**E-CONTENT**

**MJMC,  SEM-II, PAPER : CC-8**

**Topic : APPROACHES TO DEVELOPMENT**

**Date : 20-01-2020, TIME : 12.00 P.M.-1.00 P.M.**

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**APPROACHES TO DEVELOPMENT**

Development communication is the process of deploying communication as a catalyst of social change aimed at improving the lives of the poor in sustainable ways. Since its inception, the field of Development Communication pertains to a process of strategic intervention through various forms of mass media and interpersonal methods of socio-cultural engagement.

The focus of Development Communication approaches has since shifted from a top down, government propaganda and aid agency jargon to strategies for deepening democracies, encouraging peoples’ participation and sharpening approaches for bottom-up decision making. These shifts emerged and the focus changed from a predominantly economic growth-driven model of development to a participatory model in which social and cultural factors play an important role.

Development Communication today deals with concerns of inclusive growth in developing countries, where millions of people face abject poverty and deprivation. The subject area is as much about our understanding of development priorities as it is about communication needs for a better and less unequal world. In this unit, we shall discuss various pertinent issues relating to the concept of development communication and its potential as a tool for inclusive growth and empowerment.

The country’s Gross Domestic Product (GDP) growth continues to be a buzzword in news stories and is treated as synonymous with a nation’s development. However, this is contested by a large number of practitioners and development thinkers and the inadequacy of economic indicators like GDP, Gross National Product (GNP). They argue that social indicators such as the Human Development Index (HDI), Physical quality of the life index (PQLI), Multidimensional Poverty index (MPI), are better measures of a country’s development and the well-being of its people.

The expanded concept of development perceives it to be a multidimensional process leading to the improvement in both economic and social conditions of a country. Current notion of development also emphasises enhancement of peoples freedoms, capabilities and entitlements for a better life. Thus apart from basic problems of underdevelopment (Poverty, Health, Hunger, Food security, Illiteracy, Unemployment etc.) that continue to plague most of the less developed countries including India, issues of social inclusion, equitable growth and social justice have become the focus of the development agenda and consequently the focus and role of Development Communication.