

4

DEVELOPMENT COMMUNICATION

Meaning: Here, in 'development communication', you have seen that there are two words 'development' and 'communication'. By now, you know what communication means. Communication is a message understood or sharing of experience. When we refer to communication, in the context of development, we refer to various types of communication like interpersonal, group, and mass communication. Development is about to change. It is about changing for the better. It could be about social or economic change for improvement or progress. We use different types of messages to change the socio-economic condition of people.

4.1 Role of Development Communication

The development communicator plays a very significant role in explaining the development process to the common people in such a way that it finds acceptance.

To achieve this objective a development communicator should be:

- Understand the process of Development communication;
- Possess knowledge in professional and communication;
- Prepare and distribute development messages to millions of people in such a way that they are received and understood, accepted,

4.2 Development Communication Using Various Media

- The history of development communication in India can be traced to rural radio broadcasts in the 1940s in different languages.
- During the 1950s, the government started huge developmental programmes throughout the country.
- The Doordarshan started on 15th September 1959, it was concentrating only on programmes on agriculture.
- The 'Krishi Darshan' programme is one example

of Doordarshan broadcasting.

- SITE (Satellite Instructional Television Experiment) was launched in 1975.
- India used satellite for telecasting television programmes in what is

4.3 Core Area of Development

➤ **Let us list some core areas of development:**

Agriculture	Employment
Fisheries	Environment
Animal Husbandry	Ecology
Food Security	Income generation activities
Communication	Education
Irrigation	Health and Sanitation
Public Works	Family welfare

4.4 Development Campaigns

- We are all familiar with the term 'Election Campaign'. Political parties or leaders use campaigns to change the way people vote.
- Political party and leaders use public meetings, print material, advertising on radio and television.
- The campaign kicks off before the election process

starts and ends with the announcement of results.

- Similarly for development communication we used the print, radio, and television medium.
- Development campaigns programmes are time bound programmes for a certain period.
- These campaigns are also weekly, fortnightly, and monthly on development themes.
- Examples are as follows; Swachh Bharat Mission; Sarva Shiksha Abhiyan etc.

EXTEND YOUR HORIZONE

- Rural Radio broadcasting was started in the 1940s in different languages in India.
- Through SITE (1975), the programmes on education, and development were made available to 2400 villages in the states of Andhra Pradesh, Bihar, Karnataka, Madhya Pradesh, Orissa, and Rajasthan.
- Traditional media is also known as participatory media; traditional media are the closest to people who need messages of development like the farmers and workers.

EVALUATE YOURSELF

1. List the different forms of media used for development communication.
2. Name three groups that are actively involved in development communication activities.
3. Discuss with your family, the development campaigns

that you have recently come across in any form of media.

MAXIMIZE YOUR MARKS

1. Attempt all the exercises given in the lesson.
2. List out the five formats of traditional media which are using for development communication.