

# Development Communication Theories: Dominant Paradigm

Ganesh Kumar Ranjan

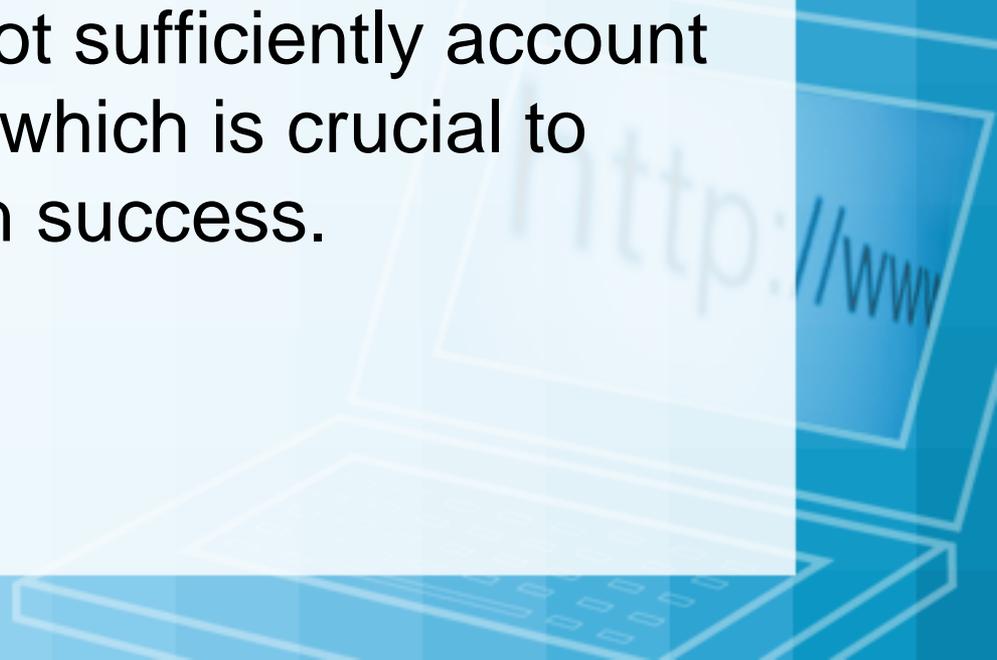
MMHA&PU, Patna

E-mail: [ganeshkumarranjan@outlook.com](mailto:ganeshkumarranjan@outlook.com)



### 3. Social Marketing Approach

- Overtime, diffusion theory alone proved inadequate as a guide to communication planning in development campaign.
- The diffusion concept are imprecise and the diffusion model does not sufficiently account for recipient feedback, which is crucial to development campaign success.

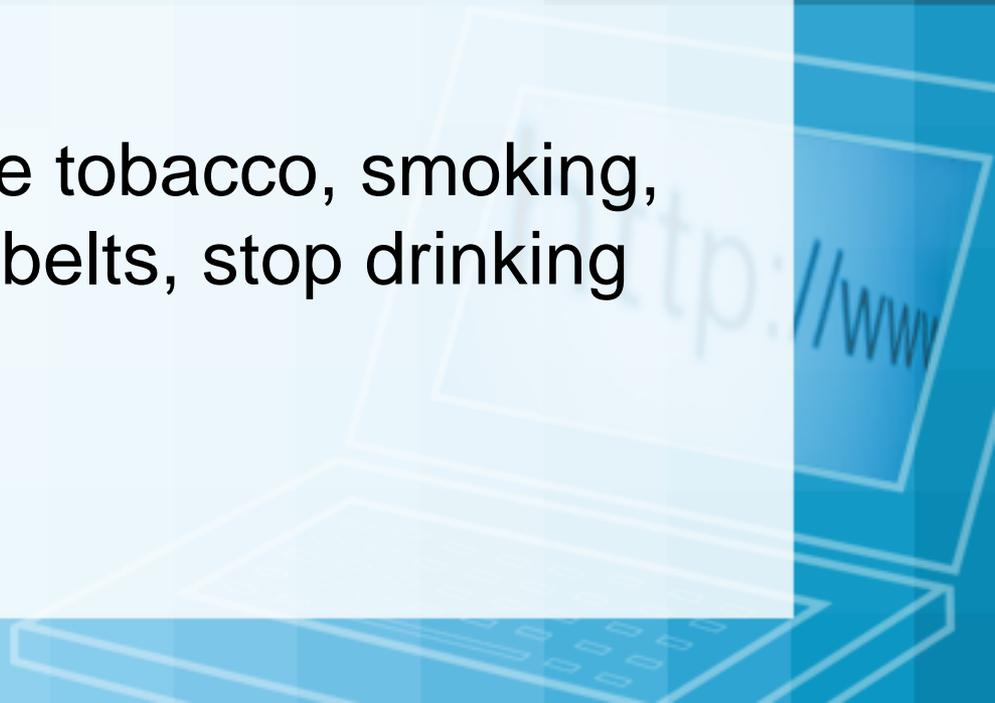


- Until 1970s communication model reinforced the active source and passive receiver stereotype.
- Communication campaign used one way-top down- source to receiver transmission model with the belief that change would occur automatically once message is received.
- The assumption in this model was that knowledge in missing link in the adoption.
- The incorporation of social marketing techniques in 1973 emphasized the change in value system and knowledge as well as behaviour pattern of the receiver.

- Communication efforts both in first world and third world turned into science based commercial marketing strategies to disseminate ideas to promote social causes, a process called “Social Marketing”.

**Examples:**

campaign to discourage tobacco, smoking, encourage use of seat belts, stop drinking and driving.



Social marketing has introduced several new concepts in dissemination of ideas:

- Audience segmentation
- Market research
- Product development
- Incentives
- Facilitation to maximize the target group's response.

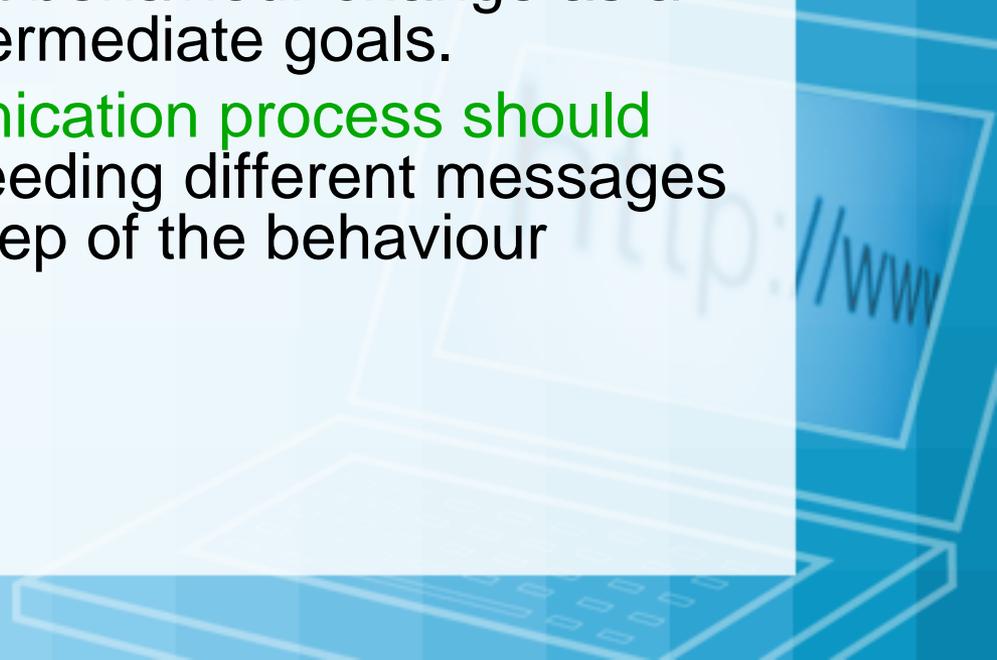
*Social marketers take a holistic view of the process by emphasizing **4 Ps** in the marketing chain.*



- So keeping view of above said strategies communication process itself has evolved into a **convergence model**, where participants create and share information in order to reach a mutual understanding.
- This orientation pulls in formative research procedures such as:
  - focus groups
  - audience surveys
  - pretesting of messages into communication research.

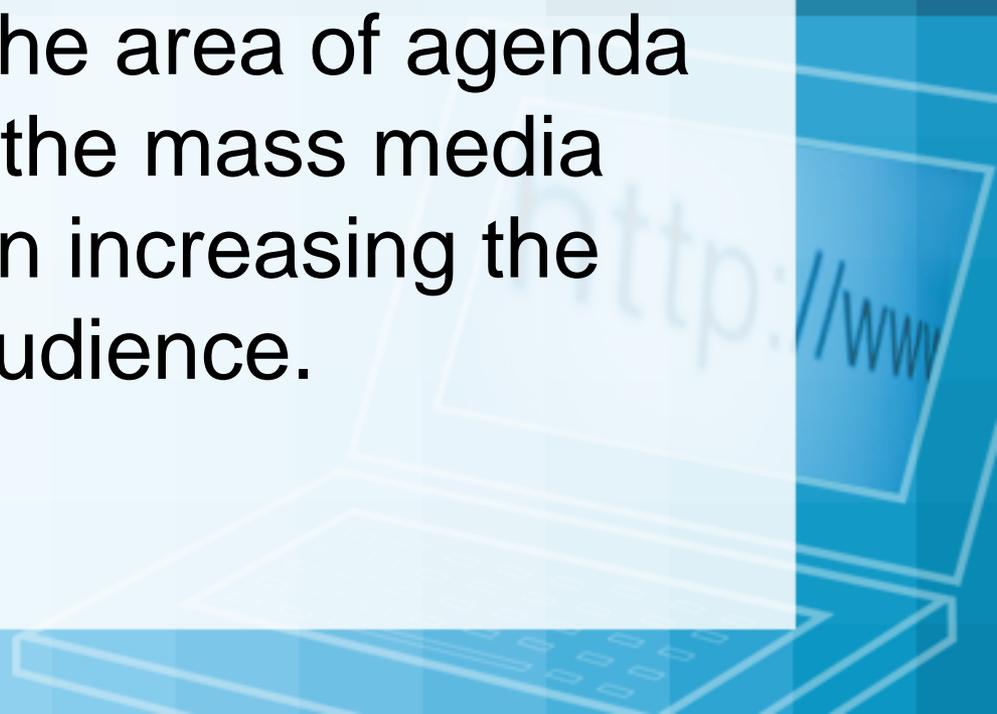


- Formative research leads to many stages in behaviour change:
  - cognition
  - action
  - behaviour
  - values
- The stage theory represent behaviour change as a sequence of steps with intermediate goals.
- These dictate that **communication process should also be a stage process** needing different messages and approaches at each step of the behaviour change process.



## 4. Entertainment-education strategies

- In mass communication theory the minimal effects hypothesis was gradually losing its charm, in early 1970s.
- New researches in the area of agenda setting showed that the mass media were very effective in increasing the **cognition levels** of audience.



- Another area of research in the uses and gratification perspective put the focus on active audience member as opposed to the passive receiver stereotype depicted in the minimal effect theory.
- In uses and gratification theory audience members actively select media products to satisfy a range of products according to their need: entertainment, entertainment, new information, news, relaxation and more.



- A parallel development in the third world has been the trend towards increasing commercialization and privatization of television and radio channels.
- These concomitant developments have provided a fertile ground for the growth and popularity of entertainment-education programmes.
- In these approach, educational content is embedded in entertainment programs in media as the radio, television, records, videos and folk theatre.



- These programmes either directly or indirectly facilitate **social change**.
- At individual level they influence **awareness, attention and behaviour** towards a socially desirable objective and at the larger, they serve as an **agenda setter** or influence public and policy initiatives in a socially desirable direction.



- Entertainment-education programs represent a unique kind of social marketing where pro-social ideas are marketed within media products.
- Results show primarily cognitive changes, though some changes have been recorded that require behaviour and value shift.

