



e content

Development Communication

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Introduction to Development Communication

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By: *Dr. Mukul Srivastava*

Development

- Development is a widely participatory process of directed social change in a society, intended to bring about both social and material advancement (including greater equality, freedom and other valued qualities).

Rogers, 1976

[What is Development?]

- Development is multi dimensional process.
- It includes social, political, economic, cultural, technological, educational and plenty of other dimensions.

Background of Development

- When the nations of Latin America, Africa, and Asia gained their independence from European colonial power, the first priority of the new government in many of these countries (including India) was

development

[Initial barrier to Dev.]

- Countries was poor
- Per capita income is very low
- Lacking of infrastructure
- Limited Skills

Challenges

- To increase agricultural production
- To promote industrialization
- Improve housing
- Better health
- Higher education

[Step 1 towards dev.]

- Pt. Nehru believed that industrialization was crucial for *economic development* of India.
- Thus he instituted industrialization policies.

[Step 2]

- He created IITs to prepare technologists.
- He created IIMs to train the future managers of plants & factories.
- The Indian Gov. in the 1950s & 1960s launched a huge industrialization program of building steel mills, hydroelectric dam and many more.

[Step 3]

- In late 1980s Gov. realized information will be the more effective route to development. <http://mukulmedia.blogspot.com/>
- After this revolution occur.

[Step 4 (NEP introduced)]

- The architect of India's NEP(1990) was Finance Minister Manmohan Singh.
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- The NEP opened India to foreign money flow.
- Result :

Globalization



[Step 5 (ITP)]

- Ministry of Information & Broadcasting established –1999
- The mission of the new ministry is to boost India's IT industry.
- Result: software export increases
(1990)\$100m to (1998)\$2.6b to 2000 \$ 5 b
(2001) \$ 6.5 b



Remarkable Progress after Independence:

- Life expectancy doubled from 32 to 63
- Literacy rate increased from 18% to 62%
- Infant mortality- 134 to 69 per 1000
- Economic growth:



Post Independence
3 % annually



In 1990
6.5 % annually



In 2006-07
9.4 % annually

Remarkable progress in population too....

350 million



1 billion



Comparative Analysis

Key Characteristic	Agricultural Society	Industrial Society	Information Society
Time period	10,000 years (and continue today in most dev countries)	200 years (began in about 1750 in England)	Began in about 1955 in the USA
Basic resource	Food	Energy	Information
Type of employment	Farmers	Factory Workers	Information Workers
Basic Technology	Manual Labor	Steam Engines	Computers & Internet
Nature of Comm.	One way print media	One way electronic media	Interactive media

Measurement of Development

- Economics have, traditionally measure dev. By the level of per capita GNP
- Distribution of the national income
- Progress in narrow sector
- Employment


PQLI (physical quality of the life index)

- Literacy
- Life expectancy
- Infant mortality

(freedom, capabilities and entitlement for better life.)

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- A decorative header consisting of a black left bracket, a gold right bracket, and a horizontal line that is gold on the left and white on the right.
- Communication means convey of thought. Dev com means you will start participating in this process.

Introduction

- Development communications are organized efforts to use communications processes and media to bring social and economic improvements, generally in developing countries.
- Development communication is mainly concern with the role of information & communication in social & economic dev.

Concept of Dev Com.

- In development communication, development has moved from economic approaches to social approaches

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economic approaches



social approaches

- It emphasized on all around improvement of human beings

Definitions of Dev Com.

- Development communication is the art and science of human communication applied to the speedy transformation of the country & the masses of its people from poverty to a dynamic state of economic growth that makes possible greater social equality and the larger fulfillment of the human potential. *Nora Quebral (1975)*

Why Dev Com is Art & Science?

- Dev com is art because in creation of dev message creativity is involve.
- Message could be in a form of song, drama, talk, poster, film, skit or play.
- Dev Com is a science because its follow a process.



*Role of Media in
Development Communication*

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Overview

- Role of media in dev is very important. Through organised effort towards using the mass media can bring social and economic changes, especially in developing countries.
- Press, radio and television could be used in the world's most disadvantaged countries for social change.
- Communication specialists, including Wilbur Schramm, Daniel Lerner, Roger expressed their high expectations upon the role of media in dev.
- It was widely accepted that mass media could bring education, essential skills, social unity and a desire to develop the society.

There are following role of media in Dev Com

- Circulate knowledge
- Provide a forum
- Teach those idea, skills and attitudes that people need to achieve for a better life
- Create & maintain a base of consensus

[
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■ Thank you !

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