will give you a brief overview of what development is all about. This unit will also discuss about the alternative approaches to development, Indices to Development , Dominant Paradigm of Development - Approaches to Dominant Paradigm of Development , Critique of Dominant Paradigm of Development ,Modernisation and Dependency Approach ,Core Areas of Development and Development as Economic Growth

UNIT 2 : INTRODUCTION TO DEVELOPMENT COMMUNICATION

This is the second unit of the course. The concept of development communication has been dealt with in this unit. The fact that information serves as a measure of development has also been widely discussed for the benefit of all leaners.

UNIT 3 : THEORIES OF DEVELOPMENT COMMUNICATION

This unit will introduce you to the different theories of development. There are several theories of development in communication and in this unit you will learn about them. This unit will also give you an insight into the various angles of these theories.

UNIT 4 : DIFFERENT STRATEGIES IN DEVELOPMENT COMMUNICATION

This unit will introduce you to the various types of strategies used in development communication. There are mainly two types of strategies in development communication and this unit will give you an idea about them.

UNIT 5 : DEVELOPMENT COMMUNICATION IN INDIA

Of late, development communication has gained importance in a developing country like India. Hence, this particular aspect has been discussed at length with specifically focusing on Democratic Decentralization, Narrowcasting and Panchayati Raj (PR) Institutions.

UNIT 6 : DISSEMINATING INNOVATION

This unit will introduce you to the concept of Disseminating Innovation.There are several concepts of Diffusion of Innovation in communication that helps in developmental issues and in this unit you will find out about them. This unit will also give you an insight into the various angles of this concept.

UNIT 7 : RURAL AND AGRICULTURE COMMUNICATION

This unit throws light on how media has facilitated in the development process specially in the rural areas. In this regard, rural and agriculture communication has played a pivotal role which has been discussed in this unit.

UNIT 8: DEVELOPMENT REPORTING

Importance of Development Reporting and the present trends in Development Reporting has been stressed upon in this unit. Besides, early Indian Experiments in Development Communication has also been discussed in this unit.

UNIT 9 : MEDIA AND DEVELOPMENT

This unit focuses on two very important role of media- disseminating information about national integration and its role as a catalyst of social change and development

UNIT 10 : USE OF TRADITIONAL AND FOLK MEDIA FOR DEVELOPMENT COMMUNICATION

By now, you should also be given an exposure about how the various aspects of development are being reported, in what manner, with what impact and the trends in this field. This will help you to prepare yourself for practicing what you have been discussing so far in this course and the different units. In this unit, you will also be able to get an idea about how traditional folk media can be used for development communication. This is because as the subject is assuming more and more importance over the years, increasing professional avenues in this field are coming up offering a lot of scope for engagement in the future.

While going through this course, you will come across some along-side boxes, which are put on the left side or right side of the text. These boxes will explain you meaning of some words and concepts within the text. Apart from this, there will be some broad and short questions which have been included under 'Activity' and 'Check Your Progress' in every unit. Activities will increase your thinking capacity because questions put in Activity are not directly derived from text. Answers to the short questions have been put under section 'Answers to Check Your Progress'. Besides, a few text-related questions have been put in 'Possible Questions'. These questions will help to draw your attention on the probable topics for the examination so that you can prepare for the examination with confidence.

UNIT 1: DEVELOPMENT

UNIT STRUCTURE

1.1 Learning Objectives

1.2 Introduction

1.3 Meaning of Development

1.4 Concept of Development

1.5 Alternative Approaches to Development

1.6 Indices to Development

1.7 Dominant Paradigm of Development

- 1.7.1 Approaches to Dominant Paradigm of Development
- 1.7.2 Critique of Dominant Paradigm of Development

1.8 Modernisation and Dependency Approach

1.9 Core Areas of Development

1.10 Development as Economic Growth

1.11 Let Us Sum Up

1.12 Further Reading

1.13 Answers to Check Your Progress

1.14 Model Questions

1.1 LEARNING OBJECTIVES

After going through this unit, you will be able to:

- understand the concept of development
- discuss various approaches to development
- explain the theories of development communication
- explore different areas of development
- understand economic growth as essential to development.

1.2 INTRODUCTION

Development is the key to the wellbeing of any nation or society. Development of any society is understood better in terms of the access of its people to good healthcare, minimum poverty, better education, equality and freedom of choice in the modern world.

Improving the quality of life of citizens and reduction in poverty are two essential components of development. Economic factors have a substantial role in development, yet social progress is what matters when economic growth is to be effective and lead to financial equality and lesser social inequities.

With Globalisation, the concept of development has undergone several transformations in the post-Second World War period. The role of media in development has been redefined to address the emergent challenges and aspirations.

Mass media is expected to deal with ownership, reach, revenue and technology, as well as cultural imbalance, political influence, market forces and competition related issues in the process of positioning itself in the realm of development discourse in a globalised environment.

Development Communication has addressed some of these issues. Various theories of development including the dominant paradigm of development; structuralist and dependency theories, and alternative approaches to development are essential in understanding development as a concept in totality, in a developing country better.

1.3 MEANING OF DEVELOPMENT

Development is a process that creates growth, progress and positive changes in a society. It supports growth in economic, environmental, social and demographic component without damaging the resources of the environment. It is a process of providing the conditions that offer opportunities for improving the quality of human life in a community.

From a social point of view, the development refers to the change in the social structure, or in the functions performed by different groups and units within it. It is a process of innovation where one learns from the experience of others and as similates what is considered useful through a process of selection. Development is growth oriented all the time.

In the 1950s and 1960s the development theorists and practitioners stressed and visualised that development can be achieved by modernization via industrialization and urbanization.

1.4 CONCEPT OF DEVELOPMENT

The concept of development, revolves around efficiency, equity and liberty of the people in a society or community. According to some scholars, development of a society is a process for a community to move from what it is to what it aspires to be.

Ideologically, development is, the target that a nation sets for itself to do development.They are the aspirations, expectations and the perceived needs and resources of a particular society. The development communication system, the concept of communication and the communication perspectives shapes the reality in any given society.

Development reflects social change. According to Wilbur Schramm, "social change is a process that aims at a voluntary development in which many people would participate and the better informed would assist the less informed."

Development tries to raise people's living standards, including improvements in food, housing, education, employment, sanitation, environmental protection and health services.

It also tries to create conditions that can increase growth in self-esteem through improving or introducing social, political, and economic systems and institutions that promote human dignity and respect.

Development is also about increasing people's freedom to choose by increasing the range of available goods and services, travel, and social and political contact. It promotes decentralizing government decision-making, to achieve greater people's participation.

Development includes the improvement of quality of life with programmes of nutritional status, maternal and child health and primary health care and the transformation of individuals as well as the social system. The present understanding of development is a unified socio economic process.



CHECK YOUR PROGRESS

Q 1: Define the term development.

.....

.....

1.5 ALTERNATIVE APPRAOCHES TO DEVELOPMENT

Alternative approaches to development placed individuals above society, allowed plurality in development discourses and brought participation, equality and inclusivity as keys to development. It underscored the importance of meeting basic needs of the 'last' person of society and the need to curb unscrupulous exploitation of natural resources. Some of these include Basic needs approach, Another development paradigm, Participatory approach and Rights based approach.

Basic Needs Approach

The Basic needs approach is rooted within the ideas of well being and focuses upon the fulfillment of basic human needs of people as the overriding objective of any development policy. People who are unable to meet their basic human requirements are living in poverty. The approach identifies and measures well being outcomes and focuses upon standards of both material needs, such as food, clothing, shelter as well as non-material needs such as employment, participation and political liberty. The approach was proposed by Paul Streeten and others.

The main features of this approach were:

- Provide adequate food and clean drinking water
- Provide decent shelter
- Provide education
- Provide security of livelihood
- Help people participate in decision making
- Uphold a person's dignity and self respect.

Another Development Paradigm

Jan Servaes (1986) suggested a new paradigm - 'multiplicity' or 'another development', which stated, 'development must be conceived as an integral, multi-dimensional and dialectic process which can differ from country to country'. He observed that each country should form their own model of development by keeping in mind the factors such as basic needs, endogeny (stemming from the heart of each society), self-reliance, ecological balance, participatory democracy and structural transformations.

The key elements of alternative paradigm or new paradigm are:

- Greater equality in the distribution of growth
- People's participation
- Self reliance and independence
- Integration of traditional and modern communication systems
- Acceptance of local culture.

Participatory Approach

The participatory approach, on the other hand, places people at the core of development processes. It incorporates the concepts in the framework of multiplicity and stresses the significance of cultural identity of local communities, democratisation, peoples' participation at all levels. This calls for participatory democracy and recovery of dominated people's over powered knowledge".

The alternative perspectives on development are:

- Equity in distribution of information and other benefits of development
- Active participation of the people at the grassroots
- Independence of local communities to participate in development projects to their own objectives
- Integration of traditional and modern system.

Rights Based Approach

Human rights are the basic rights and freedoms to which all humans are entitled. Historically, recognition of rights has guaranteed minorities and various groups of people to challenge power structures and enjoy entitlements denied to them. These include civil and political liberties,

Economic, Social and Cultural rights and the Right to Development where all peoples are entitled to participate in, contribute to, and enjoy economic, social, cultural and political development.

This is a People-centred development- identifies "the human person" as the central subject, participant and beneficiary of development. A human rights-based approach - requires that development be carried out in a manner" in which all human rights and fundamental freedoms can be fully realised.



CHECK YOUR PROGRESS

Q 2: Fill in the blanks with appropriate words.

a) ..... was proposed by Paul Streeten and others.

b) He (Jan Servaes) observed that ..... should form their own model of development by keeping in mind the factors such as basic needs. ..... (stemming from the heart of each society), self-reliance, ecological balance, participatory democracy and structural transformations.

c) This is a people-centred-development-identifies "the human person as the centre subject, participant and ..... of development

1.6 INDICES TO DEVELOPMENT

The main social indicators of development include education, health, employment and unemployment rates and gender equality.

The International agencies measure how 'developed' a country is, through few main indices like,

- Per capita income
- Economic structure
- Urbanization
- Quality of Life
- Human Development Index (HDI)

1.7 DOMINANT PARADIGM OF DEVELOPMENT

According to the Dominant Paradigm, development is looked at as "modernisation." This evolved after the World War II, and the central idea of this paradigm was to solve development problems by "modernising" under developed countries.

Development as an area of close research and study became more important in the nations that gained independence from Colonial rule in the recent decades. Early theories of Development were founded on western models of development which focused on industrialisation and technological adaptation. Prominent among them was the Modernisation theory or Dominant Paradigm of Development which aimed at replicating the western model of development through industrialisation, free market and urbanization and 'take' development to the 'under-developed' regions of the world mainly through aid agencies, NGOs, UN bodies and multilateral organisations.

The Atlantic Charter of 1941 and the Marshall Plan of 1948, emphasised on use of scientific advances and industrial progress to improve the conditions of under developed countries by the US governments. However, later on, Marshall Plan was criticised as an effort to establish political hegemony of the US to counter the communist aggression from the USSR. The key features of Modernisation Approach were:

- Industry is the prime mover of economy. Therefore a major part of investment must go to industry and what are required are raw material, transportation and training.
- Modern society requires more specialists rather than generalists in each field (health and industry).
- Public education, health care and family planning require intensive intervention for participatory governance and well-being of the people.
- The profit from industries should trickle down to other sectors such as agriculture and rural technology.
- To ensure rapid development, necessary information can be diffused and persuasion can occur through the mass media. Modernisation approach firmly believed that urbanisation and industrialization were the most feasible routes to achieve modernity.

1.7.1 Approaches to Dominant Paradigm of Development

Dominant Paradigm called for mechanical emulation of western ideas of development and underscored the ethnic culture and history of a country. It considered Mass Media a strong agent in development and the paradigm found powerful effects of media in bringing about socio-economic change. Some of the theorists associated with these approaches are:

Daniel Lerner

Daniel Lerner worte the book, 'The Passing of the Traditional Society and Modernising the Middle East' (1958), in which he assumed that urbanisation, literacy, mass media exposure and political participation could be the change agents for transition from traditional agrarian communities to modern industrial societies. According to Lerner, development failed because people in third world countries were unable to 'empathise' or imaginatively identify with the modern societies new roles, and a changed and 'better' way of life and hence they remained fatalistic. He saw the media as filling this need of promoting interest among the people for embracing change. High media consumption was seen a prerequisite for people's participation to change their own traditional customs and beliefs and key to bringing about political and economic participation and overall social development. Media was considered a 'multiplier' and enhancer and its expected role was to make ideas.

Wilbur Schramm

Wilbur Schramm extended the opinions of Lerner in his work, 'Mass Media and National Development (1979)' in favour of 'modernisation' through mass media. He termed mass media as *magic multipliers* and as *agents of social change* as media has the magical capability to inform, educate and persuade people and accomplish the transitions to new customs and practices of a community. Schramm further argued that, a nation that wants to

accelerate the process of development must allow information to flow as quickly and as widely as possible so as to make relevant information available to all to understand their needs and of the opportunities for meeting them.

Walt Whitman Rostow

Walt Whitman Rostow's linear stages of growth model (1960) laid out the path for building a 'modern industrial' society in five transitional stages. They are traditional society, pre- conditions for take-off (existed in traditional economy), take-off, drive to maturity and the age of high mass consumption. Traditional society was constrained by 'rigid social structure and irrational psychological attitudes. According to Rostow's model, a country needed to follow some rules of development to reach the take-off stage. They are-

- Investment rate of a country needs to be increased to atleast 10% of its GDP
- One or two manufacturing sectors with a high rate of growth need to be established
- An institutional, political and social framework has to exist or created in order to promote the expansion of those sectors.

The Rostow concept had some serious flaws. It assumed that development can be achieved through a basic sequence of stages which are the same for all countries.

Everett M Rogers

Rogers' (1962) Diffusion of Innovations theory was also in line with the economic and technological aspects of the modernisation paradigm. It considered modernisation as process of diffusion whereby individuals are 'persuaded' to move from a traditional way of life to a different, more technically developed one.

Emphasising the importance of mass communication in the diffusion process, according to Rogers, its influence operate by a 'two step flow' process of awareness through the mass media and development of favourable attitudes and adaptation by inter-personal channels, particularly, "opinion leaders".

1.7.2 Critique of Dominant Paradigm of Development

The dominant paradigm was criticised for its over emphasis on technological and economic aspects of development, under-estimation of traditional wisdom of communities in the developing countries, deliberate silence on issues of human rights, environment, personal freedom, and democratic participation etc. Communication in the dominant paradigm was essentially a linear, mass media model aimed at transmitting information and messages from one point to many others, in a vertical, top-down manner. Strong belief in the persuasive power of media, and the use of media to persuade people to adopt ideas about development dominated the structuring of communications for development.



CHECK YOUR PROGRESS

Q 3 : What are the indices to development according to international agencies?

Q 4 : Explain E M Rogers opinion on mass communication as a facilitator of development.

1.8 MODERNISATION AND DEPENDENCY APPROACH

Modernisation approach came when even after getting exposed to capitalism, the countries in Latin America and the Asian continent and many parts of Africa did not show much development in their country.

The modernization theory was suggested as an alternative to eradicate poverty in the under developed and developing countries. This said, modernization can be achieved only through injecting the western democratic values in these developing nations. Hence modernisation theory through the “third world should develop like the “first world’’. The theory of modernization has its focus on two main aspects of development.

The theory tries to explain why the poor countries are poor and still remain underdeveloped. It also suggests important ideas and concepts to

overcome under development. The important aspect of under development according to the modernization theory in the countries of Asia, Africa and Latin America are said to be the culture that they follow.

Culture was seen as the primary barrier to the development of the nations. The developed nations argued that the tradition and culture followed in the developing and underdeveloped countries are very old and outdated and holding on to the same culture and tradition. A simple step towards development put forth by the few modernization theorists was to simply follow the footsteps of the developed countries. The theories put forth by modernization, preferred the capitalist industrialist model of development, which firmly held the belief that capitalism has the power to push a nation towards development through the process of industrialization.

Dependency theory was proposed as a response to the failure of Latin American structuralism. The Dependency models came into fore in the 1970s as a reaction to modernization model. These new theories were the product of the application of Marxist theories of imperialism.

It was influenced by the works of Paul Baran (The political economy of growth) and Andre Gunder Frank (Capitalism and under development in Latin America) which were based on US monopoly capital School of thought. It critiqued the exploitation of periphery (under developed countries) by the core (developed countries) and extraction and transfer of surplus generated in the periphery nations. It also critically viewed the collapse of ISI in periphery nations. The primary concern here was to find out the causes of backwardness of the non-aligned countries within the dynamics of the world capitalist system.

According to dependency theorists:

- Economic growth in developed nations did not lead to growth in the poor countries, whereas activities in richer countries often led to serious economic problems in the poor countries.
- Poor countries exported primary commodities to the rich countries and they manufactured products out of those commodities and sold them back to poor countries.
- Poor countries should be empowered on import substitution
- Politics became more authoritarian.



CHECK YOUR PROGRESS

Q 5 : Mention key concerns of Dependency Approach.

Q 6 : Fill in the blanks with appropriate words.

a) A simple step towards development put forth by the few.....theorists was to simply follow.....of the developed countries.

c) .....was proposed as a response to the failure of Latin American structuralism.

1.9 CORE AREAS OFDEVELOPMENT

Development of a country depends upon various factors and areas including Human Development. Few core areas of development for a country are:

- **Political development:** It is the increase in political unity and participation in a country.
- **Scientific Growth:** This keeps people's interest as priority and is a sustainable development in a harmonius way leading to better health, lifestyle, technology etc.
- **Cultural development:** This involves productive participation of people of a country in creative and artistic heritage of the country and using culture for growth and development.
- **Economic growth:** This can be referred to as the increase that is witnessed in the monetary value of all the goods and services produced in the economy during a time period. It is a type of quantitative measure that reflects the potential increase in the number of business transactions taking place in the economy.
- **Social development:** This is about improving the well being of every individual in a country so that people can reach their full potential.

1.10 DEVELOPMENT AS ECONOMIC GROWTH

Economic development is the modern concept of development. Development and growth can be seen as advancement, good change. The addition of physical, economic, environmental, social,

and demographic components all together are examples of development.

Economic growth can be referred to as the increase that is witnessed in them monetary value of all the goods and services produced in the economy during a time period. It is a type of quantitative measure that reflects the potential increase in the number of business transactions taking place in the economy. It can be measured in terms of the increase in the aggregate market value of additional goods and services produced by using economic concepts such as GDP and GNP

Economic development on the other hand, refers to the process by which the overall health, well-being, and academic level of the general population of a nation improves. It also refers to the improved production volume due to the advancement of technology.

Economic Development refers to the overall development of the quality of life in a nation, which includes economic growth. It is a broader concept than that of economic growth. It is a multi-dimensional approach that looks into the income as well as the quality of life of a nation. Long-term process. It requires intervention from the government as all the developmental policies are formed by the government

It is the qualitative improvement in the life of the citizens of a country and is most appropriately determined by the Human Development Index (HDI). The overall development of a country is based on many parameters such as the creation of job opportunities, technological advancements, standard of living, living conditions, per capita income, quality of life, improvement in self-esteem needs, GDP, industrial and infrastructural development, etc



CHECK YOUR PROGRESS

Q 7 : Define Economic Development.

Q 8 : What do you understand by Cultural Growth?



1.11 LET US SUM UP

- **The Dominant Paradigm of development is looked at as "modernisation."** This evolved after the World War II, and the central idea of this paradigm was to solve development problems by "modernising" under developed countries
- **The modernization** theory was suggested as an alternative to eradicate poverty in the underdeveloped and developing countries. This said, modernization can be achieved only through injecting the western democratic values in these developing nations. Hence Modernisation theory thought the third world should develop like the "first world . The theory of modernization has its focus on two main aspects of development.

According to dependency theorists:

- Economic growth in developed nations did not lead to growth in the poor countries, whereas activities in richer countries often lead to serious economic problems in the poor countries.
- Poor countries exported primary commodities to the rich countries and they manufactured products out of those commodities and sold them back to poor countries.
- Poor countries should empower themselves on import substitution
- Politics became more authoritarian.
- Economic Development refers to the overall development of the quality of life in a nation, which includes economic growth. It is a broader concept than that of economic growth. It is a multi-dimensional approach that looks into the income as well as the quality of life of a nation. Long-term process. It requires intervention from the government as all the developmental policies are formed by the government



1.12 FURTHER READING

1) Kumar, Keval J. (2010) Mass Communication in India (4th Edition Revised and Enlarged) Jaico Publishing House, Mumbai
2) Paul Hartman, B.R. Patel and Anita Dighe (Eds) (1988): Mass Media and Village Life in India, Sage Publications, New Delhi
3) Graham Chapman, Keval Kumar, Caroline Fraser and Ivor Gaber, Environmentalism and the Mass Media: The North South Divide, (1997) Routledge, London/NewYork
4) Krishnan Sodhi, (1980), Problems of Communication in Developing Countries, Vision Publication, New Delhi



1.13 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q No 1 : Development is a process that creates growth, progress and positive changes in a society. It supports growth in economic, environmental, social and demographic component without damaging the resources of the environment. It is a process of providing the conditions that offer opportunities for improving the quality of human life in a community. From a social point of view, the development

Ans to Q No 2 : a) Basic Needs Approach b) each country, endogency c) banificiary

Ans to Q No 3 : The International agenies measure how 'developed a country is, through few main indices like, Income per capita, Economic structure, Urbanization, Quality of Life and Human Development Index (HDI)

Ans to Q No 4 : E M Rogers believed that mass communication is a significant facilitator of development. The process of development takes place by 'two step flow' of awareness through the mass media and development of favourable attitudes and adaptation by inter-personal channels, particularly, ''opinion leaders.''

Ans to Q No 5 : Dependency theory was proposed as a response to the failure of Latin American Structuraliam. Key concerns of dependency approach are as follows :

l Economic growth in developed nations didnot lead to growth in the poor countries, whereas activities in richer countries often lead to serious economic problems in the poor countries.

l Poor countries exported primary commodities to the rich countries and they manufactured products out of those commodities and sold them back to poor countires.

l Poor countries should be empowered themselves on import substitution

Ans to Q No 6 : a) modernization, footsteps b) Dependency theory

Ans to Q No 7 : Economic development refers to the process of overall improvement of health, well-being, and academic level of the general population of a nation. It also refers to the improved production volume due to the advancements of technology. Economic Development refers to the overall development of the quality of life in a nation, which includes economic growth.

Ans to Q No 8 : a) Cultural development involves productive participation of people of a country in creative and artistic heritage of the country and using culture for growth and development.



1.14 MODEL QUESTIONS

A. Very Short Questions.

Q.1: Who suggested a new Paradigm - 'multiplicity'.

Q.2: Define the term 'development'.

B. Short Questions (Answer each question in about 150 words)

Q.1: What role can mass media play in development of a nation?

Q.2: What is the Dominant Paradigm of Development?

Q.3: Mention Approaches to Development.

C. Long Questions (Answer each question in about 300-500 words)

Q.1: How will you describe the Modernisation and Dependency approach to development?

Q.2: What are the Indices of Development?

Q.3: How does economic growth relate to development?

Q.4: What are the core areas of Development?

*** ***** ***

UNIT 2 : INTRODUCTION TO DEVELOPMENT COMMUNICATION

UNIT STRUCTURE

2.1 Learning Objectives

2.2 Introduction

2.3 Concepts of Development and Development Communication

2.4 Information as a Measure of Development

2.5 Edutainment and Infotainment – Media for Development

2.6 Let Us Sum Up

2.7 Further Reading

2.8 Answers to Check Your Progress

2.9 Model Questions

2.1 LEARNING OBJECTIVES

After going through this unit you will be able to–

- define the term development
- explain the meaning of development communication
- discuss the concept and meaning of edutainment and infotainment.

2.2 INTRODUCTION

By now, you must have become adequately familiar with the concept of communication and Mass Communication and how it performs a whole range of functions in our personal as well as social life.

In this unit we plan to make you acquainted with the basics of a new concept called Development Communication which is assuming an ever growing significance over the years in the human society across the world.

But before you are introduced to the concept of Development communication, you must have a clear idea of the concept of development. So, let us begin with the first section which deals with development and development communication.

2.3 CONCEPT OF DEVELOPMENT AND DEVELOPMENT COMMUNICATION

There will hardly be any disagreement if we say that the term 'development' means 'positive change' or 'change for the better' in our life. It is such a change which enriches our life, helps us to improve our lifestyle and thereby lead a modern, scientific and hygienic life anywhere in the world.

Development Communication or simply Dev. Comm. is a system of communication which is basically utilized for upliftment of the human society in various fields of life. It helps us in improving our living standards. This is because it teaches and makes us learn how to process information which we receive from the mass media. It distributes such information among the masses for the benefit of the latter.

Now-a-days there is worldwide emphasis upon the socio-economic issues like global warming, melting of ice in the Antarctic, eradication of poverty, gender equity etc. As such, scholars and researchers have time and again stressed on the fact that Development Communication can be used to achieve all these goals. Here development communication needs to be explored in an effective manner for the betterment of life of mankind all over the world.

Let us consider a few examples. We all know that in the north-eastern region there are several agricultural universities and veterinary colleges. They are engaged in different types of research for finding out improved variety of seeds, poultry and livestock, better methods of farming etc. Now, only when the results of these findings will reach the target audience – the people or masses for whom they are meant for, will their real purpose be served.

This is because knowledge or information should help us in improving our life. And in this case, what is the real objective? To let the farmers know about these innovations so that they can apply it in their farming practices and get better yields.

Similarly, several years back, an association of about a hundred Self Help Groups (SHGs) in Morigaon district in Assam collectively took

loans of several lakh of rupees from a nationalized bank's branch. The SHGs were so punctual and regular, they were able to repay the loan even before the stipulated time. The bank officials were so impressed with them that the SHGs were readily offered much more money as loans.

Now, if only this information can be reached or accessed by other SHGs and small and marginal farmers' groups of the state or even outside the state, it will encourage more and more people to try out this practice and thereby improve their standard of living. This is the motto of development communication.

You should take note of one important aspect here. That is – as we are progressing in our study of Mass Communication and mass media, we are going from bigger concepts and fields to smaller fields of study. However, these smaller and specialized fields of study are also quite huge in their own fields.

For example, first of all we have learnt what is communication which is the basis of Mass Communication. Then we move to personal level communication followed by Mass Communication. Inside the broad world of Mass Communication, we have Journalism, Public Relations and Advertising each of which is huge and vast in its own field.

In a similar way Development Communication is also establishing itself as a fast emerging and specialized field of study in the field of communication and the world in general.

It is assuming more and more importance every passing day. This is because it is being thought to be one of the most potential means for allowing masses at the grassroots level also to have easy and adequate access to their information needs and thereby improve their standard of living.



CHECK YOUR PROGRESS

Q.1 : What is development communication?

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Q.2 : What is the importance of development communication?

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2.4 INFORMATION AS A MEASURE OF DEVELOPMENT

For many decades, there have been elaborate and widespread discussionss in the global forums about how to measure development of a nation or a society and at a lower level than that of an individual human being. There were several theories and standards put forward by different groups of experts and all of them were tested for their comprehensiveness at various points of time.

One of the universally-recognized standards is the Gross National Product (GNP) and Gross Domestic Product (GDP) concept of measuring or determining the status of development of a country or society anywhere in the world. However, as several lacunae and drawbacks were pointed out in these theories and concepts by experts and critics, other theories were also developed.

So, at different points of time, experts in the field of development and economics have opined that the level of advancement / development of a nation should be determined or measured by the amount of 'steel consumption' in that nation or 'gross electricity consumption' or per head consumption and availability of electrical power' etc.

On the other hand, of late, during the last decade, an interesting and feasible alternative to these theories for determining the status of development of a nation is doing the rounds. It says that development of a nation should be determined or measured on the basis of availability of information outlets as well as reach and access of people to these sources.

Information helps us improve our standard of living. Education – both formal and informal and all of our experiences which are nothing but simple bits of information actually facilitate our learning about newer developments, experiments in life and thereby improvise our lifestyle.

This is the 'information age'. And thus unless each and every person in any society around the world is in a position to receive a free flow of information that individual or human being will not be able to develop his status. As every human being forms the very basis of a society or a nation this reach and access to information is of vital importance for a society. And, extending the services of meaningful information to the masses at their doorsteps is the business of development communication.

At this point it will be better to have an idea about the saying that **'information is Power'**. This is a very appropriate saying from the experts in the field of communication because in today's time information is one thing on which the world is almost wholly dependent upon. Hence these days information is taken as a measurement of progress of a nation or a human being's life. How so?

Let us consider an example which is close to your own life. From different sources and experiences so far, you have come to know that if you would pursue a course in Mass Communication your scope for professional engagements or jobs will be much better than others. This realization and understanding is such information which is going to help you in getting established in your life. So this is a power you are enjoying in the form of information.

In another case, suppose the government allocates a big amount of seeds, rice, wheat, money and other relief materials for a few villages under a block development office. Here, this information is power for the officials and panchayat leaders if they would like to indulge in corruption. So it is a power for them in the form of this information which they will not make public.

At the same time, this is also a power in the form of information for the targeted beneficiaries – masses or the villagers under that block office for whom the commodities and money are intended. This is because if they

come to know about it, they will be able to go and demand their due shares from the block officials and ensure a smooth and impartial distribution.

Information in itself is neutral and impartial. But, like any other product it can be used for both negative and positive purposes whichever way the possessor of the information wishes to do.

Yet one thing is definite – it yields a certain amount of power to whoever possesses it. At a simple and smaller level, being a literate in itself is a power. So because you are at an advantageous position as you can read and write. You can also take a consciously-arrived at and well-thought out decision when faced with a dilemma or a crisis situation and problem. Hence, information is power.



CHECK YOUR PROGRESS

Q.3 : Fill in the Blanks–

a) ..... and ..... are determinants for measuring the status of development of a country.

b) Information is .....

c) In this information age ..... is taken as a measurement of progress of a nation or a human life.

Q.4 : How does information help us improve our standard of living?

.....

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2.5 EDUTAINMENT AND INFOTAINMENT – MEDIA FOR DEVELOPMENT

Ours is a country of continental proportions for which she is also termed as a sub continent. Our population is next only to that of Peoples' Republic of China with almost 110 crore in numbers. Of this population, according to central government's official statistics 65 % of the people are literate. But the government's definition of a literate is 'someone who can

just sign his or her name'. So, the number of people who are literates in the true sense of the term will be much lower than this. Let us suppose this number is half of 65 % which comes to about 30 crore.

Now, out of the mind boggling number of people who are illiterate a certain percentage will be children who are not ready to go to school yet. But a majority of this illiterate portion will be in such an age group who are unable to attend a formal institution of education for various factors including finance, age etc.

So, does it mean that the society should let them perish without being turned into literates or at least functional literates. A functional literate person is one who may not have attended formal educational institutions but knows the primary aspects of education and can manage to perform the basic duties of his or her profession.

On the other hand, if a majority of the country's population is not literate how will the nation prosper and develop in the near as well as distant future. Hence the government is seriously pursuing schemes for providing these people education and instruction by various means of media.

Thus, to take care of these underprivileged people, media has to take up certain responsibilities in this regard.

We have mentioned earlier that the percentage of education and experiences we receive from means other than formal educational institutions is far higher than the percentage received from formal sources. So, mass as well as other types of media can be utilized to the optimum level for achieving this goal in the long run.

You must have realized very well that normally we find our textbooks and formal education to be dry and boring as they are devoid of an entertainment angle in themselves. Thus, if we could provide education in various practical aspects of life through the media with a touch of entertainment it will be able to attract much more people than the usual means.

This is one avenue with a huge untapped potential just waiting to be tapped at any moment of time. This concept called Edutainment– education with an adequate dose of entertainment for attracting people towards it - is

becoming a major success over the years and will remain so in the future also.

This concept **Infotainment** is also similar to that of Edutainment. The major difference is that here the emphasis is much more upon allowing the masses to have access to information rather than education in the strict sense of the term.

You are already acquainted with the importance of 'information' for the development of human beings. And media provides information in the form of entertainment to make it more receptive for the masses.



CHECK YOUR PROGRESS

Q.5 : Explain the following terms :

a. Edutainment b. Infotainment

.....



2.6 LET US SUM UP

- Development Communication can be termed as communication for development. Development means positive change.
- Development Communication facilitates by providing useful information to the masses at different levels of the society.
- Experts in the field of communication and other areas also are now-a-days thinking more in terms of applying and utilizing the enormous potential of Mass Communication and media for delivering adequate amounts of meaningful information to the masses at the grassroots level.
- Edutainment means providing education to the masses or the targeted audiences in the form of entertainment.
- Infotainment means providing information to the masses or the targeted audiences in the form of entertainment.



2.7 FURTHER READING

1) Dua and Gupta (1994) – *Media and Development,* Har Anand Publications, Delhi.

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3) Haji, Mohd Handan Bin Adnan, *Development and Anti-Development Messages in Film, Television and Advertising* (1991), Media Asia, Vol. 18, No 2, pp 63–71.

4) Joshi, Uma, *Understanding Development Communication*, Dominant Publishers & Distributors, (First edition 2001).

5) Joshi, Pahad, Mehta (Edited) (2000) – *Proceedings – National Seminar on Development Communication in India – Challenges and Issues,* Home Science Faculty, MS Baroda University.



2.8 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No 1 : Development Communication is simply communication for development. It is a system of communication which is basically utilized for upliftment of the human society in various fields of life. It helps us in improving our standard of living.

Ans to Q. No 2 : Development Communication facilitates by providing useful information to the masses at different levels of the society. It thereby enriches their life for ensuring a better living standard for them. This happens because in addition to the usual function of entertainment and agenda-setting etc. media also has to educate the masses in various aspects of life. This is to ensure that after getting to know about them people can feel encouraged to adopt and apply those information or examples in their personal life.

Ans to Q. No 3 : a) GNP and GDP

b) Power c) Information

Ans to Q. No 4 : Education – both formal and informal and all of our experiences are nothing but simple bits of information which actually facilitate our learning about newer developments, experiments in life and thereby improvise our lifestyle. Information therefore helps us to improve our standard of living.

Ans to Q. No 5 : a) Edutainment: It means providing education to the masses or the targeted audiences in the form of entertainment.

b) Infotainment: It means providing information to the masses or the targeted audiences in the form of entertainment. We all know that people do not like to accept an information (even if it might be highly beneficial for them) in a simple form. They always want to have it laced with some amount of entertainment. Thus, media tries to put important information into the minds of masses with a coating of entertainment. This is Infotainment.



2.9 MODEL QUESTIONS

A) Short Questions (Answer each question in about 150 words

Q.1 : What is Development Communication?

Q.2 : Define Infotainment.

B) Short Questions (Answer each question in about 150 words

Q.3 : Who is a functional literate person?

Q.4 : 'Edutainment can be used for facilitating the development process for the masses at the grassroots level'- Explain.

C) Verty Short Questions

Q.5 : What is the scope of using Development Communication for improving the standard of living in our society?

Q.6 : Do you consider information to be a measure of development? Why?

*** ***** ***

UNIT 3: THEORIES OF DEVELOPMENT COMMUNICATION

UNIT STRUCTURE

3.1 Learning Objectives

3.2 Introduction

3.3 Theories of Development

- 3.3.1 Theory of Modernization
- 3.3.2 Diffusion of Innovation theory
- 3.3.3 Theory of Dependency

3.4 Meaning and importance of Paradigms

3.5 Types of Paradigm

- 3.5.1 Dominant Paradigm
- 3.5.2 Criticisms of Dominant Paradigm
- 3.5.3 Alternate Paradigm

3.6 Let Us Sum Up

3.7 Further Reading

3.8 Answers to Check Your progress

3.9 Model Questions

3.1 LEARNING OBJECTIVES

After going through this unit, you will be able to:

- enumerate the theories of Development
- define Dominant Paradigm of Development
- analyse the criticisms of Dominant Paradigm
- describe Alternate Paradigm.

3.2 INTRODUCTION

By now, you must be familiar with the concept of development communication. Development communication is a system of communication which is used to uplift and encourage the human society in various fields. It basically benefits the masses with its a plethora of information for developmental purposes.

This unit will introduce you to the different theories of development. There are several theories of development in communication and in this unit you will learn about them. This unit will also give you an insight into the various angles of these theories.

Before moving further into the concept of development communication, an insight into their different theories will provide clarity of the concept.

3.3 THEORIES OF DEVELOPMENT

Development communication is used to develop effective communication, to promote social development. It refers to the practice of systematically applying the processes, strategies and principles of communication to bring about positive social change in the society.

Now, we can talk about the different theories of 'Development'. Here we will discuss mainly Theory of Modernization, Diffusion of Innovation theory and Theory of Dependency. Let us discuss these in detail as the understanding of these theories will help in understanding the concept further.

3.3.1 Theory of Modernization

The theory of modernization is a school of thought and approach that consists of perspectives and thoughts having an argument in common. The basic argument in these various perspectives is that development is positive, it also cannot be reversed and all societies will pass through this phase eventually.

The process of modernization takes place in phases. Some of the proponents of modernization theories were Daniel Lerner, Walt Rostow, David Apter etc. Their theories evolved from experiences in different parts of the world like Latin America, Africa and Asia. These theories worked on raising the standard of living of the public by removing poverty. The focus was also on improving the economy. Capitalism as an economic and a political theory also had a great influence on these theories.

Modernization theory evolved in the 1950s and 1960s and produced three variants:

1. **Economic development:** Mass Media promote the diffusion of many technical and social innovations around the globe that are essential to modernization.
2. **Literacy and cultural development:** Mass media can promote literacy and also teach other essential skills and techniques. They encourage a state of mind favourable to modernity.
3. **National Identity Development:** Mass media can support national identities in new nations and support attention to democratic policies and processes like elections.

Lerner explored the correlations between expanding economic activity equated to development and a set of modernizing variables like urbanization, literacy, mass media use and democratic participation. His findings revealed that the spread of literacy in an urban set- up and the emergence of a mobile personality highly empathetic to modernizing influences provided the means to create within Third World countries an atmosphere of acceptance of change. The underlying point in David Lerner and Wilbur Schramm's theories was that the interaction between literacy and mass media is the route by which the masses would shed their traditional garb and bring the end to traditional society.

As a new ideological trend in the social sciences, in the late 1940s and early 1950s, modernization theory evolved in the United States. It evoked a great influence on policy-making in the government and world affairs. It was the prime theory in American academia. In the 1950s and 1960s, most of the development projects were planned by western scholars using this theory.

3.3.2 Diffusion of Innovation theory

It is the adoption of technological and social innovations through diffusion of new ideas, services and products. Diffusion of

both material and social innovations is necessary for development. The process of diffusion starts with the need assessment of the community and the need fulfilment of the community through innovations. The individual and community decisions for acceptance and rejection of innovations depend primarily on the needs of the adopters, what is communicated about innovation, and how it is communicated.

There are three important stages in the diffusion of innovations:

a) **Reorientation:** The basic product, service, idea already exist but they need reorientation because of changed innovative elements introduced. The changed elements may totally or partially change the product, service or idea.

b) **Refocus:** The reorientation necessitates refocusing of the individuals or community on the innovations. At this stage individuals will compare the innovative product with the old products similar to these and discuss the pros and cons which later help in the decision-making process regarding the innovation.

c) **Reinforce:** The innovative ideas have to be reinforced by both intensive and extensive media and interpersonal communication.

The resultant consequences of diffusion can be direct or indirect, latent or manifest, functional or dysfunctional. The early models of diffusion focused only on material growth. But it was soon realized that social growth is necessary along with material growth for diffusion of products, ideas and services. Therefore diffusion decisions have to handle the economic, technological and social constraints. From development communication point of view the emphasis is on how the awareness and knowledge about innovations is communicated from the source to the potential users without any discrimination.

In the diffusion of innovation approach there were five stages

of innovation outlined in the adoption of innovation that would lead to modernization. The five stages of innovation were: awareness, interest, evaluation, trial and adoption. At the awareness stage the recipient gets exposed to the innovation; at the interest stage he expresses interest and seeks more information; at the evaluation stage the individual decides whether the innovation meets his present and future needs; at the trial stage the individual makes the decision to try it in a limited way; finally in the adoption stage he decides to use the innovative product.

3.3.3 Theory of Dependency

According to dependency theorists, the problems of under-development are not intrinsic to just Third World countries. These are determined by external factors and part of the blame is assigned to the way former colonies got integrated into the world economy. The dependency theory states that the problems of the under-developed world are due to political reasons. Lack of information is not the main cause. This theory blames social and economic factors for the underdevelopment. This was the flip side and a consequence of the development of the western world. The latter concentrated economic power and political decisions in their hands and this maintained under-development and dependency on the part of the third world countries.

Beside external problems, internal structures were also responsible for the problems of under-development. Dependency theorists assigned blame to the so called development programmes for failing to address inherent structures of inequality. They also targeted individual causes than social factors. Unequal land distribution, lack of credit for farmers, and poor health care services in these countries limit the possibilities for overall improvement in social conditions.

Also, innovations promoted by development programs were adopted by individuals from higher socioeconomic strata living in

cities rather than by rural and poor populations. In singling out the mass media as having a central role in introducing innovations, modernization theories ignored the issue of media ownership and control. Urban and powerful interests controlled the media that was supposed to promote development. The media were not interested in championing social goals or helping underprivileged populations but in transmitting entertainment and trivial information. The relation between media structure and content was virtually ignored in modernization theories. Only a small percentage of programming was devoted to development issues and in regions such as Latin America, the media were commercially run and their central goal was profit-making not social change.



CHECK YOUR PROGRESS

Q.1 : Name two proponents of modernization.

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Q.2 : In which year the theory of modernization evolved in the US?

.....

Q.3 : Name the theory which blames the socio-economic factors for underdevelopment.

.....

3.4 MEANING AND IMPORTANCE OF PARADIGMS



Thomas Samuel Kuhn was born in 1922 andwas an American physicist, historian, and philosopher of science

Kuhn himself did not consider the concept of paradigm as appropriate for the social sciences. He explains in his preface to *The Structure of Scientific Revolutions* that he concocted the concept of paradigm precisely in order to distinguish the social from the natural sciences. He wrote this book at the Palo Alto Center for Scholars, surrounded by social scientists, when he observed that they were never in agreement on theories or concepts. He explains that he wrote this book precisely to show that there are no, nor can there be any, paradigms in the social sciences. Mattei Dogan, a French sociologist, in his article “Paradigms in the Social Sciences” develops Kuhn’s original thesis that there are no paradigms at all in the

social sciences since the concepts are polysemic, the deliberate mutual ignorance between scholars and the proliferation of schools in these disciplines. Dogan provides many examples of the non-existence of paradigms in the social sciences in his essay, particularly in sociology, political science and political anthropology.

Handa introduced the idea of "social paradigm" in the context of social sciences, and identified the basic components of a social paradigm. Like Kuhn, Handa addressed the issue of changing paradigm; the process popularly known as "paradigm shift". In this respect, he focused on social circumstances that precipitate such a shift and the effects of the shift on social institutions, including the institution of education. This broad shift in the social arena, in turn, changes the way the individual perceives reality. Another use of the word paradigm is in the sense of "worldview". For example, in social science, the term is used to describe the set of experiences, beliefs and values that affect the way an individual perceives reality and responds to that perception. Social scientists have adopted the Kuhnian phrase "paradigm shift" to denote a change in how a given society goes about organizing and understanding reality. A "dominant paradigm" refers to the values, or system of thought, in a society that are most standard and widely held at a given time. Dominant paradigms are shaped both by the community's cultural background and by the context of the historical moment.

3.5 TYPES OF PARADIGM

By now you can understand what a paradigm is and its importance in communication and development. It is very rightly stated by MacBride that 'Communication can be an instrument of power, a revolutionary weapon, a commercial product, or a means of education. It can serve the elm of either liberation or of oppression, or either the growth of the individual personality or of drilling human beings into uniformity'.

So let's discuss, the concept of two important Paradigm, that is Dominant Paradigm and Alternate/New paradigm. Further, its definitions and its importance will also be discussed.

3.5.1 Dominant Paradigm

Through the late 1960s, a dominant paradigm ruled intellectual definitions and discussions of development and guided national development programmes. This concept of development grew out of certain historical events, such as the Industrial Revolution in Europe and the United States, the colonial experience in Latin America, Africa, and Asia, the quantitative empiricism of North American social science, and capitalistic economic/political philosophy. Implicit in the ruling paradigm were numerous assumptions which were generally thought to be valid, or at least were not widely questioned, until about the 1970s.

Definitions of development centred on the criterion of the rate of economic growth. The level of national development at any given point in time was the gross national product (GMP) or, when divided by the total population in a nation, per capita income. Although there was a certain amount of intellectual discomfort with per capita income as the main index of development, especially among non economists, alternative measures and definitions of development had relatively few proponents.

The major academic and historical influences on the old conception of development were: The Industrial Revolution, usually accompanied by foreign colonization and domestic urbanization, during the latter 1800s. The rapid economic growth of this period in Europe and the United States (and again in post-World War II Europe) implied that such growth was development, or at least was the driving engine of development. Industrialization was seen as the main route to development. And so less developed countries (they were often called “under-developed” in the 1950s and 1960s) were advised by development planners to industrialize.

The old paradigm stressed economic growth through industrialization as the key to development. At the heart of industrialization were technology and capital, which substituted for

labour. This simple synthesis of development may have been a fairly correct lesson from the experience of the Industrial Revolution in Western Europe and North America. Whether it could be applied adequately and successfully to very different socio-cultural settings, such as the developing nations where labour was generally not in short supply, seemed a likely hypothesis in the 1950s, and it was certainly tested on a mammoth scale.

What has happened in Western nations regarding their pathways to development is not necessarily an accurate predictor of the process in non-western states. For instance, European nations were often greatly aided in their socio-economic transformation by their exploitation of colonies. Obviously, the contemporary states of Latin America, Africa, and Asia do not have colonies (although they may have an interior region or regions that act as economic colonies for another part of their nation).

Capital-intensive technology: More developed nations possessed such technology. Less developed nations had less of it. So the implication seemed plain: Introduce the technology to the less developed countries and they would become relatively more developed too. It was assumed that appropriate social technology would appear to accompany the externally introduced material technology. When the needed social structures did not always materialize in less developed countries, the fault was accorded to "traditional' ways of thinking, beliefs, and social values. Social science research was aimed at identifying the individual variables on which rapid change was needed, and the modernization of traditional individuals became a priority task of various government agencies, an activity in which the mass media was widely utilized. Capital was required, of course, for the high-capital technology, to be provided by national governments, by local entrepreneurs by international loans, and through the activities of multinational firms (usually owned and controlled by the industrially advanced nations). Gradually the newly independent nations began to realize that political freedom

was a different matter than economic independence. The end of colonialism did not necessarily mark the end of financial dependence on the industrially advanced countries. Often it increased such dependency.

Economic growth: It was assumed that "man" (all men, actually) was economic, that he would respond rationally to economic incentives, that the profit motive would be sufficient to motivate the widespread and large-scale behavior changes required for development to occur. Economists were firmly in the driver's seat of development programs. They defined the problem of underdevelopment largely in economic terms, and in turn this perception of the problem as predominantly economic in nature helped to put and to keep economists in charge. Central economic planning of development was widely accepted as a legitimate and reasonable means by which a nation should seek development goals. Almost every country in Asia, Africa, and Latin America established a national development commission during the 1950s and 1960s. Bankers and economists were usually appointed to such commissions.

Five-year development plans were produced to serve as a guide to the economic development activities of national governments. When invited, international agencies provided technical assistance to such planners. The Harvard Development Advisory Group, the World Bank were ready to help.

The focus on economic growth carried with it an "aggregate bias" about development: that it had to be planned and executed by national governments. Local communities, of course, would be changed eventually by such development, but their advance was thought to depend upon the provision of information and resource inputs from higher levels. Autonomous self-development was considered unlikely or impossible.

In any event, it seemed too slow. Further, growth was thought to be infinite. Those rare observers who pointed out that known

supplies of coal or oil of some other resource would run out in so many years were considered alarmists, and they were told that new technology would be invented to compensate for future shortages. More and bigger was better. It was not until the early 1970s that the book by Meadows et al. (1972), *The Limits to Growth*, appeared to challenge the infinite-growth enthusiasts, and the proponents of no-growth policies became heard. One reason for reliance on per capita income as the main index of development was its deceitful simplicity of measurement. The expression "quality of life" was seldom heard until the very late 1960s. It seemed reasonable that if some dimension of development could not be measured and quantified in numbers, then it probably did not exist. Even if it did, it must not be very important. Or so it seemed prior to the Stockholm Conference on the Human Environment in 1972.

Further, the quantification of development invoked a very short-range perspective of 10 or 20 or 25 years at most. Development was today. It was facile to forget that India, China, Persia, and Egypt were old, old centres of civilization, that their rich cultures had in fact provided the basis for contemporary Western cultures. Such old cultures were now poor (in a cash sense); and even if their family life displayed a warmer intimacy and their artistic triumphs were greater, that was not development. It could not be measured in dollars and cents.

The drive for the quantification of development, an outgrowth and extension of North American social science empiricism, helped define what development was and was not. Material welbeing could be measured. Such values as dignity, justice and freedom did not fit on a dollars-and-cents yardstick. And so the meaning of development began to have a somewhat dehumanized nature. Political stability and unity were thought to be necessary for continued economic growth, and authoritarian leadership increasingly emerged, often in the form of military dictatorships. And in the push for government stability, individual's freedom often was trampled.

Further, what was quantified about development was usually just growth, measured in the aggregate or on a per capita basis. Development policies of the 1950s and 1960s paid little attention to the equality of development benefits.

It was not until much later, in the 1970s, that the focus of quantification began to shift to measures of the equality of distribution.

3.5.2 Criticisms of Dominant Paradigm

In short, the old paradigm implied that poverty was equivalent to under-development. And the obvious way for less developed countries to develop was for them to become more like the developed countries.

It was less obvious that the industrially advanced nations largely controlled the “rule of the game” of development, that most of the scholars writing about development were Westerners, that balances of payment and monetary exchange rates were largely determined in New York, London, and Washington. And the international technical assistance programs sponsored by the rich nations, unfortunately, made the recipients even more dependent on the donors. These gradual lessons took some time to emerge and to sink into intellectual thought.

Theoretical writings about modernization in this period after World War II generally followed an “individual-blame” logic and may have been overly narrow and ethnocentric in a cultural sense. Examples are the works of Walt Rostow (1961), Everett Hagen (1962), and David McClelland (1961), all drawing more or less on the earlier writings of Max Weber. The leading theorists were Westerners, and there often was a rather inadequate data base to support their conceptualizations. Fortes (1973) criticized this VIerstern and person-blame bias: “There is, I believe, a profoundly ethnocentric undercurrent in characterizations of modern men in underdeveloped countries.

An invariably positive description obviously has something

to do with similarity of these individuals with the self images and values of researchers." Many economists insisted that their discipline consisted of a universally valid body of theory, applicable to both. One might ask rhetorically how different economic theory would be if Adam Smith had been Chinese or a Sikh. "Economic theorists, more than other social scientists, have long been disposed to arrive at general propositions and then postulate them as valid for every time, place, and culture" (Myrdal, 1968: 16).

The western model for development predominated in the 1950s and 1960s. Rogers called this 'the dominant paradigm' of development as it exercised a dominant influence in the field of development. The emphasis of this model was that modernization/ development could be achieved by increased productivity, economic growth and industrialization. Development was measured by Gross National Product (GNP), total or per capita. Thus, there was an attempt to bring development by acceptance of technological innovations and advances. The shift was from a static, agricultural, primitive, rigid society to a dynamic, industrialized, urbanized and socially mobile nation.

The dominant paradigm of development was supported by Lerner (1958) and Schramm (1962). They made significant contributions in identifying the role of communication for technological development. The development community argued that the case of under-development in the developing countries was not due to external causes but due to internal causes present within the nation and the individual as well as within the social structure. Lerner and Schramm stressed that the individual was to be blamed to the extent that he was resistant to change and modernization, whereas Rogers, Bordenave and Beltran (1976) argued that the social structural constraints like government bureaucracy, top-heavy land tenure system, caste, exploitative linkages, etc. were to be blamed.

Lerner pointed out that since the individual was identified as the cause of under-development, he was also the starting point to

bring about social change. The modernization of the individual's traditional values became the priority task. Rogers pointed out that no effort was made to change the social structure though it had been identified as of the causes of underdevelopment. The mass media was used to bring about change. Moreover, the dominant paradigm failed to differentiate the developing counties with rich resources or those with low resources. Since these two types of developing countries might have needed entirely different development handling to achieve the best results.

Lerner, Schramm and Rogers emphasized role of mass media for development and social, political change. Lerner identified four indices of development: industrialization, literacy, media exposure and political participation. People have to be mobile, empathetic, and participatory for development. Lerner (1958) suggested that media exposure, political participation and developing psychic empathy are necessary for development. Modern society is a participant society and it works by consensus.

Thus, in the dominant paradigm the communication flow was one way which was top-down vertical communication from the authorities to the people, the mass media channels were used to mobilize the people for development and the audience was assigned a passive role for acceptance of social change.

3.5.3 Alternate Paradigm

The New Paradigm of Development: The new Paradigm emerged in the 1970s. It is a reaction to all development models in the past and it tries to assimilate the various emphasis of all the other models. Development theorists and practitioners have incorporated many dimensions in the development model which were never emphasized earlier.

Rogers (1976) argued that this model of development is a meta - model with alternative pathways to development. The unifying

dimensions of these alternative models is participation in development. This approach attempts to integrate strategically a host of ideas related to development that have emerged in the past such as popular participation, grass roots development, integrated rural development, use of appropriate technology, fulfilment of basic needs, productive use of local resources, maintenance of ecological balances, development problems to be defined by the people themselves and culture as a mediating force in development. There is an explicit emphasis on the idea of self-reliance, self-development and redistribution of resources between social groups, urban and rural areas, regions and sexes.

The role of communication which was essentially to inform and influence people was being revised and proposed as a process of social interaction through the balanced exchange of information which shall lead to change. The participatory dimension of the model emerged, from the failure of the whole development philosophy of the Dominant Paradigm.

The communication needs as identified by UNESCO (1978) in the "New Paradigm" are open dialogue which reflects diversified views and experiences. Secondly, multi directional communication flow is necessary. This multi directional flow calls for top-down as well as horizontal communication and bottom-up communication. The horizontal communication is across society horizontally – from person to person, village to village and rural to urban. The bottom-top is from people to government and top-down the other way around. UNESCO further contends that for participatory rural communication, media should be made available in rural areas. There should be linkage between development initiatives and communication channels.

The communication strategy urged in this paradigm used mainly interpersonal channels with support from mass media-both cosmopolitan and indigenous media. The functions of communication were not only to disseminate information but also

educate them for development by persuasion through mass media. Interpersonal channels were utilized for communicating feedback on development activities.

Globally the development communication scenario has changed in the last four decades, and has shifted to the availability of new communication channels, the characteristics of the audience, and development demands. The communication strategies are planned according to the focus of development. The new channels of communication technologies have even changed the nature and scope of interpersonal communication.



CHECK YOUR PROGRESS

Q.4 : Fill in the blanks:

a. ..... a French sociologist, in his article develops Kuhn's original thesis that there are no paradigms.

b. The level of national development at any given point in time was the .....

c. ..... argued that alternate model of development is a meta - model with alternative pathways to development.

Q.5 : What name did Rogers give to the western model for development?

.....



3.6 LET US SUM UP

- Development communication is used to develop effective communication, to promote social development. It refers to the practice of systematically applying the processes, strategies and principles of communication to bring about positive social change in the society.
- There are mainly three theories of Development, viz, Theory of

Modernization, Diffusion of Innovation theory and Theory of Dependency.

- The theory of modernization is a school of thought and approach that consists of perspectives and thoughts having an argument in common.
- Diffusion of Innovation theory is the adoption of technological and social innovations through diffusion of new ideas, services and products.
- The dependency theory states that the problems of the underdeveloped world are due to political reasons. Lack of information is not a main cause. This theory blames social and economic factors for the underdevelopment.
- MacBride stated that 'Communication can be an instrument of power, a revolutionary weapon, a commercial product, or a means of education. It can serve the elm of either liberation or of oppression or either the growth of the individual personality or of drilling human beings into uniformity'.
- The two important Paradigms in Development Communication are Dominant Paradigm and Alternate/New paradigm.



3.7 FURTHER READING

1) International and Development Communication by Bella Mody, Sage.
2) Development Communication Sourcebook: Broadening the Boundaries of Communication by Paolo Mefalopulos, World Bank.
3) Communication Agents in Development Process by Anamika Ray.

3.8 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q No 1 : Daniel Lerner and Walt Rostow

Ans to Q No 2 : Late 1940s and early 1950s

Ans to Q No 3 : Dependency Theory

Ans to Q No 4 :

a. Mattei Dogan

b. Gross National Product (GMP)

c. Rogers

Ans to Q No 5 : 'The dominant paradigm' of development.

3.9 MODEL QUESTIONS

A. Very short Questions

Q.1 : What does the theory of Modernization exemplify?

Q.2 : What do you mean by the term 'pagadigm'?

Q.3 : What is the difference between dominant paradigm and alternate paradigm?

B. Short Questions (Answer each question in about 150 words)

Q.1 : What are the three important stages in the Diffusion of Innovation?

Q.2 : Write short notes on:

a. Refocus

b. Capital-intensive technology

C. Long Questions (Answer each question in about 300-500 words)

Q.1 : Discuss the theories of development.

Q.2 : Discuss the two important paradigms with examples.

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UNIT 4 : DIFFERENT STRATEGIES IN DEVELOPMENT COMMUNICATION

UNIT STRUCTURE

4.1 Learning Objectives

4.2 Introduction

4.3 Positive Communication Strategies

- 4.3.1 IECM Strategies
- 4.3.2 Development Communication Strategies

4.4 Communication Strategy Framework

- 4.4.1 Mass Media and Extension Approach for Development Communication
- 4.4.2 Planned Development Communication
- 4.4.3 Public Dialogue Strategy

4.5 Negative Communication Strategies

4.6 Social Marketing

4.7 Let Us Sum Up

4.8 Answers to Check Your Progress

4.9 Further Reading

4.10 Model Questions

4.1 LEARNING OBJECTIVES

After going through this unit, you will be able to;

- explain Positive Communication Strategies
- discuss Negative Communication Strategies
- analyse Dominant Paradigm
- describe Alternate Paradigm.

4.2 INTRODUCTION

By now, you must be familiar with the concept of development communication and the various theories of development communication. This unit will introduce you to the various types of strategies used in

development communication. There are mainly two types of strategies in development communication and this unit will give you an idea about them. In the previous unit we have already discussed development communication and the different theories of development. And now let us begin with the various strategies used in Development Communication.

4.3 POSITIVE COMMUNICATION STRATEGIES

Positive and effective communication is the key to success in every part of your life. That includes at work, at play, and at home. According to Steve Kaye, an author and a professional speaker, we can use the following strategies to communicate effectively.

1) *People judge others by their actions.* This means you are being judged by the perceptions you create with your words and actions. You must choose actions and words that convey the impression you want to make.
2) *People judge themselves by their intentions.* Thus, acknowledge that the other person's actions or words are correct and proper (as seen by that other person). Even when someone's behaviour appears completely absurd, that person most likely believes it is justified.
3) *Everyone deserves courtesy and respect*. It is always the best way to begin a dialogue. After all, no one has ever had to apologize for being courteous. When you treat others with respect, you set the standard for how you want to be treated.
4) *Everyone has valuable ideas.* Everyone is an expert in some area. Everyone has unique talents. Effective leaders help other people excel at expressing their ideas. They ask questions and also show interest.
5) *Realize that you can always learn more* about the other person's needs, priorities, and situation by asking questions and trying to get its solutions. (Article Source: http://www.simplysearch4it.com/article/11446.html)

The above article by Steve Kaye gives us an edge to know the proper and right way for positive communication. In the next segment we will learn about the various strategies.

Some salient positive communication strategies are information, education, communication and motivation (IECM) strategies, public dialogue and dialogue action strategies, media control, role model and demonstration effects ethics, ethics in communication and non-violence as a strategy.

4.3.1 IECM strategies

IECM strategies are used to create awareness, information, knowledge and motivation and about varied issues current and historical. The government used this strategy to get across their viewpoints and policies, and implementation activities across people. People use this strategy to make government aware of their issues, which are uppermost in their minds and government might have sidetracked them.

Thus this strategy can be used for communicating both vertically – from top to bottom, and horizontally from bottom to bottom. These are horizontal strategies when used by people to people, and from authorities to authorities. These are vertical when they are from government or other authorities, and to people.

4.3.2 Development communication strategies

The focus of development communication strategies is generating knowledge about development and sharing it; to have access to good ideas and best practices among development professionals, practitioners, policy makers and other stakeholders at all the three levels: local, national and international. At local and national levels the initiatives are by governments, NGOs in many development areas, and people.

4.4 COMMUNICATION STRATEGIES: FRAMEWORK

The communication strategy framework comprises of communication needs, communication resources, policies and operational principles. Communication strategies are based on field experiences and

theoretical analysis of focused activity areas. The nature, forms and types of communication strategies are planned accordingly.

Varied communication strategies are used (planned) both by government and people to communicate to their targeted audience. These strategies would differ according to the demographics of targeted audience, the nature and extent of the programme itself, people's demand and discontents and motivation for the programmes. Moreover, these above-mentioned dimensions must be managed well in order to make the communication strategies and the programmes delivered to the targeted audience effectively. There are spontaneous (unplanned) communication strategies also pertaining to our mundane activities. However spontaneous these may be, even when we converse or communicate otherwise, we do plan at the back of our mind at conscious or subconscious level what we want to say to whom and with what effect.

The strategies of development can be linked to economic and social development. The solutions are health care, education, land reforms and empowerment to people. The developing countries do not need 'trickle down' from western countries but achieve development by developing their manpower. Human development is the main focus. It is social deprivations and create a system for social opportunities. There is lack of initiative to focus on unemployment even in richer economics. The effort has to create a force so that benefits of liberalized economy reach the socially deprived.

There are varied development communication strategies to deliver development. The development communication approaches focus on extension, diffusion, mass media, development support communication, plan strategies for development communication and dialogue strategies. These approaches facilitate actions for evolving effective communication strategy for Development projects. Development strategies play a significant role in evolving pertinent development communication strategy.

4.4.1 Mass media and extension approach for Development Communication

A well defined mass media and inter personal approach

infrastructure is necessary for development communication. These infrastructures should be both socially and physically accessible to people. The messages should be need-based, should appeal to people, be relevant to them, and also aim at the specific targeted audience-rural or urban, urban slum, rich and the poor, educated and the illiterate etc.

Localized approaches to devcom : communications scholars argue that mass communication produces demonstration effect and such information stimulates for new ways of doing and development variables. Others scholars have expressed that mere availability of any kind of media messages is not likely to be useful for innovative changes. The information transmitted must be locally and functionally relevant and relates to patterns of content presented to audience.

4.4.2 Planned development communication

Planned development communication strategy is a communication plan for changing human attitudes and behaviour through transfer of new ideas. It is a systematic framework for action for effective communication. It focuses on four specific lines of actions.

First the contextual and contemporary needs of the targeted community must be correlated to the focus of the specific development projects. Second, identify the communication pattern within the community, the movement of communication in each community- network whether it is vertical, horizontal, circular or multi ways. Identify the decision-makers, potential agents of change in the community. This will help in constructing pattern of interpersonal communication within the community. Patterns of mass media for the community can be constructed by considering media availability, media credibility and cost effectiveness of media channels, literacy and understanding of media messages by the people.

Third, the attitudes, belief and prejudices of the people should be assessed so that the communication contents and techniques give adequate consideration to them. This calls for systematic and periodic research in the socio-psychic life of the community. Fourth, the communicative ability of the communication support material available such as posters, brochures, documentaries audio-visual aids etc, must be evaluated for the specific development projects. Material should be presented and its distribution system should be evaluated for maximum efficiency. These are the basic lines of action and several more can be added according to the communication environment of the project.

4.4.3 Public Dialogue (PD) Strategy

We envision a world in which communication in public sphere is humane, constructive and benefits all. We believe such communication is possible by trust and respect. We can focus on ways that make it possible. The ways of working Public Dialogue strategy is to approach a situation, as complex network of relationships among people and messages.

This strategy has two foci. One is development of Information Communication technologies both hardware and software and its various application. The particular emphasis is on development of Internet and its applications. This is a global, communication strategy and within this framework national, regional and local frameworks are developed.



CHECK YOUR PROGRESS

Q.1 : Name two positive communication strategies.

.....

.....

Q.2 : Why are IECM strategies used?

.....

.....

4.5 NEGATIVE COMMUNICATION STRATEGIES

The most salient communication strategies are violence in its forms. It is one of the most crucial strategies. These could be both planned and unplanned to achieve its objective through verbal and non-verbal power. Another negative strategy is *Punishment* in its varied forms. Some of the positive communication strategies can be negative also depending upon its usage, motive and targeted audience at a certain point of time.

Violence as a strategy for communication is used widely broadly, violence can be categorized in two types – physical and mental. This may occur in mild or severe forms. Further, social political and moral violence falls within these two broad categories.

Violence is focused as individual strategy, group strategy and social strategy protesting against the norms of these three. It is used both vertically and horizontally. Government expresses violence against the public to check lawlessness, and to deter wrong doing. People are violent against the people, and government. They express it by protests, anger, hatred and helplessness to draw the attention, to reject and to show superiority. Verbal violence is expression in abusive language, hurtling insults and varied objects, and entering into angry debates and arguments. Action oriented violence erupts in violent acts.

4.6 SOCIAL MARKETING

Social marketing has been one of the approaches that have carried forward the premises of diffusion of innovation and behaviour change models. Since the 1970s, social marketing has been one of the most influential strategies in the field of development communication.

The origins of social marketing hark back to the intention of marketing to expand its disciplinary boundaries. It was clearly a product of specific political and academic developments in the United States that were later incorporated into development projects.

Among various reasons, the emergence of social marketing responded to two main developments: the political climate in the late 1960s

that put pressure on various disciplines to attend to social issues, and the emergence of nonprofit organizations that found marketing to be a useful tool (Elliott 1991). Social marketing was marketing's response to the need to be "socially relevant" and "socially responsible." It was a reaction of marketing as both discipline and industry to be sensitive to social issues and to strive towards the social good. But it was also a way for marketing to provide intervention tools to organizations whose business was the promotion of social change.

Social marketing consisted of putting into practice standard techniques in commercial marketing to promote pro-social behaviour. From marketing and advertising, it imported theories of consumer behaviour into the development communication. The analysis of consumer behaviour required to understand the complexities, conflicts and influences that create consumer needs and how needs can be met (Novelli 1990). Influences include environmental, individual, and information processing and decision making. At the core of social marketing theory is the exchange model according to which individuals, groups and organizations exchange resources for perceived benefits of purchasing products. The aim of interventions is to create voluntary exchanges.

In terms of its place on the "family tree" of development communication, social marketing did not come out of either diffusion or participatory theories, the traditions that dominated the field in the early 1970s. Social marketing was imported from a discipline that until then had little to do with modernization or dependency theories, the then dominant approaches in development communication. Social marketing grew out of the disciplines of advertising and marketing in the United States. The central premise of these disciplines underlies social marketing strategies: the goal of an advertising/marketing campaign is to make the public aware about the existence, the price, and the benefits of specific products.

Social marketing's focus on behaviour change, understanding of communication as persuasion ("transmission of information"), and top-down approach to instrument change suggested an affinity with modernization

and diffusion of innovation theories. Similar to diffusion theory, it conceptually subscribed to a sequential model of behaviour change in which individuals cognitively move from acquisition of knowledge to adjustment of attitudes toward behaviour change. However, it was not a natural extension of studies in development communication.

What social marketing brought was a focus on using marketing techniques such as market segmentation and formative research to maximize the effectiveness of interventions. The use of techniques from commercial advertising and marketing to promoting social/political goals in international issues was not new in the 1970s. Leading advertising agencies and public relations firms had already participated in support of U.S. international policies, most notably during the two wars in drumming up domestic approval and mobilization for war efforts. Such techniques, however, had not been used before to "sell" social programmes and goals worldwide.

One of the standard definitions of social marketing states that "it is the design, implementation, and control of programmes calculated to influence the acceptability of social ideas and involving consideration of product planning, pricing, communication, distribution, and marketing research" (Kotler and Zaltman 1971, 5). More recently, Andreasen (1994, 110) has defined it as "the adaptation of commercial marketing technologies to programmes designed to influence the voluntary behavior of target audiences to improve their personal welfare and that of the society of which they are a part." Others have defined it as the application of management and marketing technologies to pro-social and non-profit programmes (Meyer & Dearing 1996).

Social marketing suggested that the emphasis should be put not so much on getting ideas out or transforming attitudes but influencing behaviour. For some of its best-known proponents, behaviour change is social marketing's bottom line, the goal that sets it apart from education or propaganda. Unlike commercial marketing, which is not concerned with the social consequences of its actions, the social marketing model centers on communication campaigns designed to promote socially beneficial practices

or products in a target group.

According to Fox (N.D.), "problems arose with the social marketing approach, however, over the motives of their sponsors, the effectiveness of their applications, and, ultimately, the validity of their results. The social marketing of powdered milk products, replacing or supplementing breast-feeding in the third world, provides an example of these problems. In the 1960's multinational firms selling infant formulas moved into the virgin markets of Asia, Africa and Latin America. Booklets, mass media, loudspeaker vans, and distribution through the medical profession were used in successful promotion campaigns to switch traditional breast-feeding to artificial products. Poor people, however, could not afford such products, and many mothers diluted the formula to make it last longer or were unable to properly sterilize the water or bottle. The promotion of breast milk substitutes often resulted in an erosion of breast-feeding and led to increases in diarrheal diseases and malnutrition, contributing to the high levels of infant mortality in the third world."



CHECK YOUR PROGRESS

Q.3 : Name the two main developments that is the result of the emergence of social marketing.

.....

.....

Q.4 : Define Social marketing.

.....

.....

Q.5 : Fill in the blanks:

a. Violence can be categorized in _____ and _____

b. Social marketing has been one of the most influential strategies in the field of development communication since the _____

c. From marketing and advertising, social marketing imported theories of _____ into the development communication.



4.7 LET US SUM UP

- Positive and effective communication is the key to success in every part of your life.
- IECM strategies are used to create awareness, information, knowledge and motivation and about varied issues current and historical.
- IECM strategies can be used for communicating both vertically – from top to bottom, and horizontally from bottom to bottom.
- Development communication strategies are important in generating knowledge about development and sharing it among the three levels, viz, local, national and international.
- Communication strategies are based on field of experiences and theoretical analysis of focused activity areas.
- A well-defined mass media and inter personal approach infrastructure is necessary for development communication.
- Planned development communication strategy is a communication plan for changing human attitudes and behaviour through transfer of new ideas it is a systematic framework for action for effective communication.
- The most salient communication strategies are violence in its forms. It is one of the most crucial strategies. These could be both planned and unplanned to achieve its objective through verbal and non-verbal power.
- Social marketing has been one of the approaches that have carried forward the premises of diffusion of innovation and behaviour change models.
- Social marketing was imported from a discipline that until then had little to do with modernization or dependency theories, the then dominant approaches in development communication.
- Social marketing grew out of the disciplines of advertising and marketing in the United States.



4.8 FURTHER READING

1) International and Development Communication by Bella Mody, Sage

2) Development Communication Sourcebook: Broadening the Boundaries of Communication by Paolo Mefalopulos, World Bank



4.9 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q No 1 : Education and communication

Ans to Q No 2 : IECM strategies are used to create awareness, information, knowledge and motivation and about varied issues current and historical.

Ans to Q No 3 : The two main developments that is the result of the emergence of social marketing are ; (a) the political climate in the late 1960s that put pressure on various disciplines to attend to social issues and (b) the emergence of non-profit organizations that found marketing to be a useful tool.

Ans to Q No 4 : Social marketing is the design, implementation, and control of programmes calculated to influence the acceptability of social ideas and involving consideration of product planning, pricing, communication, distribution, and marketing research.

Ans to Q No 5 : Fill in the blanks:

a. Physical and mental.

b. 1970s

c. Consumer behaviour.



4.10 MODEL QUESTIONS

A. Very short Questions

Q.1 : Why are IECM strategies used?

Q.2 : What do the development communication strategies focus on ?

B. Short Questions (Answer each question in about 150 words)

Q.1 : Write short notes on –

a. Dominant Paradigm

b. Alternate Paradigm

C. Long Questions (Answer each question in about 300-500 words)

Q.1 : Discuss the negative communication strategies.

Q.2 : What is development communication? Discuss.

Q.3 : **'**Social marketing was marketing's response to the need to be "socially relevant" and "socially responsible."- Discuss in your own words.

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UNIT 5 : DEVELOPMENT COMMUNICATION IN INDIA

UNIT STRUCTURE

5.1 Learning Objectives

5.2 Introduction

5.3 Relevance of Development Communication in India

- 5.3.1 Democratic Decentralization
- 5.3.2 Narrowcasting

5.4 Panchayati Raj (PR) Institutions

- 5.4.1 A Brief Background of the PR System
- 5.4.2 Key Objectives

5.5 Let Us Sum Up

5.6 Further Reading

5.7 Answers to Check Your Progress

5.8 Model Questions

5.1 LEARNING OBJECTIVES

After going through this unit, you will be able to–

- explain the relevance of development communication in India
- discuss about the Panchayati Raj institution of India.

5.2 INTRODUCTION

We all know that 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.

In the previous unit, we have already discussed the concept of development. In this unit we will explore why this tool of development is relevant and important for us as well as how is it being implemented and coordinated across the nation.

5.3 RELEVANCE OF DEVELOPMENT COMMUNICATION IN INDIA

Development communication is an essential feature for the Indian situation as we are still a developing nation with a large population next only to that of China. It is important to note that we do possess an enormously large amount of resources of all kinds including human and natural ones. But we are yet to achieve the kind of universal development of masses which should have been the optimum given the country's situation.

Immediately after Independence in 1947, we faced the challenge of bringing about an equitable and regionally-balanced distribution of wealth and development of the distant places of the country with limited resources. But, while the efforts of the government authorities are growing high, the population is also growing at an explosive rate over the years, thus causing a negative effect on all developmental initiatives.

It is important to note that India also possesses the largest pool of trained manpower in science and technology though our living standard still deserves a lot to be done. This is why development communication is still highly relevant for the Indian situation and its significance is growing every passing year due to the changing scenario.

It is common knowledge that the more than two centuries of colonial rule of the country had left us with a very low level of progress along with an extremely higher rate of exploitation which is normal under such circumstances. This has left the state machinery of the country after Independence with several major and vital challenges. These included – a very low level of literacy, lack of an adequate industrial base and infrastructure etc. among others.

A major portion of our country's population still remains illiterate and underprivileged due to many factors. Now, to carry the masses along the path of development with the privileged and literate portion of the country we need development communication in a very significant manner than it would have been otherwise.

This portion of the masses are also in such a position that they can't afford to attend a formal school of learning in future as they have been engrossed in the business of earning their livelihood. Under these circumstances, development communication proves highly effective and has an enormous potential for achieving the goals of a smooth and sustainable development for the nation.

Now when we talk of development communication, there are two concepts which we will invariably come across – democratic decentralization and narrowcasting. Let us discuss these terms in detail as your understanding of these concepts will very much affect your understanding of the process of development communication.

5.3.1 Democratic Decentralization

Our country enjoys the unique reputation of being the largest functional democracy with a good track record and the second largest population of the world. The prime goal of the government at the Centre at Delhi is to work by all means for the development of the masses of the country. This is because improvement in the socio-economic status of the masses is the reflection of a country's overall advancement in all fields. In the government's efforts for achieving this ambitious goal, the system of five-year plans were adopted and are still being implemented for a sustainable and balanced development of the nation.

Initially, there used to be the Top-Down model of development initiatives in which the priorities as well as instructions and goals for achievement were fixed at the top – that is Delhi, the capital of the nation. In a trickle down effect, involvement of grassroots level people was not exactly encouraged much.

It was believed that the illiterate and underprivileged masses would not be in a position to decide their development priorities on their own. So they needed a serious amount of 'hand holding' to guide them towards proper goals and aims and objectives.

This is why the cause of 'democratic decentralization' has

evolved over the years for facilitating implementation of ambitious as well as simple plans for development by the masses at the bottom level of society themselves. This provision has many advantages. Some of them include–

- A group of people residing at a specific place are the best people to know what they want for development along with how they want the developmental plans to be executed, on what priority etc. This is the reason for which the concept of 'local-self governments' was conceived and implemented.
- The basic idea was that communities in every place or area of the country were the best people to judge their priorities for development, the proper way for implementing such plans and programmes, and share the responsibility of all the works on a collective basis.

On the other hand if you look at the opposite principle of this, that is – a centralized programme implementation plan has several lacunae. These include among others–

- Lack of idea and knowledge about the priority requirements of an area or locality in a remote corner of the country by the planners and experts sitting at thousands of miles away at the country's or state's capital.
- In a similar manner that every individual is completely different from anyone else, problems and requirements of every locality or place are also starkly different in themselves. So, the same common framework can't be expected to work and yield results for all the places of the country without accounting for regional-level variations and adjustments, whether minor or major.

Hence we can see why the cause of 'democratic decentralization' has gained such importance over the years and become popular among the masses in an unprecedented scale.

5.3.2 Narrowcasting

Narrowcasting is a comparatively new concept becoming more and more accepted by the masses across the world, our country being no exception. We can compare this concept to that of democratic decentralization because there are quite a few serious similarities between both of them including ultimate aims and objectives also.

A few words in this regard will facilitate your understanding of the relevance of the concept of development communication for India. Significantly enough, this concept in itself also has enormous relevance for the cause of development communication. We will realize this after knowing what it is.

First a few lines about Broadcasting. The formal meaning of this term is to disseminate information in the form of electronic waves to the maximum number of people possible. In other words it means trying to spread the net of the electronic media to the broadest possible extent for covering as many of the masses as possible.

In the early days of Mass Communication, the need of the hour was to cover the maximum number of people as, till then communication was quite a cumbersome and difficult proposition to be implemented. As time went by, the initial concept could be developed to a high standard to enable it to virtually cover the entire world with a lot less effort.

However, this system had some inherent lacunae in it. Such as – while the programmes are broadcast for the entire target audiences, it is possible that a major and considerable percentage of them may not enjoy those programmes and would like to watch or listen to some other programmes. Hence, in the rush or efforts to satisfy the maximum number of people or masses it has to ignore the needs of the smaller communities or groups of people in the same masses for whom the programmes are aimed at. It should be noted that these communities are not based on race, caste, creed

etc. But they may be groups, communities getting together for a specific cause like people vowing to fight for environmental degradation, working for the disabled persons or any other socio-economic cause.

The problem arises as now-a-days majority of these groups or communities are conscious of their existence and like to make their presence felt. This means that they would try their best to spread awareness about themselves, their activities, their culture etc. So, they are becoming more and more vocal about being ignored or neglected by the mass media with big establishments. It is increasingly becoming difficult to undermine their claims and thereby mass media is forced to allow them adequate 'air time' or space in print media compared to earlier days.

Let us take an example. We know that in the north-eastern region and also in Assam itself, there are hundreds of ethnic groups and tribal communities each of them having a distinct culture and language. Now, do you believe that a few radio or TV stations and newspapers would be adequate enough for promoting the cultural aspects of all these groups at all? Even if programmes are broadcast 24 hours a day this would be hardly enough to do justice to all of them.

So, what is the best alternative? Let's consider the following instance:

All India Radio's (AIR) Guwahati and Dibrugarh stations have jurisdiction over half of Assam respectively which translates into about one crore people each.

Now, will the programmes of entertainment or information dissemination function of this media be effective and adequate for serving such a big population. Absolutely not.

The same situation can also be compared to that of a big crowded classroom where there might be 100 or 200 students in all. As against this, will it be not ideal and better to have just about 20 to 30 students in a class which will enable us to give far better

personal attention to these students.

On the other hand, 'Narrowcasting' is the opposite of this concept. Here, mass media is split up into viable smaller units so that it can be brought closer to the masses to the best possible extent.

Here, the mass media is sought to be made much more accessible for the people by breaking up the bigger units into small stations, and thereby allow smaller communities to enjoy the benefits of mass media for a better treatment of their requirements.

The Community FM Radio concept is an ideal example of this development. It is interesting to note that even though the Indian community radio (CR) movement is not in an encouraging status yet, it started way back in 1951 during India's initial Plan years.

Eminent educationist and former Vice Chancellor of IGNOU Professor V N Rajasekharan Pillai said in a conference on CR, "Community Radio programme is a new tool for information dissemination at the grassroots level. It fits well into IGNOU's larger aim of improving the quality of life of the masses. It's probable that Community Radios go on to revolutionize not only developing countries, but also the developed nations where underprivileged and marginalized communities still exist."



Glocalisation : The term 'glocalization' means adopting good practices in every field of life from across the world with a local focus.

Former Chief Information Commissioner of the country (Central Information Commission) Dr OP Kejariwal stressed, "Though our generation speaks of globalization, we rather need to focus more on **'glocalisation'.** So, along with broadcasting, we need narrowcasting. If we adapt modern broadcast technologies for local broadcasts, we have community radio, where we have communities participating not only as broadcasters but as listeners too."

Professor (Dr) R Sreedhar, Director of Commonwealth Educational Media Centre in Asia, New Delhi (CEMCA), and a pioneer in the CR movement in India has adequately identified the basic problems in development of CRs in India. He said, "The lack of media literacy, training and professionalism have been basic hurdles in

disseminating awareness programmes of the Community Radio."

Suman Basnet, South Asian Regional Director of the World Association of Community Radio Broadcasters or Associacion Mundial De Radio Comunitarias (AMARC) says, "India is the first country in South Asia to have an independent CR policy. Miracles of community radio broadcasting are just waiting to happen." A conglomerate of over 4,000 community radios in 115 countries, AMARC is trying to promote this concept all over the world.

Despite such good words, though the Government Policy of Community Radio, 2002 promised to set up over 4,000 CRs, till date India has been able to set up only 45 of them, that too mostly in the public sector. Compare this with its 35-year-old neighbour – Bangladesh's feat. It already has 140 CRs to boast of. The Bangladesh Government officially adopted a CR policy only in 2008, in response to the World bank vision for "a world free of poverty".

These media agencies or units are run or managed by office-bearers or employees chosen by the members of the community itself without any outside influence or interference at all. Thereby they can afford to broadcast whatever programme or content they deem to be fit and relevant as well as necessary for the overall development of that particular area.

In the same way, the planners of economic development of the country have thought out in an innovative way. That it will be a better idea to take the planning as well as implementation programmes to the smaller community level. This will allow more and more people much better access to the entire process in a systematic manner. That is why the concept of democratic decentralization became so popular over the years among the masses.

Community radio is not only about participatory broadcasting but it is a new form of information dissemination at the grassroots level. It follows India's age old tradition of oral learning and combines it with technology by using the FM transmission mode for low range

reach of the broadcasts. In fact in many ways community radio is what an open university aspires to achieve - teach without the rigors of classroom and without the discipline of time bound structure. Due to its close areas of coverage, it is a medium that transcends the faceless nature of audio broadcasts – as a community radio broadcaster is known to many of its listeners. Most of the audiences can actually connect the face to the voice when they hear programmes in a community radio broadcast.

This system has facilitated the implementation of the developmental plans matching them with the requirements and necessities of the local areas.



CHECK YOUR PROGRESS

Q.1: Is development communication relevant for India's progress? Why?

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Q.2: What is democratic decentralization?

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Q.3: What do you mean by narrowcasting?

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5.4 PANCHAYATI RAJ (PR) INSTITUTIONS

This is the chain of institutions which are meant particularly for the development of the masses at grassroots level – at villages and rural areas of the country. This is one very ideal category of local self governments dedicated to the self development of people.

This term local self government means that masses will democratically elect their own representatives for constituting a public body. This body in turn will be entrusted with the task of formulating, preparing and finally implementing the various developmental works in their localities.

This system is expected to promote impartiality, proper utilization of resources, identification of the most important and crying needs of the people in that locality, the best possible means of implementing the plans and policies etc.

Another major advantage of this system is that it can be transparent if the elected members are honest. This is because everything is handled by the local community through the body of elected representatives. So the community can keep itself abreast of how the resources are being spent and also whether they are being spent in the right manner or not. If there is any lacunae, they can set it right by taking immediate action. In other words monitoring of the work is smooth.

Panchayati Raj is highly relevant for development communication in our country because these elected bodies are in themselves carriers of messages of development. It is their duty to make the local masses fully aware of the developmental efforts of the government and thereby make them conscious about their requirements, availability of resources and their proper implementation.

These bodies and members are ideal media agencies in themselves for spreading awareness about developmental issues among the masses. Because they are the people who can engage the general public in face-to-face communication and motivate them to becom more conscious, functionally literate citizens of the country.

5.4.1 A Brief background of the PR system

Village communities in the Indian sub-continent have been self-governing over the centuries. The earlier councils or assemblies called Sabhas had a position of considerable authority and slowly they assumed the form of the Panchayats. These Panchayats became the pivot of administration and the principal forum for the

dispensation of justice and resolution of local disputes. The British Colonial Administration referred to these village communities as “little republics”.

Article 40 of our Constitution says, “The state shall take steps to organize village Panchayats and endow them with such power and authority as may be necessary to enable them to function as units of self-government”.

In 1957, a historic breakthrough in establishing Panchayati Raj (PR) came about through the report of the Team for the Study of Community Development Projects and National Extension Service headed by Balwantrai Mehta. It recommended that “public participation in community works should be organized through statutory representative bodies”.

The Team was of the view that without an agency at the village level that could represent the entire community, assume responsibility and provide the necessary leadership for implementing development progammes, real progress in rural development could not come about. Further discourse on this matter saw the term “Panchayati Raj” gaining currency as a process of governance organically linking the will of the people from the Gram Sabha to the Lok Sabha. Former Prime Minister Jawaharlal Nehru inaugurated Panchayati Raj in Rajasthan on 2nd October, 1959 at Nagaur.

From 1959 to the 1980s, PR made sporadic progress in different parts of the country. It took roots in states like Gujarat, Maharashtra, Karnataka and West Bengal. But in many states elections to the panchayats were not held regularly and long periods went by when there was no effective representation of people at the grassroots level. Nor was the participation of representative institutions at the grassroots in development programmes and local governance visible.

Former Prime Minister Rajiv Gandhi was driven by a vision to provide the people with a “representative administration”. He also observed that there were weaknesses in the structure of Indian

democracy since although the superstructure was strong, the foundation was weak.

Putting together both Houses of Parliament and the State Legislatures, there were only five or six thousand persons representing nearly 80 crore Indians. PR finally got the constitutional mandate through the Constitution (73rd Amendment) Bill, which was passed by both Houses of Parliament in December 1992. The Constitution (73rd Amendment) Act, 1992 came into force on 24th April, 1993. The 73rd Amendment provides for the constitution of the panchayats at the village, block and district levels. Elections at five years intervals are also mandated. Reservation of at least one third of seats for women is provided for. Disadvantaged sections of society such as SCs, STs and OBCs (in some states) get representation in proportion of their population. The establishment of State Election Commissions and State Finance Commissions is mandatory. Provision has also been made through Article 243 D introduced through the 74th Amendment to the Constitution for constitution of District Planning Committees. The 73rd Amendment is applicable in 24 States and five Union Territories.

Today, when most states and union territories have had three rounds of elections, there are more than 28 lakh elected representations at the 3 levels of panchayats. Of these over 10 lakh are women, 5.2 lakh belong to the Scheduled Castes and 3.3 lakh to the Scheduled Tribes.

The last fifteen years have seen a silent revolution in the rural areas. This is because political representation available to women and marginalized groups has empowered them and improved their social and economic situation very significantly.

One of the first actions of the Government, when it took office in May 2004, was to set up a separate Ministry of Panchayati Raj (MPR). The objective was to provide focused and dedicated attention to operationalizing the constitutional mandate on PR. It was decided to evolve a national consensus regarding the roadmap for the system

through consultations between the Centre and the States. The MPR organized seven round table conferences in which the state ministers of PR participated.

Within a period of 150 days, from 23rd July 2004 to 19th December, 2004, 18 dimensions of Panchayati Raj ranging from the effective devolution of the 3Fs – functions, finances and functionaries – to district planning, training, capacity building and IT enabled e-governance were discussed. At the conclusion of all the round tables the totality of nearly 150 action points were unanimously adopted by all Panchayati Raj Ministers. The priority areas identified for concerted action included Activity Mapping, Panchayat Sector Windows in State budgets based on the Activity Maps. Also the assignment of functionaries in conformity with the pattern of devolution of functions and finances was there.

Local self-government is a state subject. The 73rd Constitutional Amendment makes it mandatory for all states to hold regular elections to the three tiers of the Panchayati Raj system. It has thus brought in a third stratum of government to supplement the Union Government at the Centre and the State Government to reinforce the federal characteristics of our Constitution. At an operational level the largest inflow of resources to state governments is through centrally-sponsored schemes that cover sectors like primary education, public health, drinking water, sanitation, etc. identified in the 11th Schedule for devolution to the panchayats.

5.4.2 Key Objectives

One of the key objectives of PR is to ensure that the process of planning for development in the country follows a bottom-up approach and commences at the grassroots level. The core approach is that the village panchayat plans prepared with people's participation are joined by plans prepared by the Intermediate and District Panchayats. And these are then consolidated by the District Planning Committees with the Municipal plans into the draft district

development plan. Till now, 18 states in the country have constituted District Planning Committees while the process is underway in the remaining ones where Part IX of the Constitution is applicable.

In order to guide the process of grassroots planning an Expert Group was constituted under the Chairmanship of Shri V. Ramachandran. The recommendations of the Group have been accepted by the MPR and Planning Commission for guiding the process of district planning. Decentralization and planning from the below have also been recognized in the 11th Plan document endorsed by the National Development Council. This document also recognizes the centrality of the role to be played by the panchayats in the planning and development process.



CHECK YOUR PROGRESS

Q.4 : What is Panchayati Raj?

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Q.5 : Why do you think is PR relevant for development communication in our country?

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Q.6: The team for the Study of ..... recommended that "public participation in community works should be organized through statutory representative bodies".

Q.7 : Former Prime Minister ..... was driven by a vision to provide the people with a "representative administration".

Q.8 : The ..... Amendment provides for the constitution of the panchayats at the village, block and district levels.

Q.9 : One of the key objectives of PR is to ensure that the process of planning for development in the country follows a ..... approach and commences at the grassroots level.



5.5 LET US SUM UP

- Development communication is an essential feature for the Indian situation as we are still a developing nation with a large population
- 'Democratic decentralization' has evolved over the years for facilitating implementation of ambitious as well as simple plans for development by the masses at the bottom level of society themselves.
- Broadcasting means to disseminate information in the form of electronic waves to the maximum number of people possible. In other words it means trying to spread the net of the electronic media to the broadest possible extent for covering as many of the masses as possible.
- On the other hand, 'Narrowcasting' is the opposite of this concept. Here, mass media is split up into viable smaller units so that it can be brought closer to the masses to the best possible extent.
- The Community FM Radio concept is an ideal example of this development.
- Panchayati Raj is the chain of institutions which are meant particularly for the development of the masses at grassroots level – at villages and rural areas of the country. This is one very ideal category of local self governments dedicated to the self development of people.
- In 1957, a historic breakthrough in establishing Panchayati Raj (PR) came about through the report of the Team for the Study of Community Development Projects and National Extension Service headed by Balwantrai Mehta.
- From 1959 to the 1980s, PR made sporadic progress in different parts of the country. It took roots in states like Gujarat, Maharashtra, Karnataka and West Bengal.
- PR finally got the constitutional mandate through the Constitution (73rd Amendment) Bill, which was passed by both Houses of Parliament in December 1992.

- Today, when most states and union territories have had three rounds of elections, there are more than 28 lakh elected representations at the 3 levels of panchayats. Of these over 10 lakh are women, 5.2 lakh belong to the Scheduled Castes and 3.3 lakh to the Scheduled Tribes.
- One of the key objectives of PR is to ensure that the process of planning for development in the country follows a bottom-up approach and commences at the grassroots level.



5.6 FURTHER READING

1) Gupta and Aggarwal (1996) – *Media policy and nation building – select issues and themes,* Concept Publishers, New Delhi.

2) Joshi, Uma, (1997) – *A strategy for environment education – vital for sustainable development. Proceedings of national conference on Dimensions of Environmental Stress in India*, Geology Dept., MS University, Baroda.

3) Schramm, Wilbur (1964) – *The role of information in national development,* Stanford University press.

4) Servaes, Jacobson, White (Edited–1996) – *Participatory communication for social change,* Sage Publications, New Delhi

5) Singhal, Doshi, Rogers and Rahman (1989) – The diffusion of television in India, Vidura – May-June issue, page 222–228.



5.7 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q.No 1 : Yes, development communication is relevant for India's progress. The population of our country has a major portion which is illiterate and are in an underprivileged position residing in rural places with agriculture as the main source of income. But we know that for making progress of the country a success all the masses have to be

involved and to be carried along the path of development. To achieve this, we must make every person of the society at least functionally literate and a conscious citizen. So, to make these underprivileged masses equal partners in progress, they must be served by development communication.

Ans to Q.No 2 : Democratic decentralisation means transferring actual political powers to the masses at the grassroots level by allowing groups or bodies of democratically-elected persons to carry out or implement programmes of development. The government has been implementing various schemes of developing the nation's infrastructure and other facilities by entrusting these elected bodies with the task of taking up plans and carrying them out in certain subjects. The benefits of this scheme is that as it involves the local community it can be expected to function with transparency, impartiality, adequate selection of priority subjects for development etc. This is not possible in a centrally-administered scheme of things.

Ans to Q.No 3 : Narrowcasting is a concept wherein mass media is split up into viable smaller units so that it can be brought close to the masses to the best possible extent. Here, the mass media is sought to be made much more accessible for the people by breaking up the bigger units into small stations. And thereby allow smaller communities to enjoy the benefits of mass media for a better treatment of their requirements.

Ans to Q. No 4: Panchayati Raj is the chain of institutions which are meant particularly for the development of the masses at grassroots level – at villages and rural areas of the country. This is one very ideal category of local self governments dedicated to the self development of people.

Ans to Q No 5 : PR is highly relevant for development communication in our country because these elected bodies are in themselves carriers of messages of development. It is their duty to make the local masses fully aware of the developmental efforts of the government and thereby make them conscious about their requirements, availability of resources and their proper implementation.

Ans to Q.No 6 : Community Development Projects and National Extension Service.

Ans to Q.No 7: Rajiv Gandhi.

Ans to Q.No 8: 73rd

Ans to Q.No 9: Bottom-up.



5.8 MODEL QUESTIONS

A. Very Short Questions

Q.1 : What is the difference between narrowcasting and broadacsting?

Q.2 : When did the Government of Bangladesh formally adopt a CR policy?

B. Short questions (Answer each question in about 150 words)

Q.1 : State any two advantages of democratic decentralisation.

Q.2 : What do you mean by local-self government?

Q.3 : 'Community radio is not only about participatory broadcasting but it is a new form of information dissemination at the grassroots level'- Explain.

C. Long Questions (Answer each question in about 300-500 words)

Q.1 : How can we say that development communication is relevant for a country like India?

Q.2 : Describe the provision of Panchayati Raj institutions and their significance to the Indian context as a tool for development.

Q.3 : How can the society benefit from the concept of Narrowcasting?

Q.4 : Can we say that big mass media instruments serve the masses properly? How?

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UNIT 6 : DISSEMINATING INNOVATION

UNIT STRUCTURE

6.1 Learning Objectives

6.2 Introduction

6.3 Diffusion of Innovation

- 6.3.1 Important stages in the Diffusion of Innovations
- 6.3.2 Media used for Diffusion

6.4 Development Support Communication

- 6.4.1 Participatory Development Communication
- 6.4.2 Communication Information Media and Education (CIME)

6.5 Government's efforts in the Indian Context

6.5 Role of Media in the Process of Development and Nation Building

6.7 Let Us Sum Up

6.9 Further Reading

6.8 Answers to Check Your Progress

6.10 Model Questions

6.1 LEARNING OBJECTIVES

After going through this unit, you will be able to;

- explain Diffusion of Innovation
- describe Development Support Communication
- analyse the Government's efforts in Indian context
- enumerate the role of media in the process of development and nation building.

6.2 INTRODUCTION

In the previous units you have come across the concept of development communication, its relevance and importance. The system of communication which is used to lift and encourage the human society in

various fields is known as 'Development Communication'.

This unit will introduce you to the concept of Disseminating Innovation. There are several concepts of Diffusion of Innovation in communication that helps in developmental issues and in this unit you will find out about them. This unit will also give you an insight into the various angles of this concept.

Before understanding any further let us discuss the concept of diffusion of innovation and how media is used for diffusion.

6.3 DIFFUSION OF INNOVATION

It is the adoption of technological and social innovations through diffusion of new ideas, services and products. Diffusion of both material and social innovations is necessary for development. The process of diffusion starts with the need assessment of the community and the need fulfilment of the community through innovations. The individual and community decisions for acceptance and rejection of innovations depend primarily on the needs of the adopters, what is communicated about innovation, and how it is communicated.

6.3.1 Important stages in the diffusion of innovations

There are three important stages in the diffusion of innovations:

a) **Reorientation:** The basic product, service, idea already exists but it needs reorientation because of changed innovative elements introduced. The changed elements may totally or partially change the product, service or idea.

b) **Refocusing:** The reorientation necessitates refocusing of the individuals or community on the innovations. At this stage they will compare the innovative product with the old products similar to these and discuss the pros and cons which later help in the decision-making process regarding the innovation.

c) **Reinforcement:** The innovative ideas have to be reinforced

by both intensive and extensive media and interpersonal communication.

The resultant consequences of diffusion can be direct or indirect, latent or manifest, functional or dysfunctional. The early models of diffusion focused only on material growth. But it was soon realized that social growth is necessary along with material growth for diffusion of products, ideas and services. Therefore diffusion decisions have to handle the economic, technological and social constraints. From development communication point of view the emphasis is on how the awareness and knowledge about innovations is communicated from the source to the potential users without any discrimination.

The main focus of this approach is the adoption of technological and social innovations through diffusion of new ideas, services and products. Diffusion of both material and social innovations is necessary for development. Material innovations refer to economic and technological innovations and social innovations pertain to social needs and structure. The process of diffusion starts with the need assessment of the community and the need fulfilment of community in a better way through innovations. The individual and the community decisions for acceptance and rejection of innovations depend primarily on the needs of the adopters. What is communicated about the innovations and how it is communicated are very important.

The resultant consequences of diffusion can be direct/indirect, latent/manifest, and functional/dysfunctional. The early models of diffusion focused only on material growth. But it was soon realized that social growth along with material growth was necessary for diffusion of products, ideas and services. Therefore, diffusion of decisions have to handle the economic, technological and social constraints.

6.3.2 Media used for diffusion

Rogers (1995) defined a communication channel as “the means by which messages get from one individual to another”. The nature of the relationship between individuals determines how successful the innovation is transmitted from source to receiver and the effect of the transfer (Rogers, 1995). Rogers (1995) explained that mass media channels are the most rapid and efficient means of communicating to a large number of potential adopters, but interpersonal communication is more effective in persuading potential adopters to accept a new idea. Face-to-face communication among individuals of the same socio-economic status and educational level increases the potential of acceptance even more. For example, a teacher in a middle school who has implemented the health and nutrition unit based on media literacy skills discussed above will be more convincing to another middle school teacher about the effectiveness of media literacy training than a report on the national news. Although scholarly writings and curriculum resources provide an abundance of information about the effectiveness and benefits of media literacy training, a majority of potential adopters will be more influenced by conversations with their peers. This highlights the importance of conferences and workshops. At such meetings individuals with similar interests and of similar status can discuss media literacy training and share stories about how it has worked well in a variety of situations. Rogers (1995) stated, “This dependence on the experience of near peers suggests that the heart of the diffusion process consists of modeling and imitation by potential adopters of their network partners who have adopted previously. So diffusion is a very social process”.



CHECK YOUR PROGRESS

Q.1 : What are the three stages in the diffusion of innovation process?

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Q.2 : Define communication channel.

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6.4 DEVELOPMENT SUPPORT COMMUNICATION

The practice of Development Support Communication (DSC) is a process of information sharing about development agendas and planned actions. It links planners, beneficiaries and implementers of development action, including the donor community. It obligates planners and implementers to provide clear, explicit and intelligible data and information about their goals and roles in development, and explicitly provides opportunities for beneficiaries to participate in shaping development outcomes. It ensures that the donor community is kept constantly aware of the achievements and constraints of development efforts in the field. Communication is used for persuasion, transmission of knowledge and information for personal expression as well as a vital instrument for social and political change associated with sectorial development. Development Support Communication system continuously emphasizes the appropriate motivation for the on-going support to sectorial development programmes.

Communication, in the development context, strives not only to inform and educate but also to motivate the people and secure public participation in the growth process. A thorough understanding of development plans is an essential stage in the public co-operation for national development. The development plans must be carried into every home in the language and symbols of the people and expressed in terms of its common needs and problems. If obstacles are encountered at any level then people must be informed and acquainted with the steps to rectify these

problems. It is an error to belittle the capacity of the common man to find out and accept what is good for improvement. This is the philosophy of development support communication which was urgently supported by UNESCO, UNDP, communication scholars and practitioners the world over. Development support communication has been described as development planning and implementation in which more adequate action is taken of human behavioral factors in the design of development projects and their objectives. This description was given by Erskine Childers.

Development Support Communication makes use of all available structures and means of information sharing. Therefore it is not limited to mass media alone. It also uses both formal group and non-formal channels of communication, such as women's and youth associations, as well as places where people gather- markets, churches, festivals, and meetings. But its contribution is in using these in a systemic, continuous, co-ordinated and planned manner, to perform linkage and enabling functions. It requires analysis of the communication environment, of the available and needed communication competencies and resources (hardware, software, financial and human), and clearly indicates expected results from specific resource inputs, so as to maintain accountability.

In short, Development Support Communication is a legitimate function of development planning and implementation. It therefore needs to be examined as a valuable technology for using the social communication process to foster and strengthen sustainable development at local and national levels. It should be taken more seriously in programs of social change, and should be reflected explicitly in development policy and strategy. One way of doing so is through the enunciation of a national information and communication policy, which can be explicitly integrated into national development thinking and practice.

Development communication and development support communication are thus two different terms. Development communication communicates development messages to people for socio-economic betterment, whereas, development support communication addresses development planning and their implementation.

6.4.1 Participatory Development Communication

Participatory development communication recognizes the importance of feedback and dialogue in the communication process. It encourages individuals and groups to voice their perceptions of reality and to act on these realities. As a process based on dialogue, participatory communication, supported by group media, mass media, or interpersonal interactions, may come to respond to the needs of non formal, grassroots, or basic education. It may also lead to a rethinking of what is meant by non formal education, as a result of action based on exchanges of knowledge, rather than linear transmission of content.

Participatory development communication aims to support people's participation in their development by enabling groups and communities to diagnose the problem they face, make well-informed decisions, mobilize for action, and assume responsibility for their own development. We use the term "participatory development communication" to draw attention to this emphasis on two-way communication processes, and to distance ourselves from one-way communication approaches that involve disseminating messages, transmitting information, or persuading people to change their behaviour.

This kind of communication gives preference to horizontal approaches that involve encouraging dialogue centered on problem analysis and a search for solutions, as well as bottom-up approaches that aim to raise the awareness of decision-makers. These approaches are based on a process of community communication.

By allowing for participation in development, participatory development communication becomes a tool for emancipating people and communities. In terms of its overall thrust, the programme takes an interactive and participatory approach and stresses the interrelationships that exist in practice among the main lines of action. This concept is known as "CIME": **Communication** at the grassroots

level, the exchange of **Information**, two-way **Media**, and non-formal **Education**.

6.4.2 Communication Information Media and Education (CIME)

- **Grassroots Communication:** The programme focuses on communication at the grassroots level in particular. Experience over the past 50 years has clearly demonstrated that if communication is really to help involve people in identifying a development problem, understanding its causes, proposing solutions, and organizing them to take appropriate action, it must start at the community level. It must also promote "horizontal" interchange among people rather than some kind of "vertical" transmission from an expert to his audience. It follows that we must not emphasize the use of the media (which plays a utilitarian role), but the processes and strategies for participatory grassroots communication (feedback process in particular).
- **Exchange of Information:** The programme also attempts to link information to the process of communication. Information is of no use by itself, without a community communication process that allows people to grasp it and make it their own. We must also make use of proper channels of communication that will encourage the circulation and sharing of information flowing from the information source to the community, or from the community to the various levels in the decision-making process, or among groups and communities themselves.
- **Two-way Media:** Under this aspect, the programme tries to promote use of various media (including interpersonal relations and traditional means of communication as much as the modern media) within systems of interactive or two-way communication that can be appropriated by groups or communities, and that are based not on the transmission of

information or hortatory messages, but on facilitating the exchange of ideas. In any given context, the use of these systems must be linked to a process of community communication that will define the parameters under which they are designed or introduced, the conditions for setting them up, and the ways in which they can be evaluated.

- **Non-formal Education:** Finally, the programme takes into account the fact that non-formal educational processes are closely linked to grassroots communication processes. Information by itself is not enough to produce the kind of behavioural and attitudinal changes that development requires. This means that development communication has to do with the processes of knowledge sharing that allow individuals and groups to organize themselves and to make sense of the information, knowledge and attitudes that flow through the communication process.

The concept of non-formal education refers to organized and structured educational activities designed for the benefit of a specific target group, which takes place outside the official educational system. Non-formal education seeks to make contact with people who do not have access to educational and training structures. It deals generally with subjects related to key activities, such as agriculture, health, community development etc.

In shifting away from vertical approaches based on the unilateral transmission of information and persuasion to more creative approaches based on exchange of knowledge and experiences, development communication provides space for groups and communities to diagnose their own problems and identify possible solutions, make well-informed decisions, acquire necessary skills, mobilize for action, and assume responsibility for their own development.



CHECK YOUR PROGRESS

Q.3 : What is DSC?

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.....

Q.4 : Fill in the blanks -

a. Development communication communicates development messages to people for .....

b. ..... must also promote horizontal interchange among people.

6.5 GOVERNMENT'S EFFORTS IN THE INDIAN CONTEXT

India is in the midst of the sixth development decade. The five development decades have witnessed various developments, philosophies and experiments in development communication. During the first development decade the stress was on national development through social growth. The models of community development and Panchayati Raj were essential in participatory communication. At that time most of the international development communities were adopting the Dominant Paradigm. In the second development decade, India switched over to the Dominant Paradigm and the stress was on modernization through industrialization. In the 1970s and also currently, the two development models of participatory communication and basic needs models-formally labelled as New Paradigm and Basic Minimum Needs Model by the international development community are operating in the Indian society.

The three parameters relevant to the development process in India have been political leadership, development administration and the rural/ urban masses. The roles of these three depend on the function and responsibility assigned to each in viable terms. The characteristics of the masses and the media status in the country at a given time have been significantly relevant to the development and change process. At this point it will be relevant to mention the current Indian masses' profile and the media

profile.

Masses profile: The reality of traditional Indian society is fatalism, which may be characterized as contentment – a passive acceptance of things as they are; individual dependency-an attitude of looking to others, both for instructions and provision of goods and services rather than self – reliance or initiative; the existence of what UNESCO called exploitative linkages – patterns of social relations in which the masses are regularly exploited by the local elites; ignorance about modern innovations, including facts about birth control, local health hazards and economic opportunities and participation in the social hierarchy which fosters dependency on local leaders.

There is a low rate of literacy, mass poverty and large scale unemployment and pressure of population growth. The majority of the urban population migrates from surrounding rural areas and creates slum pockets in the urban areas. There is greater disparity between the quality of life of "have" and the "have –nots".

Media profile: A majority of the people have low exposure to the mass media. The various mass media channels do not have wide physical reach to the masses. A majority of the masses do not have access to these channels because of low purchasing power. The existing media used for development purposes are radio, films, T.V. and print. Satellite communication and use of folk media for development communication is being widely experimented and used specifically for rural population in areas where T.V. reaches but owing to economic and infrastructural reasons access is denied to the people. Interpersonal channels are used for motivating people for development and change. The content of the media too is urban oriented. The current effort is to give regional and local character to some of the T.V. channels because of the disparity in development needs of different regions. The cable T.V. since the 90s is changing the electronic media scenario & giving access to international news and views. Radio too has been diversified with the introduction of F.M. Channel in number of metropolitan towns and cities.

The Indian experience of development has been highly idiosyncratic

by deliberate choice of government. To intercept the spiral of discontent, the government has relied on mass media and government agents. The researchers indicate that these are least effective means of communication but perhaps the best available in the social structure of rural and urban communities.

Indian Models of Development Communication: The Gandhian plan of rural reconstruction was the meta-model of Indian development. It emphasized three dimensions: socio-economic development of localized need; village participation for self-development and self-reliance; and rural industrialization. The Etawah experiment in 1948-52 assessed the first two dimensions and the lessons learned from these experiments emphasized on awareness, motivation and achievement.

Community development programmes were initiated in 1952, where the village was the focus of development. The political leadership of the country envisioned community development (CD) programmes as physical and social reconstruction of the community by developing relationship between groups and individuals that enabled them to create and maintain facilities and agencies for common welfare. These programmes emphasized peopl's support and participation as integral part of development effort by contributing in kind, labour and cash. It became an exercise in transplanting ideology of the progressive and developed environment to less development and fatalistic rural setting.

For the first time, the 'extension approach' was adopted for development communication and block development infrastructure was utilized for development administration. The National Five Year Development Plans articulated the rationale, objectives of the specific 'development plans' over a period of time. Community development programmes operated in the first five year plan (1951-56). It was the adoptive administrative phase of it. The development communication model advocated top-down dependency on government though the attempt was to base the development programmes on the felt needs of the people. During the plan, the assigned role of communication was to develop interpersonal and media channels technologically and to develop suitable development information to inform,

educate, motivate people for development participation.

Today, the masses are much more aware of development needs and projects, and are discontented because their demands have not been met. The masses are also much more knowledgeable about the development bureaucracy than they used to be. They seem to have a much improved notion of which channels of communication ought to be useful to them.

The development imagery and reality in Indian context is presented in two contexts: the socio economic development and communication perspective. The framework for development imagery is one's own perceived needs and resources, the communication perspective is of one's own and that of others. The different groups of people have certain preconceived notions of development, aspirations and expectations –from themselves as well as from those who are planning development for them. The planners too have certain preconceived notions of development aspirations for its people and expectations from the people themselves to deliver goods. Every nation has certain images of development as its target to do development. The nations have an organizing principle for what development should be. Therefore, the development imagery may differ among nations. The development perspective of various groups will vary because of the opportunity gaps among the groups to form a relevant development image.

The framework for development imagery is perceived needs and resources-this is reality. A certain ideology of development is projected through national development plans through communication channels both mass media and interpersonal to the people within the nations and internationally. This is the ideological image of development. Both government and the masses have certain ideological image of development. The mixed image of development apprises people of development goals practices and achievements being taken up in reality and how such reality is short of or in alignment with the development ideology.

The communication channels of a country play a significant role in creating the development image of a country. An analysis of the communication channels and its exposure reflects its development imagery. The ideological images are spontaneous as well as construed images of

what planners and masses aspire for. Both national and international relations are affected by two sets of dominant development images: images of the policy makers, development functionaries and images of the masses. Whereas the reality is influenced by the social, political and cultural variables is a unified socio-economic process.

The socio-economic development and communication perspective in India present an ideological development imagery which has certain logical weaknesses which sets in motion the paradoxical situations and limitations in development process which produces counterproductive effects. This is development reality. In India the development imagery of political leadership, policy makers, development bureaucracy and masses in general and ideology and reality of communication infrastructure are present.

Development Models: Ideology and Reality – In the Indian development 'context' the Gandhian meta-model development has been the ideal. It suggests that development is social transformation – a fundamental transformation of values and motives and resurrection of man s ethical and spiritual potential. It emphasized that development is not industrialization but rural reconstruction defined in social transformation – a fundamental transformation of values and motives and resurrection of man's ethical and spiritual potential. In later development decades, the conceptual and ideological slipperiness of development is evident because of the ideology of the political leadership of the country and the promise of delivering quick development to the masses. The development communication strategies were geared to that ideal by the development administration. The result was a switching back and forth between various development models to achieve the best results. But the current development situation and strategies present a different scenario. At present, the planners' emphasis is on three development models: The basic minimum needs (BMN) model, participatory model and technological model (Burnett Pearce and Narula Uma, Development as Communication, 1984).

India is surging ahead in 21st century with a technological model for development by creating technological optimism in the double binds and dilemmas: the dependency dilemma and the distrust dilemma.

The development functionaries are committed to provide for the masses' material welfare and eliciting active participation from the masses. The dependency dilemma is created when the acts necessary to provide something, say, safe drinking water, are themselves seen as increasing passivity and producing learned dependency. The distrust dilemma is formed by the combination of the self as having limited authority of the masses demanding more than agents can provide, their choices are limited which distrust them. Public assessment of development bureaucracy efficacy is low. There is corruption, low efficacy in development delivery system, inadequate monitoring and evaluation of development effort and lack of redressal channel for public grievances.

Narula and Dhawan (1982) in their research with development bureaucracy (DB) in India indicated that they felt somewhat betrayed by the masses and at cross purposes with other government agencies. But instead of participating in development, the masses criticized the government for not doing enough. They observed that people will be self-reliant in development only when they are able to define their own problems and cooperate with development functionaries. The development functionaries create blockages for development information and benefits because of corruption and indifference to public welfare. Moreover, they disapprove of public participation because of their own trained incapacity to value the conventional wisdom and accumulated experience of the country. The technological phenomena suggest the application and assimilation of science and technology in the life styles of people at the grass root level in rural and urban areas. In reality the scientific ambience is lacking at the grass root levels. It is being realized fast in India that progress in science and technology; its acceptance and applicability for development is necessary.



CHECK YOUR PROGRESS

Q.5 : When were the Community development programmes initiated?

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Q.6 : Which media is used for development purposes?

.....

.....

Q.7 : What are the three parameters relevant to the development process in India?

.....

.....

6.6 ROLE OF MEDIA IN THE PROCESS OF DEVELOPMENT AND NATION BUILDING

Traditional folk media and new media play significant roles in development and nation building. The role of communication has been very significant since the beginning of history. With the development of science and technology, the forms and way of communication have become more specialized. In a country like India modern mass media alone does not constitute the sum total of communication channels. We have T.V., newspaper, internet etc. But the millions of people in rural areas have no regular access to such mass media due to poverty and illiteracy. With 35 per cent of the population unlettered and with the media's reach largely restricted to urban areas-information, education & entertainment do not reach a large majority of the people. The Indian society is characterized by a complex social system with different castes, classes, creeds, and tribes. The high rate of illiteracy and poverty added to the inadequacy of the mass media to reach almost 700 million people who reside in village. To them, the mass media proved to be glamorous, impersonal and unbelievable in comparison with the familiar performance of traditional artist whom the villagers could not only see and hear but even touch emotionally. The traditional media can be used to reach these people in the process of change and development of the country. Traditional folk media have a remarkable impact on rural society because of their acceptable idioms, functional significance and entertainment component. Folk media can overcome the difficulty of language, speech, words and other barriers of communication like, interest, understanding, interpretation, attitude and perception. Traditional

folk media are the most important vehicle of social change. While a lot of modifications may be needed to convey social as well as agricultural messages, traditional media will easily carry social issue related to the rural development. Today, both the traditional and modern media are complimentary to each other. An integrated communication strategy involving both traditional and modern forms of media can play effective role in disseminating information among rural masses. These traditional media not only help in the development activities, but also help in preserving and transmitting culture, tradition and values to the next generation. In any democratic country the media plays a vital role in creating, moulding and reflecting public opinion. Over the years the media became so powerful that it soon acquired the status of "Fourth Estate" as it was aptly described by the British politician Edmund Burke. It also became so indispensable for the democratic functioning that Thomas Jefferson who was also the third US president (1801-1809) said, "If it were left on me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate for a moment to prefer the latter". For the same reason our first Prime Minister, Jawaharlal Nehru declared "I would rather have a completely free press with all the danger involved in the wrong use of that freedom, than a suppressed or regulated press".

In fact, the media touches almost every aspect of public life. The Media plays a very important and crucial role in enlightening and educating the people. The media can aid public involvement through advocating issue and transferring knowledge, skills and technologies to the people. Awareness about various rural development programmes, propagation of family planning could be spread by using the media. It made farmers aware of the new and improved methods of agriculture and protection of the crops. The Media plays very emphatic role in awakening people against many evils prevailed in the society like child marriage, female foeticide, the evil practice of child labour etc. Through educational programmes, it can cover many students in a single platform. The Media can ignite scientific temper among the students for development of science. The Government can use the media more effectively to make it an instrument of social change.

The Media has exposed a number of corrupt practices, hidden deals, thus putting a check on corruption in the society.

The various news channels keep the vigilant citizens updated. They organize debates and group discussions about the current political issues in order to enlighten the people about the democratic process. The Media serves as a bridge between the government and the people. The government's policies and actions are conveyed to the people, and the latter's views are forcefully expressed to make the authorities aware of the public feelings. It makes the policy makers aware of the wrongs that may otherwise escape attention. During the election period, the media can play a very important role by publishing the bio-data of the candidates, which makes the general public aware about the candidates, to whom they are planning to vote. An impartial and fearless media is the basic requirement for the success of democracy.



6.7 LET US SUM UP

- Diffusion of Innovation is the adoption of technological and social innovations through diffusion of new ideas, services and products.
- There are three important stages in the diffusion of innovations; viz, Reorientation, Refocusing and Reinforcement.
- Rogers (1995) defined a communication channel as "the means by which messages get from one individual to another".
- The practice of Development Support Communication (DSC) is a process of information sharing about development agendas and planned actions.
- Development Support Communication links planners, beneficiaries and implementers of development action, including the donor community.
- Development communication communicates development messages to people for socio-economic betterment, whereas, development support communication addresses development planning and their

implementation.

- The term 'participatory development communication' is used to draw attention to this emphasis on two-way communication processes, and to distance ourselves from one-way communication approaches that involve disseminating messages, transmitting information, or persuading people to change their behavior.
- The three parameters relevant to the development process in India have been political leadership, development administration and the rural/urban masses.



6.8 FURTHER READING

1) International and Development Communication by Bella Mody, Sage
2) Development Communication Sourcebook : Broadening the Boundaries of Communication by Paolo Mefalpulos, World Bank
3) Communication Agents in Development Process by Anamika Ray



6.9 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q No 1 : Reorientation, Refocusing and Reinforcement

Ans to Q No 2 : Rogers defined a communication channel as "the means by which messages get from one individual to another".

Ans to Q No 3 : Development Support Communication (DSC) is a process of information sharing about development agendas and planned actions. It links planners, beneficiaries and implementers of development action, including the donor community.

Ans to Q No 4 : a. Socio-economic betterment

b. Grassroots Communication

Ans to Q No 5 : Community development programmes were initiated in the year 1952.

Ans to Q No 6 : Media which is used for development purposes are radio, films, T.V. and print.

Ans to Q No 7 : The three parameters relevant to the development process in India have been political leadership, development administration and the rural/urban masses.



6.10 MODEL QUESTIONS

A. Very short Questions

Q.1 : Why is it necessary to select an appropriate media for diffusion process?

Q.2 : What do you mean by Development Support Communication?

B. Short Questions (Answer each question in about 150 words)

Q.1 : Write short notes on:

a. CIME

b. Non-formal Education

c. Diffusion of Innovation

C. Long Questions (Answer each question in about 300-500 words)

Q.1 : Explain in your own words the role of media in diffusion.

Q.2 : Discuss Indian Models of Development Communication.

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UNIT 7 : RURAL AND AGRICULTURE COMMUNICATION

UNIT STRUCTURE

7.1 Learning Objectives

7.2 Introduction

7.3 What is Rural Development

7.4 Why Agricultural Communication

7.5 Media campaigns for development

- 7.5.1 Concept of media campaign
- 7.5 2 Major vehicles of mass media campaigns for development

7.6 Let Us Sum Up

7.7 Further Reading

7.8 Answers to Check Your Progress

7.9 Model Questions

7.1 LEARNING OBJECTIVES

After going through this unit you will be able to:

- explain the concept of rural development and agricultural communication
- describe how development communication plays an important role in rural development
- analyse the different mass media vehicles for development
- discuss the diffusion of innovation process and the different agricultural extension programmes in India.

7.2 INTRODUCTION

In the last Unit we have discussed why Development Support Communication is relevant and important for the overall situation prevailing in our country.

Let us now discuss about development communication for rural development, particularly agriculture. Agricultural and rural development are

aspects of the Indian society and economy which require the services of this popular provision of development communication for achieving the long term as well as short term goals. So, in this unit we will discuss about what is rural development, what is agriculture communication and the suitable media that can be used for this purpose. This unit will also highlight some of the important aspects of agriculture communication like diffusion of innovation and extension studies.

7.3 WHAT IS RURAL DEVELOPMENT

In very simple terms, rural development refers to development of the rural areas and raising the standard of life of the rural people. In our country more than 70 % of the people live in rural areas or villages whose main profession is agriculture and related trades. In a similar situation like agriculture the villages or rural communities are also characterized by a low or almost absent literacy rate, lack of modern means of transport and communication, lack of innovativeness etc. These factors have rendered our rural areas and communities into islands of underdevelopment.

We all know that the government and society have been trying their best to develop ourselves into the status of a developed nation in an adequate point of time. But how can the country go forward as a whole with such a major burden of an illiterate and underprivileged people which forms the bulk of the Indian population as a whole.

One important aspect of this entire episode is that if a majority of the population in any nation remains underdeveloped how can we think of developing. Of course, at the same time this is also true that this sort of underdevelopment prevails in many Indian cities and towns also. However, as in the towns and cities there are quite a few agencies and avenues for taking up developmental schemes the situation is somewhat better compared to the rural areas. The backwardness of rural and village areas are characterized by several aspects. These include – poor transport and communication, orthodoxies given birth by the lack of literacy and exposure to information and education, in many cases schools and other educational

institutions in very dilapidated conditions unfit for teaching purpose, non availability of health and medical facilities etc. But apart from all this, there is another very important aspect of rural development. It is agricultural development and it can infact be called the most important aspect of development in rural areas. This is because agriculture being the main source of income of the rural people, improvement of agriculture can directly and indirectly facilitate development in many other areas. We will discuss about communication for agriculture development in the next section.



CHECK YOUR PROGRESS

Q.1: What do you mean by rural development?

.....

.....

Q.2: In our country more than ..... percent of the people live in rural areas or villages.

Q.3: ..... is the main occupation of the people living in rural areas.

7.4 WHY AGRICULTURAL COMMUNICATION

It is needless to repeat the fact that India is a country where agriculture plays a major role in her economy. Traditionally, we are an agriculture-based economy though in the last few decades the share of agriculture in our economy has gone down considerably. Here are a few characteristics which have kept it at an important and prime position in the Indian economic sector. These include–

- It is still the largest sector of employment and also **disguised employment,**
- It is still based on old and not very productive techniques of production with advanced cultivation happening only in case of a marginal percentage of farmers,
- Most of the people engaged in it live in rural and semi-urban areas of the country,

- All these rural areas are mostly devoid of a good transport and communication system,

Due to all these factors and despite a highly adequate emphasis upon this sector in several of the five year plans of the country, our agriculture has been largely lagging behind all other economic sectors over the years. And so is the case of the people involved with this profession. Most of them are underprivileged, illiterate, living in not so desirable conditions normally associated with an uncomfortable living standard. Hence, we need the services of development communication to push the developmental factor in the agriculture sector as much as possible.

Being an agriculture-based economy, the governments – both at the Centre and States have been trying their best to carry out ambitious plans and strategies for development of agriculture in the country since Independence. In fact, the first Five Year plan had agriculture as the most important focus. Even though it may not have been given the primary status in other Five Year plans, yet it was accorded a major position in terms of developing it.

So we have agriculture universities, veterinary colleges in almost every state of the country as well as the Indian Council of Agricultural Research (ICAR) based at Delhi. These institutions, particularly the ICAR has been spearheading an all-round development and research strategy in this field for the last several decades.

Now, these institutions and other related research organizations have been regularly carrying out many high profile researches into various aspects of agriculture and veterinary. For example researchers in these institutions may be engaged in finding out high-yielding variety seeds for better productivity, seeds which may grow even in very adverse conditions, livestock and poultry which may yield better and more quantity of milk, meat etc.

But the problem is how to make such ‘knowledge’ or ‘information’ available to the actual target audience who is expected to be benefited by these research findings. We are developing these findings only for the benefit of the farmers engaged in agriculture in remote areas of the country. Until

and unless they can derive any advantage from these new findings, what is the utility or justification of achieving these positive results. These are basically applied research which is expected to help a specific community or target audience.

We have already said that most of the average farmers are usually illiterate, underprivileged, devoid of any proper and effective information for taking up something innovative in their profession. Thus it is the utmost duty of the society to facilitate transfer of these research findings or knowledge to the farmers. This will ensure that the latter can take benefits from it by applying these information to their practice. And thereby manage to attain a better living standard in due course of time. So there is the express requirement of having an agricultural communication system for development of the farming community.

This is agricultural communication. It is the process by which we try to disseminate the research findings to our farmers and teach them how to apply these in practice.



CHECK YOUR PROGRESS

Q 4: What is agricultural communication?

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Q 5: What is the significance of agricultural communication in our country?

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.....

Q 6: The ..... has been spearheading an all-round development and research strategy in the field of agriculture.

Q 7: The first Five Year plan had ..... as the most important focus.

7.5 MEDIA CAMPAIGNS FOR DEVELOPMENT

7.5.1 Concept of media campiagn

A campaign can be defined as *an intensive teaching activity undertaken at an opportunate time for a brief period, focusing attention in a concentrated manner on a particular problem so as to stimulate the widest possible interest in the community*. Thus media campaign is a strategic and structured communication plan consisting of media, marketing, communications, and public relations or promotional messages with a consistent theme that has been developed through an analysis of the current situation. Such campaigns are varied, multifaceted, highly planned and strategically assembled media symphonies designed to increase awareness, inform or change behaviour in target audience. This brings out the key features of a campaign in that they are:

- Intense teaching or communication activity
- A campaign is purposive, problem-solving oriented, and focuses on a specific issue or recommended technology
- A specific campaign strategy is developed with the aim of solving problems that caused non-adoption or inappropriate or discontinued practice, of an idea, behaviour or recommended technology
- Planned communication strategy
- Undertaken at a time when it is most suitable or acceptable
- Undertaken for a brief or limited time period
- Targeted towards stimulating and/or creating interest in a community

As mentioned earlier, all delivery strategies come to bear in the design of communication campaigns. In contrast to field workers, broadcasting, and group media - which would normally function as part of an ongoing development support methodology, campaigns are usually carried out at a national or regional level, extend over a

short time period, focus upon a specific topic of high development priority, and have a limited set of objectives. Most take advantage of multi-media impact and intensively trained field extension workers. *Thus, media campaigns are planned and designed campaigns utilizing the complementary and synergistic roles and effects of a variety of communication media and/or channels*. However it must be remembered that campaigns cannot be organized for all kinds of advocated or recommended practices in order to stimulate people to adopt them. To be successful, a campaign ought to fulfill the following criteria:

- It should be directed towards the solution of a problem the people recognise. Hence, from a psychological standpoint, campaigns must be based on the felt needs of the people
- The problem or issue that the campaign addresses must be important or significant to a large number of people
- The campaign must be able to offer a solution that the people can and will accept
- A strategic planning approach is applied in the process of target audience segmentation, multi media selection, message/ information positioning and design, and extension/training materials pack aging, development, and production, with a view to obtaining maximum output-impact with the least effort, time, and resources

The primary purpose of most campaigns is to stimulate action on problems requiring short-term or simple solutions which in turn often serve as the platform toward embarking on broader, long term development goals. As such, they are normally information-intense with messages being repeated over and over, using a diversity of channel formats from radio spots and jingles to field worker demonstrations. An important feature of the campaign is to ensure that it proceeds hand in glove with the availability of field inputs associated with the technological product or process being

advocated. Without this essential component, not only will the credibility of an on-going campaign be damaged, but in all likelihood attitudes to regular rural communication services will be affected as well. Summing up, it can be said that campaigns as a communication strategy are used to create a conducive psychological climate for the adoption of an idea, practice or technology, depending on the purpose. They are also used to stimulate a community as a whole.

7.5.2 Major vehicles of mass media campaigns for development

Media plays an important part in the dissemination of knowledge about developmental issues. Media campaigns are occasionally carried out in order to educate the masses about the different issues related to the field of development.

In the context of development, it is common to talk about media categories which are taken to include broadcast (television and radio), group (video, tape-slides, sound film-strips, audio-cassettes, overhead projections, flip-charts, posters, pamphlets, and leaflets; as well as traditional folk media such as puppets and live-theatre) and interpersonal channels (community leaders, contact farmers, extension workers etc). Development Communication delivery strategies have been hierarchically ranked, in terms of complexity, from interpersonal communication through radio and television broadcasting and group media to multi-channel campaigns. This ranking also includes the notion that each strategy can be made more effective by incorporating that which precedes it. Radio broadcasts, for example, have much more impact if they are backstopped with authoritative, village based interpersonal sources, and group media can benefit from both radio and interpersonal communication support. Well designed communication campaigns usually involve broadcasting, village based group media, and

intensively trained field workers. The general rule of thumb emerging from field experience is to use multiple channels wherever possible, so that each medium reinforces and multiplies the importance of the others in an integrated network.

Media campaigns can be carried out for different programmes pertaining to rural development, issues related to family planning , environmental education, agricultural development etc. The effects of mass media communication channels are greater when these forms of media are coupled with interpersonal communication channels. For instance , in order to carry out a campaign for sensitizing the masses about the importance of family planning, mass media vehicles like radio, television, newspapers, magazines, posters and banners can be used in conjunction with interpersonal media like auxiliary nurses, midwives, family planning workers, school teachers etc.

Let us cite here some examples of the different vehicles for carrying out media campaigns for development :

- **Print media :** Print plays a major role in highlighting the developmental issues of the country. This opinion has been echoed by the Second Press Commission in the following way –"It is to the credit of the Indian Press, that despite its predominantly urban and middle class moorings, it has evinced interests in the problems of the farmers, agricultural workers, artisans, tribal groups and other sections of the rural population….." (Second Press Commission Report, 1992, Vol 1 : 19). This reveals that the press can play an important role in generating public opinion and bringing about a change in public policy on various issues. Udayavani's experiment in Karnataka highlighted the role played by newspaper in focusing on developmental issues. Udayavani's experiment in development journalism which is known as Kugrama Guruthisi or Identify Backward Village Experiment (IBVE) attempted to

identify the ten most backward villages in Dakshina Kannada district of Karnataka from 1981 to 1984. By 'backward village' it referred to those villages where there was a lack of educational facilities, telecommunication facility, electricity, proper medical facilities, potable drinking water and transportation system. In the first year of the experiment, newspapers used to extensively carry out articles and stories on the activities and problems of the local people of the selected villages. During the second year of its experiment, the coverage was restricted to happenings and occasional success stories. This was basically meant to motivate the villagers to participate in the developmental process. The IBVE experiment led to the creation of farm clinics which provided integrated credit services to poor families. These clinics were also involved in the socio-economic life of the villagers apart from engaging in agricultural extension and credit operations. There were also mass contact programs between the government officials and the villagers which led to the identification of the various problems and its subsequent solutions. In a nutshell, we can say that the newspapers were successful in motivating the villagers to actively participate in community development programmes.

- **Electronic media :** Radio and television are two of the most important medium of carrying out development reporting. When we talk about the role of radio in development communication, the first thing that comes to our mind is the Radio Farm Forums. The All India Radio station at Pune undertook an initiative on 19th February, 1956 with the assistance from UNESCO in utilizing radio for rural development. It was a field experiment that evaluated the effects of radio farm forums , each consisting of listening groups of 15 to 20 persons who discussed the contents of the radio programme and decided on a plan of

action. The outcome of the experiment revealed that organized group listening had a profound effect on the minds of the villagers specially those engaged in the agricultural sector. In other words, the forum groups functioned as village parliaments and were the stimulus for community development projects. Apart from the forums, the AIR stations broadcasts 'Farm and Home' programmes whereby information is disseminated about agriculture but also create awareness about the ways and means to improve the quality of their lives. Dialogues, discussions, talks, interviews, features, serials, dramas, slogans, jingles, phone-in-programmes, musical features and farm school on AIR etc. are used to convey the message through radio.

AIR also stepped up its activities of Agriculture Broadcast with the launch of exclusive project 'Mass Media Support to Agriculture Extension' with the title **Kisan Vani** for AIR from 15th February, 2004 . This was launched in collaboration with Ministry of Agriculture to inform local farmers about the daily market rates, weather reports and day to day activities in their area at micro level. Presently, "Kisan Vani" is being broadcast from 96 FM stations of AIR for the benefit of the farming community.

The All India Radio station at Kota used to broadcast health communication programmes of 20 minute duration through its Development Broadcasting Unit (DBU). These programmes were prepared in collaboration with the villagers in their local language, Haroti, a dialect of Hindi. The series of 38 morning broadcasts under the title Nai Kiran (New Ray of Light) till the end of September 1988 focused on health communication in the villages, promoting hygiene, sanitation and environmental cleanliness. These programmes were followed by community drama, talk shows and films on the respective subject matters. Thus the Kota AIR broadcasts are a successful application of radio as a medium for promoting rural development.

In a country where literacy remains a substantial barrier to development, community radio plays an important role in reaching out to the village community. It enables local people to debate and deliberate on issues which are relevant to them. Moreover , the use of informal local dialect adds to the comfort and confidence of listeners, as well as their comprehension of the information imparted.

Television is another important medium for the dissemination of knowledge pertaining to the areas of development. The combination of audio and video has a profound effect on how the information is perceived by the people concerned. **SITE experiment, Kheda Communication Project, Jhabua Development Communication Project** are some of the examples of the use of television for the purpose of disseminating knowledge on different aspects of development.

Launched on 1st August, 1975, ***Satellite Instructional Television Experiment (SITE)*** was a joint venture of National Aeronautics and Space Administration (NASA),Indian Space Research Organisation (ISRO) and AIR. Educational and Instructional programmes were broadcast through the medium of television in the field of agriculture, health and hygiene, education, family planning etc. Evaluation study from the experiment conducted in the 2400 villages of the states of Rajasthan, Bihar, Orissa, Andhra Pradesh, Madhya Pradesh and Karnataka revealed that about three-fourth of the respondents found the development programmes were on the whole useful and conformed to the local conditions. On the other hand, over one-fourth of the viewers said that they were able to acquire detailed knowledge of the new practices shown on television.

Kheda Communication Project was yet another pioneering experiment using television for educational purpose in India . The project that began in 1975 and continued till 1990 basically aimed at the development and local communication in Kheda district of Gujarat. The venture promoted rural development and social change

at the local level. Audience participation was vastly encouraged at all levels. Villagers were involved as actors, writers, and visualisers in the production of television programmes dealing with such local issues as exploitation, caste discrimination, alcoholism, minimum wages, co-operatives, local and national elections, gender equality, and village sanitation. Recipient of the UNESCO Prize for rural communication efficiency in 1984, the Kheda Communication Project showcased the importance of using media vehicles for dissemination of knowledge pertaining to developmental issues to the local community.

Another project which demonstrated the use of broadcasting technology for the purpose of educating the people residing in the rural areas on developmental issues was the ***Jhabua Development Communications Project*** or JDCP. This project introduced the use of satellite communication to address the needs of the rural illiterate population and provide programme support communication to development efforts. Launched in the mid 1990s by the Development and Educational Communication Unit (DECU) of the Space Application Center (SAC) in Ahmedabad this project is located in Jhabua which is primarily a rural area with a large tribal population in the state of Madhya Pradesh.

The project was carried out in order to experiment with the utilisation of an interactive satellite-based broadcasting network to support development and education in remote and pastoral areas of India. Thus, about 150 direct-reception systems like satellite dish, TV sets, VCRs, and other equipment were installed in several villages of Jhabua, which receive television broadcasts for two hours every evening from DECU's Ahmedabad studio, uplinked through satellite. Moreover, 12 talkback terminals were installed in each of the block headquarters of Jhabua district, through which village functionaries ask questions, provide feedback, and report on the progress.

Programmes were broadcast on topics like health, education, watershed management, agriculture, natural forestry, and local

governance which were made with the active participation of the local people of Jhabua. A mid-term evaluation of the Jhabua Project was conducted in the year 1988, which showed that the people residing in the Jhabua district has gained significant knowledge in several area thereby enhancing the quality of their life and of the environment in which they dwell.

Video is another important electronic medium which is used for participatory planning, empowerment and sharing of knowledge with disadvantaged individuals and communities. Video-based approaches can take the advantage of the digitization of video coupled with Internet to facilitate production processes and improve networking and sharing of knowledge and information

- **Traditional communication system :** Traditional communication systems can be said to be one of the important channels for facilitating learning, people's participation and dialogue for development purposes. Traditional forms of communication like puppet shows and street plays can be used as one of the medium of communication. This is because such forms of communication have the ability to create an impact in the minds of the masses specially those living in the rural areas. However, traditional forms of communication can be integrated with other forms of audio-visual media like radio, Ø television and video in order to create a better impact and bring about a social change in the society.
- **New media : New Media** can also be considered as an important tool of Development Communication. The main advantage of this form of medium is that information can be assessed at the click of a mouse. Different forms of Information and Communication Tools (ICT) can be used to disseminate information related to development communication to the rural masses. This usually takes various forms like E-Governance, E-Choupal, Telecentres etc.



CHECK YOUR PROGRESS

Q 8: What is a media campaign?

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Q 9: What are the key features of a campaign?

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Q 10: What is the primary objective of a campaign?

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Q 11: When was the 'Mass media support to Agriculture Extension' launched by AIR?

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7.6 DIFFUSION OF INNOVATION

7.6.1 Innovation – meaning and characteristics

Before embarking on the concepts of diffusion and diffusion processes, you first need to appreciate the meaning of the term "innovation". *An innovation is an idea, practice or object that is perceived as new or an improvement over the existing one by an individual or members of a social system*. The technologies and practices developed through research are innovations. These may be new varieties of crops, new breeds of livestock, new chemicals and medicines, new techniques of doing things etc. Irrespective of the time period the idea or practice was originally developed, when a person first becomes aware of it, it is an innovation to that person. For instance, a piece of farm machinery might have been developed ten years *ago* but if a farmer comes to know about it *now*, it is an innovation for him.

The "idea" constitutes the central element of an innovation, which often manifests itself in a *material* or *behavioural* form. Most agricultural innovations manifest a material form which includes improved implements, high yielding varieties of crops, fertilizers and plant protection chemicals etc. Some innovations manifest themselves in behavioural forms such as improved cultural practices. Innovations have certain traits or characteristics which influence their acceptance or adoption by farmers. They are :

- ***Relative advantage:*** Refers to the degree to which an innovation is perceived to be better than the idea or practice currently in use, both in terms of economic advantages as well as social prestige factors
- ***Compatibility:*** Refers to the degree to which an innovation is perceived to be in conformity with the agro-climatic conditions and value system by the members of a social system
- ***Complexity:*** Refers to the relative difficulty to understand and use

an innovation by the members of a social system

- ***Communicability:*** Refers to the degree to which the use and results of an innovation can be observed and communicated to others
- ***Divisibility:*** Refers to the degree to which an innovation can be tried out on a small scale before making a decision to adopt or reject it.

7.6.2 Diffusion – concept and meaning

Diffusion is the process by which an innovation is communicated through certain channels over time among the members of a social system. In other words, diffusion is the process by which an innovation spreads and gets adopted within a social system. The diffusion of innovations is essentially a social process in which subjectively perceived information about a new idea is communicated. It is a special type of communication, in that the

messages are concerned with new ideas. It is this 'newness' of the idea in the message content of communication that gives diffusion its special character.

It is important at this juncture for you to relate the concepts of 'adoption' and 'diffusion'. As mentioned earlier, the process by which an innovation spreads within a social system is called diffusion. An innovation however, diffuse within a social system through its *adoption* by individuals and groups. **Adoption** may be defined as *the continued use by individuals or groups of a recommended idea or practice over a reasonably long period of time*. For instance, when a farmer decides to accept or integrate an innovation in his farming operations, he adopts the innovation. The innovation then becomes a part of his normal farming activity. Adoption involves continued use of an innovation by the farmer until he decides to replace it with a better practice or discontinues its use for some other reason.

Diffusion and adoption are thus closely inter-related although they are conceptually distinct. It takes time for an innovation to diffuse throughout a social system. It is unrealistic to expect that all farmers in a community will adopt an innovation immediately after its introduction. There is always a variation among the members of a social system in the way they respond to an innovative idea or practice. For instance, there are always a few members in a social system who are so innovative that they adopt an innovation almost immediately after they come to know about it. On the other hand, the majority take relatively longer time before accepting the new idea or practice. While diffusion is the spread of a new idea from its source of invention or creation to its ultimate users or adopters, adoption is essentially an individual decision-making process. Thus, diffusion is essentially a *social process* while adoption is an *indi vidual process*. It must be recognized that communication plays an important role in both the processes – it communicates information about an idea within a social system for it to diffuse and provides information to individuals in various stages of the decision making process which enables him to adopt an innovation.

7.6.3 Diffusion process

Having understood the concept of diffusion, we can now define the diffusion process as the *adoption, over time, of some innovation by adopting units, linked to specific channels of communication, to a social structure and to a given system of values or culture*.

The key components in the diffusion process are:

- ***Adoption:*** The continued use by individuals or groups of a recommended idea or practice over a reasonably long period of time.
- ***Over time:*** There is a time lag between what is known and what is done by the farmers in adopting agricultural technologies. The decision to adopt an innovation by a farmer is not normally a single, isolated or instantaneous act on his part. The farmer goes through a number of mental stages before making a final decision to adopt the innovation. The adoption process includes the five decision making stages of awareness, interest, evaluation, trial and adoption.
- ***Innovation:*** An innovation is an idea, practice or object that is perceived as new or an improvement over the existing one by an individual or members of a social system. The traits of an innovation, viz, its relative advantage, compatibility, complexity, communicability and divisibility influence its acceptance or adoption by farmers.
- ***Adopting unit:*** The adopting units of an innovation may be individuals, groups or communities. Adopters have often been categorized according to the degree of their adoption behaviour or the relative earliness with which they adopt an innovation after its introduction into a social system. The characteristics in terms of which adopters and non-adopters or different categories of adopters are found to differ from each other have been classified as *personal, situational, social* and *socio-*

psychological. These factors explain a significant proportion of the variation in adoption behaviour of farmers.

- ***Channels of communication:*** An important pre-requisite for the adoption and diffusion of an innovation within a social system is the effective communication of information relating to the innovation involved. Farmers' *accessibility* to sources of information on agricultural innovations as well as their *perceived credibility* of the information sources are important determinants of their adoption behaviour.
- ***Social structure:*** The structural units of social systems are individuals, groups, statuses, roles, norms and values. The structural units are integrated in that they maintain a functional interdependence to attain the system goals. A village as a social system is made up of a variety of individuals and groups with distinctive statuses, roles, norms and goals, all of which functionally relate to each other to attain its major goals and objectives. The structure of a social system constitutes a set of boundaries within which innovative items diffuse. The differences in the adoption of agricultural innovations at the village level can often be explained in terms of their differences in structural characteristics. Innovative ideas may be expected to flow smoothly in a village with unitary and homogeneous social structure. On the other hand, effective flow of innovative ideas will be hindered by the stratified and heterogeneous structure of a village. For example, innovative ideas will flow more rapidly in a village with a homogeneous caste composition than in a village which is highly stratified and heterogeneous in its caste structure.
- ***Values and attitudes:*** Each social system has a distinctive set of shared values and attitudes which broadly constitutes its culture. These values and attitudes guide the individual and collective activities of the members of a social system. In a traditional community for example, farmers tend to be

conservative, tradition-bound, fatalistic and reluctant to take risks to try out new ideas and practices. In a modern community on the other hand, farmers tend to be progressive, change-oriented, rational and willing to take risks to try out new ideas. Agricultural innovations obviously diffuse at a faster rate in communities of the latter type than of the former.

Thus, diffusion of innovation is the adoption of technological and social innovations through diffusion of new ideas, services and products. Diffusion of both material and social innovations is necessary for development. The process of diffusion starts with the assessment of felt need and the need fulfilment of the community through innovations.



CHECK YOUR PROGRESS

Q 12: What is an innovation?

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Q 13: In what forms can an innovation manifest itself?

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Q 14: What is adoption?

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Q 15: What is the basic difference between adoption and diffusion?

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7.7 EXTENSION STUDIES

Extension refers to the educational process in solving problems of farmers or ruralites, with a goal of empowering them. The word 'extension' is derived from the Latin words 'ex', meaning out and 'tensio', meaning stretching. Extension education is thus the process of outstretching or delivering useful information to people and then assisting those people to

acquire the necessary knowledge, attitudes and skills to utilize this information or technology for improvement of their quality of life. Extension is not concerned directly with generating knowledge or technology. This is done in specialized institutions such as research institutes and universities. In fact ,much of extension work may not be tangible in nature. In relation to agricultural extension for instance, researchers and scientists neither have time nor are they equipped for the job of ascertaining from the farmers their field problems and of persuading farmers to adopt scientific farming methods. Similarly, it is not always practical for the farmers to visit the research stations and obtain first-hand information. Thus, there is a need for an agency to interpret the findings of research to the farmers and to carry the problems of the farmers to researchers for solutions. This process is guided and supported by the extension agency which work at the program and field levels and are in direct contact with rural people and their families. In a nutshell, *extension involves the conscious use of communication of information to help people form sound opinions and make good decisions*.

As mentioned earlier, much of extension work may not be tangible in nature. It has a much broader meaning and context. In fact, changing rural development agendas now demand that extension play a major role in reducing the vulnerability of the poor and enabling them to pursue sustainable livelihood options. Solutions for reducing vulnerability and providing livelihood options rarely lie in the transfer of production technologies as such, but often in improved access to information on wider livelihood choices and institutional support.

The general objectives of extension may be listed as follows:

- To assist people to discover and analyze their problems and identify their felt needs.
- To develop leadership among people and help them in organizing groups to solve their problems
- To disseminate research information of economic and practical importance in way people would be able to understand and use
- To assist people in mobilizing and utilizing the resources which they have and which they need from outside
- To collect and transmit feedback information for solving management problems.

Depending on the area of application, extension takes different nomenclatures such as Agricultural Extension, Veterinary Extension, Fishery Extension, Home Science Extension and so on. However, the basic philosophy and principles of application remain the same. Here, we shall limit our discussion to the concept agricultural extension studies and the initiatives taken up by the Indian government in this regard.

7.7.1 Agricultural Extension Programmes in India

Agricultural extension refers to the application of scientific research and new knowledge to agricultural practices by way of educating the farmers. This field of 'extension' now encompasses a wider range of communication and learning activities organized for rural people by educators from different disciplines, including agriculture, agricultural marketing, health, and business studies.

Agricultural communication is necessary in order to impart the requisite information to the farmers about the latest developments in the field of agriculture. This is because, most of the time the farmers resort to old methods of cultivation which leads to poor agricultural output.

The main objective of Agriculture Extension Studies is to transmit latest technical know-how to farmers. It also focuses on enhancing farmers' knowledge about crop techniques and helping them to increase productivity. This is done through training courses, farm visits, on farm trials, kisan melas, kisan clubs, advisory bulletins etc.

The National Institute of Agricultural Extension Management, an apex national institute set under the Ministry of Agriculture, Government of India assists the State Governments, the Government of India and other public sector organizations in effective management of their agricultural extension and other agricultural management systems. For instance, in Assam, agricultural extension

programmes are conducted to transfer technology to farmers mostly for tea cultivation, which takes up the major chunk of cultivable land in the State. Farmer training centres impart the much-needed training in new techniques of cultivation. Likewise, the agriculture department of Chandigarh conducts extension and farmers training study tours. This scheme was introduced in order to acquaint the farmers with improved farming techniques. Accordingly, farmers are taken for a visit to the Punjab Agriculture University in Ludhiana and other well-known agricultural institutions to witness new agricultural technologies.

The Department of Agriculture and Cooperation under the Ministry of Agriculture, Government of India has taken up several initiatives in order to revitalise the agriculture extension system in India. Some of these initiatives are –

i. National Mission on Agricultural Extension and Technology:

Introduced during the 12th Plan , this mission consists of four submissions – Sub Mission on Agriculture Extension (SMAE), Sub Mission on Seed and Planting Material (SMSP), Sub Mission on Agricultural Mechanization (SMAM) and Sub Mission on Plant Protection and Plant Quarantine (SMPP).

The main aim of the **Sub Mission on Agriculture Extension (SMAE)** is to appropriately strengthen , expand and upscale existing Extension and Information Technology (IT) Schemes with a judicious mix of extensive physical outreach of personnel, interactive methods of information dissemination and extensive use of ICT tools and techniques. 'Support to State Extension Programmes for Extension Reforms' (ATMA Scheme) which was implemented in 2005 has now included as a component of the Sub Mission on Agriculture Extension. This scheme aims at making extension systems farmer driven and farmer accountable by way of new institutional arrangements for technology dissemination in the form of an Agriculture Technology Management Agency at the district level. Grants in aid are released to the State governments in order to facilitate extension activities

like farmer's training, demonstrations, exposure visits, kisan mela, mobilization of farmer groups and setting up of Farm Schools.

As per the 2014-15 annual report of the Department of Agriculture and Cooperation, about 640 Agriculture Technology Management Agencies (ATMAs) have been constituted in 29 states and 3 union territories in order to disseminate information pertaining to latest agricultural technologies especially to the rural farmers. The report mentions that about Rs. 44.50 Crore was sanctioned for the north-eastern states for the proper implementation of the scheme out of which Rs. 7.49 Crore has been released to Assam. The districts that are covered under this scheme in Assam are Kokrajhar, Bongaigaon, Goalpara, Karimganj, Cachar, NC Hills, Darrang, Lakhimpur, Sivasagar, Golaghat, Tinsukia and Morigaon.

Sub Mission on Seed and Plant Material (SMSP) basically covers the entire gamut of seed chain from nucleus seed to supply to farmers for sowing and also to the major stakeholders in the seed chain. It also aims to provide for support for infrastructure to create an enabling environment for development of the sector.

i. Mass Media Support to Agricultural Extension

This is a central sector scheme which was launched in April 2005 and focuses on the use of two main vehicles of electronic media- Doordarshan and All India Radio for providing information and knowledge to the farming community in agriculture and allied sector. Accordingly Krishi Darshan programmes of 30 minutes duration are telecast five to six days a week through 180 Narrow casting Centres, 18 Regional Centres and 1 National Centre of Doordarshan. Similarly 96 Rural Radio Stations are utilized to broadcast Kisanvani programmes of 30 minutes duration for farmers six days a week. In Assam such Kisanvani FM stations are located in Jorhat, Dhubri, Haflong and Nowgong. In order to focus on the success stories of the farmers and the different innovative technology employed by them in farming practices, the Department of Agriculture and Cooperation has shouldered the responsibility of producing such

agriculture based short films. Till date about 8 films covering 16 success stories of farmers have been produced which are accordingly telecast through Doordarshan channel.

The 'Focused Advertisement Campaign' was launched by the Ministry of Agriculture on 5th July, 2010 in order to create awareness about the assistance available under various schemes of the Department of Agriculture & Cooperation. Thus, awareness was generated by way of telecasting video and audio spots on F.M Radio stations of AIR and Doordarshan during the broadcast of Kisanvani and Krishi Darshan programmes. The spots were also telecast through Private Channels operating at national and regional level.

Community Radio Stations have also been playing a positive role by disseminating information related to agriculture and allied areas which are produced locally and having relevance for local community.

i. Establishment of the Agri-Clinics and Agri-Business Centres (ACABC)

Implemented in 2002, this scheme aims at creating gainful self-employment opportunities to unemployed agricultural graduates, agricultural diploma holders and intermediate in agriculture apart from science graduates with post graduate degree in agriculture related courses. As per the data available till December 2014, a total of 41,734 candidates have been trained and 16674 agri-ventures have been established in the country. National Institute of Agricultural Extension Management (MANAGE) will be the implementing agency for training component under the scheme through a network of identified Nodal Training Institutes (NTIs) in various states. National Bank of Agriculture and Rural Development (NABARD) will implement subsidy component under the scheme on behalf of the Indian Government and will monitor credit support to Agri-Clinics through Commercial Banks.

ii. Kisan Call Centres (KCC)

The KCC scheme was launched on 21st January, 2004 in order to clarify the queries of the farmers on agriculture and allied

sectors through toll free telephone lines. The replies to the queries of the farming community are being given in 22 local languages . These centres operate from 14 locations in the country covering all the States and Union Territories. A number of unique features have been included in the KCC scheme like call barging, voice mail service, customized IVRS call, call conferencing through experts and SMS facility. Farmers can register for receiving SMSs from experts related to the field of agricultural practices.

iii. National e-Governance plan in Agriculture (NeGP-A)

This is a centrally sponsored scheme which has been implemented to provide information to the farmers by using multiple delivery channels such as the internet, government offices, touch screens, Krishi Vigyan Kendras, electronic media, Kisan Call Centres, Agri-Clinics, Common Service Centres and mobile phones (broadcast, Interactive Voice Response System, interactive messaging using Unstructured Supplementary Service Data and Voice Recognition. This centrally sponsored Mission Mode Project(MMP) scheme which was implemented with a total cost of Rs. 885.79 crore aims to develop the agricultural sector by disseminating information and knowledge to the farming community through the medium of ICT based tools.

Farmer's Portal and mKisan Portal are two important portals which can be easily accessed by the general public for information on agriculture related activities. Farmer's Portal aims to serve as a One Stop Shop for the farmers by providing relevant information pertaining to crops grown in different regions, latest agricultural practices, Minimum Support Price, information about fertilizers and pesticides etc. mKisan makes use of SMS facility, Interactive voice Response System, Mobile Apps and other various services.

Thus, it has been seen that the Indian government has taken up the development of the agriculture sector on a war footing. Department of Agriculture and Cooperation under the Department of Agriculture, Government of India has implemented a slew of

programmes which would go a long way in focusing on diversification, commercialisation, sustainability and efficiency. The need of the hour is to make the agriculture extension system broad based, demand driven and farmer accountable. The need for linkages between other extension providers, prioritising public interventions, cost-recovery, contracting out services and greater use of ICT tools are being stressed upon.



CHECK YOUR PROGRESS

Q.16 : What do you mean by agricultural extension?

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Q.17 : What is the main objective of agriculture extension studies?

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Q.18 : When was the 'Mass Media Support for Agricultural Extension' scheme launched?

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Q.19: Why were the Kisan Call Centres launched?

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7.8 LET US SUM UP

- Rural development refers to development of the rural areas and raising the standard of life of the rural people.
- The backwardness of rural and village areas are characterized by several aspects. These include – poor transport and communication, orthodoxies given birth by the lack of literacy and exposure to information and education, Poor infrastructure of schools and other

educational institutions, non availability of health and medical facilities etc.

- Agricultural development is the most important aspect of development in rural areas. It is the process by which we try to disseminate the research findings to our farmers and teach them how to apply these in practice.
- Both the central and state governments have always emphasized the importance of development of agriculture in the country since Independence. The first Five Year plan laid special emphasis on the development of the agricultural sector.
- There are agriculture universities, veterinary colleges in almost every state of the country as well as the Indian Council of Agricultural Research (ICAR) based at Delhi. These institutions, particularly the ICAR has been spearheading an all-round development and research strategy in this field for the last several decades.
- A campaign can be defined as an intensive teaching activity undertaken at an opportunate time for a brief period, focusing attention in a concentrated manner on a particular problem so as to stimulate the widest possible interest in the community.
- Media campaign is a strategic and structured communication plan consisting of media, marketing, communications, and public relations or promotional messages with a consistent theme that has been developed through an analysis of the current situation.
- The process of developing a strategic media campaign plan can be divided into two major parts: ***strategy development planning*** (what to do) and ***management planning*** (how to make it happen).
- The three main dimensions to any message selected for a campaign are message code, message content and message treatment. A message code may be defined as any group of symbols that can be structured in a way that is meaningful to the beneficiaries. Message content is the material in the message selected by the source to express his purpose. Message treatment is defined as the decisions which the communication source makes in selecting and arranging both code and content in order to achieve comprehension on the part of receivers.

- Management is the process of planning, organizing, leading and controlling the efforts of the organization and of using all other organizational resources to achieve the stated organizational goals.
- Management Information System (MIS) is defined as a formal system of gathering, integrating, comparing, analyzing and dispersing information internal and external to the organization in a timely, effective and efficient manner.
- Field implementation of a campaign plan essentially involves implementing the plan of work and monitoring the ongoing activities.
- A plan of work arranged chronologically is called a *calendar of activities*.
- Some of the major vehicles of mass media campaigns for development are television, radio, video, tape-slides, sound film-strips, audio-cassettes, overhead projections, flip-charts, posters, pamphlets, and leaflets as well as traditional folk media such as puppets and live-theatre .
- SITE experiment, Kheda Communication Project, Jhabua Development Communication Project are some of the examples of the use of television for the purpose of disseminating knowledge on different aspects of development.
- An innovation is an idea, practice or object that is perceived as new or an improvement over the existing one by an individual or members of a social system.
- Diffusion is the process by which an innovation is communicated through certain channels over time among the members of a social system. In other words, diffusion is the process by which an innovation spreads and gets adopted within a social system.
- Adoption may be defined as the continued use by individuals or groups of a recommended idea or practice over a reasonably long period of time.
- Extension refers to the educational process in solving problems of farmers or ruralites, with a goal of empowering them. Extension education is thus the process of outstretching or delivering useful information to people and then assisting those people to acquire the necessary knowledge, attitudes and skills to utilize this information or technology for improvement of their quality of life.

- The main aim of the Sub Mission on Agriculture Extension (SMAE) is to appropriately strengthen , expand and upscale existing
- Extension and Information Technology (IT) Schemes with a judicious mix of extensive physical outreach of personnel, interactive methods of information dissemination and extensive use of ICT tools and techniques.
- Farmer's Portal and mKisan Portal are two important portals which can be easily accessed by the general public for information on agriculture related activities.



7.9 FURTHER READING

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4) Murthy, DVR (2006), *Development Journalism : What next? An agenda for the press,* Kanishka Publishers, Distributors, New Delhi

5) Prasad, Kiran (2009), *Communication for Development- Reinventing Theory and Action, Volume 1 & 2,* B.R Publishing Corporation, Delhi

6) Pushkar, Niranjan (2009), *Developmental Communication*, Gnosis, New Delhi

7) Rehman and Rehman (1998) ,*Participation for Development*, Manak Publications, New Delhi.



7.10 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q No 1: Rural development refers to development of the rural areas and raising the standard of life of the rural people.

Ans to Q No 2: 70

Ans to Q No 3: Agriculture

Ans to Q No 4: Agricultural communication is disseminating the research findings in agriculture to our farmers and teaching them how to apply these in practice.

Ans to Q No 5: We all know that more than 70% of our population live in villages and rural areas of the country and agriculture is the major source of income for these people. However, this chunk of population is plagued by several major problems like large-scale illiteracy, lack of means of communication for information dissemination, inability to cultivate properly with modern techniques and tools due to lack of initiative, innovation and financial resources etc. Thus it is highly important that we develop our rural population particularly in the agricultural sector so that the country can advance towards a developed status in the near as well as distant future. Therefore agricultural communication is very important for our country.

Ans to Q No 6: ICAR

Ans to Q No 7: Agriculture

Ans to Q No 8: Media campaign is a strategic and structured communication plan consisting of media, marketing, communications, and public relations or promotional messages with a consistent theme that has been developed through an analysis of the current situation. Such campaigns are varied, multifaceted, highly planned and strategically assembled media symphonies designed to increase awareness, inform or change behaviour in target audience.

Ans to Q No 9: The key features of a campaign are-

- Intense teaching or communication activity
- A campaign is purposive, problem-solving oriented, and focuses on a specific issue or recommended technology
- A specific campaign strategy is developed with the aim of solving problems that caused non-adoption or inappropriate or discontinued practice, of an idea, behaviour or recommended technology
- Planned communication strategy

- Undertaken at a time when it is most suitable or acceptable
- Undertaken for a brief or limited time period
- Targeted towards stimulating and/or creating interest in a community

Ans to Q No 10: The primary purpose of a campaign is to stimulate action on problems requiring short-term or simple solutions which in turn often serve as the platform toward embarking on broader, long term development goals.

Ans to Q No 11: The 'Mass media support to Agriculture Extension' was launched by AIR on 15th February, 2004.

Ans to Q No 12: An innovation is an idea, practice or object that is perceived as new or an improvement over the existing one by an individual or members of a social system.

Ans to Q No 13: An innovation can manifest itself into material and behavioural forms.

Ans to Q No 14: Adoption may be defined as the continued use by individuals or groups of a recommended idea or practice over a reasonably long period of time.

Ans to Q No 15: The basic difference between diffusion and adoption is that diffusion is a social process while adoption is a individual process.

Ans to Q No 16: Agricultural extension refers to the application of scientific research and new knowledge to agricultural practices by way of educating the farmers. This field of 'extension' now encompasses a wider range of communication and learning activities organized for rural people by educators from different disciplines, including agriculture, agricultural marketing, health, and business studies.

Ans to Q No 17: The main objective of Agriculture Extension Studies is to transmit latest technical know-how to farmers. It also focuses on enhancing farmers' knowledge about crop techniques and helping them to increase productivity.

Ans to Q No 18: 'Mass Media Support for Agricultural Extension' scheme was launched in April 2005.

Ans to Q No 19: The Kisan Call Centres were launched in order to clarify the queries of the farmers on agriculture and allied sectors through toll free telephone lines.



7.11 MODEL QUESTIONS

A) Very Short Questions

Q.1 : Which is the largest sector of disguised employment in India?

Q.2 : What is the most important aspect of rural development?

Q.3 : Which plan period laid ample emphasis on agriculture?

Q.4 : It is often said that objectives that are formulated for planning a campaign should be based on the lines of SMART? What does SMART refer to ?

Q.5 : What is Management Information System?

B) Short Questions (Answer each question in about 300-500 words)

Q.1 : What are the major vehicles of mass media campaigns for development?

Q.2 : Write a note on the Jhabua Development Communications Project.

Q.3 : What are the important components of the diffusion of innovation process?

C) Long Questions (Answer each question in about 300-500 words)

Q.1 : Why can't we look at agricultural and rural development as two completely different sectors of development with no connection between them?

Q.2 : What type of media are suitable for the cause of development communication for rural and agricultural development in India? Give examples.

Q.3 : What efforts the government or society are taking up for promoting development communication in the sectors of rural and agricultural development?

Q.4 : What are the different initiatives undertaken by the Government of India for Agriculture Extension Programmes?

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UNIT 8 : DEVELOPMENT REPORTING

UNIT STRUCTURE

8.1 Learning Objectives

8.2 Introduction

8.3 Importance Of Development Reporting

8.4 Present Trends In Development Reporting

8.5 Early Indian Experiments In Development Communication

8.6 Let Us Sum Up

8.7 Answers to Check Your Progress

8.8 Further Reading

8.9 Model Questions

8.1 LEARNING OBJECTIVES

After going through this unit, you will be able to–

- explain the importance of development reporting
- discuss the present trends in development reporting
- describe the early Indian experiments in development communication

8.2 INTRODUCTION

By this time you must have become familiar with many of the issues in Development Communication. Now you should also be given an exposure about how the various aspects of development are being reported, in what manner, with what impact and the trends in this field. This will help you to prepare yourself for practicing what you have been discussing so far in this block and the different units. This is because as the subject is assuming more and more importance over the years, increasing professional avenues in this field are coming up offering a lot of scope for engagement in the future.

8.3 IMPORTANCE OF DEVELOPMENT REPORTING

Development reporting is a concept which is gaining much importance in the recent times. Development reporting refers to reporting of development related issues. Now development reporting refers not just to reporting development, but also the lack of it, i.e., underdevelopment.

You must be definitely aware of so many developmental efforts, activities and experiments going on all around the society in near and distant places. Being aware of these developments is not merely enough. The goals of development communication will be served adequately only when these happenings are reported in the media. This will ensure that innumerable number of people or masses come to know about them. At this moment you should remember that media is a magic multiplier or force multiplier which multiplies all our efforts – whether negative or positive alike.

Let us illustrate this with an example. A few years back you may have come across a news item in the newspapers about how a group of marginal ginger framers were united to form a cooperative marketing agency in a district of Assam. The objective was to bypass the exploitations of the middlemen in the buying and selling process of ginger in the actual market. This scheme was effectively implemented with active supervision of the deputy commissioner of the district in which the farmers were immensely benefited. They were also able to improve their living standard from those monetary gains and the amount of 'confidence' of being able to achieve something really positive.

Now, only when this news item or story would be known to the masses or the maximum number of people possible it will yield a broad result. That is, it is a good sign and development that a specific groups of framers have been able to achieve such a feat in a remote place of the country or the state. If we would like to extend these benefits to more and more people in the society among the underprivileged and illiterate sections there will be far more benefits.

This is because as more and more people will come to know about it they will feel encouraged and develop a certain kind of confidence to try to

enact a similar experiment with such a project and gain desirable benefits in the end.

Let us consider another example. Several years back, a group of about a hundred self-help groups (SHGs) united themselves under an umbrella organization and took a loan of a big amount from a nationalized bank's branch in a district of Assam. These SHGs were so punctual and prompty in repaying their loan amounts that the bank management was highly impressed with them and they offered more loans to the groups even without their asking for it.

No only this. A few years back there was a news item in the media that the village panchayat in a rural locality in Kerala had suspended the licence of a major cold drink bottling company.This was because the company's daily consumption of water resources was much more than it was actually allowed to consume or use. Later on, the company had to give an undertaking for not exploiting the groundwater more than what it was allowed to do.

This was a major achievement of the village or rural populace of that area against a big multinational company which should be quite encouraging for anyone else fighting such a problem or issue at any place of the country. This is developmental news and such news items should be focused more than anything else – the routine stories or news items.

Now, if this development news item could be repeated in the media across the state or nation more and more people will feel encouraged and confident of trying such an experiment.

This is why we should make it a point to highlight these type of news items and stories more than anything else in the media. Because developmental experiments and examples could be repeated for the greater benefit of the larger masses of the society.



CHECK YOUR PROGRESS

Q.1 : What is development reporting?

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Q.2: Why is it important that development related happenings are reported in the media?

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8.4 PRESENT TRENDS IN DEVELOPMENT REPORTING

There are quite a lot of people concerned with the activity of development communication or reporting. Such as, the media personnel, voluntary associations or agencies engaged in the field of journalism and media are doing their bit in this field. Yet the cause of development reporting has not been served in an ideal manner so far.

In our society majority of newspapers, magazines, TV and radio channels or media tools are in the private sector jurisdiction. And we know that the primary goal of all private enterprises are to make maximum profits. This explains the lack of interests in this type of news items or stories in our media. Of course there are quite a few dedicated media organizations in the government and voluntary sector which are promoting the cause of development reporting by all possible means.

In the mainstream commercial media, development reporting is not a priority for obvious reasons. Whenever such stories are focused, it is usually an exception, not a routine. This is because such stories are not normally very popular with no sensationalism and thereby lacking the attributes to attract more people than otherwise.

For example, how many of you would be interested in reading details about the development of an aircraft model by the government-supported organization Hindustan Aeronautics Limited (HAL) or the development of the Main Battle Tank Arjun completely in an Indian effort. On the other hand, you must have seen and realized how much media coverage is given to celebrity news items like the incidents before and after the marriage of two quite famous actors of Bollywood sometime back. Or may be the news items regarding the various aspects of Crown Prince of United Kingdom and his girlfriend.

As against this, few newspapers, magazines and electronic media channels are trying their best for promoting development reporting to popularize it amongst the masses for achieving long term goals. It can be mentioned here that the coverage of the ginger farmers in Karbi Anglong district of Assam was published in *The Frontline*. Not only this, most of the issues of this magazine do publish interesting development stories for the target audiences. Similarly, *The Indian Express* also carries some developmental news items regularly in its issues from time to time. In fact, the publishers of this newspaper has instituted a special award for best grassroots reporting efforts.

But, as the language of the magazine and the newspaper is English it is beyond the reach and access of the masses for whom it is mostly required. However, the actual masses who are in real need of this information will be able to reach and access it if it is broadcast in radio, or if any voluntary organization disseminates it to the masses through a human mediator or communicator.

In this regard, the pioneer voluntary organization Press Institute of India (PII) based at Chennai (Formerly at Delhi) has been regularly publishing one journal titled *Grassroots* for quite a long time now. This journal is promoting news items from the field of development which are deemed capable of encouraging other people also to think in similar ways.

Further, it is noteworthy that a few universities of the country are also offering courses in Rural Journalism and Rural Development in which development reporting is a major prerequisite. On the other hand there is an institute of agriculture management and development in Hyderabad established under the central government. It is also offering a formal diploma course in agriculture journalism. These are welcome developments as they will lead towards promoting development communication.

The Mass Communication Research Centre (MCRC) of Jamia Millia Islamia University in Delhi has been conducting a comprehensive diploma course in Development Communication. The Indian Institute of Mass Communication in New Delhi has also been conducting a four-month long diploma course in this subject for serving journalists, NGO workers,

government officials from India as well as foreign nations. These courses have been proving to be highly popular over the years as well as contributing to the uplift of people in all fields of life.

Further, the National Council for Science & Technology Communication (NCSTC) of the Ministry of Science and Technology of Government of India has been promoting communication of scientific findings and developments to the masses on a regular basis. It is also publishing a journal called “Indian Journal of Science Communication” for creating awareness about the theme among the people.

On the other hand there are quite a few NGOs and voluntary communication organizations which are engaged in an interesting activity. That is, they are providing training in handling of audio-video equipments to their volunteer members or workers for programme production on developmental issues. These are broadcast in the local community radio or shown at smaller closer gatherings to instruct the members of the target audiences.

And, in spite of the fact that these members or workers never had any prior exposure to such equipments and activities they are living up to the expectations with just a little bit of training and doing their job well. This is a welcome step. So because we believe that only the members of the underprivileged communities who may also be illiterates and poor would perform as better communicators for development communication as they are privy to the actual situation in the locality.The community will also accept them as being members of the extended family and thereby the communication will be much more effective in nature.

These communicators can actually perform a dual role. First– as a reporter or media person finding out the problems and other issues of the community and reporting them in the media. Secondly, as communicators of development messages to be disseminated to the community members. So this two-way process has been proving very successful in many pockets of the country initiated by some NGOs and voluntary organizations engaged in the field of development and development reporting.

Such efforts also help the masses in another way. That is, the

findings and the experiences of the field can be utilized by other like-minded organizations also involved in similar fields of activities. So the experiences gathered by one of them can be circulated among all similar organizations and everyone can actually benefit from these exercises.



CHECK YOUR PROGRESS

Q.3 : What is the status of development reporting in India?

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Q.4 : The Press Institute of India based at Chennai publishes a journal entitled .....

Q.5 : The ..... of Jamia Millia Islamia University in Delhi has been conducting a comprehensive diploma course in Development Communication.

Q.6 : The "Indian Journal of Science Communication" is published by .....



ACTIVITY - 8.1

Keenly observe the activities of organizations/ associations or media agencies in your locality and try to find out a developmental activity out of them. Also try to write a report about it and send it to a newspaper for purpose of publication.

8.5 EARLY INDIAN EXPERIMENTS IN DEVELOPMENT COMMUNICATION

Our country had conducted two highly ambitious experiments in development communication utilizing satellite technology with far-reaching goals and benefits in the 1970s itself. Let us discuss about them here for giving you an idea how they conceived the concept of disseminating information to the masses at the grassroots level more than three decades back.

Satellite Instructional Television Experiment (SITE): This first experiment was conducted with the support of the US Application Technology Satellite (ATS – 6) by which specially-prepared programme contents were broadcast to several hundreds of selected clusters of villages in six states of the country in 1976 – Rajasthan, Bihar, Orissa, Madhya Pradesh, Karnataka and Andhra Pradesh.

At the masses' end of the experiment, several hundred TV sets were installed in these villages for receiving those contents. All of these were set up in public places of the villages so that all the residents had an opportunity to watch them whenever they were broadcast.

The programmes included a variety of educational and instructional themes ranging from children's programmes, teachers' training, agricultural contents etc. which were aimed at benefiting the rural and underprivileged community.

The entire experimental project was completed in collaboration between Indian Space Research Organization (ISRO), Space Application Centre of Ahmedabad under the Development Education Communication Unit (DECU).

This experiment was so innovative and ambitious in nature that it has been described as the 'biggest socio-technological experiment in the world'. And its impact study was carried out later on following completion of the project. This has revealed an enormous potential for utilizing satellite technology for extending the benefits of modern day research findings into the life of the common masses at the grassroots level.

Apart from any other finding, this project's implementation also demonstrated that the government was keen on facilitating meaningful information and educational instruction to the people at the lower strata of the society. To do this, even highly costly technology were to be used by all means.

Kheda Communication Project (KCP): This project aimed at experimenting with the idea of decentralization of mass media. Under this system, a low power TV transmitter was set up in a village in the Kheda district of Gujarat which was linked to the studio complex at Ahmedabad.

The experiment targeted around 400 villages of this district for serving the contents of its broadcasts in which about one-and-a-half hour were earmarked for local programmes contents.

It aimed at reaching both a big rural audience as well as community audiences and prepared its programmes and infrastructural facilities in this mode. All the programmes produced from the local centre were to focus essentially on social change and rural development. Most of the programmes prepared here were pre-viewed by a peer group formed specially for the purpose. Only after the programme contents were cleared by this group they were broadcast.

As the project was specially meant to be a participatory one a lot of emphasis was put upon conducting detailed research prior to production of the programmes. These included – researching into audience profile, needs assessment of the target audiences, script writing, programme testing, feedback, mid-course and summative evaluation of the whole experiment.

Both these projects or experiments were highly successful and evaluations pointed out to many aspects about which there were lot of possibilities of improving in future. However, the projects were not continued later on. We believe they should have been continued as role models in the field of development communication. Their need and importance can be felt more than ever today This is because the government as well as the society are once again paying a lot of attention to the promotion of development communication keeping in view the present day situation.

Even an adequate publicity about these two experiments will do a lot of good to the masses as people will start demanding similar experiments for fighting social evils like illiteracy, poverty etc.

Further, in the period of the VIIth Five-Year Plan itself AIR set up a unit called Central Education Planning Unit (CEPU). It was entrusted with the responsibility of planning as well as broadcasting sufficient number of educational programmes for the masses, specially children. Many of these specific programmes were broadcast locally and also on national basis for reaching out to the maximum possible number of people.

One major problem in this regard may be the inability of the

development communicators – both organizations / associations and individual communicators – for making the development reports more attractive for the masses. So they had a very low readership and lack of interest in general. This aspect also needs to be thought of properly by those people engaged in this vocation so that new ways and means can be devised for making it popular in future.



CHECK YOUR PROGRESS

Q.7 : The SITE experiment was conducted with the support of a satellite named .....

Q.8 : Name the states in which the SITE experiment was carried out.

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Q.9 : Which experiment has been described as the 'biggest socio-technological experiment in the world'?

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Q.10 : What was the aim of the Kheda Communication Project?

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Q.11: Name the unit of AIR which was established for planning as well as broadcasting sufficient number of educational programmes for the masses, especially children.

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LET US KNOW

There is hardly any proper policy in regard to promotion of the cause of development communication in the country. Except a few mandated programmes of AIR and DD, every effort and activity in the voluntary and private sector is basically amateurish.

Thus, despite such a huge need of promoting development communication in the country, most of the efforts are on voluntary basis. Thus the amount of development communication is hardly able to match the requirements in the real sense of the term.

If we look at the general situation of the country, one may question that where is the need for development communication. But yes. The majority portion of the country's population is illiterate, underprivileged and living below poverty standard. The state authorities have failed in extending the benefits of formal educational system to this majority of the population. Under such circumstances development communication and reporting about developmental efforts and happenings are among the most suitable and effective means of mass education. And what is development communication. It is a form of mass education for converting the people into 'thinking human beings' so that they can contribute to the progress of the nation on an equal footing with their educated counterparts.



8.6 LET US SUM UP

- Being aware of these developments is not merely enough. The goals of development communication will be served adequately only when these happenings are reported in the media.
- If development news item could be repeated in the media across the state or nation more and more people will feel encouraged and confident of trying such an experiment.

- There are quite a lot of people concerned with the activity of development communication or reporting. Yet the cause of development reporting has not been served in an ideal manner so far.
- In the mainstream commercial media development reporting is not a priority for obvious reasons. Whenever such stories are focused that is usually an exception, not a routine. This is because such stories are not normally very popular with no sensation and thereby lacking the attributes to attract more people than otherwise.
- However, a few newspapers, magazines and electronic media channels are trying their best for promoting development reporting to popularize it amongst the masses for achieving long term goals.
- In this regard, the pioneer voluntary organization Press Institute of India (PII) based at Chennai (Formerly at Delhi) has been regularly publishing one journal titled *Grassroots* for quite a long time now.
- The Mass Communication Research Centre (MCRC) of Jamia Millia Islamia University in Delhi has been conducting a comprehensive diploma course in Development Communication.
- Further, the National Council for Science & Technology Communication (NCSTC) of the Ministry of Science and Technology of Government of India has been promoting communication of scientific findings and developments to the masses on a regular basis.
- Our country had conducted two highly ambitious experiments in development communication utilizing satellite technology with far-reaching goals and benefits in the 1970s itself: Satellite Instructional Television Experiment (SITE) and Kheda Communication Project (KCP).



8.7 FURTHER READING

1) Gupta and Aggarwal (1996) – *Media policy and nation building – select issues and themes,* Concept Publishers, New Delhi

2) Joshi, Uma, (1997) – *A strategy for environment education – vital for sustainable development. Proceedings of national conference on*

Dimensions of Environmental Stress in India, Geology Dept., MS University, Baroda.

3) Schramm, Wilbur (1964) – *The role of information in national development,* Stanford University press.

4) Servaes, Jacobson, White (Edited – 1996) – *Participatory communication for social change,* Sage Publications, New Delhi.

5) Singhal, Doshi, Rogers and Rahman (1989) – The diffusion of television in India, Vidura – May-June issue, page 222 – 228.



8.8 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q.No 1 : Development reporting refers to reporting of development related issues. Development reporting refers not just to reporting development, but also the lack of it, i.e., underdevelopment.

And to Q.No 2: It is important for development related happening to be reported in the media because only this will ensure that innumerable number of people or masses come to know about them and they too can be encouraged and benefitted by them.

Ans to Q.No 3 : The situation of development reporting in our country is not a highly encouraging one. There is some efforts on the part of the government-supported media organizations. Also quite a few NGOs and voluntary associations/organizations are actively engaged in the field of development communication. Some of their efforts and initiatives have been highly commendable. But as a whole the situation is not very encouraging. On the other hand, of late, awareness about importance of this particular field is growing in the society. So, more and more people and organizations are coming forward to take up the challenge and facilitate dissemination of meaningful developmental information to the masses.

Ans to Q.No 4 : *Grassroots*

Ans to Q.No 5 : Mass Communication Research Centre (MCRC)

Ans to Q.No 6 : NCSTC

Ans to Q.No 7 : Application Technology Satellite (ATS – 6)

Ans to Q.No 8 : Rajasthan, Bihar, Orissa, Madhya Pradesh, Karnataka and Andhra Pradesh.

Ans to Q.No 9 : SITE

Ans to Q.No 10 : The aim of the Kheda Communication Project was to experiment with the idea of decentralization of mass media.

Ans to Q.No 11 : Central Education Planning Unit (CEPU).



8.9 MODEL QUESTIONS

A. Very Short Questions

Q.1 : Name the journal published by NCSTC.

Q.2 : When was SITE conducted?

Q.3 : What was the aim of the Kheda Communication Project?

B. Short Questions (Answer each question in about 150 words)

Q.1 : Wriet a note on the present trends in development reporting.

Q.2 : Will development reporting lead to dissemination of development issues among the masses? Justify your answer with examples.

C. Long Questions (Answer each question in about 300-500 words)

Q.1 : Give a brief description of development reporting scenario in the country.

Q.2 : Is there any relevance of the SITE and KCP projects for the country's situation today? How?

Q.3 : Suggest some ways for promoting a better development reporting activity by our country's media in future.

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UNIT 9 : MEDIA AND DEVELOPMENT

UNIT STRUCTURE

9.1 Learning Objectives

9.2 Introduction

9.3 Media and National Integration

9.4 Media in Development

- 9.4.1 Pillar of Democracy
- 9.4.2 Media in Crisis Situations
- 9.4.3 Public Service Broadcasting (PSB)
- 9.4.4 Media as a Leader of the Society

9.5 Social Responsibility of Media

9.6 Problems in Practice

9.7 Gandhian Model of Development

9.8 Let Us Sum Up

9.9 Further Reading

9.10 Answers to Check Your Progress

9.11 Model Questions

9.1 LEARNING OBJECTIVES

After going through this unit you will be able to–

- discuss the role of media in National Integration
- explain the role of media in development
- discuss the social responsibility role of media
- analyse the Gandhian model of development.

9.2 INTRODUCTION

In the earlier units of this paper, you have come to know how development communication helps in disseminating information to the target audiences or masses in the right manner and thereby causes an improvement to the living standards of people.

In this unit we will discuss about how media can help in facilitating

the nation's development in every sector. We will explore the various positive aspects of media which work as catalysts towards furthering the nation's progress even during unusual circumstances.

9.3 MEDIA AND NATIONAL INTEGRATION

Mass media and development are integral partners in the process of nation-building. In a democratic country, media must be respected adequately and given its proper dues. So that it can independently perform its duties for achieving the goals of the country's progress. In autocratic and dictatorial nations, media leads a suppressed life with no autonomy and always following whatever the political masters dictate to it.

But, in a democratic nation, media has a strong and powerful presence which forces the ruling party or the other pillars of the state feel scared to do anything unlawful and indulge in corruption.

Let us look at the following example which will help you understand the importance of media for any nation. Especially for one like India with so many hundreds of tribal and ethnic communities living side by side with distinct languages and culture.

Prior to the coming of the British rulers, there was no common language for the entire country and every small corner of India did have a different language understandable only to the people of that particular area. So we could hardly expect any feeling of oneness among the people as there was virtually no scope for establishing any relationship among these masses. The problem was aggravated also by the lack of any system of smooth transport worth the name during those days.

However, the British government introduced English as a common language of instructions for schools and other educational institutions throughout the very large territory of British India. And for the first time the seeds of a comprehensive provision for a feeling of unity could be established for the whole of the country.

We know that language is also a very convenient media for exchanges of information among the masses. Thus, when it was introduced and quite a few newspapers have also started to be published more and

more people could be exposed to the various aspects of media as well as the developments happening across the nation.

It is also highly important to note that this system of the colonial rulers was actually introduced for their own benefits and interests. But it indirectly helped the growth of the feeling of unity among the masses in a tremendous way during those days. This also facilitated a country-wide awareness among the people against the British rulers. Hence we can see that the traces of a nation-building effort was found in the media even during the early British era itself which was later developed to a more higher status.

Let us look at another interesting example. During the days of revolution of the people of the USA against the British government for establishing a separate and independent country, media had carried out a great performance of supporting the freedom struggle. And it was deemed to be a major factor in achieving freedom for the country. This is why the First Amendment of the US Constitution very clearly states that the Parliament will absolutely not make any law which might restrict the freedom of the Press in any manner. And till this day, the US lawmakers are abiding by this guidance in the true spirit.

We can cite another fitting example from the Renaissance Age in Europe. We know that in the middle ages the Christian religious set up was all powerful in every aspect of life and commanded power even over the kings and emperors. As there was no Mass Communication in those days, these religious authorities tried never to let anyone else outside the set up to access those very rare religious and other books of knowledge to read.

However, when the printing press was invented by Johannes Gutenberg books including religious books and epics became easily available compared to the earlier days. So, more and more people started to become literates and realize the sayings of the books. This had directly and indirectly created an active awareness among them to think in a rational manner. And as a result of this new development in those days, the Renaissance movement was ushered in to have changed even the world.

So you can see for yourself how mass media can work towards changing the society for better over a period of time in a gradual manner. We mention

the term 'gradual manner' here because of this reason — any individual on an average do not like to accept change or new developments easily. It takes a long time for convincing them to take cognizance of something new, then accept and adopt it and realize whether they have done good or bad. As the society is nothing but a huge gathering of such individuals you can imagine the amount of time it will require for converting all those millions of people as a whole.



CHECK YOUR PROGRESS

Q.1: Why should media be respected in a democratic country?

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Q.2: What language did the British Government introduce as a common language for use in educational institutions in British India?

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Q.3: Why does the First Amendment of the US Constitution clearly state that the Parliament will not make any law which might restrict the freedom of the Press?

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Q.4: What was the historical event which led to the easy availability of religious books and epics?

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9.4 MEDIA IN DEVELOPMENT

You have already come to know how vitally important is development communication for a country's overall progress as a whole. Especially so for a developing country like that of ours. Now, the same role the media plays in development communication can also be effectively extended to all other spheres of our life – both individual as well as social.

Let us consider these aspects one by one.

By now you must be well aware about the different functions of communication.

The prime function of communication is information followed by instruction, education, entertainment, national integration etc. All these functions are integrally connected with each other and can never be seen in isolation. This is because at the same time a certain bit of information can also perform the other functions of communication mentioned here.

In your studies of this course so far you must have become familiar with the saying called 'information is power'. It is so because nowadays in this advanced age of the world, our entire life revolves around information. Without this our life will come to a standstill. After so many years of living with the habit of reading the newspaper or watching TV news or listening to radio news we have become fully dependent upon the media for our information needs. Through these information we also receive education and instruction about what to do or what course of action should be taken in a specific situation.

9.4.1 Pillar of Democracy

Freedom of expression is taken as a precondition for the complete development of a human being and also the society's status. This is so because a human being must feel free to express his or her thoughts and a debate is to be initiated in a public forum or platform. Otherwise we will be unable to understand and realize the full implications of those aspects. And this public platform is the 'media' which facilitates such debates and discussions.

Media is a Universal Open University which allows each and every issue to be put up on its broad platform for deliberations and thereby arrive at a logical conclusion. The masses who are the readers or audiences of the media are free to pick up the resolutions according to their own liking. For example – a few years back there was a hot debate initiated in the state through the media about the need for the Illegal Migrants (Determination by Tribunal) {IM(DT)} Act. Many people offered their opinions on the issue either for or against it and everyone tried to establish his or her point with justifications. Thus in the process positive, negative and moderate views and angles were presented which is important. Now the people or the masses can make up their mind about whether to support the act or not from these debates' findings.

On the other hand you must be quite familiar with the saying that media is the fourth pillar of democracy. You know that a democratic nation is supported by the organs – state, legislature and the executive or the government and the fourth one is media. These organs are called pillars. Now, if any one of the other three organs go astray from its actual path and try to indulge in corrupt practices then it will be the duty of the media to point it out and inform the masses about it. So, many people would like to call media as the 'watchdog' of democracy.

Media can boast of a long history of impartial and constructive role in strengthening the democratic institutions in the developed western nations. And also in India masses have developed a close patronage for it. So they term it as the last ray of hope in case of rampant corruptions. Media is a formidable force in any nation of the world because of its exhaustive and widespread reach of the people and easy access to its tools like newspapers, TV and radio. For making something public or disseminating any information for the masses there is no other equally powerful and effective agency like mass media.

9.4.2 Media in Crisis Situations

From time to time, especially on important occasions like the eve of Independence Day and Republic Day of the country we can see the Prime Minister and President delivering speeches to the nation through radio and TV. This is also done when any widespread emergency-like situation occurs in any place of the country. This is a routine broadcast matching those occasions. However, on other such special occasions media can be utilized very effectively as an adequate platform for carrying the messages of persuasion of the leaders of the nation to the masses.

For example, suppose a major Tsunami-like disaster takes place in Assam or several states of the country. A red alert will be declared immediately and the President of the Prime Minister will address the nation on TV or radio, or maybe both. This is only to keep intact the confidence of the masses in the elected government of the country so that the crisis situation could be avoided or solved properly.

You may know that Franklin D Roosevelt was the president of the USA during a time when the country's national economy was quite in a bad shape. During those days for quite sometime, he used to offer what is called 'fireside talks'. Under this programme Roosevelt would sit down by the fireside of his house in the evening and in a somewhat causal tone speak to the people whoever would like to listen to it. Many communication experts say that these fireside talks which were broadcast for a long time on American radio became enormously successful in bringing back confidence into the minds of the US masses. This has been one very important example of how media can contribute to the development of a country by facilitating freedom of expression, building up confidence in the masses' minds etc.

9.4.3 Public Service Broadcasting (PSB)

We have mentioned it earlier in another unit about this concept. Public Service Broadcasting (PSB) is that type of service which broadcasts mainly such information or contents through electronic media – TV and radio which are essentially meaningful, instructional and educational at the same time. This is done with the prime view that media contents in a progressive society should always possess the quality of being potentially useful for the target audiences.

For example – AIR and DD broadcasts extensive and elaborate programmes on agriculture, children and women's development etc. on a regular basis for its target audiences. Besides, if you closely notice you will find that most of the publicity or advertisements about public welfare-oriented issues like pulse polio immunization, AIDS awareness etc. are broadcast mainly by AIR and DD out of their social commitments.

Will any private media or TV or radio channel broadcast the same thing without any major financial gains? No. Because these advertisements do not bring in competitive advertising revenues. Competitive advertising revenues mean a higher price for a specific time slot in TV or radio programmes or a newspaper or a magazine. These have different categories of advertising price ranges for various types of programme formats and time slots. As against this, the tariffs of advertising campaigns for government departments and organizations is much lower than the market prices. But, the PSBs broadcast these advertisements out of their prime concern for the welfare of the target audiences never bothering about a growth in advertisement revenues.

At the time of Independence, the central government of India realized that mass media had to be developed as a partner in the growth process for the country. Thus, the government kept AIR under its jurisdiction for utilizing its enormously-growing potential for

reaching out to the masses in the remotest corners of the country for extending the government's welfare-oriented messages. This was the most ideal and effective platform for floating those information and creating a mass awareness about the various developmental schemes of the government.

Further, AIR and DD allow us adequate opportunities for exchanging cultural and other information among various regions, ethnic and tribal groups of this country of continental proportions. For example – in the national networks of both these PSB service providers, we can find broadcasting of programmes on cultural aspects of all the ethnic groups and also dominant cultures of the country. These exchanges bring in a strong feeling of unity among the masses of the country spread across every nook and corner. This is a serious exercise in nation-building.

9.4.4 Media as a Leader of the Society

Mass media enjoys a special distinction in any society across the world. The people or the media persons working here are dealing with numerous public issues for so many years that they automatically develop a certain definite kind of expertise over those issues over a period of time. Thus, out of their deep and wide-ranging experiences of dealing with those issues they can adequately analyze and forecast future developments in these fields. So, when the society or the nation faces a turmoil or critical situation, media is expected to offer leadership to the nation or show the masses which path is to be taken or which is to be avoided.

Further, again because of their expertise which has been developed over so many years or decades of running the media organizations, they can also advise us how to behave or act under certain situations if we face a dilemma as a nation. Thus, media also has to play the role of leadership of the society any moment.

Not only during crisis or turmoil situations, even during peaceful situations, it is the media which has to show us the right

kind of choice as we are faced with so many options in every field of life.

Mass media is an integral part of the society and thereby can't ignore the problems, difficulties, crisis situations occurring in that society of which it is a part of. Hence, many media agencies take upon themselves the responsibility of fighting for a specific cause. For example, a newspaper or magazine, a TV or radio channel may decide to constantly and regularly fight for getting justice in a specific cause or issue along with carrying out its general news and information duties also.



CHECK YOUR PROGRESS

Q.5 : How can media contribute towards development and nation building?

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Q.6 : What are the functions of communication?

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Q.7 : ..... is the fourth pillar of democracy.

Q.8 : What is public service broadcasting?

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Q.9: Why did the government keep AIR under its jurisdiction?

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ACTIVITY- 9.1

Watch the TV news bulletins for a whole day continuously and carefully read the newspaper you subscribe to at your home for 15 days regularly. Try to find out those particular news items in both of them which you believe possess the potential for contributing directly or indirectly towards development and nation-building.

9.5 SOCIAL RESPONSIBILITY OF MEDIA

In the aftermath of Independence of the country our media collectively decided on a vital issue. That is – in view of the massive illiteracy and far less than desirable development in all the walks of our socio-economic field, media had a certain social responsibility to be carried out properly.

So, associations of media organizations decided by themselves that they would ensure that the following aspects would be reflected in their discharging of duties for making information available to the masses – they would not exaggerate any incident, happening or issue out of proportion not to mislead the people, function with a loose partnership with the government for facilitating publicity of the government schemes and plans for the benefit of the people, mainly play a positive role in their duties and never go astray from their set aims and objectives or providing the masses with meaningful and true information at any cost.

This is social responsibility cause of media. Because of this responsibility majority of mass media organizations of the country did stick to these self-imposed guidelines for several decades.



CHECK YOUR PROGRESS

Q.10: What is Social Responsibility of media?

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ACTIVITY 9.2

Closely observe all the contents in the mass media to which you subscribe to and find out the ones which can be termed as those bearing a clear hint of the cause of Social Res-ponsibility of mass media.

9.6 PROBLEMS IN PRACTICE

Even though it is said that ideally media should be a major contributing factor in development as well as nation-building, in practice there has been quite a few discrepancies due to various factors. For example – despite the social responsibility sense of mass media, many a times we can see non adherence to these codes falling prey to the like of making money by short-cuts. That is, trying to attract more and more masses by publishing or broadcasting sensational stories or news items without even bothering to verify whether it will mislead of the public.

This phenomenon has developed to a great degree in the recent years with the growth of intense competition because of an unprecedented increase in the number of TV / Radio channels, newspapers, magazines etc. Because of this tremendous growth in the number of media channels, the competition to stay ahead of the others has been causing this acute problem in providing a proper service to the masses.

Further, in case of the PSBs, a curious problem is coming up in the last few years. That is, because of liberalization the government has been forced more and more to withdraw its support from public welfare activities like investments in public service broadcasting, education, health etc. and leave the field open for the private sector.

Under such circumstances the PSBs like AIR and DD are finding it somewhat difficult to carry on their programmes like in the earlier days because of funds crunch. They are indirectly asked to cater to their own revenue generation by themselves without much dependence on the government for support. Here there is a problem because if the PSBs also

have to go for broadcasting cheap popular entertainment programmes who will take care of the public welfare-oriented programmes. Definitely not by the completely private media.

There is another curious problem with the clause of freedom of expression in our country. That is, even though the government claims to be promoting freedom of expression for our media, yet at times such actions are carried out which cast doubts on this claim.

Many of you may remember that several years back, the Tehelka channel had exposed the corruptions in the Ministry of Defence equipments purchase deals which created a major hue and cry all over the country.

As the ruling party in power at that time had to face this embarrassment the Tehelka organization was harassed to a large extent by filing almost a hundred cases against it pertaining to different acts and regulations including the Foreign Exchange Regulation Act, Customs and Revenue Act etc. The aim was to create a situation in which Tehelka on its own would have had to close down its activities for good. However, later on all these cases were proved to be without any basis by the court of law leading to an honourable acquittal of the organization.

This is just one prominent example of how the ruling parties – both in state and central governments actually try to create problems and roadblocks f**.**



LET US KNOW

Apart from the Gandhian Model of Development, Nehruvian Model of Development is another important Indian model of development and planning. This particular model focuses on centralized development based on planning . Releant to the industrial sector, this model lays stress on intensification and diversification of industrial development with the help of non-renewable resources. Based on the mixed principles of capitalism and socialism, this model has entrusted the State to shoulder the responsibility of looking after the heavy industry as well as forpoverty

alleviation and income redistribution. Most of the features of the Nehruvian model like large-scale industrialization, central planning, application of ICT and huge capital investments have been lagely drawn from the experiences of the Western Power Blocs.



9.8 LET US SUM UP

- Mass media and development are integral partners in the process of nation-building.
- In a democratic country, media must be respected adequately and given its proper dues so that it can independently perform its duties for achieving the goals of the country's progress.
- During the days of revolution of the people of the USA against the British government for establishing a separate and independent country, media had carried out a great performance of supporting the freedom struggle.
- In the middle ages as there was no Mass Communication books and religious scriptures were not easily available to the common people.
- However, when the printing press was invented by Johannes Gutenberg books including religious books and epics became easily available.
- The prime function of communication is information followed by instruction, education, entertainment, national integration.
- Freedom of expression is taken as a precondition of the fullest development of a human being and also the society's status.
- Media is a Universal Open University which allows each and every issue to be put up on its broad platform for deliberations and thereby arrive at a logical conclusion.
- Media is the fourth pillar of democracy.
- Public Service Broadcasting (PSB) is that type of service which broadcasts mainly such information or contents through electronic media – TV and radio which are essentially meaningful, instructional and educational at the same time.

- Media also has some social responsibility. But despite that, many times we can see non adherence to these codes by publishing or broadcasting sensational stories or news items without even bothering to verify whether it will lead to misleading of the public.
- The principle of Swadeshi has been deeply ingrained in the Gandhian Model of Development which exhorts one to make extensive use of the services of their immediate environment at the expense of the more remote.



9.9 FURTHER READING

1) Melkote, Srinivas R., and H.Leslie Steeves (2001) ,*Communication for Development in the Third world : Theory and Practice for Empowerment,*Sage Publications, New Delhi

2) *Menon, Mridula (1997), Development communication and media debate,Kanishka Publishers, New Delhi*

3) *Prabhakar, Naval & Narendra Basu* (2007), *Mass media and development ,Commonwealth Publishers, New Delhi*

4) *Report on Communication and Sustainable Development* (2007), Food and Agriculture Organisation of the United Nations

5) Yatra – The journey, *Development and Educational Communication unit (DECU), ISRO, Ahmedabad*



9.10 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q.No 1 : In a democratic country, media must be respected so that it can independently perform its duties for achieving the goals of the country's progress.

Ans to Q.No 2 : English

Ans to Q.No 3 : During the days of revolution of the people of the USA

against the British government for establishing a separate and independent country, media had carried out a great performance of supporting the freedom struggle. And it was deemed to be a major factor in achieving freedom for the country. Therefore in recognition of such contribution of the press, the First Amendment of the US Constitution clearly state that the Parliament will not make any law which might restrict the freedom of the Press.

Ans to Q. No 4 : Invention of the printing press by Johannes Gutenberg.

Ans to Q.No 5 :. Mass media is the cementing factor for a nation, especially for those with such a big geographical area like that of India. It provides a sense of oneness and feeling of unity among the people by allowing the masses staying in various remote corners of a nation or country to keep in touch with each other. It provides us with a platform, a channel for exchanging our views, culture letting everyone become aware of each other's existence. And at times of crisis media takes up the responsibility of guiding the masses towards the right kind of decision and destiny.

Ans to Q.No 6 : The prime function of communication is information followed by instruction, education, entertainment and national integration.

Ans to Q.No 7 : Media

Ans to Q.No 8: Public Service Broadcasting (PSB) is that type of service which broadcasts mainly such information or contents through electronic media – TV and radio which are essentially meaningful, instructional and educational at the same time.

Ans to Q. No 9: At the time of Independence, the central government of India realized that mass media had to be developed as a partner in the growth process for the country. Thus the government kept AIR under its jurisdiction for utilizing its enormously-growing potential for reaching out to the masses in the remotest corners of the country for extending the government's welfare-oriented messages.

Ans to Q.No 10 : When the media voluntarily takes upon itself the responsibility of discharging its duties in a cautious and restrained way it is called the social responsibility of media. It is done by refraining

from indulging in sensationalizing of issues, trying to educate and instruct the ignorant masses towards various developmental issues and making them aware of better living standards etc. It is a voluntary activity adopted by the media out of its deep social commitments.

Ans to Q.No 11 : No. Even though it is generally accepted that there is absolute freedom of expression in our country in reality it does not seem to be so at times due to some incidents which point out to the contrary. For example, when the Defence deals' scam was exposed by the Tehelka news channel for the first time, the organization was subjected to a lot of harassments by filing of almost a hundred cases against it by the government under various acts and laws. This is just one example out of so many such incidents happening everyday throughout the country most of which are never reported at all.

Ans to Q.No 12 :. The unprecedented increase in the number of TV / Radio channels, newspapers, magazines etc has led to the growth of intense competition among the media. And to stay ahead of the competitors, the media often resorts to sensationalism to attract the people.



9.11 MODEL QUESTIONS

A. Very Short Questions

Q.1 : Why is media said to be a Universal Open University?

Q.2 : What are the four pilars of democracy?

Q.3 : What are 'fireside talks'?

B. Short Questions (Answer each question in about 150 words)

Q.1 : Why is media said to be the watchdog of democracy?

Q.2 : Discuss the social responsibility aspect of media.

Q.3 : How does media help in fostering national integration?

C. Long Questions (Answer each question in about 300-500 words)

Q.1 : Explain the concept of Public Service Broadcasting with the help of examples.

Q.2 : Do you believe that media is living up to the expectations of the masses in its functioning in contributing towards development?

Q.3 : Write about the contributions of the media in your state towards development.

Q.4 : What does the Gandhian Model of Development relate to?

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UNIT 10 : USE OF TRADITIONAL AND FOLK MEDIA FOR DEVELOPMENT COMMUNICATION

UNIT STRUCTURE

10.1 Learning Objectives

10.2 Introduction

10.3 Traditional Folk Media

10.4 Advantages of Traditional Folk Media

10.5 Folk Media Reflects Social Changes

10.6 Traditional Folk Media as Development Media

- 10.6.1 Case studies
- 10.6.2 Role of Government and Third Sector Agencies

10.7 Let Us Sum Up

10.8 Further Reading

10.9 Answers to Check Your Progress

10.10 Model Questions

10.1 LEARNING OBJECTIVES

After going through this unit, you will be able to:

- define traditional folk media
- discuss the advantages of traditional folk media
- explain how folk media reflects social changes
- discuss the role of traditional folk media as development media.

10.2 INTRODUCTION

In the previous units, we have discussed about development and development communication and the media of development. In this unit, we will provide an overview of the area of traditional folk media and define how traditional media can be used as development media. Let's get started by knowing what traditional media iis all about.

Each culture has its own traditions, which are passed on from

generation to generation. Earlier, there was no provision of electricity or technology, and hence, no radio or television or internet services for entertainment or information. Have you ever wondered how the messages were communicated before the development of writing techniques? Even after the writing was developed, it was not learned or utilized by the common people, reading and writing was mostly limited to the upper strata of the society. So, the common folks adopted various other ways of communication in the form of songs, dances, music, drama, stories, poetry, proverbs, paintings, sculpture, handicrafts, puppet-shows, and so on. The stories which could not be documented were spread through these media. Even in these days, there are many villages, where proper electricity facilities are not developed. In these situations, people develop their own ways of communication depending upon the local language and culture. Do you remember hearing stories of Mahabharata and Ramayana or other moral tales from your grandparents or parents? Have you ever enjoyed a live performance of drama in your village? Information in this way has been handed over from one generation to another and constitutes different forms of traditional media.

10.3 TRADITIONAL FOLK MEDIA

Traditional folk media is a term used to denote 'people's performances'. This term refers to the performing arts which can be described as the cultural symbols of the people. Folk dance, rural drama and musical variety of the village people, all come under traditional media. Traditional folk media is not just confined to dance and music, but also includes art and crafts. Tradi-tional folk media originated as a consequence of people's need to express themselves. These performing arts pulsate with life and slowly change through the flux of time. In India folk performance is a composite art. It is a total art created by the fusion of elements from music, dance, pantomime, versification, epic ballad recitation, religion and festival peasantry. It absorbs ceremonials, rituals, beliefs and of course the social system.

According to veteran folk media scholar Balwant Garhgi "Folk media

represents the people in their natural habitat, with all their contradictions and multifarious activities. It gives a glimpse of their style of speech, music, dance, dress and wisdom. It contains a rich store of mythological heroes, medieval romances, chivalric tales, social customs, beliefs, and legends. In order to understand the colourful diversity and unity of India, it is important to see the folk theatre in its natural settings."

Folklore and folk life can be classified into four groups as given by Richard M. Dorson in the following way-

Oral Literature: This group includes spoken, sung and voiced forms of traditional expressions with repetitive patterns. Folk narratives, folk songs or folk poetry is a part of this category as it is propagated by word of mouth and is without known authorship.

Material Culture: Material culture is techniques, skills, recipes and formulae transmitted across generations, and that finds a place in the houses, clothes, food, etc., of the people. It is a visible part of folk behaviour that has continued since a long time among the people.

Social Folk Custom: This category includes the group interactions and performances that take place in a society, where the whole village or community participate in the ritual. This includes the customary practices seen during the births, deaths, marriages, festivals, etc. the decorations are done to ward off evils. Certain games and recreations, or sports and pastimes are learned through traditions rather than by codified rules and regulations. The religious aspects of social folk custom cover the modes of worship and offering animals to appease the spirits and gods.

Performing Folk Arts: Performing folk arts involve the traditional use of music, dance and drama by adopting folk instruments, dance costumes and scenario props for the purpose of amusement. However, the performing folk arts also intermix with the formal performing arts.

Rural India is a treasure trove of folk art, theatre, music, dance, art and craft. The folk art forms satisfy our innate need for self expression. The traditional forms preserve and disseminate the tradition and culture of our forefathers infusing life into them. Every region has its own folk art from that is immensely popular and relevant in that area and Assam is no exception.

Some of the most popular traditional folk media of Assam include Ojapali, Mobile theatre, Bhaona, Sattriya dance, Loka Geet, Bor Geet, Bon Geet, Bihu. Puppetry and street theatre are also quite popular. Again there are several types of variations of a single art form. Bhaona for instance is a classical form which is performed within strict norms in the naamghars. On the other hand in parts of lower Assam, there are Dhuliya Bhaona and Khuliya Bhaona which are free from the rigidity of the classical Bhaona and are very flexible. Similarly the Bihu is performed with slight variations by the Assamese, the Misings, the Bodos, the Karbis etc.

Being ancient forms of art, the folk media is very close to the hearts of the people. Traditional media holds universal appeal. Its understanding is direct and at the personal level. Traditional folk performances are uniformly popular, irrespective of the educational, social and financial standing of any community. Various researchers have established the importance of traditional folk media in development communication. Traditionally, folk media were primarily used for entertainment, social communication and persuasive communication. Now, there are efforts to involve folk media for conveying development messages. In the past few decades traditional folk media have been increasingly recognized as viable tools to impart development messages, both as live performances and also in a form integrated with electronic mass media.

Here are some of the characteristics of traditional folk media :

1. They have sustained the onslaught of time
2. They have sustained by changing with the changing times
3. Any person is always a participant in the performance, never an audience.
4. It is spontaneous.
5. It is flexible.
6. It is cost effective and therefore has enhanced repeatability.
7. It is has immediate feedback and increased attentiveness.
8. It is performed in a common language promoting intelligibility.
9. It is direct and persona.



CHECK YOUR PROGRESS

Q.1: Define the term traditional folk media.

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Q.2: Traditional folk media is not just confined to dance and music, but also includes .....

Q.3: Why is folk performance a composite art in India?

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Q.4: Name some popular traditional folk media of Assam.

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Q.5: What are the characteristics of traditional folk media?

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10.4 ADVANTAGES OF TRADITIONAL FOLK MEDIA

Now let us glance over the advantages of these forms of media over the conventional mass media.

Intimacy with the masses: We know that every community or ethnic group of society has its own folk and traditional media which are close to their hearts. This is because it is in their person or simply speaking it runs in their blood. Hence, whenever it is performed or enacted by anyone in a society or place most of the masses feel like joining it and closely enjoy it to the maximum.

It is physically very close to the people: You must have seen that most of the folk and traditional media are performed in close proximity of the public gathering. Those of you from Assam and others who live here will

know that *bihu* dances are performed in close proximity with the peoples' gathering. Thus its effects on the masses are much greater than that of mass media.

These are personal media: While reading about the characteristics of communication as well as mass communication you must have found that the latter is a highly 'impersonal' medium. This is because the communicator is communicating with the masses through a mechanical device or medium. That is why the effects of the personal warmth which is found in folk and traditional media are lacking in mass media. This is true for TV, radio, newspaper or a magazine etc. That personal charisma which can move the masses is absent in mass media.

Scope for repeat performances: In these two types of media there is ample scope for repeating a performance if the masses watching it like it. And the audiences can also take part in it by becoming themselves a part of the performing team. This scope is not there in mass media where programmes are broadcast only once and simultaneously. In other words it means that in folk and traditional media programmes and events can be repeatedly performed if people liked them. But in case of mass media this is not possible as programmes are broadcast at the same time for a wide variety of people across a huge area.

Regional / local level variations are important: We can see that folk and traditional media performances can be carried out with adequate scope for some amount of regional or local variations in different places of the country. For example, *bihu* performances in some areas of Sivasagar district will be somewhat different from the performances in maybe Dibrugarh or Golaghat or Jorhat districts. Same is the case with other forms of folk and traditional media also. However, in case of mass media the same kind of performance has to be watched or listened to by the people everywhere with hardly any scope for regional or local variations at all.

Scope for using body language or non verbal language is adequately available in folk and traditional media: You must have realized the importance of non verbal language in the field of communication. In folk and traditional media non verbal or body language plays a vitally-important

role in enhancing the meaning of the messages being exchanged among the participants. So, the scope for using voice modulations, facial gestures, overall body movement etc. all these aspects make these two types of media much more effective than mass media where this scope is far less. Of course, you can say that TV, films and documentaries do have this scope in a good measure. But this can't be equal to that of a live performance by any person in regard to effectiveness. Besides, you can realize on your own that compared to this aspect, print media is a highly stale one in case of sending across the meanings of its information and messages. That is, even though exclamation signs are used in written languages, yet it does not carry the same kind of emotional strength and effect which one can get in case of radio and TV due to voice modulation.

Use of local language, costumes etc: Every type of folk and traditional media has to be essentially based upon the local ethos, culture and other aspects. Thus the costumes, language used and the settings and background etc. must invariably bear the stamp of that locality and general culture of the area. Otherwise it will not be able to carry the same effects and meanings for the masses.

It is performance oriented: Another important point to be noted in this regard is that most of the folk and traditional media are basically performance-oriented. In simple words it signifies that majority of these two media are a finely-balanced combinations of performance of music and dances. This aspect provides much more effectiveness over its target audiences.

However, let me point out to one major drawback in folk and traditional media. That is, its reach is very limited at one time. That means a folk and traditional media performance usually is done for a group of a hundred or at the most few hundreds or thousands of people. So, to reach lakhs or millions of people their utility or capacity is not at all adequate. It is at best a localized medium. We can address the problems, issues or other aspects of a certain area in the locality's own language, culture, ethos etc.

Now, due to all these factors folk and traditional media enjoy a far more effectiveness and influence over the masses of whom they are a part of.



LET US KNOW

Difference between Folk Media and Electronic Media

Component	Folk media	Electronic media
Investment (Finance)	Negligible	Very high
Power	Not Essential	Essential
Receiver sets	Not required	Essential
Maintenance	None	Essential
Technical problems	None	Often
Interpreter	Not Essential	Preferable
Familiarity	Familiar	Familiar
Personal contact	Always	None
Language problems	None	Possible
Credibility factor	Very high	Lower
Audience participation	Very high	Seldom
Flexibility	Very high	Very high
Adult education	More effective	Less so
Repeatability	Easy	Difficult
Reactions	Can be gauged on the spot	Cannot be
Reach	Very wide	Restricted
Attentiveness	On the theme	Can be clouded by novelty
Intelligibility	Very high	Not comparable
Understanding	Universal	Isolated
Acceptance	Universal	Universal
Overall effectiveness	Very high	Not comparable
Programme designing	Easier	More difficult

(Source: Folk Arts as Mass Communication Media – CS Sreekumar)



CHECK YOUR PROGRESS

Q.6 : Mention five advantages of traditional folk media over conventional media.

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Q.7 : What is the major disadvantage of traditional folk media?

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10.5 FOLK MEDIA REFLECTS SOCIAL CHANGES

As we have already mentioned earlier, one major advantage and characteristic of folk and traditional media is that it is dynamic. That means it changes with the times embracing new elements from time to time. This is why its contents change in different eras of time.

Similarly, its dynamic nature is also reflected in the fact that most of the folk and traditional media are responsive to the major events and happenings in the society. For example, if you will look at Bihu songs over the years you will find that they also contain or address popular and major issues of the different periods of time. Such as – some of the songs depict stories about our freedom struggle against the colonial rulers, some of them depict things about the famous anti-foreigners' agitation of the 1980s, floods and many other socio-economic problems.

Again, maybe all of you are familiar with the folk culture of Ojapali of Assam. Interestingly, this form of folk culture is basically aimed at creating awareness among the masses through a judiciously-combined dance and scriptures sequences. It is active even today and is carrying on its duties properly for creating awareness about various social issues among the masses in the respective areas where they are performed.

In some parts of lower Assam, there is a folk tradition called 'mohoho' festival or the mosquito-repelling festival as *moh* in Assamese means

mosquito. In this folk culture, people of the village form a group and visit all the families of the village for the purpose of alerting the family members about the need for mosquito-repelling. However, this activity also doubles up as a visit of the families for delivering the blessings of the villages elders to the families and reliving the touch of the residents of the villages amongst themselves.

Thus we can see that most of the forms of folk and traditional culture in our society can be transformed into carriers of our developmental communication messages aimed at the masses at grassroots level in each and every nook and corner of the country. This will ensure a much higher scale of success to our efforts in this particular field of communication aimed at the rural underprivileged and illiterate masses.



CHECK YOUR PROGRESS

Q.8 : What are some of the social issues depicted in some Bihu songs?

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Q.9: Which folk performing art is basically aimed at creating awareness among the masses through a judiciously-combined dance and scriptures sequences.

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Q.10: What is the purpose of the Mohoho folk tradition?

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10.6 TRADITIONAL FOLK MEDIA AS DEVELOPMENT MEDIA

The first significant international recognition of role of traditional media in the development in the developing countries came in 1972 when the **International Planned Parenthood Federation** and **UNESCO** organized a series of meetings on the integrated use of the folk and the mass media in family planning communication programmers in London.

Instances of use of Traditional folk media for development communication in our country have been numerous though not consistent and regularly used phenomena like the other conventional media like newspaper, radio or TV.

Traditional media has been used in our country ever since the time of the Independence Movement. "AHLA", the popular ballad of Uttar Pradesh and its counter parts like "LAAVANI" of Maharashtra, "GEE-GEE" of Karnataka, "VILLUPAATTU" of Tamil Nadu and "KAVIGAN" of Bengal were effective in arousing the conscience of the people against the colonial rule of the British. Many of the social and political campaigns launched by Mahatma Gandhi used traditional folk media. Similarly eminent Tamil poet Subramanya Bharti used folk music to invoke patriotism in the people. Folk tunes succeeded in popularizing songs glorifying the charkha or spinning wheel and boycott British made goods.

Even after Independence there have been many instances of the Government using traditional performances for development in rural areas. In the 1940's, Indian People Theatre Association (IPTA), used some of the popular regional theatre forms like "Jaatra" of Bengal, "Bhavai" of Gujrat, "Tamasha" of Maharashtra and "Burrakatha" of Andhra Pradesh to increase social awareness and political education.

In 1977, a voluntary non-governmental organization in Kerala called Kerala Sastra Sahithya Parishad (KSSP) organized Science Jatha, a Science Procession in to spread the message of people's involvement in the development process. From 1980, the Jathas began to use different folk art forms for conveying the themes which were mainly on education, health,



Chipko movement: Literally means "to stick" in Hindi. It is a socio-ecological movement that practised the Gandhian methods of Satyagraha and non-violent resistance through the act of hugging trees to protect them from being felled. The modern Chipko movement started in the early 1970s in the Garhwal Himalayas of Uttarakhand.

The **Appiko movement** (also meaning 'to embrace'), started in Karnataka on September 8, 1983 by fiery activist Pandurang Hegde who was inspired by the Chipko movement. It used the same method of villagers hugging the trees to save them from being felled by the State.

environment and social inequality. The repertoire consisted of songs, street dramas and other several forms of folk arts. Soon the Jathas began to be known as Kala Jathas and they became so popular that they began to be used extensively not only in Kerala but in some other parts of India also where the local organizations and people have received inspiration from KSSP and have started delivering messages through folk arts.

Well-known Theatre personality Ravi Varma of Vikas Lok Manch has been creatively interpreting social realities by interweaving them into the fabric of folk dances, choral singing etc. with the help of slum children. He deals with issues like alcoholism, pollution, religion, inequalities of caste and class, communalism and so forth. One of the group's most famous street plays is Hame Jawab Chahiya (1985) on the Bhopal gas tragedy. The play reminds the audience who are mostly children that the Bhopal incident is not a dead issue and that its aftermath still haunts the lives of many.

Folk songs have played a very important in the **Chipko and Apiko movements.** Folk Singers of the region composed songs in folk tunes and sang them in the street. The rural children picked them up immediately and sang them all the time. Thus, they played the role of communicators. In a similar instance, environmentalists used folk arts in South India in the Save the Western Ghats (1985) campaign which was headed by Seva Sangh and supported by a number of other activist groups.

Rajasthan Adult Education Association (RAEA) had conducted an experiment in a village Devakishanapura where they sponsored Ravi Chaturvedi, an alumnus of National School of Drama for formulating development messages through the use of theatre based on stories from the epics. He identified three main issues -- Untouchability, Health hazards and Internal feuds which was rampant in the village. He selected some episodes from the epic Ramayana which had dramatic elements and action and reinterpreted them in the context of the problems prevailing in the village. He enacted it with the help of the village youth with great success.

Chaturvedi conducted another experiment in the village Garudavasi of Jaipur district which was devastated due to floods. There Chaturvedi conducted a folk theatre workshop as a therapy for rehabilitation of the

villagers. In the workshop some scientific causes of the flood were explained. The enactment was done through songs sung in folk tunes narrating their problems. The audience participation turned out to be overwhelming.

In fact now there are many organizations all over the country which use traditional folk media for generating awareness for change. They use popular folk form of dance, music and theatre. This underlines the fact that change is impossible if the masses at the grassroots are not involved. And for that the best medium by far is the folk media. Even political parties use this medium to impress upon the people.

The development of rural India depends a lot on the communication that we are providing to the people. And for that nothing can be more functional and spontaneous than folk art. The Indian society is a melting pot of castes, classes, creeds and tribes. Rural India is faced by high rate of illiteracy and the inadequacies of mass media to reach almost 80% of people who resides in village. Moreover, for them the mass media too glamorous impersonal and unbelievable.

The traditional media, however, are close to the hearts and minds of the people. They are more personal and intimate. Different folk media can be used to cater to different regions. Every village has its relevant music, dance or theatre. These traditional media can be used to reach these people in the process of change and development of the country. Traditional media uses a subtle form of persuasion by presenting the required message in locally popular artistic forms. This cannot be equalled by any other means of communication. So, if we want to inject the message of development among the rural masses we have to use the folk forms of this country in a more planned manner.

10.6.1 Case studies

Entertainment is always a part of traditional media. Along with entertainment, educating and informing the masses is an important characteristic of traditional media. Entertainment is one of the interesting ways to involve the audience. Messages are communicated with a blend of entertainment, education and

communication. They are intimate and personal and effective for easy adoption. In India, the folk forms of communication have proved to be successful in motivating the masses since a long time. We come across a number of instances of use of folk media for development purposes. Let us discuss a few of them.

Burrakatha is the popular folk form of Andhra Pradesh; it is a type of ballad singing. *Burrakatha* performers are considered chroniclers of peoples' activities, customs and social practices, as well as the recorders of the hopes of the future. After independence, the Indian government chose this folk form to convey to rural audiences messages of self reliance, cooperative effort, rural development, national savings and family planning. The initiative proved to be of great help for the masses.

The Kerala Sastra Sahitya Parishat used folk media for activating people on environmental issues. One issue taken up by the Parishat was the preservation of the Silent Valley, India's only surviving rain forest in Kerala. The folk performances used were folk art, songs, street plays to educate the masses on pollution, health and deforestation in Kerala. Another example was of the puppet play produced by the Indian Institute of Mass Communication (IIMC) that was shown in 200 villages in order to increase the number of deposits in the Bank from these areas. A positive result was witnessed in a two months period. Puppetry is indigenous to India; from time immemorial, it has been a popular and appreciated form of entertainment throughout India. The stylised vocabulary of puppet theatre in India carries relevant messages of social awareness, historical and traditional identity, and moral value systems. Puppet theatre is fully integrated in the ritual observances and the social milieu of the rural people in India. Puppet theatre has shown remarkable staying power as societies have changed.

During the 1990s, female literacy levels were very low and the modernization of women was limited in Tamil Nadu. Folk media to a large extent was used for educating the illiterate masses on

family planning and social empowerment in the state. The folk media form *Villupattu* and its performance by a living legendary exponent, Subbu Arumugam were an i integral part of communication strategy over a decade during the cruciall period of development of family planning norms in Tamil Nadu. Subbu disseminated social messages in a simple and effective manner among illiterate people, at a very low cost. He used satire and humanistic elements in his folk performance with telling effect on his audience. He used mythological stories of *Kulecha* and *Lord Shiva* to bring out the impact of large and small families; these characters and stories were attractive and interesting to the masses which helped in the easy dissemination of the message with better implications.

In 1954, the Indian government established the Songs and Drama Division as an arm of the Ministry of Information and Broadcasting, with the purpose of converting the wealth of performing arts to developmental communications functions. Since then, an average of 14,000 folk performances a year has been conducted on the community level. The division has 800 artists, half of whom are folk and traditional. It has nearly 400 private, registered troupes which are commissioned to present performances on various development themes.

Rabindranath Tagore and others advocated the use of traditional theatre in programmes of cultural revival and anti-colonial protest in the context of rural fairs and festivals. In the 1920s the playwright Mukunda Das transformed the rural folk form of Jatra, which had earlier dealt with historical or mythological themes, and created a new form of *Swadeshi* or Nationalist *Jatra* which dealt with contemporary themes of colonial injustice, caste oppression and feudal exploitation. The colonial government sent him to prison. The Indian People's Theatre Association (IPTA) was formed at this same time. This operated all over India but its strongest contingent was in Bengal. In 1943, during the Bengal famine in which five million people starved to death, the Bengal Indian People's Theatre

Association (IPTA) troupe travelled all over India performing a play exposing hoarders and black-marketers and launching a campaign to save food.

Let us now talk about a significant example from Africa. During 1986, in villages of the rural areas of Malawi, traditional artists such as drummers, dancers, musicians, actors and story-tellers were brought together for a week-long workshop to develop a series of songs and dances, stories and plays. These folk forms were to address a number of population issues and lifestyles. These productions were pre-tested and integrated into a successful multimedia campaign with radio, audio cassettes, visuals, drama and print. The Malawi experience is still underway, and it has shown the potential of using traditional media for development purposes.



ACTIVITY 10.1

Try to find a successful case of use of traditional media for development communication from your nearby area and write a note as per your own observation.

10.6.1 Role of Government and Third Sector Agencies

Many development planners in the Third World are beginning to appreciate the use of folk media as a mode of communication to explain development programmes. Government agencies, internationall organisations, and donor agencies should progressively use this important and powerful communication tool as a means for mobilising people for economic and social development. It has been seen that in India, the government has been the major user of traditional folk media. The Directorate of Field Publicity and its state counterparts have employed these media to the maximum for various development purposes.

The Song and Drama Division have supplemented modern communication efforts by offering live stage performances like puppet

shows, plays, dances, dramas, ballads and sound-and-light shows. These programmes have been organised through departmental troupes and private parties registered with the Division. The Division presents these programmes for the masses, which include rural and urban people, as also tribal people in the interior areas. These programmes create an awareness of the social, economic and democratic ideas cherished by the nation. Realising the potential of folk media, some State Governments and third sector organisations have also made use of programmes of these media. The public broadcasters All India Radio (AIR) and Doordarshan use the folk media forms to disseminate many information, especially in the area of folk music. Folk tales are narrated in the story-telling broadcasting programmes. Puppets are increasingly being used as a strategy for addressing varied development issues such as educating children, encouraging scientific methods of farming, promoting the use of fertilizers, etc. The Song and Drama Division of the Government of India makes wide use of puppets in its campaigns to promote various government projects, and Life Insurance Corporation of India (LICI) used puppets to educate the rural masses about life insurance, enlisting the help of the Literacy House in Lucknow. For revival and survival of traditional media, the government has established bodies like the Song and Drama division, Sangeet Natak Academy, Lalit Kala Academy, Directorate of Audio-Visual Publicity, etc., at national, state and district levels.

Many-a-times, the 'Third sector' is perceived as non-government in the developing countries and 'Not for Profit' in the developed countries. It is closer to the people it works with and for. Its sole motive is the development and benefit of the people, its reward is not in power or money terms, it is flexible and can work according to the immediate needs of the people. That is why, more than 70 percent of the humanitarian aid is channelled through this sector. This sector fulfils the needs of the common people for good governance. India has around 3.2 million registered non-government

organisations (NGOs). The Central Statistical Organisation says that there are around four NGOs for every 1,000 people in urban areas and 2.3 NGOs for every 1,000 rural population. Due to its wide reach it is often called the third sector.



CHECK YOUR PROGRESS

Q.11: What was the first significant international recognition of role of traditional media in development in the developing countries?

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Q.12: Name some of the traditional folk forms which played an important role in arousing the conscience of the people against the British rule in India.

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Q.13: Which eminent Tamil poet started used folk music to invoke patriotism in the people?

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Q.14: What were the popular regional theatre forms used by the Indian People Theatre Association (IPTA) in the 1940's to increase social awareness and political education?

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Q.15: The street play is Hame Jawab Chahiya was based on the .....

Q.16: Name some environmental movements which used folk media.

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Q.17: What is Burrakatha?

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Q.18: When was the Song and Drama Division established?

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ACTIVITY 10.2

Closely observe and watch the electronic mass media to which you have easy access to. Then try to find out how these media are promoting or encouraging folk and traditional media. Also observe under what circumstances this is being done and with what result.



10.7 LET US SUM UP

- Traditional folk media is a term used to denote 'people's performances'. Folk dance, rural drama and musical variety of the village people, all come under traditional media.
- In India folk performance is a composite art. It is a total art created by the fusion of elements from music, dance, pantomime, versification, epic ballad recitation, religion and festival peasantry. It absorbs ceremonials, rituals, beliefs and of course the social system.
- Rural India is a treasure trove of folk art, theatre, music, dance, art and craft. Every region has its own folk art from that is immensely popular and relevant in that area and Assam is no exception.

- Some of the most popular traditional folk media of Assam include Ojapali, Mobile theatre, Bhaona, Sattriya dance, Loka Geet, Bor Geet, Bon Geet, Bihu. Puppetry and street theatre are also quite popular.
- Traditional folk media have some special characteristics. They are:
  - They have sustained the onslaught of time
  - They have sustained by changing with the changing times
  - Any person is always a participant in the performance, never an audience.
  - It is spontaneous.
  - It is flexible.
  - It is cost effective and therefore has enhanced repeatability.
  - It is has immediate feedback and increased attentiveness.
  - It is performed in a common language promoting intelligibility.
  - It is direct and personal.
- Traditional folk media have several advantages over conventional mass media. They are:
  - It has more intimacy with the masses.
  - It is physically very close to the people.
  - It is personal media.
  - There is more scope for repeat performances
  - Regional / local level variations make it closer to the people.
  - There is scope for using body language or non verbal language is adequately available in folk and traditional media
  - There is use of local language, costumes etc
  - It is performance oriented
- The first significant international recognition of role of traditional media in the development in the developing countries came in 1972 when the International Planned Parenthood Federation and UNESCO organized a series of meetings on the integrated use of the folk and the mass media in family planning communication programmes in London.
- Traditional media has been used in our country ever since the time of the Independence Movement. Even after Independence there have

been many instances of the Government using traditional performances for development in rural areas.

- Government agencies, international organisations, and donor agencies should progressively use folk media which is considered as an important and powerful communication tool as a means for mobilising people for economic and social development. It has been seen that in India, the government has been the major user of traditional folk media.



10.8 FURTHER READING

1) Gupta & Aggarwal (1996), *Media policy and nation building- select issues and themes,* Concept Publishers, New Delhi

2) Parmar, Shyam (1975), T*raditional Folk Media in India,* Gekha Books, New Delhi

3) Vijaya, N (1988), *The role of traditional folk media in rural areas : A sociological analysis,* Gian Publishing House, Andhra Pradesh



10.9 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q.No 1 : Traditional folk media is a term used to denote 'people's performances'. This term refers to the performing arts which can be described as the cultural symbols of the people.

Ans to Q.No 2: Art and crafts.

Ans to Q.No 3 : In India folk performance is a composite art because it is a total art created by the fusion of elements from music, dance, pantomime, versification, epic ballad recitation, religion and festival peasantry. It absorbs ceremonials, rituals, beliefs and even the social system.

Ans to Q.No 4 : Some of the popular traditional folk media of Assam are — Ojapali, Mobile theatre, Bhaona, Sattriya dance, Loka Geet, Bor Geet,

Bon Geet, Bihu, Mobile theatre, Puppetry etc.

Ans to Q.No 5 : Some of the characteristics of traditional folk media are:

a. They have sustained the onslaught of time
b. They have sustained by changing with the changing times
c. Any person is always a participant in the performance, never an audience.
d. It is spontaneous.
e. It is flexible.
f. It is cost effective and therefore has enhanced repeatability.
g. It is has immediate feedback and increased attentiveness.
h. It is performed in a common language promoting intelligibility.
i. It is direct and personal.

Ans to Q.No 6 : Five advantages of traditional folk media are:

a. Intimacy with the masses.
b. It is physically very close to the people.
c. Scope for repeat performances.
d. Scope for using body language or non verbal language is adequately available in folk and traditional media.
e. Use of local language, costumes etc.

Ans to Q.No 7: The major disadvantage of traditional folk media is that its reach is very limited at one time. That means a folk and traditional media performance usually is done for a group of a hundred or at the most few hundreds or thousands of people. So, to reach lakhs or millions of people their utility or capacity is not at all adequate.

Ans to Q.No 8 : Some social issues depicted in some Bihu songs include stories about our freedom struggle against the colonial rulers, some of them depict things about the famous anti-foreigners' agitation of the 1980s, floods and many other socio-economic problems.

Ans to Q.No 9 : Ojapali

Ans to Q.No 10 : 'Mohoho' festival is a mosquito-repelling festival. In this folk culture, people of the village form a group and visit all the families of the village for the purpose of alerting the family members about the need for mosquito-repelling. However, this activity also doubles up as

a visit of the families for delivering the blessings of the villages elders to the families and reliving the touch of the residents of the villages amongst themselves.

Ans to Q.No 11 : The first significant international recognition of role of traditional media in the development in the developing countries came in 1972 when the **International Planned Parenthood Federation** and **UNESCO** organized a series of meetings on the integrated use of the folk and the mass media in family planning communication programmers in London.

Ans to Q.No 12 : Some of the traditional folk forms which played an important role in arousing the conscience of the people against the British rule in India are Ahla, the popular ballad of Uttar Pradesh, Laavani of Maharashtra, Gee-Gee of Karnataka, Villupaattu of Tamil Nadu and Kavigan of Bengal.

Ans to Q.No 13 : Subramanya Bharti.

Ans to Q.No 14 :. The popular regional theatre forms used by the Indian People Theatre Association (IPTA) in the 1940's to increase social awareness and political education are "Jaatra" of Bengal, "Bhavai" of Gujrat, "Tamasha" of Maharashtra and "Burkatha" of Andhra Pradesh.

An s to Q.No 15 : Bhopal gas tragedy.

Ans to Q.No 16 : Chipko Andolan, Appiko Andolan, Save the Western Ghats.

Ans to Q.No 17 : *Burrakatha* is the popular folk form of Andhra Pradesh; it is a type of ballad singing. *Burrakatha* performers are considered chroniclers of peoples' activities, customs and social practices, as well as the recorders of the hopes of the future. After independence, the Indian government chose this folk form to convey to rural audiences messages of self reliance, cooperative effort, rural development, national savings and family planning.

Ans to Q.No 18 : 1954



10.10 MODEL QUESTIONS

A. Very Short Questions

Q.1 : Mention any two characteristics of traditional folk media.

Q.2 : Give two examples of any folk art form of Assam which is performed with slight variations in different parts of the state.

B. Short Questions (Answer each question in about 150 words)

Q.1 : What is the role played by the Government and other Third Sector Agencies in using folk media for conveying development messages?

Q.2 : How does folk media help in creating awareness about social issues?

C. Long Questions (Answer each question in about 300-500 words)

Q.1 : How can folk and traditional media facilitate dissemination of developm ent communication messages and information to the masses? Cite examples.

Q.2 : "Development of modern mass media is the main cause of negligence of folk and traditional media". Do you agree with this statement. Give explanations in support of your answer.

Q.3 : Prepare a plan for informing the masses in the rural areas of Assam about the need for regularly giving their children pulse polio doses using only folk and traditional media.

Q.4 : What do you think are the major causes behind the low popularity of our folk and traditional media compared to modern mass media ? Can you suggest any means for reviving them ?

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