

DEVELOPMENT

# COMMUNICATION

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# DEVELOPMENT COMMUNICATION CONCEPT

- ✘ Communication is used as an empowerment tool.
- ✘ Communication is used as a tool to facilitate the participation of people in development activities.
- ✘ Knowledge and information are essential for people to successfully respond to the opportunities and challenges of social, economic and technological changes. But to be useful, knowledge and information must be effectively communicated to people.

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- ✘ Millions of people in developing countries are excluded from a wide range of information and knowledge, with the rural poor in particular remaining isolated from both traditional media and new information and communication technologies which would improve their life.
  - ✘ Development is about change. It is about changing for the better. It could be about social or economic change for improvement or progress.

# WHAT IS DEVELOPMENT

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- ✗ Achieving modernisation is development
- ✗ Being like western world is development
- ✗ Aspiring to become like western world and working towards it is development
- ✗ Development communication can be defined as the use of communication to promote development. Those who write or produce programmes on issues related to development are called development communicators.
- ✗ What the west is ... the middle east seek to become- David Lerner
- ✗ David lerner corroborated Rostow's Theory of Modernisation.

# THEORY OF MODERNISATION

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- ✘ The modernisation theory believes that development equals to economic growth.
- ✘ Modernisation theory speak of a particular form of development of the third world countries and about the process to carry it forward.
- ✘ Rogers (1976:121) , saw it as an out come of a historical process, such as Industrial Revolution in Europe and the United States , the colonial experience in latin America, Africa and Asia , the quantitative empiricism of North America social science and capitalistic economic/ political philosophy.

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- ✘ The paradigm believed that modern technology is the panacea to the problem of dissemination of the idea of development in the third world countries.
  - ✘ Modernisation is basically “ idea of evolution which implies that development is conceived at first , directional and cumulative , secondly predetermined and irreversible, thirdly progressive and predetermined and irreversible, thirdly progressive and fourthly , immanent with reference to the nation , state”

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- ✘ Another discourse of development was initiated by the Brazilian educator Paulo Freire, who believed that development means liberation.
  - ✘ Freire's liberation theology presupposes that all people want to be fully human which preempt liberty to be free and self reliant and they have all ability to develop if given a chance.

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- ✘ Thus purpose of development will be to free both individual and communities from oppression . hence, it is important that all are liberated.
  - ✘ The poverty of the third world is not traditional , and it is not accidental .. As a condition for is own development, the industrial world required cheap raw materials from the third world . the expansion of the industrial world therefore shaped the structure of the emergent third world, deforming it , improvising it and rendering it incapable of balanced development.

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- ✘ However liberation theory does not offer any critique of modernisation theory , the basic premise being that individuals needs freedom to choose.
  - ✘ The main critique of modernisation theory are the dependency theorists who believed that the rich north has impoverished poor south, and the critique emanates from Marxists criticism.

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- ✘ Leading American Marxist Economists Paul Baran elaborately explained the theory in his book *The Political Economy Of Growth* (1957)
  - ✘ As opposed to the modernisation theorists view of underdevelopment as a state or condition, the dependency theorists regards underdevelopment as a process.

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- ✘ This theory negates the contention that third world societies are in a primitive , traditional state . rather they say that these societies had long association with the capitalists system . and this association was precisely to be blamed for their underdevelopment.

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- ✘ Analysing the dependency theory , Isbister (2003:43) comments : "the poverty of the third world is not traditional , and it is not accidental .. As a condition for its own development, the industrial world required cheap raw materials from the third world . the expansion of the industrial world therefore shaped the structure of the emergent third world, deforming it , improvising it and rendering it incapable of balanced development.