

APPROACHES TO DEVELOPMENT COMMUNICATION

(UNIT II)

1. Diffusion/extension approach:

The focus of this approach is largely on the adoption of technological and social innovations by bringing in new ideas, services and products. Diffusion of both material and social innovations is necessary for development. Material innovations refer to economic and technological innovations and social innovations pertain to social needs and structure. The process of diffusion starts with the need of individual and community decisions whether to accept or reject the innovation (new findings). This decision primarily depends on the needs of the adopters. Consequences of diffusion can be direct/indirect, latent/ manifest, and functional/dysfunctional. The early models of diffusion focussed only on material growth only to realise that social growth along with material growth was necessary for diffusion of products, ideas and services. Therefore, diffusion decisions have to handle the economic, technological and social constraints.

2. Mass Media Approach Development Communication:

A well-defined developed mass media and interpersonal communication infrastructure is necessary for development communication. It is necessary that these infrastructures should be accessible to the people, both physically and socially. The content of the messages should be balanced. The content should be both rural and urban oriented and should cater masses in both sectors. The messages should be need-based and they should appeal to the audience.

3. Development support communication:

In the approach, communication strives not only to inform and educate but also to motivate people and secure public participation in the growth and processes of change. An awareness of development plans is an essential stage in the public cooperation for national development. Development communication and development support communication are thus two different terms. Development Communication helps in communicating development messages to people for betterment of their economic and social conditions, whereas development support communication addresses development planning and the plan of operation for implementation. But often these two terms are substituted for each other.

4. Institutional approach:

This approach focuses on education for development. The emphasis is on literacy-universal education, adult education, formal and non-formal education. There is emphasis on need-based training and development – oriented programmes conducive to development.

5. The Integrated Approach:

This approach to development communication emphasizes the need to avoid duplication and waste in development efforts. The balance in the spread of information facilities must be maintained both for rural and urban, backward and prosperous areas.

6. Localised approach to development communication:

It is also known as Community-based communication system. This approach may be evolved to ensure greater participation of local people in planning and production of communication material which is community-based.

7. Planned Strategy for Development Communication:

The success of development communication depends on team approach, i.e. the coordination between the communication agencies (extension workers, radio, TV, Press, and Online Media) and development agencies, according to this approach.

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