

UNIT 2:

DEVELOPMENT COMMUNICATION (Dev Comm)

Introduction:

The term ‘[Development Communication](#)’ was first introduced during the period of World War II. Development communication is defined as “communicating to promote social development.” It can be referred to as ‘communication for development’ (C4D) or ‘development support communication’ or ‘communication for social change’.

In order to see that development communication is happening one needs to ensure that the processes and strategies are systematically applied. [Following the principles of communication to bring out positive social changes in true sense is called development communication.](#)

Like communication, development too has different meanings to different scholars and practitioners (Melkote & Leslie, 2015).

[Development means improving the living conditions of society.](#) Though this concept is widely accepted but there is a debate on what constitutes to improved living conditions and how that would be achieved (Melkote & Leslie, 2015).

The proponents say that development communication is planned use of strategies of communication to achieve development (Sinha, 2013). The term “Development Communication,” first used by Nora Quebral in 1970 (Srampickal, 2006).

[According to Everett Rogers \(2008\), the purpose of Development Communication is to support sustainable change in development operations by engaging key stakeholders.](#)

The major functions are establishing conducive environments for assessing risks and opportunities; disseminate information; induce behavior and social change (Rogers, 2008).

It is adequate to say that the scope and functions of development communication is not restricted to passing information and messages alone, it is also about involving the stakeholders and assessing the situation.

Daniel Lerner (1958), Everett Rogers (1962), and Wilbur Schramm (1964) are the propagators of development communication with different approaches (Manyozo, 2012).

If we analyse the core concept of development process and its transformation then we can draw a list of [characteristics of development of communications](#) from its historical and ideological perspectives (Narula, 1994). They are as following:

- i) The centre of focus is human being and their development. The process could be relevant if it is managed by and with people.
- ii) Primary objective is to fulfil basic needs of the people.
- iii) The development process must be based on combining local knowledge and modern science and follow the holistic approach by referring ecological and cultural environment of that particular society.
- iv) That process must be original, self-reliant and based on the indigenous process rather than borrowing from other cultures or societies.
- v) The process must rely on the locally available resources, material and manpower for the economical or infrastructural development.
- vi) A structural, social and behavioural transformation is required to implement the process and to overcome the inequalities within and between the societies.
- vii) Therefore, the development process depends on the ability to adopt the social change through technological, cultural and political transformation.

Basically, there are various issues and sub-issues which have been discussed by the experts related to development particularly on economic, social, political, cultural growth, eradication of poverty and better healthcare facilities. The major focus is to provide quality of life to the people through development communication programmes. The issues and sub-issues are: development gap between the rich and poor, communication gap and information backlogs, blockages due to bureaucratic processes and political will.

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