**E-CONTENT**

**MJMC,  SEM-II, PAPER : CC-8**

**Topic : MEDIA AND DEVELOPMENT COMMUNICATIONS**

**Date : 29-01-2020, TIME : 12.00 P.M.-1.00 P.M.**

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**MEDIA AND DEVELOPMENT COMMUNICATIONS**

As the concept of development communication has evolved with time, consequently the nature of communications and the role of media have also changed focus. Earlier it was expected to convey all the relevant information regarding a development programme and the benefits that may be reaped by the community. Media was expected to build a favourable climate to implement such programmes by removing doubts, apprehensions or fears about them.

Development communications was characterised by the use of mass media that considered people as passive audiences ready to be influenced by the messages they received, and was simple one-way asymmetrical communication (Mefalopulous, 2008). Later the focus of Development Communication moved from a ‘communicator’ to a more ‘receiver-centric’ orientation. Advocating ‘bottom up’ two-way symmetrical approaches it recognises and adopts various participatory methods for inclusion and active participation of the target audience. The emphasis of Development Communication processes has shifted from persuasion to information exchange; from information transmitted to the meaning sought and attributed by audience groups; and disseminating information for which there is a need than creating a need for the information being disseminated.

**Mass Media**

Mass media as you are aware play a significant role in taking development to the people. Being able to reach large number of heterogeneous audiences scattered over vast geographical area, their ability to provide the same messages simultaneously to a vast and diversified audience remains unparalled.

They have a definite role in spreading information about development, making people aware of their rights and responsibilities, exposing anomalies and corrupt practices, and promoting transparency and accountability through encouraging participation in of development schemes. By not only reporting facts about specialised areas of development, it also strives to provide an interpretation and analysis.

Communication interventions for development are made through various media platforms such as the newspapers magazines, radio, TV, Internet or movies and theatres etc. In a country like India, where literacy level is low, the choice of mass media is of vital importance, as they reach out to different groups of audiences.

**The Satellite Instructional Television Experiment (SITE, 1975-76) was one of the earliest projects** primarily undertaken to develop special development programmes through the satellite communication. Later the Kheda Communication Project, the Indian **National Satellite project (INSAT)** (1982); Educational programmes **(ETV) Gyan-Darshan** Educational Channel (2000); E-Choupal and others have demonstrated the potential of using mass media for development. 29 The mass media has played a particularly positive role in enlightening farmers Development Communication on the use of various technologies to boost agricultural development; Women programmes cover a range of subjects related to empowerment of women as well as programmes on a range of topics like health, sanitation, family planning, education, conduct of democratic exercises like free and fair elections and monitoring of expenditure or implementation of development plans are some areas media has focused upon.

Alternative Media Recent years have seen the emergence of a range of alternative, participatory media forms that are separate from and provide an alternative to commercial media as well as state-run public-service media. Also called ‘community media,’ ‘citizen’s media,’ ‘grassroot journalism’ it has created local alternatives to mainstream broadcasting like local community newspapers, radio stations, as well as traditional media such as theatre and puppetry. Differing from mainstream media in their aesthetics, independent non-profit orientation, non-dominant discourse and serving the needs and interests of a community it enables peoples participation and their greater access and control of the media and communications in their community. Contesting and challenging mainstream media discourses, community media aids in raising people’s awareness, representation and the consequent emergence and democratisation of an alternative public sphere. Some of the most successful alternative media for development are community radio, community video, and community newspapers. You will read in detail about alternative media in Unit 16 of this course.