

Role of Media in Development Communication



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Understanding Development Communication



- **Development communication** refers to the use of process and tools of communication to facilitate social development.
- The term 'Development communication' was first articulated on December 10, 1971 at the University of the Philippines in Los Banos and it was initially concerned with promoting breakthroughs in Agricultural Development.
- Development communication has been labeled the "**Fifth Theory of the Press**" that focuses on 'social transformation and fulfillment of basic needs.'
- According to **Nora C. Quebral** development communication is "the art and science of human communication applied to the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater social equality and the larger fulfillment of the human potential.'
- **Melcote and Steeves** saw it as "emancipation communication", that empowers the masses in combating injustice and oppression.
- The three main characteristics of development communication are that it is **purposive, pragmatic and value laden.**

Understanding Development Communication



- The term ‘**Development Communication**’ can be divided into two terms, i.e.— **Communication** and **Development**. Here communication refers to the use of different types of media for the process of development. It may also refer to sharing of information and experience to accelerate development. Whereas development refers to the process of betterment of a society. It may refer to both social and economic change for improvement or progress.
- When we say development communication we refer to the communication that can be used for development. It is about using communication to change or improve the way of living of the citizen of a country. A variety of mass media messages are used to transform the behavior or change the socio-economic condition of the people.
- According to Mass communication expert **Everett M. Rogers**, ‘Development communication refers to the uses to which communication is put in order to further development. Such applications are intended to either further develop in a general way, such as by increasing the level of the mass media exposure among the nations citizen, in order to create a favorable climate for development, or to support a specific definite program or project.’
- In the above mentioned definition Rogers said that for the development of community; the community will create an environment or climate for development. This climate is— a) **physical climate** and b) **psychological climate**.

Role of Development Communication



- Development communication can be said to have two primary roles –
- (a) **Transforming role** - Development communication can be used for transforming role by bringing in social change in a way that it inspires the people to aim for a higher quality of life. Here communication acts as an instrument to achieve these objectives.
- (b) **Socializing role** - Development communication also tries to maintain the established values of the society by playing a socializing role. Development communication tries to build an atmosphere so the planned or proposed changes may be brought about while keeping the social fabric of the society intact.
- And mass media can play a proactive role in helping development communication fulfill these primary roles.
- In 1958, **Daniel Lerner**, while discussing the relation of development with that of any mass media said that “the greater the communication facilities, the greater or even faster is modernization.”

Role of Media in Development Communication



- According to Wilbur Schramm, the role of media in development can be divided into three parts:
- (i) **To inform** – ‘Information is power.’ For the development of the society, correct social, political and economic influence is very important. Media helps the people to be aware about and develop a consensus upon important national and international development issues. It also helps them understand the various obstacles in the process of development.
- (ii) **To instruct** - Mass literacy is an essential criteria to development. This is possible by imbining basic skills among the people. Mass media plays an important role in this. Mass media can instruct people and educate them. Projects like **SITE** and **Gyan Darshan** are few such examples where media is used to instruct people, educate them and teach them basic skills. These basic skills help people to develop their standard of living.
- (iii) **To participate** – All development activities are based primarily on people’s participation. Voluntary and continuous participation of the citizen of the country is necessary for continued development. Debate and discussions help people to know about the current issues, participate in developmental program and bring about a change in the society.
- Schramm has laid a lot of emphasis on **Content, Feedback and Multiplier effect of Mass Media** while discussing the role of mass media in development.
- According to him the content of development communication must be designed keeping in mind the target audiences of the message. Further, has put a lot of importance on feed back for successful communication for development. Feedback not only supports the implementation process of various communication strategies but also helps to access whether or not the communication is meeting their purpose or aim. He further adds that modern communication technologies, can be effectively used to multiply the messages and reach out simultaneously to a wide heterogeneous audience.

Use of Mass Media for Development in India



- The history of organized development communication in India can be traced to rural radio broadcast in the 1940's. Independent India's earliest organized experiments in development communication started with communication development projects initiated by the union government in the 1950's.
- **Print Media as a medium of Development Communication:** Print media is widely used by the government to secure wide coverage of messages through various newspapers and journals. Print media as a traditional media plays a significant role in development communication. In India, print media strengths have largely been shaped by its historical experiences and, in particular, by its association with the freedom struggle as well as movements for social emancipation, reform, and amelioration.
- After Independence during the Five Year Plans, initiated by the government for planned development, it was the newspapers which gave great importance to development themes. They wrote on various government development programs and how the people could make use of them. They covered a variety of subjects like farming, weather, market rates, availability of improved seeds and agricultural innovations. With a wide variety of National, Regional and Vernacular newspapers, print media remains one of the powerful media among the rural people.
- The Government regularly interacts with the Press mainly through the **Press Information Bureau (PIB)**. Frequent press conferences, press tours and workshops are organised through PIB, with the financial assistance from the Ministry, to sensitize press persons about Rural Development Programs. For the purpose of creating awareness in respect of rural development programs among the general public and opinion makers and for disseminating information about new initiatives, the Ministry issues advertisements at regular intervals in national and regional press through **DAVP**. To enable people in rural areas to access information on Rural Development Programs a booklet 'Gram Vikas' Programs at a glance is brought out in regional languages.

Radio as a Medium of Development Communication



- **Radio as a medium of development communication:** Radio from its very inception played an important role in development communication; this is mainly due to its advantage of reaching to a large number of people from different sections of the society. Universities and other educational institutes' especially agricultural universities, through their extension networks and international organisations under the UN umbrella carried various development communication experiments through radio. Community radio is another important medium which is registering growing importance, especially in rural India. Here, NGOs and educational institutions are given license to set up a local community radio station to broadcast information and messages on developmental aspects. Participation of local community is encouraged in these programs. Community radio provides a platform to villagers to broadcast local issues and thus has the potential to initiate positive action.
- With its widespread reach and acceptability among the rural audiences, several initiatives were made to use radio for development communication. A few of them are listed below:
- **Radio Rural Forum:** All India Radio has been the forerunner in the process of implementing communication strategy adopted by the government. The Radio Rural Forum experiment of 1956, covered 156 villages. It contained a 30 minute duration program that was aired two days a week primarily on agriculture and varied other subjects that could promote rural development. Since then efforts are being constantly made to use radio for social change. Apart from radio rural forum, other continuous efforts are being made to bring in development. As in the case of project taken up to promote adult literacy in the 1980s. More recently, NGOs have helped broadcast program on women and legal rights etc.
- **Farm and Home Division of All India Radio:** Farm & Home section of the Directorate General of All India Radio guides, monitors and supervises the programming activities for rural listeners specially designed to cater to the day to day seasonal needs of the farming community in Hindi and different regional languages/dialects from more than 188 Radio stations across the country. The Farm & Home cell at the headquarters issues instructions to stations from time to time for specific program content generation and publicity campaigns based on inputs from various ministries and departments. The Program designed by this division are based on the local day to day needs of the farming community incorporating latest information and technology for best agricultural output. These programs create awareness about the ways & means to improve the agricultural productivity and quality of the country's farming community. The programs are broadcast daily in the morning, noon and evening with average duration of 60 to 100 Minutes per day for Rural Women, Children & Youth.

Radio as a Medium of Development Communication



- AIR has expanded its Agriculture Broadcasts with the launch of an exclusive project on Mass Media support to Agriculture Extension entitled '**Kisanvani**' from Feb. 2004, in collaboration with the Department of Agriculture & Cooperation, Ministry Of Agriculture, to keep local farmers informed about the daily market rates, weather reports and day to day information in their respective areas at micro level. Presently Kisanvani is being broadcast and relayed from identified 96 AIR stations across the country.
- **15th February** is observed as **Radio Kisan Diwas** over all AIR stations by mounting special programs on the occasion. Farmers, who are benefited by the information disseminated through agricultural programs on AIR, share their experiences with other fellow farmers in their regional language/dialect.
- Special programs are also designed and aired by AIR on conservation and protection of Wildlife and Forests. All India Radio projects the success of governmental initiatives, which take place in forestry, wildlife conservation and ecological balance. Special programs are also aired to create awareness about land degradation and desertification.
- Health & family welfare programs are regular broadcasts of All India Radio. All regional and Local Radio Stations produce and broadcast these programs in their respective regional languages. Subjects covered in these programs include right age of marriage, gap between two children, maternal and child health, AIDS, drug abuse, breast feeding, child right, girl child, adverse child sex ratio and to alter the Negative mindsets leading to abortion of Girl Child foetus, Pre- Conception & Pre- Natal Diagnostic Techniques act and the penalties contained therein to create public opinion against violation of its provisions, disability, T.B., leprosy etc.
- Health campaigns on Immunization, Polio, Thalesimia, Eye donation are publicized widely in these programs. Regular programs are mounted against Drug abuse, tobacco consumption, illicit trafficking, AIDS etc. and to create awareness about the Rehabilitation and facilities being provided to the leprosy affected persons/ families and campaigns to raise social awareness on the issues of persons with disabilities.
- Children programs are broadcast from all Regional and Local Radio Stations of AIR on weekly basis in their respective regional languages. These programs are designated for age group 5-7 years and 8-14 years. Special programs for rural children are also broadcast from AIR stations. Plays, short stories, features, choral singing, interviews, stories from epics etc are part of these broadcasts.

Radio as a Medium of Development Communication



- **Women programs** of All India Radio covers subjects related to socio- economic development of women, health & family welfare, food and nutrition, scientific home management, women entrepreneurship, education including adult education, women empowerment, gender issues etc. Special programs focusing on the status and importance of the girl child are broadcast throughout the year to create social awareness. These programs also aim at creating social awareness about the rights and privileges of women through the propagation of legal literacy. Different traditional folk forms are used to communicate with the rural women audience.
- **Swasth Bharat Program** : The Ministry of Health & Family Welfare, Government of India has signed a MOU with Prasar Bharati for broadcast of a half an hour Health Magazine program for five days a week over 29 stations of All India Radio. The program was launched on 7th of April, 2012 on the occasion of World Health Day. The main aim of the campaign is to inform and educate the listeners on health issues. The Ministry has prepared a list of the experts available in each state, who will participate in these program over various issues involved with the health of the people.
- **School Broadcasts**: Programs for school students are broadcast from the metros and other centers of AIR. Many teachers on the approved panel of AIR make excellent broadcast through this platform. AIR draws up these programs on the advice of Consultative Panels for School Broadcast.
- AIR stations across the network are airing serial program campaigns to highlight the progressive and comparative development scenario in the villages at the gram sabha level. Featurised programs are being mounted by stations including interviews of **members of parliament, senior district administration officials** etc. giving details of the adopted villages under the **Saansad Adarsh Gram Yojana** and depicting the progress made by them on the identified parameters.

Radio as a Medium of Development Communication



- **Gyan Vani (2001)** - In March 2000, when FM frequency licenses were auctioned, the **Ministry of Human Resource Development** (MHRD) had been given a frequency for educational broadcasting in each of the 40 cities. The ministry handed the task to IGNOU as it already had some experience telecasting education on Gyan Darshan.
- Gyan Vani began operations in **2001** as a collaborative media initiative of Human Resource Development and Information and Broadcasting ministries. IGNOU was the nodal organization running the channels. Initially the broadcasting started in Allahabad, Bangalore, Bhopal, Coimbatore, Lucknow and Vishakhapatnam. This was to expand to 40 other cities in two years.
- Today Gyan Vani's Educational FM Radio Network has spread to 37 cities and towns across the country. Gyan Vani stations operate as a media cooperative with the day-to-day programs being contributed by various educational institutions, NGOs, government and semi-government organizations, UN agencies, ministries such as Agriculture, Environment, Health, Women and Child Welfare, Science & Technology, etc. besides national level institutions such as NCERT, NIOS and state open universities. Each Gyan Vani station has a range of about 60 km and covers an entire city including the adjoining rural areas. The medium of broadcast is English, Hindi or language of the region.
- **On October 1, 2014**, due to discontinuation of payments by IGNOU from April 1, 2013, resulting in accumulation of dues to the tune of Rs 21.64 crore, operation of Gyan Vani channels were stopped by AIR.



TV as a Medium of Development Communication



- TV in India was introduced in 1959, on an experimental basis. The aim of its very inception was to see what TV could achieve in community development and formal education.
- **Secondary School television project (1961)** - This project was designed for the secondary school students of Delhi. With an aim to improve the standard of teaching in view of shortage of laboratories, space, equipment and dearth of qualified teachers in Delhi this project started on experimental basis in October 1961 for teaching of Physics, Chemistry, English and Hindi for students of Class XI. The lectures were syllabus-based and were telecasted in school hours as a part and parcel of school activities. According to Paul (1968) 'by and large, the television schools did somewhat better in the test than did the non-television schools'.
- **Delhi Agriculture Television (DATV) Project (Krishi Darshan) (1966)** -The project named Krishi Darshan was initiated on January 26, 1966 for communicating agricultural information to the farmers on experimental basis for the 80 selected villages of Union territory of Delhi through Community viewing of television and further discussions among themselves. Experiment was successful and that there was substantial gain in the information regarding agricultural practices.
- TV has been used as an aid to satellite communication technology to effectively bring in development. Satellite communications technology offers unique capability of being able to reach out to very large numbers spread over large distances even in the most remote corners of the country. ISRO has continuously pursued the utilization of space technology for education and development. This has been done through different projects like:
- **Satellite Instructional Television Experiment (SITE, 1975-76):** This one year project was primarily undertaken to develop special development programs through the satellite communication to six rural clusters, which included a total of **2330 villages of 20 districts** spread over six **states—Andhra Pradesh, Karnataka, Orissa, Madhya Pradesh, Rajasthan and Gujarat**. Its objectives were:
 - 1. Improve the rural primary education.**
 - 2. Provide training to teachers.**
 - 3. Improve agriculture, health, hygiene, and nutritional practices**
 - 4. Contribute to family planning and national integration.**
- SITE was very successful. After the completion of the project, evaluation studies showed that exposure to developmental messages through television had massively contributed to the widening of horizon of the villagers.
- **Post-SITE project (1977) :** The target group for this post SITE project was the villagers of Rajasthan. This was a SITE continuity project and was initiated in March 1977 when a terrestrial transmitter was commissioned at Jaipur. The main objectives of SITE continuity project were to: • Familiarize the rural masses with the improved and scientific know how about farming, the use of fertilizers and the maintenance of health and hygiene; • Bring about national and emotional integration; and • Make rural children aware of the importance of education and healthy environment. This project was also successful.

TV as a Medium of Development Communication



- **Kheda Communication Project (KCP, (1975-89):** SITE demonstrated that the centralization, inherent in the technology of direct broadcasting, was a limitation, hence the idea of limited rebroadcast was conceived, giving birth to the KCP. This project was launched in 1975. **650 community television** sets were installed in **400 villages of Kheda district of Gujrat**. Technicians periodically toured these villages to get service and repair the television sets.

- The Development and Education Communication Unit managed this project and produced the development and educational programs that involved the local audience. This project was the tested for the production of research based participatory development programs receiving worldwide recognition and acceptance. Kheda Communication Project had some special features that made the project truly special in the realm of Indian Television. The hardware of Kheda Communication Project consisted of one low-power transmitter located in Pij village, about 50 kilometers south of Ahmedabad, which was connected to a local studio, the local Doordarshan station, and to a satellite earth station in Ahmedabad. Thus Kheda Communication Project could broadcast either local television programs or national satellite television programs.

- Kheda district comprises some 1,000 villages with over three million inhabitants. In recent decades, it has become a major center for milk production in India, as part of the so-called "White Revolution". The KCP collaborated with extension agencies working in dairying, agriculture, and health services, and with local banks, cooperatives, and employment exchanges. Thus, the development in Kheda district facilitated the use of information transmitted by the television broadcasts. The Kheda Communication Project was independent of commercial interests, as it depended mainly on government funds for financial support. The venture promoted rural development and social change at the local level. Audience participation was vastly encouraged at all levels. Villagers were involved as actors, writers, and visualisers in the production of television programs dealing with such local issues as exploitation, caste discrimination, alcoholism, minimum wages, co-operatives, local and national elections. Television serials, folk drama, puppet shows, and other popular local formats were used to continue issues such as family planning, gender equality, and village sanitation. Chatter Mota (Wise Elder) and Nari Tu Narayani (Woman You Are Powerful) were two popular entertainment-education serials produced by Kheda Communication Project with the lively participation of its audience members.

- The Kheda Project was instrumental in decentralizing television broadcasting in India. Kheda Communication Project received the prominent UNESCO Prize in 1984 for rural communication efficiency. However, the Indian government did not replicate the Kheda Communication Project community-based television model in other regions of India.

TV as a Medium of Development Communication



- **Indian National Satellite project (INSAT) (1982):** The prime objective of the INSAT project was to make the rural masses aware of the latest developments in the areas of agricultural productivity, health and hygiene. It was initially targeted at villagers and their school going children of selected villages in Orissa, Andhra Pradesh, Bihar, Gujarat, Maharashtra and Uttar Pradesh.
- As a part of INSAT of Education project, ETV broadcasts were inaugurated and continued through terrestrial transmission from **15 August 1982** in Orissa and Andhra Pradesh. Later, other states namely Bihar, Gujarat, Maharashtra and Uttar Pradesh were covered under INSAT service using INSAT-1B in **June 1983**. In each state, a cluster of 3-4 districts were selected on the basis of backwardness of the area, availability of suitable developmental infrastructure and utilization of existing production facilities. Besides developmental programs for community viewing, **Educational programs (ETV)** for two different age groups of school children (5-8 years and 9-11 years) are telecast daily. A capsule of 45 minutes duration consisting of two separate programs - one for the lower age group and the other for the upper age group - were telecast regularly. Each program runs for a duration of 20 minutes with five minutes change over time from one age group to the other. As of today, these ETV programs are offered in five languages- Oriya, Telugu, Marathi, Gujarati and Hindi- for a large population of primary school children. programs telecast in Hindi are being received in all Hindi speaking states in the Northern belt.
- **UGC-Higher Education Television Project (HETV) (1984)/ Country Wide Classroom:** This program was started for the benefit of the University students. The **University Grants Commission** in collaboration with INSAT started educational television project, popularly known as 'Country wide Classroom' on **August 15, 1984** with the aim to update, upgrade and enrich the quality of education while extending its reach. Under this program, a one-hour program in English comprising a variety of subjects is presented with the objective of general enrichment of undergraduates and knowledge enhancement of teachers and the general public. An inter-university Consortium for Education Communication (CEC) along with a chain of about 20 audio-visual **Mass Communication Research Centres** were set up by the UGC at different institutions in the country, to ascertain high quality of programming for this project. Besides producing programs at these centers, some programs are imported from other countries, and are edited to suit the requirements of the Indian students. This project is very popular among students, teachers and other learners.

TV as a Medium of Development Communication



- **IGNOU-Doordarshan Telecast (1991)-** The IGNOU-Doordarshan telecast programs, designed mainly for Distance learners started in **May 1991**. Initially they were telecast on Monday, Wednesday and Friday from 6.30 to 7.00 A.M through the national network of Doordarshan with an aim to provide tele-counselling to students of open universities in remote areas. Owing to the encouraging response from viewers, the frequency of this project was increased to five days a week. This programme is very popular.
- **Gyan-Darshan Educational Channel (2000) :** **Ministry of Human Resource Development, Information & Broadcasting, the Prasar Bharti and IGNOU** launched Gyan Darshan (GD) jointly on **26th January 2000** as the exclusive Educational TV Channel of India. IGNOU was given the responsibility to be the nodal agency for uplinking/ transmission. It started out as a two-hour daily test transmission channel for students of open and conventional Universities. This duration was increased in February to nine hours a day. The time slot transmission was further increased due to good response upto 16-hours by 1st June and by 1st November it turned out to be 19-hours channel. **Within one year of its launching, 26th January 2001, it became non-stop daily 24 hours transmission channel for educational programs.** The programming constitutes 23 hrs of indigenous programs sourced from partner institutions and one hour of foreign programs. Transmission of 12 hrs each for curriculum based and enrichment programs is being made. The programs of IGNOU CIET-NCERT are telecast for four hours each, IIT programs for three hours, CEC-UGC programs for two and a half hours and one hour each for TTTI and Adult Education.
- Gyan Darshan ran successfully till June 2,2014 but was shut down by ISRO to facilitate its migration from INSAT to GSAT. In 2016 Doordarshan and IGNOU have entered into an agreement for transmission of four Gyan Darshan Education Channels. This agreement will ensure that the educational channels of IGNOU reach and benefit millions of students across the country.

New Media as a medium of Development Communication



- **New Media as a medium of Development Communication:** New media or computers entered the Indian Society around 1986. The actual transition in India happened after 1996 when several independent media houses brought out news websites. Today, new media has become an active tool of development communication.
- **E-GOVERNANCE:** In simple terms, electronic governance is the delivery of public services and information at the doorstep of the people with the help of computers. E-governance can play the role of a catalyst for sustainable inclusive growth. E-governance uses the Information Communication Technologies (ICT) for planning, implementation, and monitoring of government programs. Through e-governance, government can carry out effective Management Information System (MIS) and get real time information and reports of activities at the Block level. E – Governance has helped to achieve several goals – **Automation, Information and Transformation** leading to **e-Administration - Improving government processes : e-Citizens - Connecting citizens and e-Services: e-Society - Building interactions with and within civil society.**
- **E-CHOUPAL:** Traditionally, choupal is known as the central gathering place in the village, a kind of rural forum, where people discuss, debate and decide on their course of action about some burning issues in the community. The concept of e – Chaupal was conceived by ITC's Agri Business Division, one of India's largest exporters of agricultural commodities. The e-Choupal model has been specifically designed to tackle the challenges posed by the unique features of Indian agriculture, characterized by fragmented farms, weak infrastructure and the involvement of numerous intermediaries, among others.
- E-choupals in the digital age share information through the Internet while retaining their pristine, democratic character. The Internet has started revolutionizing the way Indian farmers do business. The system constitutes an Internet enabled kiosk in a village, manned by a villager. He is familiar with computers and known as the choupal sanchalak (one who conducts the forum). The sanchalak acts as the interface between the computer and the farmer. Farmers can use the kiosks to check the current market prices of agricultural commodities, access market data to improve farming practices. Initially apprehensive, farmers have slowly but steadily familiarised themselves with the new system. New Media's interactivity and easy access have made it a commendable medium for development communication.
- Launched in **June 2000**, 'e-Choupal', has already become the largest initiative among all Internet-based interventions in rural India. 'e-Choupal' services today reach out to over **4 million farmers** growing a range of crops - soyabean, coffee, wheat, rice, pulses, shrimp - in over **35000 villages through 6100 kiosks** across 10 states (**Madhya Pradesh, Haryana, Uttarakhand, Uttar Pradesh, Rajasthan, Karnataka, Kerala, Maharashtra, Andhra Pradesh and Tamil Nadu**).
- This enthusiastic response from farmers has encouraged ITC to plan for the extension of the 'e-Choupal' initiative to altogether 15 states across India over the next few years. On the anvil are plans to channelise other services related to micro-credit, health and education through the same 'e-Choupal' infrastructure.

Thank You!



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