**E-CONTENT**

**MJMC,  SEM-II, PAPER : CC-8**

**Topic : MEANING AND CONCEPT OF DEVELOPMENT(continue..)**

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**MEANING AND CONCEPT OF DEVELOPMENT(continue..)**

**Some others Definitions about development communication….**

One of the earliest definitions was provided by Nora Quebral. According to her (1975**), “development communication is the art and science of human communication applied to the speedy transformation of a country and the mass 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.**” Quebral highlights the importance of development communication for not just informing and persuading people to ***adopt new ideas and technologies*** but also understanding **the root cause of people’s problems, inequality and marginalisation that they face**. These insights need to be combined with the theory and practice of communication for creatively developing appropriate programmes and media strategy for alleviating poverty and improving peoples quality of life.

According to Everett Rogers (1983) “development communication refers **to the uses to which communication** is **put in order** **to further development**. Such applications are intended to either further development in a general way, such as by increasing **the level of the mass media exposure among a nation’s citizens,** in order to create a **favourable ‘climate’ for development**, **or to support a specific development programme** **or project** (this type of development communication is often termed as ‘***development-support communication’ DSC”).***

Rogers, in his Diffusion theory focused upon the application of communication for the purpose of disseminating information and messages to induce change. The flow of information (mostly one-way), help create a suitable environment by providing relevant information and effective messages for persuading people to adopt new ideas or innovations at a fast pace.

F. Rosario Braid is of the opinion that development communication is “an element of the management process and the overall planning and implementation of development programmes”. And in a broad sense, “**the identification** and **utilisation of appropriate expertise** in the development process that will assist in increasing participation of intended beneficiaries at the grassroots level.”

While Erskine Childers in her definition said “Development support communications is a discipline in development planning and implementation in which more adequate account is taken of human behavioural factors in the design of development projects and their objectives”. Thus, development communication plays a key role in engaging people and understanding their varied perspectives and ideas. Incorporating people’s viewpoints in the various processes of development projects enables projects to become more people-centric, leading to greater receptivity towards new ideas, ownership of projects and their consequent success.