Development Communication

Prof. Mukul Srivastava
Head
Department of Journalism & Mass Communication
University of Lucknow,
Lucknow (India)

sri.mukul@gmail.com
https://www.youtube.com/channel/UCdkxo7fhI8kzyKoiTL8IQ
http://mukulmedia.blogspot.com/
www.mukulmedia.com
http://www.lkouniv.ac.in/
Introduction to Development Communication

By: Dr. Mukul Srivastava
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.
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.
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.
In late 1980s Gov. realized information will be the more effective route to development.

After this revolution occur.
Step 4 (NEP introduced)

- The architect of India’s NEP(1990) was Finance Minister Manmohan Singh.
- 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 $ 5b (2% of GNP)

sri.mukul@gmail.com http://mukulmedia.blogspot.com/
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

<table>
<thead>
<tr>
<th>Key Characteristic</th>
<th>Agricultural Society</th>
<th>Industrial Society</th>
<th>Information Society</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Time period</strong></td>
<td>10,000 years (and continue today in most developed countries)</td>
<td>200 years (began in about 1750 in England)</td>
<td>Began in about 1955 in the USA</td>
</tr>
<tr>
<td><strong>Basic resource</strong></td>
<td>Food</td>
<td>Energy</td>
<td>Information</td>
</tr>
<tr>
<td><strong>Type of employment</strong></td>
<td>Farmers</td>
<td>Factory Workers</td>
<td>Information Workers</td>
</tr>
<tr>
<td><strong>Basic Technology</strong></td>
<td>Manual Labor</td>
<td>Steam Engines</td>
<td>Computers &amp; Internet</td>
</tr>
<tr>
<td><strong>Nature of Comm.</strong></td>
<td>One way print media</td>
<td>One way electronic media</td>
<td>Interactive media</td>
</tr>
</tbody>
</table>
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.)
Communication means convey of thought. Dev com means you will start participating in this process.
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 concerned with the role of information & communication in social & economic development.
In development communication, development has moved from economic approaches to 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.

sri.mukul@gmail.com, http://mukulmedia.blogspot.com/
Role of Media in Development Communication

sri.mukul@gmail.com, http://mukulmedia.blogspot.com/
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 ideas, skills and attitudes that people need to achieve for a better life
- Create & maintain a base of consensus
Thank you!