

Development Communication Theories: (3) Dominant Paradigm

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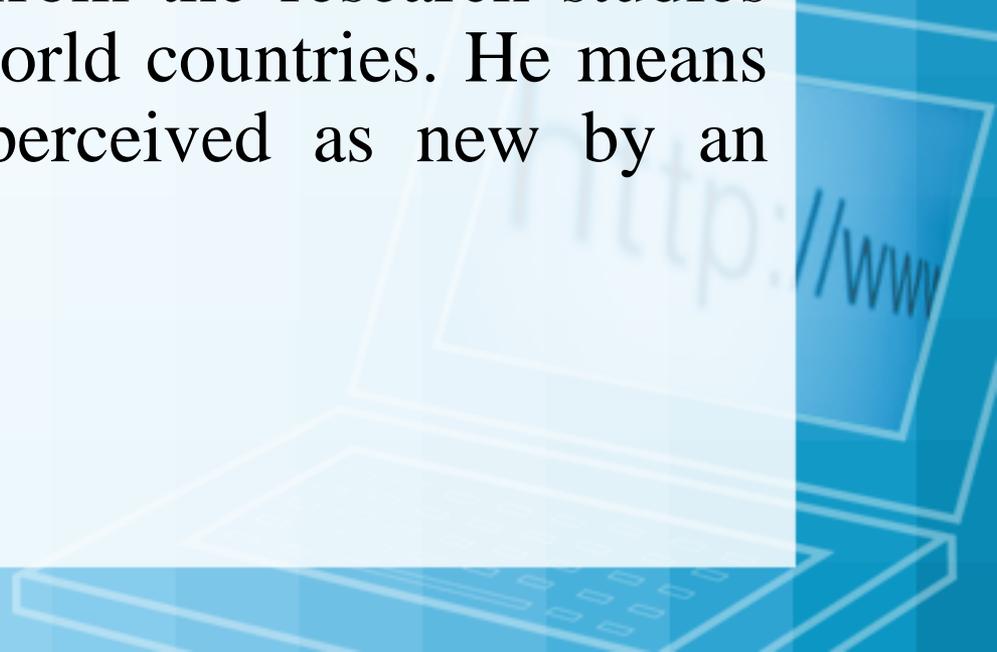
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2. Everett K. Rogers - Diffusion of Innovation...

- Rogers gave **diffusion model**, one of the dominant approaches to the role of communication in development, during 1960's.
- Rogers developed his concepts and theory of **diffusion of innovation** from the research studies in America and Third World countries. He means innovation as an idea perceived as new by an individual.

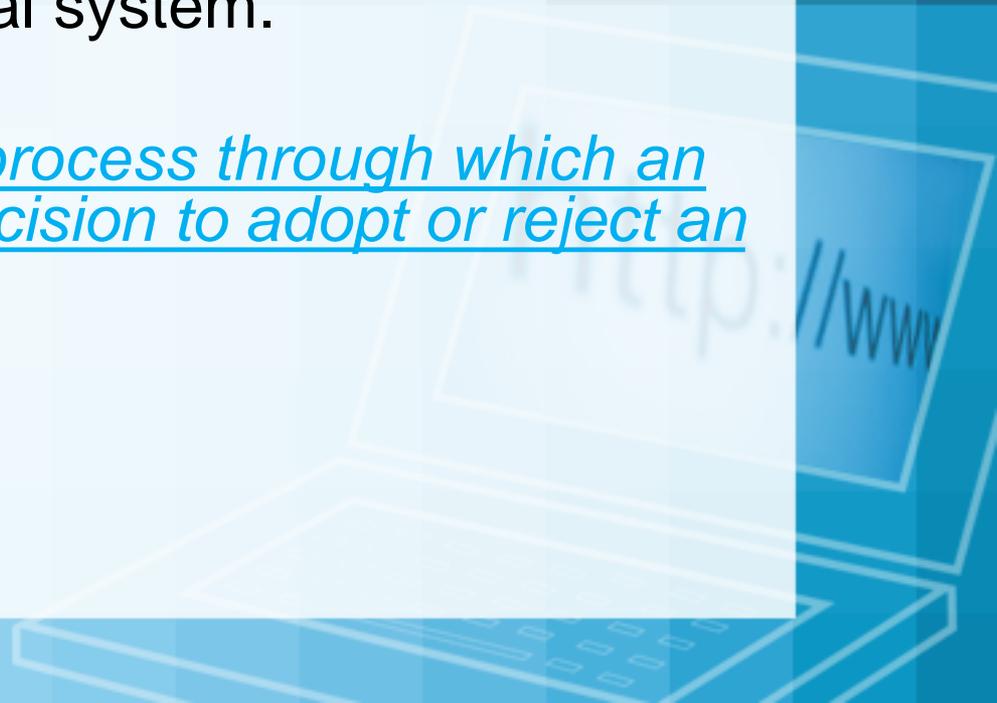


- The necessary route to change from a traditional to a modern person was understood as acceptance of ideas from source external to social system.

Element of diffusion of an idea:

- The innovation
- Its communication through certain channels.
- Among members of a social system.
- Overtime

“adoption was defined as process through which an individual arrived at the decision to adopt or reject an idea.”



Five stages of diffusion

1. Awareness
2. Interest
3. Evaluation
4. Trial
5. Adoption/rejection

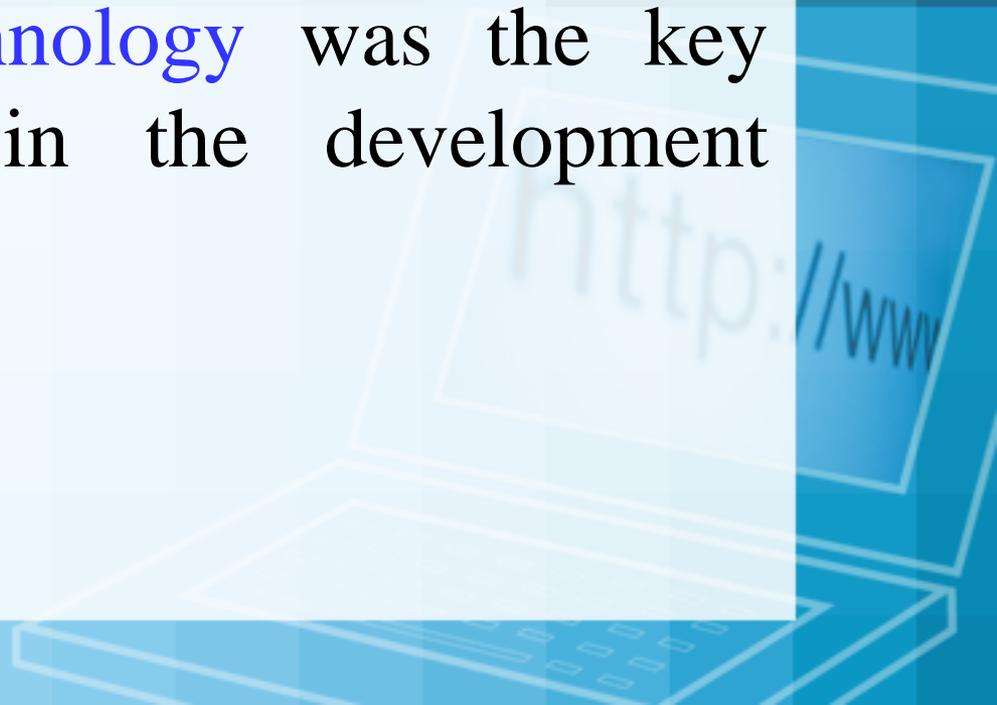
“early adopters are opinion leaders”.



- Rogers defined the role of communication as providing channels for passage of development information.
- He proposed that developing countries should consider same infrastructural ideas in their societies as that of advanced countries.
- Rogers theory i.e. **diffusion of innovation** indirectly assumes that communication by itself is a cause of development regardless of **socio-economic and political** condition of the country.
- It also postulates that increased production and consumption of goods represent the essence of development. It has not taken the consideration of equal distribution, which is a point to criticize.

Conclusion...

- The concept was designed to explain the contribution of communication technology, hardware and software to the process of economic growth.
- The **transfer of technology** was the key determining factor in the development process.



- The concept of Diffusion of Innovation was intended to contribute to an understanding of the process whereby traditional societies could ‘catch-up’ to western monopoly capitalism.
- Mass Media was seen as an exogenous factor capable of causing or stimulating the kind of development that was considered acceptable.

- The diffusion model theorists argued that progress would be achieved through the spread of modernity to backward, archaic and traditional areas.
- Through the diffusion of technology and capital, these areas would inevitably evolve from a traditional society towards a modern state.

