# UNIT 9: CRITIQUE OF COMMUNICATION APPROACH

## UNIT STRUCTURE


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## 9.1 LEARNING OBJECTIVES

After going through this unit you will be able to –

- know about the communication campaign in strategic social change.
- know the new rules for communication in development.

## 9.2 INTRODUCTION

Today, global events and phenomena can be accessed by individuals around the globe. This has prompted a global culture. Individuals around the globe can watch movies and television shows delivered by different cultures, enabling them to access and comprehend other individuals and cultures.

In this unit, we shall focus on the significance of communication campaign in social change.

## 9.3 CRITICAL APPRAISAL OF COMMUNICATION CAMPAIGN IN STRATEGIC SOCIAL CHANGE

The media – TV, the press and the internet, assume a focal job in conveying to the public what occurs in the world. In those cases in which audiences do not possess direct knowledge or experience of what is happening, they become especially dependent upon the media to advise them. This should not imply that that the media essentially let us know what to think – individuals do not ingest media messages uncritically. In any case, they are critical to the setting of plans and concentrating public enthusiasm on specific subjects, which works to limit the scope of contentions and points of view that illuminate public discussion. Drawing on a multi-dimensional model of the communication procedure, this chapter analyzes the job of the media in the development of public belief and attitudes and its relationship to social change.

### 9.3.1 Research Context

The development of advanced media has shown that the world is characterised by a mass of flowing, information ant data. A compelling progression of data between the different groups in the public circle has truly been made conceivable by the mass media, which systematically alter and decipher the mass of data, understanding the world for audiences. As specific proficiencies have been advanced over others, they have successfully been given the favoured status of being definitive and, now and again, honest.

As far as shaping content, we contend that various advantaged groups add to the production of media accounts, including social and political foundations and other intrigue groups, for example, lobbyists and the advertising industry. These various groups converge to shape the issues open to discussion; be that as it may, the result can likewise seriously constrain the data to which audiences have access. The media can adequately remove issues from public discussion. The analysis of media content – of what we

are told and not told – is accordingly a prime concern. Be that as it may, the relationship of media content to audiences is not particular nor in a single direction. Policy makers, for instance, can both feed data into the scope of media, and furthermore endeavour to envision group of audiences' reaction to the way in which approach is shaped and exhibited. Likewise, they foresee the manner by which their words will be 'intervened' and reproduced in different media outlets. While in past research every component (for example content or effects of media) has frequently been analyzed independently, however, it is important to analyse the relations between each one of these various parts in any discourse of the media's job in social change.

### 9.3.2 Methods: Content Analysis

Our approach depends on the presumption that in any disputable territory there will be contending methods for clarifying occasions and their history. These frequently identify with various political positions and can be viewed as ideological on the off chance that they identify with the legitimating of methods for understanding that are associated with social interests. Along these lines, belief system (which means an intrigue connected point of view) and the struggle for authenticity by groups go inseparably.

Our technique starts by setting out the scope of accessible contentions in public discourse on a particular subject. We at that point dissect the news texts to set up which of these show up and how they do as such in the progression of news programming. Some might be referenced just periodically or in passing, while others possess a significantly more predominant position, being featured in news headlines or in interview questions or editorials. On account of media inclusion of migration, a few contentions and the assumptions that they contain – for instance, that an 'enormous number' of migrants comprise a 'risk' – may support the structure of explicit news stories. The story is sorted out around along these lines of understanding migration, and the various components of

the story, for example, interviewees, the data cited, the determination of images and editorial comment, all work to expand and legitimize it as a key subject.

News may show up as an occasionally disordered progression of data and discussion, yet it is additionally supported by key suppositions about social connections and how they are to be comprehended. At the core of these are convictions about inspirations, circumstances and logical results, obligation and outcome. So a newspaper report on individuals looking for asylum might make presumptions on each of these. The 'genuine' intention in individuals coming may be placed as them chasing a superior life or monetary bit of leeway.

In our content analyses, we separate the content to recognize the significant branches of knowledge which are sought after in the news, and after that, analyze the explanatory framework which support them. This qualitative approach includes detailed analysis of key explanatory themes in features and the text of news programmes and newspaper articles.

In certain studies we make a quantitative evaluation of the nearness of such subjects, by tallying the utilization of explicit expressions and significant terms. On this premise, we can give a record of the accurate language used to create explicit subjects and the way in which the predominance built up. This is then cross-identified with our audience research by a procedure of asking focus group members to compose headlines regarding the matter being referred to. We have utilized this approach in various studies and normally members are capable to repeat unexpectedly, from memory, the key topics which we have built up as present in media accounts.

### 9.3.3 Mass Communication Effects

Research on the effects of mass communication keeps on being a functioning and fluctuated field of study. Liebert and

Schwartzberg (1977) give a survey of research on psychological effects of mass media. Extensive advisers for the research literature on television and human behaviour have been set up by Comstock and Fisher (1975) and Comstock and partners (1975, 1978). A lot of interpretive papers on the effects of television show up in the five volume work "Television and Social Behaviour" (1971). Some theoretical structures for the study of mass communication effects additionally are discussed in Schramm (1973) and Wright (1974, 1975).

Mass communication effects have for the most part been exhibited in psychologically oriented test research managing quick or short-term singular level effects following upon brief introduction to a discrete and constrained mass media boost. Studies of the effects of presentation to rough or suggestive mass media content regarding resulting forceful or sexual behaviour has regularly pursued this research worldview.

The clearly conflicting findings and conclusions that have portrayed studies of media effects can, to a huge degree, be clarified by contrasts in the conceptualization and particulars of a few aspects. They are (a) the phenomenon under study, the mass media as a whole, or a specific medium, the degree of presentation or use, the nature of the content, etc; (b) the unit or locus of effects, the individual, the group, or the society; (c) the time range (quick, short-run, or long term) (d) the "structure" of the effect changes in data level or learning, in opinions, in attitudes, in beliefs, in behaviour; (e) the procedures prompting the asserted effects socialisation, impersonation, incitement, etc; and (f) the theory, if any, subsuming and clarifying the speculative mix of these different components.

Recent theoretical treatments of the social effects of mass communication have concentrated less on direct influence, sentiment change, and quick individual behaviour, rather have, in general, focussed on information gains, the arrangement of individuals' ideas of social reality, and on more extensive societal and cultural level effects.

## 9.4 NEW RULES FOR COMMUNICATION IN DEVELOPMENT

In the absence of a worldwide structure of government and control, universal communication is not dependent upon any focal or predictable arrangement of control. The powers of the free market and of national sovereignty combine to keep it along these lines. Evidently, there is a serious broad arrangement of universal controls and guidelines that do oblige nationally based media. Generally such guideline is intended to encourage worldwide media in specialized and exchange matters.

The origin of global governance is to be found in understandings intended to encourage the global postal help, by method for the Universal Postal Union in the mid nineteenth century. At about a similar time (1865) the International Telegraph Union (ITU) was established to help facilitate interconnections and set up concurrence on levies, with an ensuing expansion to duty regarding the radio range. In the two cases, for the occasion, governments and state imposing business models assumed a key job. After World War II, the United Nations gave a field to banter on mass media matters, with specific reference to freedom of expression (ensured by its Charter), the free progression of communication among nations, and issues of sovereignty. In 1978 an endeavour was made in UNESCO, at the command of various developing countries, to present a Media Declaration expressing various standards for the direct of worldwide media, particularly in connection to promulgation for war and antagonistic detailing. Resistance by western nations and free market media prompted it's disappointment, yet it placed various new and combative issues on the plan of concern and discussion and added to the acknowledgment of certain communication rights and commitments. There are as yet universal settlements, including the UN Declaration and both the European and the American Conventions on Human Rights, that offer some review to those harmed by misuse of communication.

The change in perspective that has happened towards deregulation and privatization, combined with the new 'communication revolution' in light

of computers and media communications, shut off the way towards more noteworthy international normative regulation. Be that as it may, a similar move expanded the requirement for specialized, authoritative and financial collaboration on a scope of issues. The development of the internet has stimulated calls for worldwide guideline.

The fundamental bodies and their role in the rising arrangement of media governance at the global level are highlighted below:

- The International Telegraph Union (ITU): represented by a board of representatives assigned by national governments. The ITU manages media transmission specialized models, range portion, satellite circles, amongst others.
- The World Trade Organization: the WTO has huge power on financial issues and encroaches increasingly more on the media, as they become greater business and progressively popularized. Other regional trade organizations, or agreements, (for example, NAFTA [North American Free Trade Agreement.]), can encroach on media issues.
- The United Nations Educational Social and Cultural Organization (UNESCO): part of the UN, built up in 1945, UNESCO has wide skill on cultural and educational matters, however little power and no quite certain media capacities. It is, not withstanding, dynamic on inquiries of freedom of expression and the internet.
- The World Intellectual Property Organization (WIPO): Set up in 1893, WIPO has a principle point of orchestrating significant enactment and system and settling questions between owners of rights, authors and users.
- The International Corporation of Assigned Names and Numbers (ICANN): This is the most recent expansion to a variety of administration bodies. It is a private body that plans to speak to the community of internet users. It began in 1994 after privatization of the World Wide Web and it's principle capacity was to distribute addresses and domain names, in addition to some server management functions. It has little capacity to manage the rising social and other issues identifying with the internet.

- The European Commission (EC): The EC can impact certain parts of broadcasting and media communications identifying with the 25 member states of the European Union.

There are numerous bodies with changing dispatches for issues identifying with worldwide media. Many speak to different industry interests, including those of publishers, journalists, and producers. There are additionally numerous non-governmental organizations (NGOs) representing interests in 'civil society'. For the reasons given, successful guideline is still to a great extent limited to specialized and monetary issues, as opposed to social and cultural issues, with the conceivable exemption of freedom of communication. Interestingly, there are many dissipated indications of developing internationalism and, ostensibly, a requirement for a more appropriate casing of analysis than is offered essentially by a variety of national states.

The development in global media raises new issues for control of media. While media messages are never again simple to stop at the national frontier, there are as yet numerous practical obstacles to transborder flow.



**CHECK YOUR PROGRESS**

**Q1.** What is the role of the International Telegraph Union in communication development?

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**Q2.** What is the role of the World Intellectual Property Organization in communication development?

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**Q3.** What is the role of the International Corporation of Assigned Names and Numbers in communication development?

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## 9.5 LET US SUM UP

- The media – TV, the press and the internet – assume a focal job in conveying to the public what occurs in the world.
- The coming of advanced media has shown that the world is comprised of a mass of flowing, incoherent, and frequently opposing data.
- News may show up as an occasionally disordered progression of data and discussion yet it is additionally supported by key suppositions about social connections and how they are to be comprehended.
- Mass communication effects have for the most part been exhibited in psychologically oriented test research managing quick or short-term singular level effects following upon brief introduction to a discrete and constrained mass media boost.
- The development in global media raises new issues for control of media. While media messages are never again simple to stop at the national frontier, there are as yet numerous practical obstacles to transborder flow.



## 9.6 FURTHER READING

1) Miller, D. (1998). Promotional strategies and media power. In A. Briggs & P. Cobley (Eds.), the media: An introduction (pp.65-80). London, United Kingdom: Longman.

2) Wright, C. R. (1975). *Mass Communication: A Sociological Perspective*. NY: Random House. 2nd ed.

## 9.7 ANSWERS TO CHECK YOUR PROGRESS

**Ans to Q1.** The International Telegraph Union (ITU) is represented by a board of representatives assigned by national governments. The ITU manages media transmission specialized models, range portion, satellite circles and much other than.

**Ans to Q2.** The World Intellectual Property Organization (WIPO) has a principle point of orchestrating significant enactment and system and settling questions between owners of rights, authors and users.

**Ans to Q3.** The International Corporation of Assigned Names and Numbers (ICANN) is a private body that plans to speak to the community of internet users. Its principle capacity was to distribute addresses and domain names, in addition to some server management functions.



## 9.8 MODEL QUESTIONS

**Short Questions** (Answer each question within 150 words)

**Q1.** What is the research context of critical appraisal of communication campaign in strategic social change?

**Q2.** Mention the major bodies that have an influential role in the area of media governance.

**Long Questions** (Answer each question within 300-500 words)

**Q1.** Discuss the new rules for communication in development.

**Q2.** What are mass communication effects in social change?