MAJOR PROSPECTS, ISSUES, TRENDS, COMMUNICATION PARADIGMS, PRACTICES OF DEVELOPMENT COMMUNICATION IN INDIA

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Abstract

Modernization, Dependency, and Multiplicity are three major concepts of development, which have occasioned the use of hierarchical and/or participatory communication practices in our society today. These significantly impact on the mediation role of the graphic encoder during media production process that could either afford or hinder development. Therefore, in order to adopt communication strategies that would produce desired outcomes, this paper focused on the implications of the major paradigms of development and communication practices on graphic communication. How did the discipline and practice of development communication begin? Who were the founders and how were the first experiments implemented? The purpose of this paper is to provide an overview of development communication. To do so, the first section focuses on the theoretical perspective and evolution of development communication. This study then specifies the components of development communication and, having done so, proceeds to evaluate the various approaches to this conceptual formulation. Thus, it discusses the extension and community development approach, the ideological and mass mobilization method, the centralized mass media method, the localized mass media method, and the integrated approach. It concludes that since development communication is not simply concerned with the mere provision of information on development activities, it should not stop with conventional mass media. Rather, it must involve strong components of social organization and interpersonal and traditional modes and media if it is to succeed.

Keywords: Communication Practices, development communication, community development, mass media methods, social organizations, changing technologies

INTRODUCTION

Development and communication are two terms heavily loaded with different conceptions and a richness of uses and functions shaped by their various theoretical underpinnings. Such richness often leads to ambiguities and a lack of clarity that affects the field of development communication. The wide range of interpretations of key terminology and the rapid evolution of some concepts have led to inconsistencies in the way basic terms are understood and used. What we have here, in fact, is more of an approach than a discipline. As far as its definitions are concerned, they usually consist of general statements. Thus, the communication media, in the context of development, are generally used to support development initiatives by the dissemination of messages that encourage the public to support development-oriented projects. Although development strategies in developing countries diverge widely, the usual pattern for broadcasting and the press has been predominantly the same: informing the population about projects, illustrating the advantages of these projects, and recommending that they be supported. A typical example of such a strategy is situated in the area of family planning, where communication means such as posters, pamphlets, radio, and television attempt to persuade the

public to accept birth control methods. Similar strategies are used in campaigns regarding health and nutrition, agricultural projects, education, and so on. A development strategy that uses communication approaches can reveal people's underlying attitudes and traditional wisdom, help people to adapt their views and to acquire new knowledge and skills, and spread new social messages. The planned use of communication techniques, activities and media gives people powerful tools both to experience change and actually to guide it. An intensified exchange of ideas among all sectors of society can lead to the greater involvement of people in a common cause. This is a fundamental requirement for appropriate and sustainable development. Communication is critical to mobilize, educate and persuade target audience to support human development programmes, which every nation across the world embarks upon in order to grow and improve existing standards of living. This could readily be seen in the use of graphic communication campaigns in support of agriculture, education and health, to mention a few. The necessity to produce and utilize veritable graphic communication media to share messages effectively cannot be over-emphasized. This is because both form and content attributes of media are capable of being transferred to behaviour. Invariably, a positive or negative behaviour could be elicited based on the way the content and form of a development message is configured. Therefore, an effective or ineffective media significantly impact on messages that could either afford or thwart respectively the realization of desired communication goal. The concept of development communication arose within the framework of the contribution that communication and the media made to development in the countries of the Third World. Development communications are organized efforts to use communications processes and media to bring social and economic improvements, generally in developing countries. The field emerged in the late 1950's amid high hopes that radio and television could be put to use in the world's most disadvantaged countries to bring about dramatic progress. Early communications theorists like Wilbur Schramm and Daniel Lerner based their high expectations upon the apparent success of World War II propaganda, to which academia and Hollywood had contributed. Also with World War II came dozens of new, very poor, countries, left by their former colonial overseers with little infrastructure, education, or political stability. It was widely accepted that mass media could bring education, essential skills, social unity, and a desire to "modernize." Walt Rostow theorized that society's progress through specific stages of development on their way to modernity, what he termed "the age of high mass consumption." Lerner suggested that exposure to Western media would create "empathy" for modern culture, and a desire to move from traditional to modern ways. Early development communications, especially that sponsored by the U.S. government, was also seen as a means of "winning hearts and minds" over to a capitalist way of life.

The production of graphic channel/communication is usually executed by the media team. This is a group of topic specialist in related areas of the campaign theme, who are assigned the task to turn development ideas into effective messages. Often, an appropriate intervention and thorough collaboration of the graphic encoder with other members of the media team are undermined. This prevalent neglect of the proper intervention of the graphic encoder, usually results in ineffective graphic communication that hinders development. These early approaches made a number of erroneous assumptions, and have been largely forsaken in contemporary approaches to development. Obstacles to development were naively seen as rooted in developing countries, not as products of international relationships. Modernization was presumed to equate to Westernization, and to be a necessary prerequisite to meeting human

needs. Development was seen as a top-down process, whereby centralized mass media could bring about widespread change. Producers of development media often failed to ask if the audience can receive the message (television penetration in developing countries is minimal and radio penetration in the early days of development communication was light), understand the message (a problem in countries with dozens of languages and dialects), act upon the message (with the necessary tools or other forms of structural support), and want to act upon the message. And because it was based upon a propaganda model, development communications efforts were often seen as propaganda and distrusted.

Projects embodying these philosophies have enjoyed little success. In the 1970s and 1980s, a new paradigm of development communication emerged which better recognized the process of deliberate underdevelopment as a function of colonialism, the great diversity of the cultures involved, the differences between elite versus popular goals for social change, the considerable political and ideological constraints to change, and the endless varieties of ways different cultures communicate. But in some instances mass media technologies, including television, have been "magic multipliers" of development benefits. Educational television has been used effectively to supplement the work of teachers in classrooms in the teaching of literacy and other skills, but only in well-designed programs which are integrated with other educational efforts. Consumer video equipment and VCRs have been used to supplement communications efforts in some small projects. Some developing countries have demonstrated success in using satellite television to provide useful information to portions of their populations out of reach of terrestrial broadcasting. In 1975 and 1976, an experimental satellite communications project called SITE (Satellite Instructional Television Experiment) was used to bring informational television programs to rural India. Some changes in beliefs and behaviours did occur, but there is little indication that satellite television was the best means to that end. The project did lead to Indian development of its own satellite network. China has also embarked on a ambitious program of satellite use for development, claiming substantial success in rural education. When television has succeeded as an educational tool in developing countries, it is only when very specific viewing conditions are met. For example, programs are best viewed in small groups with a teacher to introduce them and to lead a discussion afterwards.

In this new view of development, communication becomes an important catalyst for change, but not its cause. Local folk media, for example, is employed to reduces media's bias toward literacy and provide information in a traditional, familiar form. Development journalism provides people with information on change in their society, and works at the local level to advocate change. Where mass media is now employed in developing societies, community newspapers and radio prove far more accessible and useful than television. The rapid spread of entertainment television in the developing world is proving to be more a disruption to traditional social structures than an agent of progress. One emerging genre of television does show promise for contributing to development. The telenovela, pioneered in Brazil, has demonstrated some success in disseminating "pro-social" messages. Such programs are now being evaluated in many countries for their effectiveness in contributing to population control, health education, and other development goals. Development communication is at the very heart of this challenge: it is the process by which people become leading actors in their own development. Communication enables people to go from being recipients of external development interventions to generators of their own development. The 20th century has

witnessed the immense impact of communication technologies, from the spread of sound recording, motion pictures and radio as worldwide phenomena to the emergence of television as a dominant influence in nearly every institution, to the explosion of the Internet at the turn of the new century. The digital revolution is far from over, as new inventions repeatedly challenge assumptions that were themselves formed only yesterday. This is an exciting and critically important moment for communication scholars to contribute to understanding, and shaping the parameters of our changing technological and academic environment.

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. Our experience of the past fifty one years has demonstrated the crucial importance of communication in the field of development. Within this perspective of development communication, two trends developed successively: an approach that favored large scale actions and relied on the mass media, and an approach that promoted grassroots communication (also called community communication), promoting small scale projects and relying especially on the light media (videos, posters, slide presentation, etc.). These trends, which still coexist today to various degrees within the field of development communication, are linked to the evolution of the development and communication models that have marked development efforts up to now. The trend toward mass communication initially marked the first two decades during which the media were utilized in the field of development. It espoused the idea that it was enough to disseminate the knowledge and the technologies of the North to ensure that they were adopted. Once adopted, they would achieve the development of the South. This first vision of development is referred to as the paradigm of "modernization." These initial experiences, centered mainly around the mass media, relied both on a communication model based on persuasion and information transmission, and on a development model based on increasing economic activity and changes in values and attitudes. Conceptual Evolution From the 1940's to the 60's, the age of the big media, the various communications approach to development included understanding in three areas (i) communication effects approach (ii) Diffusion of innovations approach and (iii) Mass Media and the modernization approach. In the communications effects approach, the earliest models of mass media effects conceptualized the impact of mass media as direct, powerful and uniform on individuals living in modern, industrial societies termed as mass societies. Also, the earlier models saw communication as a

linear and one way process flowing from a powerful source to a passive receiver. After the II world war, there was a change of opinion in the sense that realization dawned that mass media rather than being sole agents of attitudinal and behavioral change were more agents of reinforcement. Thus, early formulations did exhibit conceptual shortcomings that stem from essentially the same idealist conception of history that informs the main sociological approach. They were simplistic and in sufficient accounts of social and political dynamics of change and lacked an adequate conception of the relationship between culture and social structure. However, the shift in emphasis regarding role of mass media from one of dominant and powerful Influence to that of moderate or minimal effects did not make any significant difference of formulations advocating use of mass media for development in the III world countries. The view was that information and communication can be transferred to fields such as agricultural extension, health, education etc. Diffusions of innovations approach has important theoretical links with effects research, wherein the ability of media and opinion leaders to bring about knowledge and new ideas among a target audience which would in turn lead to its adoption. There are four critical variables summarized the development process: urbanization leading to increased literacy which in turn affects mass media exposure resulting in greater economic and political participation. A simple linear process but most important hypothesis has to do with the nature of the modern individual 'who is characterized by an ability to accommodate to change plus a high degree of empathy. Generally people in traditional societies could expand their empathy by exposure to the mass media which in effect meant that mass media, in the third world, had the potential of bringing about modernization into isolated traditional communities and replacing the structure of life, values and behaviour which one sees in the western world.

Approaches and Perspectives to Development Communication the task of determining which communication approach and planning strategy to adopt in development communication projects is expected to be a deliberate and systematic endeavor. The execution of development communication programs and projects, therefore, takes as its starting point, both the "felt needs" at the social system level, and the "action needs as identified by development planners. Translating information and complex socio behavioral messages into creative and effective approaches that trigger dialogue among participants is often one of the most challenging tasks within the design and delivery of communication for development initiative. Technically sound and strategic communication initiatives run the risk of failure if they do not involve intended participants, consider local ethos and cultural modes of communication, or are perceived as boring, pedantic, insensitive, or disempowering by the participant groups. Development Communication takes as its starting point both the felt needs' at community or local level, and the 'action needs' as identified by planners. The operational strategy for meeting these two sets of needs follows four stages of activities. The first is identifying and analyzing the innovations sought by the community and those that development agents want to introduce to whom, when and with what material means. This is generally known as the diffusion stage in development communication. In the second stage, which is known as the social process stage, the thrust of activities is towards determining how existing social, cultural, psychological and indigenous communication factors, as well as government organizational factors, would help or hinder the adoption of new practices among the groups of people concerned. In the third stage, efforts are geared towards identifying existing media and how they relate to the people. Here, one looks at what combination of communication channels exist and how they can be used in the communities traditional and interpersonal channels, as well as modern print and electronic

media for communication 'feed' both into and from the community or communities. The Mass Media Approach the mass media have become instruments not only for information but also for education and development. Because of their unique characteristics of speedy delivery of messages and extensive reach (wide area coverage), they have been found to be particularly useful in the dissemination of development messages to large and dispersed populations, and, when properly used, in immediate follow-up with opportunities for exchange of ideas on the information/messages provided. The use of media in development can be treated at two levels: mass media, often using television, radio, and print media in campaigns aimed at inducing the adoption of innovations or other changes in behaviors; and community media, mainly using radio and other folk expressions such as theater, concerned with giving voice and representation to the various segments of local communities.

Major Development Paradigms Vis-À-Vis Communication Practices:

Today, Modernization, Dependency, and Multiplicity are three major concepts of development that have evolved. This is since 1947, when development is carried out as an organized activity/intervention to improve the living standards of a people by international, national or institutionalized bodies. In Modernization and Dependency, development is conceived as aid from more development countries/sources to less developed countries/receivers across the world. These employed the Transmissive/Diffusion communication practices, a vertical, top-down/hierarchical, one-way approach. While in Multiplicity, development is seen as a product of collaboration and participation of all stakeholders. This employs the Participatory communication practices, a horizontal, two-way approach. Ashley (2003) classified these three concepts of development into periods as follows;

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

The Paradigm of Modernization (1950-1970s)

The concept of Modernization, which characterized the early period (1950s-1970s) of development communication, holds that wealth and development occur in a poor and undeveloped society or receiver, when ideas are disseminated into it from rich and developed society or source. This affords the top-down, one-way communication approach, whereby the rich and developed source disseminates information deemed salient for the development of the poor receiver that needs to be uplifted. So, the transmissive models of communication were employed. Examples include Lasswell Formula, 1948; Shannon-Weaver Model, 1949; and the Schramm's Model of Mass Communication, 1954.

The Lasswell Formula, and Shannon and Weaver model placed emphasis on the source, which produces the message and the channel from which the receiver decodes the encoded graphic messages. It is emphasized that the channel must be free of noise, so that development messages get to purported destination and decoded by receivers as intended by the source.

Schramm (1954), placed emphasis on the message. The message is seen as stimulus, which on its own should be potent and sufficient to persuade target audience and generate desired responses as it is interpreted and decoded. Rogers (1973) also emphasized stimulus to create awareness and interest that encourages evaluation, trials and rapid adoption of development ideas. From the above, the Source production of stimulus with content and form attributes that are free of noise, attract attention and stimulate interest are indispensable to inform, mobilize

and effect the expected development of target audience.

The Paradigm of Dependency

Closely related and following the concept of Modernization is the concept of Dependency. Like the concept of Modernization, it holds that development would occur when ideas are transmitted into societies that are undeveloped from developed society. Moreover, it holds that there is dependency between the source and the receiver in the process of development, and the receivers' socio-political structure must be considered. It utilizes the transmissive/diffusion models of communication. Examples include Rogers Innovative Diffusion Model, 1973; Ball-Rokeach and Defleur's Dependency Model of Mass Communication Effects, 1976 and Freires' Consciousness Model, 1970. The concept of Dependency employed the transmissive, and the diffusion models of communication. It placed emphasis on effective stimulus as a key to getting target audience developed as in transmissive models; and underscored knowledge of the receiver and his/her socio-political environment as prescribed in the diffusion models. Rogers (1973), states that for the stimulus to be effective to create persuasive graphic massages to facilitate the decision to adopt and confirm adoption of development messages, it is necessary to have knowledge of the receiver and the social system variables. This is because development and socio-political processes are inter-twined. The paradigms of Modernization and Dependency impact on the Source to adopt the Hierarchical or Top-Down, One-Way-Communication practices that direct the entire development process in two ways: focus on stimulus conditions (media) and neglect of key stakeholders.

Firstly, there is the emphasis on stimulus conditions (for example, the size, intensity of color, novelty, etc. of a given poster) as wholly necessary and sufficient to generate desired response from target audience. This makes the Source to focus on the generation of stimulus conditions that he/she prefers at the expense of target audience. A consideration of both stimulus and target audience conditions are necessary to elicit desired responses from target audience. Secondly, the Source usually ignores essential stakeholders, particularly, the target audience in the process of communication development. The prevalent non-participation of the receiver, his/her input, information needs, and social system as well as the prescribed graphic encoder's role of mediation during media production process are detrimental to achieving overall desired communication goal. This neglect has grave consequences for development because it often results in making graphic encoding choices that do not depict the receivers' socio-cultural environment pivotal for successful production of persuasive stimulus, which facilitates the decision to adopt and confirm adoption of Source's ideas.

The Paradigm of another Development/Multiplicity

The third and most recent concept of development is the paradigm of Another Development/Multiplicity. In this concept, development is seen as a product of collaboration and participation of all stakeholders and communication is seen as an essential tool for participation. The concept holds that true development is endogenous, taking into account user felt needs and getting them involved in the process to proffer solution. It utilizes the participatory models of communication, which are characterized by a two-way communication process. An example is the Berrigan's Methodology of Community Media.

In addition, the paradigm of Multiplicity holds that there is no one way to development but a multiplicity of approaches. As a result, the practices of communication employed, adopted mixed approaches, which combined different communication. Examples include the practice for

supporting communication in development projects, which combined the community approach with practices of diffusion models using small mass media; the approaches that come from social marketing, using research techniques for small groups/communities and large scale use of big mass media (as exemplified by the Delayed Sexual Debut Campaign in Nigeria).

The concept of Another Development or Multiplicity emphasizes interaction and participation of all stakeholders with particular emphasis on the target audience in the development process: Diagnosis, Planning, Intervention or Experimentation, and Assessment. The Source encourages actions that produce information and involvement of the receiver in the development process. This facilitates the graphic encoder's role of mediation between the development ideas of the Source and the information need of target audience; and facilitates the achievement of the overall desired communication goal.

KEY ISSUES ABOUT DEVELOPMENT COMMUNICATION

Many myths and misconceptions are nurtured about communication, especially when related to the field of development. These misconceptions can often be the cause of misunderstandings and lead to inconsistent and ineffective use of communication concepts and practices. The first two points on this list are about communication in general, while the others refer to development communication in particular.

➢ *"Communications" and "communication "is not the same thing*: The plural form refers mainly to activities and products, including information technologies, media products, and services (the Internet, satellites, broadcasts, and so forth). The singular form, on the other hand, usually refers to the process of communication, emphasizing its dialogical and analytical functions rather than its informative nature and media products. This distinction is significant at the theoretical, methodological, and operational levels.

➢ **There is a sharp difference between everyday communication and professional communication**: Such a statement might seem obvious, but the two are frequently equated, either overtly or more subtly, as in, He or she communicates well; hence, he or she is a good communicator. A person who communicates well is not necessarily a person who can make effective and professional use of communication. Each human being is a born communicator, but not everyone can communicate strategically, using the knowledge of principles and experience in practical applications. A professional (development) communication specialist understands relevant theories and practices and is capable of designing effective strategies that draw from the full range of communication approaches and methods to achieve intended objectives.

➢ *There is a significant difference between development communication and other types of communication:* Both theoretically and practically, there are many different types of applications in the communication family. In this article I refer to four main types of communication: advocacy communication, corporate communication, internal communication, and development communication. Each has a different scope and requires specific knowledge and skills to be performed effectively. Expertise in one area of communication is not sufficient to ensure results if applied in another area.

➢ *The main scope and functions of development communication are not exclusively about communicating information and messages, but they also involve engaging*

stakeholders and assessing the situation: Communication is not only about ―selling ideas.‖ Such a conception could have been appropriate in the past, when communication

- was identified with mass media and the linear Sender-Message-Channel-Receiver model, whose purpose was to inform audiences and persuade them to change. Not surprisingly, the first systematic research on the effects of communication was carried out soon after World War II, when communication activities were mostly associated with a controversial concept— propaganda. Currently, the scope of development communication has broadened to include an analytical aspect as well as a dialogical one—intended to open public spaces where perceptions, opinions, and knowledge of relevant stakeholders can be aired and assessed.

- *Development communication initiatives can never be successful unless proper communication research is conducted before deciding on the strategy.* A communication professional should not design a communication campaign or strategy without having all the relevant data to inform his or her decision. If further research is needed to obtain relevant data, to identify gaps, or to validate the project assumptions, the communication specialist must not hesitate to make such a request to the project management. Even when a communication specialist is called in the middle of a project whose objectives appear straightforward and clearly defined, specific communication research should be carried out if there are gaps in the available data. Assumptions based on the experts 'knowledge should always be triangulated with other sources to ensure their overall validity. Given its interdisciplinary and cross-cutting nature, communication research should ideally be carried out at the inception of any development initiative, regardless of the sector or if a communication component would be needed at a later stage.

- *To be effective in their work, development communication specialists need to have a specific and in-depth knowledge of the theory and practical applications of the discipline:* In addition to being familiar with the relevant literature about the various communication theories, models, and applications, development communication specialists should also be educated in the basic principles and practices of other interrelated disciplines, such as anthropology, marketing, sociology, ethnography, psychology, adult education, and social research. In the current development framework, it is particularly important that a specialist be acquainted with participatory research methods and techniques, monitoring and evaluation tools, and basics principles of strategy design. Additionally, a good professional should also have the right attitude toward people, being empathic and willing to listen and to facilitate dialog in order to elicit and incorporate stakeholders 'perceptions and opinions. Most of all, a professional development communication specialist needs to be consistently issue-focused, rather than institution-focused.

- *Development communication support can only be as effective as the project itself:* Even the most well-designed communication strategy will fail if the overall objectives of the project are not properly determined, if they do not enjoy a broad consensus from stakeholders, or if the activities are not implemented in a satisfactory manner. Sometimes communication experts are called in and asked to provide solutions to problems that were not clearly investigated and defined, or to support objectives that are disconnected from the political and social reality on the ground. In such cases, the

ideal solution is to carry out field research or a communication- based assessment to probe key issues, constraints, and feasible options. Tight deadlines and budget limitations, however, often induce managers to put pressure on communication experts to produce quick fixes, trying to force them to act as short-term damage-control public relations or ─spin doctors.‖ In such cases, the basic foundations of development communication are neglected, and the results are usually disappointing, especially over the long term.

➢ ***Development communication is not exclusively about behavior change****:* The areas of intervention and the applications of development communication extend beyond the traditional notion of behavior change to include, among other things, probing socioeconomic and political factors, identifying priorities, assessing risks and opportunities, empowering people, strengthening institutions, and promoting social change within complex cultural and political environments. That development communication is often associated with behavior change could be ascribed to a number of factors, such as its application in health programs or its use in mass media to persuade audiences to adopt certain practices. These kinds of interventions are among the most visible, relying heavily on communication campaigns to change people‗s behaviors and to eliminate or reduce often fatal risks (for example, AIDS). The reality of development, though, is complex and often requires broader changes than specific individual behaviors.

➢ ***Media and information technologies are not the backbone of development communication:*** As a matter of fact, the value-added of development communication occurs before media and information and communication technologies (ICTs) are even considered. Of course, media and information technologies are part of development communication, and they are important and useful means to support development. Their application, however, comes at a later stage, and their impact is greatly affected by the communication work done in the research phase. Project managers should be wary of ─one-size-fits-all‖ solutions that appear to solve all problems by using media products. Past experience indicates that unless such instruments are used in connection with other approaches and based on proper research, they seldom deliver the intended results.

➢ ***Participatory approaches and participatory communication approaches are not the same thing and should not be used interchangeably, but they can be used together, as their functions are often complementary, especially during the research phase:*** Even if there are some similarities between the two types of approaches, most renowned participatory approaches, such as participatory rural appraisal (PRA) or participatory action research (PAR), do not usually assess the range and level of people‗s perceptions and attitudes on key issues, identify communication entry points, and map out the information and communication systems that can be used later to design and implement the communication strategy. Instead, these are all key activities carried out in a participatory communication assessment.

RELEVANCE OF DEVELOPMENT COMMUNICATION IN INDIA

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.

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A new model emphasizing the endogenous character of development has made it possible to define development as a global process, for which societies are responsible. In this new perspective, development is not something that can come from the outside. It is a participatory process of social change within a given society. This model has also made it possible to extend the concept of development to nonmaterial notions by bringing into the equation notions of social equality, liberty, revenue distribution, grassroots participation in development, etc. The conceptions everyone had of the role of communication in development have changed radically. In the first development model, the communication paradigm consisted of transmitting the technology necessary for the growth of productivity. In the second, it consists of stimulating the potential for change within a community. The concept of grassroots participation in the development process has become a key concept. The first result of these changes in vision on day-to-day practice was the need to move from a relatively simple vision of a one-way transmission of technical information, to the promotion of bi - or multilateral systems based on grassroots participation. At the same time as this change in communication and development models was taking place, two development paradigms were developing which helped to orient communication interventions.

Its extension at the national level emphasized the relationship between communication and politicization. One of the models resulting from this paradigm, which exercised in the past, and today still exercises a determining influence on the development communication practices, is the consciousness model inseparable from the social and political processes necessary for development. However, the fact is that the mere transfer of knowledge by an authority source to a passive receiver does nothing to help promote growth in the latter as a human being with an independent and critical conscience capable of influencing and changing society. For development communication to be effective, it had to be linked not only to the process of acquiring technical knowledge and skills, but also to the awareness-raising, politicization and organization processes. This model is explained in The Education of the Oppressed (Freire 1973), saying that development communication can be considered as a tool that the grassroots can use to take control. This tool can be used for the following purposes: becoming aware of the various facets of the real development problems in their region; organizing in order to react collectively and effectively to these problems; bringing to light the conflicts that divide the various interest groups; becoming politicized - learning to provide alternatives to problem situations and finding solutions to various problems; and becoming "technicized" - obtaining the necessary tools to put to concrete use the solutions provided by the community.   This model and its applications have also been subject to criticism. It was stated, among other things, that politicization through the community media may constitute an adequate approach in countries that tolerate recourse to political action; but in most developing countries, this political action would lead to changing conditions, and the confrontations that follow would commonly lead to repression and regression of democratic rights .Thus, rather than a direct politicization approach, many prefer an approach based on education, where the objective is not to cause a confrontation but to provide the tools necessary for organization.

A third paradigm orienting the formulation of development communication models and interventions are one that is generally called "the paradigm of another development." This paradigm emphasizes not only material development but also the development of values and cultures. Where development communication interventions are concerned, it emphasizes the small media operating in networks and the use of grassroots communication approaches. According to this paradigm, grassroots participation reinforces the chances that communities will adopt activities appropriate for them.

THEORETICAL PERSPECTIVE
Communication theories such as the `diffusion of innovations', the `two-step- flow' or the `extension' approaches are quite congruent with other modernization theories. According to the diffusion theory, this perspective implies `that the role of communication was (1) to transfer technological innovations from development agencies to their clients, and (2) to create an appetite for change through raising a `climate for modernization' among the members of the public'. The elitist, vertical or top-down orientation of the diffusion model is obvious. However, the reality often proves much more complex than the theory. Therefore, many authors and development workers point out that decision-making and planning cannot be done by bureaucrats and policymakers for the people but only by these `experts' together with all concerned institutions and the people. In other words, in accordance with discussions on international political and academic forums and these people refer to newer insights on the role and place of communication for development which favours two-way and horizontal communication: `The systematic utilization of appropriate communication and techniques to

increase people's participation in development and to inform, motivate, and train rural population, mainly at the grass-root level'. Though it can be argued that this approach still remains `paternalistic' or a social marketing strategy, it at least distinguishes between policy and planning-making at micro and macro levels.

In this context, two models of media power one of dominant media and the other of pluralist media can be mentioned. The dominant media model sees media as a subservient part of other institution which themselves are interrelated. The media is owned by a small number of powerful people which disseminate a limited view of the ruling classes. The masses are given a limited view, with no critical feedback which results into an attempt to legitimize the existing power structure. The pluralist model is exactly the opposite where it is held that there is no unified and dominant elite and change and control are both possible. In this model, the masses can differentiate, initiate demand and can react to what the media offers. This does not close the option of a —mixed approach‖ where mass domination is within limits and counter forces are resisted by the audience/masses. The dominant media model reflects the mass society view. Mass society refers to the relationship between individuals and social order around them where in individuals are presumed to be in a situation of ‗psychological isolation‘ from others, impersonality in their interactions with others and are relatively free from the demands of binding informal social obligations, view carried by some sociologists well into the 20th century Putting these ideas onto the media, it would mean an atomized public, centralized media, one way transmission, and media being used for control and/or manipulation and people using media for identity. The —intellectuals are the dominant groups exercising the function of hegemony and political Government. Furthermore, some explained that the —spontaneous consent given by the mass to the direction imposed on social life by the dominant group is —historically caused by the prestige and confidence the dominant group enjoy because of its position and function in the world of production. The functionalist theory of media says that more an audience is reliant on the mass media for information and more a society is in a state of crisis then more the power the media is likely to have. This functionalist approach has been criticized for its inadequacy in dealing with issues of power and conflict but one can see how the media are functional in the exercise of power, (Functionalism claims to explain social practices and institutions in terms of needs of the society and individual). As per this view, media is considered essential to society for integration, co- operation, order, control, stability, mobilization, continuity of values and culture.

INTERFACE OF COMMUNICATION AND DEVELOPMENT

Paradigms and the approaches concerning communication for development are classified as those being part of the dominant (modernization) paradigm or of the critical development tradition. A close examination of the basic tenets of the new development paradigm and of the ultimate requirements of the new communication approach to development would reveal very close similarity between them. To begin with, participation is the key variable in the new development paradigm, just as it is for the new communication approach to development. In broad terms, the ultimate objectives of national development (urban and rural) are economic development, equitable distribution of facilities and benefits, national cohesion and human development. These are also, in broad terms, the ultimate objectives of development communication, even though, because of the importance attached to intelligent understanding of development issues, development communication gives pride of place to human development. In order to achieve these ultimate objectives, both the new development

paradigm and the new communication approach stress the need for:
- ➢ Equality of the distribution of social and economic benefits, information and education
- ➢ Popular participation in development planning and execution, accompanied by decentralization of activities to the local level;
- ➢ Self-reliance and independence in development with emphasis on the potential of local resources; and
- ➢ Integration of traditional with modern systems, so that development is a syncretisation of old and new ideas, with the exact mixture somewhat different in each locale.

However, development communication is not merely a matter of transmitting information about how things can be done better by using available facilities. It is much more than the exchange of problem-solving information. It also involves the generation of psychic mobility or empathy, rising of aspirations, teaching of new skills and encouragement of local participation in development activities. Development communication assumes the broader function of helping people to restructure their mental framework in interpreting specific events and phenomena, and to relate to the broader world beyond their immediate environments. To be effective in doing this, communication activities in development must be inter-woven with other socioeconomic and political processes. Development activities require rural people as well as urban people, in the government, and in business and other sectors to establish new social relations with each other. Communication processes facilitate the growth and development of such human relationships. Both the mass media and interpersonal communication systems are necessary in establishing and maintaining these relationships. But they cannot perform these roles effectively unless they are incorporated into the total development process. Many development specialists now believe that the chief factor of production in modern times, in both developed and developing countries, is information seen as knowledge, education or human capital.

APPROACHES AND PERSPECTIVES TO DEVELOPMENT COMMUNICATION
The task of determining which communication approach and planning strategy to adopt in development communication projects is expected to be a deliberate and systematic endeavour. The execution of development communication programs and projects, therefore, takes as its starting point, both the "felt needs" at the social system level, and the "action needs‖ as identified by development planners. Translating information and complex socio-behavioural messages into creative and effective approaches that trigger dialogue among participants is often one of the most challenging tasks within the design and delivery of a communication for development initiative. Technically sound and strategic communication initiatives run the risk of failure if they do not involve intended participants, consider local ethos and cultural modes of communication, or are perceived as boring, pedantic, insensitive, or disempowering by the participant groups. Development Communication takes as its starting point both the felt needs' at community or local level, and the 'action needs' as identified by planners. The operational strategy for meeting these two sets of needs follows four stages of activities. The first is identifying and analyzing the innovations sought by the community and those that development agents want to introduce to whom, when and with what material means.

Three different approaches to putting the above stages into operation have been identified. These are the interpersonal approach which could be through the extension and community development method or through ideological and mass mobilization; the mass media approach which could be

through centralized method or through localized method; and the integrated approach, which combines all the approaches and methods in appropriate ratio depending upon the identified felt needs and socio-cultural situation in each community.

EXTENSION AND COMMUNITY DEVELOPMENT METHOD

This is the oldest method of using communication to generate development. It is basically oriented to rural community development although it can also apply to suburban and urban development efforts. The main thrust of this method is the communication of useful and practical information on such issues as agriculture, home economics, health, civic responsibility, law and order, sanitation, and so on, through face-to-face and interpersonal (handbills, letters, telephone, etc.) methods of communication. The utilization of the method is predicated on the assumption that the following basic conditions are present: (a) that the communities or social systems are interested in the new ideas and practices in order to improve their living conditions; (b) that there are necessary and sufficient resources to support the development endeavour, that is, to enable the people to apply available new information toward the development goals; and (c) that there is a group of educated, intelligent, and public spirited leaders within the community or social system who can motivate the masses to positive development-oriented objectives; these groups can be village Sarpanch / priests/community elders / tribe leaders. The basic principles of the method can be summarized as follows:

➤ That there are no solutions to problems that are imposed on local communities from the outside; that the people must be the principal actors in defining and finding solutions to their problems;

➤ That the development communicator (social animator) is to be as closely identified with the local community as possible

➤ That he/she is to be nondirective in his/her approach

➤ That communication's chief role is to help define the problem, not give the solution

➤ That community participation and social action is the goal, and therefore feedback from the community is an essential element.

IDEOLOGICAL AND SOCIAL MOBILIZATION METHOD

Social mobilization is often used by grassroots-based social movements but can also become a tool of elite and the state itself. The process usually takes the form of large public gatherings such as mass meetings etc and is unique communication methods that makes extensive use of interpersonal channels. In this method, the channels are activated not by development agents, but by the political party cadres. This is because this method sees development, especially rural development, as a process which begins with a radical change in the political orientation of the People—radical changes the ultimate result of which is the formation of new social relations. The main function of development communication, therefore, is seen as that of promoting and lightening' the political consciousness of the people. The primary goal of this method is the ability of workers and peasants to be self-reliant through mobilization of internal resources, and thus to be in a position to control their future. Physical and human development is subsumed under political consciousness because it is held that political awareness would motivate people to participate in development activities to satisfy their needs and aspirations. The operational structure of this method is virtually the same as that of the extension and community development method. But the structure and direction of message contents are different. While the former deals directly with human and physical development problems, the latter lays

emphasis on political awareness as a prelude to any other type of development.

THE MASS MEDIA APPROACH

The mass media have become instruments not only for information but also for education and development. Because of their unique characteristics of speedy delivery of messages and extensive reach (wide-area coverage), they have been found to be particularly useful in the dissemination of development messages to large and dispersed populations, and, when properly used, in immediate follow-up with opportunities for exchange of ideas on the information/messages provided. The use of media in development can be treated at two levels: mass media, often using television, radio, and print media in campaigns aimed at inducing the adoption of innovations or other changes in behaviors; and community media, mainly using radio and other folk expressions such as theater, concerned with giving voice and representation to the various segments of local communities. Under this aspect, the program 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. The history of development communication in India can be traced to rural radio broadcasts in the 1940s in different languages. Have you ever heard a rural programme on radio? If you come from a rural area, you probably would have heard. People who present these programmes speak in a language or dialect that the people in your area speak. The programmes may be about farming and related subjects. The programme may comprise of interviews with experts, officials and farmers, folk songs and information about weather, market rates, availability of improved seeds and implements. There would also be programmes on related fields. During the 1950s, the government started huge developmental programmes throughout the country.In fact, when Doordarshan started on 15th September 1959; it was concentrating only on programmes on agriculture. Many of you might have seen the ‗Krishi Darshan‗programme on Doordarshan. Later in 1975, when India used satellites for telecasting television programmes in what is known as SITE (Satellite Instructional Television Experiment), the programmes on education and development were made available to 2400 villages in the states of Andhra Pradesh, Bihar, Karnataka, Madhya Pradesh, Orissa and Rajasthan.As far as the print media is concerned, after Independence when the Five Year Plans were initiated by the government for planned development, it was the newspapers which gave great importance to development themes. They wrote on various government development programmes and how the people could make use of them. If the print media have contributed to development communication, the electronic media – radio and television especially All India Radio and Doordarshan have spread messages on development as the main part of their broadcasts. However, amongst all the media that are used for development communication, traditional media are the closest to people who need messages of development like the farmers and workers. Such forms of media are participatory and effective. You may have seen construction workers cooking their meal of dal and rice over open fires in front of their tents set up temporarily on the roadside. They need to be educated about the values of balanced nutrition, cleanliness, hygiene and water and sanitation. Have you wondered how messages on such issues are communicated?In various parts of India, groups of

volunteers use street theatre as a medium for development communication. This is done through humorous skits and plays through which the importance of literacy, hygiene etc. are enacted. The content for the skits is drawn from the audience's life.

CENTRALIZED MASS MEDIA METHOD

This method lays emphasis on centralized control of both mass media infrastructure and the direction and flow of mass media messages. If we were to construct a continuum with extension and community development at one end, centralized mass media method would be at the other. It relies wholly on the mass media for its messages flow and almost completely ignores the interpersonal system. Because it uses the mass media for dissemination, its coverage potential is substantial: and because the content of its messages is of a general nature, there is usually something of relevance, no matter how small, to different segments of the society. It is based on the assumption that a 'good and relevant message' is capable of being accepted by the individual on his/her own, irrespective of the origin of the message, and that the best and hopeful way to attract and hold a mass audience is to offer open and spontaneous and continuous vicarious satisfaction as well as education. This is the method used by most countries in developing societies. Many agree that developing countries adopt this method because it is the cheapest and easiest method to use. However, research has shown that it is also the least effective in ensuring intelligent understanding and effectiveness of development messages .In this method, programmes/messages are planned, produced and disseminated by 'experts' and programme officers in the urban headquarters of media organizations with very little or no reference to the views and opinions of the receiving audiences. Whether we are talking of radio, which is the most accessible medium especially for rural audiences, or of the newspaper,—whose content are meaningless unless one was literate, or of television—the urban elite medium—whose impact in rural communities is very minimal, the procedure is always the same. Development messages are planned and executed without consultation with the audiences to whom the messages are eventually directed. The result is that message contents are usually at variance with the felt needs of the people and, therefore, have very little chance of succeeding. Not only is there no organization at the reception end, but also, because of the desire to reach the largest number of people, the messages are always of a general nature. Effective development messages demand some sort of organized action at the reception end, and also demand specificity in message content to ensure relevance.

LOCALIZED MASS MEDIA METHOD

Through local media the people can talk to themselves, talk to the authorities, and participate fully in the construction and dissemination of development messages meant for them There can be little doubt that media are instrumental in increasing knowledge and influencing attitudes and behaviors, but this influence is not as strong as originally believed, especially if it does not take the local context into account. For instance, the vibrant world of community radio that has emerged in recent years is often more empowering and influential than the more celebrated medium of television, at least at the local level. The blind faith placed on media in the past as a means to push or even leapfrog development in poorer countries resembles the current hype for ICTs. The rise of more sophisticated communication and information technologies, such as satellites or the Internet, has opened new horizons and opportunities. The potential of the new technologies has not only increased the penetration of mass media, for instance, through satellites, but it has also created new opportunities to enhance communication at the local level

utilizing technologies such as the Internet or mobile telephones. The establishment of ―telecenters in rural areas is spreading in many countries as a way to support local development in the social and economic dimension. The knowledge of traditional channels and strategies of communication used in the various environments where the interventions are made to induce the people to take responsibility for the communication process has also been identified for the enhancement of local knowledge, to allow both for the bridging in of modern knowledge and the valorization of community knowledge. This method is also very much media oriented but, deriving its strength from the democratic participant media theory, it lays emphasis on interaction with the people and on establishment of local media channels to provide access for the people. The starting point in this method is the identification of the problems of the people through personal calls, meetings and discussions by media personnel who are required to enter into the socio-cultural contexts of the people. Because of the need for specificity in message content, localized method calls for the establishment of local media ― local radio, rural press and/or television production/viewing centers. Each of these provides access and opportunities for participation of the rural population in the planning and production of development messages.Through local media, the rural population can talk to themselves, talk to the authorities and participate fully in the construction and dissemination of development messages meant for them. Such an interactive atmosphere based on correct interpretation of the needs and aspirations of the people creates an understanding climate in which confidence, credibility and willingness to make personal and community contributions are at their best. An investigation into the impact of Radio in India provides evidence to support the usefulness of the localized mass media method. Not only did many members of the rural community participate in the radio's activities, but also the participative acts of these members radiated to non-participants thus leading to wide range acceptance of the radio messages and consequent changes in behaviour according to the demands of the messages. The very act of participating in the planning and production of messages disseminated through these rural media, create self confidence in the participants and turn them into honorary messengers of development.

INTEGRATED APPROACH

This is the approach which combines interpersonal and mass media approaches into one, avoiding their limitations and problems but taking advantage of their potentials. The integrated approach uses the mass media and interpersonal communication at the same time. Not only does the interpersonal component involve the use of the extension and community development method as well as the ideological and mass mobilization method, but the mass media component also involves the use of centralized and localized methods. All these are then linked up with traditional channels and modes of communication. The structure of communication in any society is largely determined by the growth and development of technology and by economic and cultural institutions. To the extent that societies differ in their patterns of economic and socio-cultural heritage, their communication patterns are also likely to differ from one another. In traditional societies or rural communities, direct face to face communication is valued as the most reliable and authentic form of communication. In such societies, the purpose of communication is usually to promote social harmony rather than individual well-being; to reinforce stability and order rather than to bring about change and growth.However, the ultimate goal of development communication is to cause positive and effective change through the provision of necessary information (backed up by physical inputs)

that would create understanding and build self-confidence and motivation to change. The thrust of the integrated approach, therefore, is to feed the interpersonal and traditional network with information that would generate discussions which, in turn, would lead to intelligent understanding of development objectives and each person's role in achieving these objectives. The limits of interpersonal channels are soon reached if development takes on a national character. Then the importance of the mass media becomes obvious. They have the power to disseminate information and development messages rapidly and, across the nation, but they are generally not able to change peoples' attitudes. Interpersonal channel lacks the enhancing characteristics of the mass media, but is relatively effective in inducing attitude change and effective development behaviors, largely due to the impact of opinion leaders and of peer-group pressures. Hence the need for a communication model (integrated approach) that would link the mass media to interpersonal channels. In rural India, no communication strategy is likely to succeed unless it takes into account the five basic principles that underlie the system of traditional communication—supremacy of the community, respect for old age, utility of the individual, sanctity of authority and religion as a way of life . These principles infuse relevance and context into communication within rural communities. Therefore, any communication strategy which completely ignores traditional modes and channels cannot successfully win and retain the people's attention for long. Any communication message which completely ignores the values that underlie the context in which the people communicate cannot produce the attitude and behavioural changes necessary for rural development. As research has shown, not only are two media better than one medium for effective communication, but also a combination of the mass media and interpersonal communication is better than using either alone.

DEVELOPMENT COMMUNICATION PLANNING

The planning calls for recording in minute detail the sequential order of activities, the hierarchical order of authority or supervision, and specific assignment of responsibilities. It also calls for broad guidelines as to how the assignments are to be carried out with respect to time In development communication, planning is a deliberate, systematic and continuous effort to organize human activity for the efficient use of communication resources and for the realization of communication policies in the context of a particular country's development goals, means and priorities and subject to its prevailing forms of social, economic and political organization. Development communication planning, therefore, must take into account the development environment and goals of the country in which the planning takes place. In addition, the country's political ideology, social issues, communication facilities and systems, as well as available resources must all be properly studied before planning the communication strategy that would suit the environment.

SUMMATION

➢ India's development communication experience over the past 51 years has taught us a lot about the role of communication in development. The main lesson probably has been the recognition of the need to move from communication practices based on the one-and-only model of information transmission removed from the community processes, to practices involving the grassroots in their development.

➢ Our experience in India shows us that the point of departure for development communication is not the dissemination of an innovation or of a new idea that is full of

promise, but the grassroots expression of its needs. It follows that the communication models based exclusively on models of information transmission removed from community processes clearly are doomed to failure.

➢ Participation, by putting the emphasis on the needs and the viewpoints of the individuals and groups, becomes the key concept of development communication in India. Recourse to a systemic methodology and the implementation of horizontal processes - in which the people are directly associated with the communication process and are thus more likely to formulate their problems themselves, become aware of new possibilities, and take their knowledge and their viewpoints into consideration in the communication process - constitute the major elements of its methodology. The implementation processes are essentially interactive and participatory at all levels, and coincide with the fundamental mission of International Research Development Centre (IDRC), India - Empowerment through Knowledge: "Empowerment is often seen as something one can do to another person. This is not so. People are empowered by an environment that gives them the freedom to express themselves"

➢ Where the orientations to be pursued are concerned, a major line is the communication support of the concept of "new development," emphasizing decentralization, access to communication, and participation.

➢ Several researchers in India also emphasize the reinforcement of institutional and individual skills, ways of approaching decision-makers, and grassroots communication. However, the fact remains that to be durable, development must take into account human factors and make it possible for the communities in question to decide for themselves what objectives they want to aim for and what means they want to use. Development communication is the tool that makes this process possible. As a corollary, the directions to be pursued are predicated on knowing the needs of the target group and their channels of communication, stimulating the processes of community participation and decision-making, reinforcing the action of agents of change, and influencing the development of institutional and national policies.

➢ Historically, where research themes are concerned in India, attention has always been paid to the effects of the mass media. This focus has corresponded to a modernization paradigm and the utilization of the media to create a global environment for development and the transmission of ideas, knowledge, and new attitudes. It has led to research and intervention with a view to intensifying and developing the contribution of the mass media to formal and informal education.

➢ It is interesting to note that in the 1970s, people turned to the role of communication in supporting development activities and specific projects (family planning, oral rehydration, basic health care, agriculture, etc.). Attention then turned to the potential of small media and community media: participatory videos, audio cassette forums, and traditional media (theatre, puppet shows, stories, etc.). People also placed more emphasis on the contribution of communication to the promotion of democratic and social rights, which led to the development of community radio and communication agencies dedicated to these aspects.

➢ Finally, during these past few years, interest in India has focused on various areas like the impact of new communication technologies (satellite, telephone, E-mail, etc.), and

- ➢ each of these areas has its respective importance and has been contributing to stimulating and supporting development communication interventions.
- ➢ One must also recognize the fact that development communication is expensive especially when it comes to satellites or computer communications. However, there is need to establish a basic infrastructure for media in the third world. Without doubt, it would only pay if essential investments are made towards infrastructure in this field as the benefits would only pay in the long run. The vast disparity and widening inequalities and the reasons why they have occurred must be recognized and all tools of development communication should be first geared to tackle these issues.

CONCLUSION

Development communication is not merely concerned with providing information on development activities. Besides creating opportunity for the people to know about the technical nature of new ideas and on how they work and with what effect, development communication plays the more important role of creating an atmosphere for understanding how these new ideas fit into the real social situation in which the people operate. Its ultimate goal is to catalyze local development activities, local development planning and implementation, and local communication to smoothen the path to development. Communication here should not stop with conventional mass media. If development communication must succeed, then it must include strong components of social organization and interpersonal as well as traditional modes and media. Effective, attractive, and excellent graphic language/communication is a product of collaborative efforts and integrated planning. This is due to well informed decision-making at all stages in the media production process, which is hinged on a core value that consists of evidence based information from target audience research, involvement and participation as well as collaboration of all stakeholders in the development process. This is enabled in the paradigm of Multiplicity that employs the participatory communication strategies. In addition, those in charge of planning development communication must be those who understand the social structure (those who have entered into the socio-cultural contexts of the people) and how change can take place in it, not merely how development messages can be disseminated.

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