

Course--MJMC--Part-II

Paper --II

Topic-- Approachs to Development Communication

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Approaches to Development
Communication:-----

Approaches means a way of dealing with a situation or problem or a perspective, ideology, belief or theoretical stance on something. It encompasses a set of logical assumptions that could be made for better comprehension of issues.

There are different approaches to handle development communication. The main approaches are:

1. Diffusion/extension approach

2. Mass Media approach

3. Development support communication approach

4. Institutional approach

5. Integrated approach

6. Localized approach

7. Planned strategy

1. Diffusion/ extension approach to Development Communication:-----

The main focus of this approach is the adoption of technological and social innovations through diffusion of 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 for acceptance and rejection of innovations depend primarily on the needs of the adopters.

2. Mass Media approach to Development

Communication:-----

A well-defined developed mass media and inter-personal 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 addressed to masses in both sectors. The messages should be need-based and they should appeal to the audience.

3. Development support communication approach to Development Communication:-----

In the development context, communication strives not only to inform and educate but also to motivate people and secure public participation in the growth and change process. A widespread understanding 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 communicates development messages to people for betterment of their economic and social conditions, where 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 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 to development communication:-----

It 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. Localized approach to Development Communication:-----

Community-based communication system approaches 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 smart planning. So, it is a team approach, i.e. the coordination between the communication agencies (extension workers, radio, TV, Press, etc.) and development agencies.

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