

Development Communication Theories: (1) Dominant Paradigm

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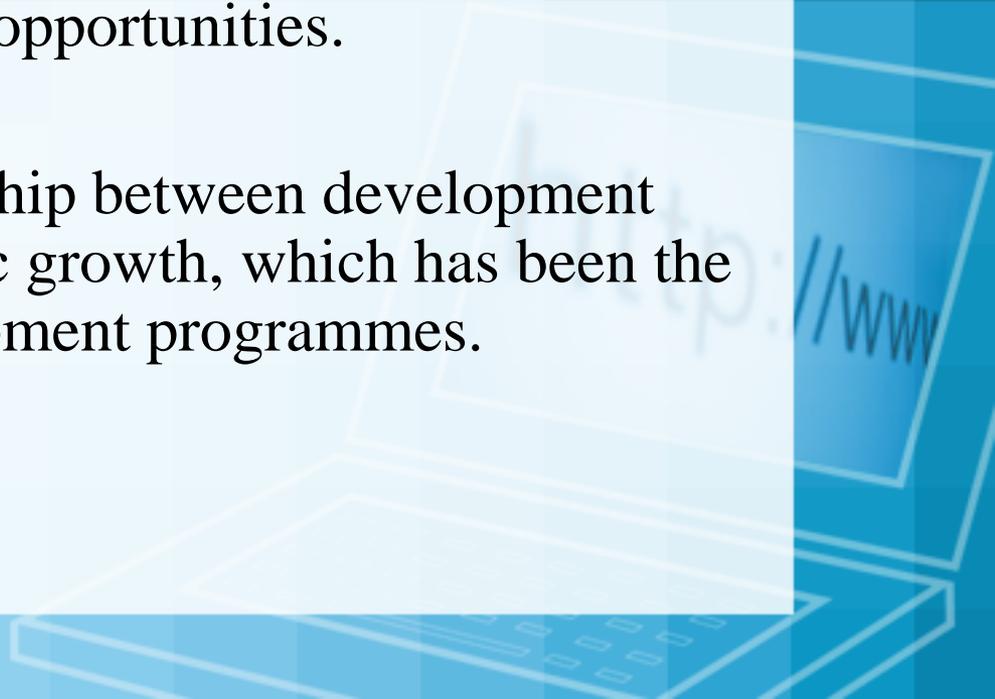
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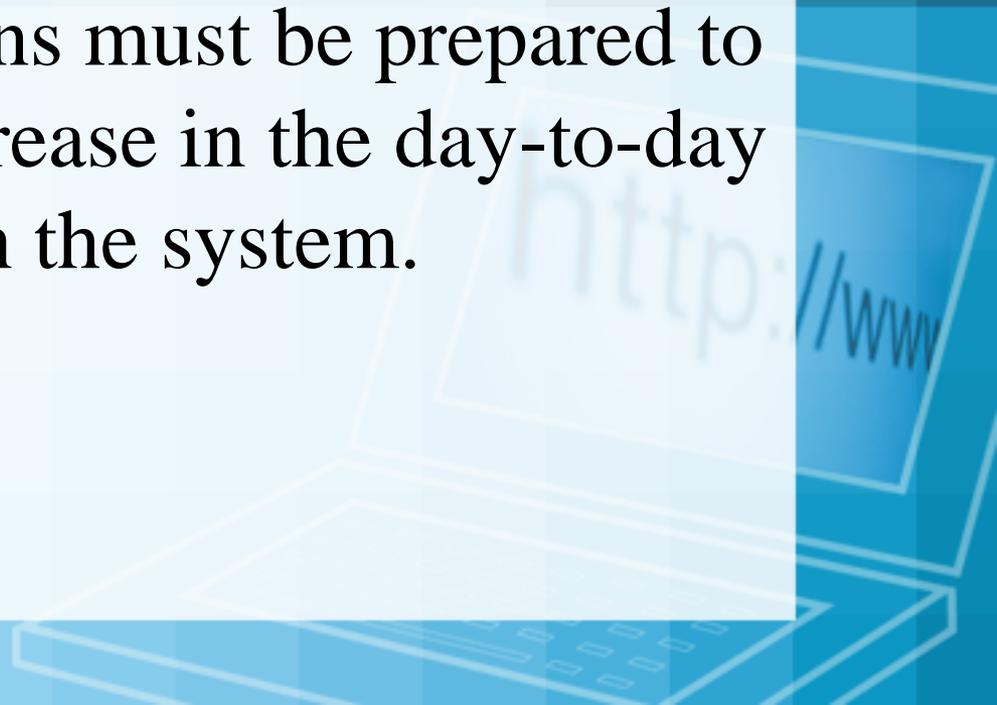
Wilbur Schramm

- Wilbur Schramm (1964) was the first to recognize that communication can play an important role in the national development of the third world countries.
- He believed that mass media could better the lives of people by supplementing the information resources and exposing people for learning opportunities.
- He conceptualized a relationship between development communication and economic growth, which has been the guiding paradigm for development programmes.



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- He suggested that as economic activity spreads, knowledge must be **gathered** more broadly, **shared** widely and **transferred** swiftly.
- So development nations must be prepared to support enormous increase in the day-to-day communication within the system.



Dominant Paradigm.....

- This paradigm is rooted in the concept of development as **modernization**.
- From economic and technological perspectives, the **Post World War -II** period and decades of **1950's** and **1960's**, especially, was a time when development was viewed as a synonymous to economic growth measured in aggregate terms.

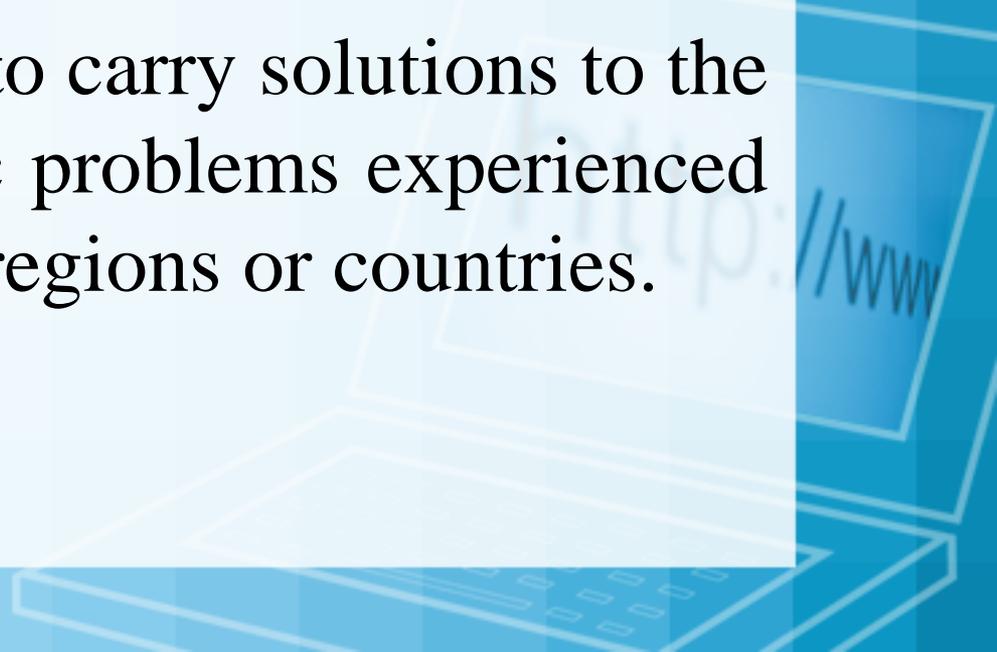
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- The central idea of this paradigm was to solve development related problem through modernization.
- The western model for development predominated in the 1950's and 1960's.
- Rogers give this model the name '**Dominant Paradigm**' of development as it exercised a dominant influence in the field of development.
- Underdeveloped countries were asked to follow the footsteps of developed countries.

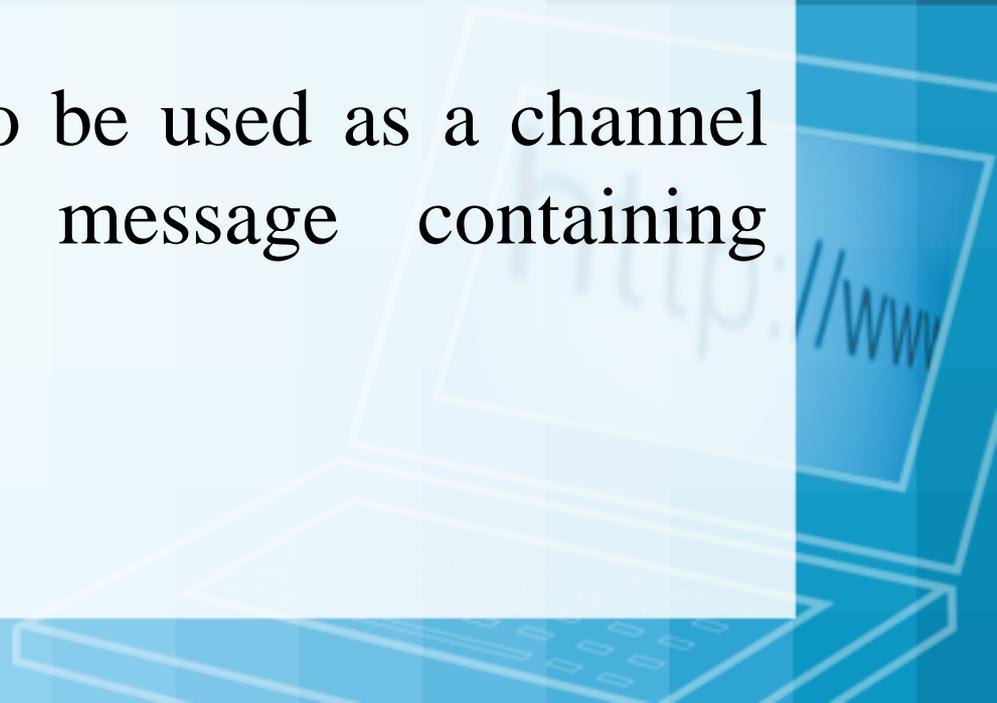
- The model puts major emphasis on **Modernization** and believes that **increased productivity, industrialization and economic growth** could achieve it. This paradigm argued **under-development** as a consequence of the **industrial, technical and cultural backwardness** and means that modernization was the only solution to it.

- Under dominant paradigm, the level of national development was defined as a **Gross National Product**. Further, industrial revolution, capital-intensive technology, economic growth and education were meant as a way to define and measure development outcomes.

- The ideological perspective underlying this concept was bound to a belief in the benefits of **industrialization in a capitalist economic system**.
- The technological products of the industrial system were assumed to carry solutions to the political and economic problems experienced in “under-developed” regions or countries.



- The “**problem**” defined for research was to determine and measure beneficial economic, political and social changes coinciding with industrial development and technological change.
- The technology was to be used as a channel for transmission of message containing ‘**modern**’ information.



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- Development was equated with economic growth and communication was associated to disseminate information and messages aimed to promote modernization.
- Because of the overestimated belief, SMCR model was adopted.

