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RURAL DEVELOPMENT

DRD-09

Communication and Extension in Rural Development

Block

1

Basic Principles and Techniques of Communication

Unit – I

**Meaning, Concept and Functions of Development
Communication**

Unit – II

Development Communication and Development Journalism

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Different Communication Channels

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Use of Communication Channels for Rural Development

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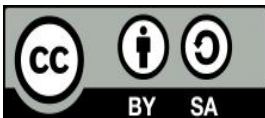
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Unit-I

Meaning, Concepts and Functions of Development Communication



Learning Objectives:

- a. Origin and History of Development Communication
- b. Define what is Development Communication
- c. Know the Concept of Development Communication
- d. Learn the Principles of Development Communication
- e. Understand the Functions of Development Communication
- f. Discuss the Theoretical Approaches in Development Communication

Structure:

- 1.1 Introduction
- 1.2 Definition
- 1.3 Interface of Communication and Development
- 1.4 Concept and Origin of Development Communication
- 1.5 Brief History of Development Communication
- 1.6 The Dominant Paradigm of Development and New Paradigm of Development
- 1.7 The Process of Development Communication
- 1.8 The Functions of Development Communication
- 1.9 Elements of Development Communication
- 1.10 Role of Development Communicator
- 1.11 Approaches in Development Communication
- 1.12 Let Us Sum Up
- 1.13 Keywords
- 1.14 References
- 1.15 Check Your Progress
- 1.16 Model Question Answers



1.1 Introduction

This is the first unit of the course Rural Development. The purpose of this unit is to acquaint you with the concept and origin of Development Communication. It is important for us to know the brief history of Development Communication, concept and its origin. The term Development Communication was first coined by Nora C Quebral in the year 1972. In today's world this term has acquired a deeper significance in the context of globalization and sustainable development in the third world countries with limited available resources and growing multiple issues of concern.

Development Communication was first introduced during the World War II. Advancement of communication sciences in the 1950s saw the rise of Development Communication as an academic discipline led by Daniel learner, Everett Rogers and Wilbur Schramm. Development Communication consists of two broad concepts- Development and Communication. The word development can be seen as the overall progress of the society that which is possible only with appropriate communication measures, engaging every stakeholders, policy makers to bring about a social change that would create a positive impact in the lives of the people. Thus very aptly Development Communication is often referred to as the fifth theory of the press, with social transformation and development, and the fulfillment of basic needs as the core principle.

1.2 Definitions

There are various definitions of Development Communications.

1. The very first definition was given by Nora Cruz-Quebral, (1975).....the art and science of human communication linked to a society's planned transformation from a state of poverty to one dynamic socio-economic growth that makes for greater equality and the larger unfolding of individual potentialities.
2. According to Erskine Childers -Development support communication is a discipline in development planning and implementation in which more adequate account is taken of human behavioral factors in the design of development projects and their objectives.
3. According to World Bank- Development Communication is the "integration of strategic communication in development projects based on clear understanding of indigenous realities.
4. According to Manyozo (2012) development communication referees to a group of method driven and theory based employment of media and communication to influence and transform the political economy of development in ways that allow individuals, communities and societies to determine the direction and benefit of development interventions.

4. UNICEF describes it as- A two way process of sharing ideas and knowledge using a range of tools and approaches that empower individuals and communities to take actions to improve their lives.

5. Bessette (2006) defined Development Communication as- Planned and systematic application of communication resources, channels. Approaches and strategies, to support the goals of socio-economic, political and cultural development.

6. According to Ascroft and Masilela, Development Communication is essentially participatory as “participation translated into individuals being active in development programmes and processes; they contribute ideas, take initiatives and articulate their needs and their problems, while asserting their autonomy”.

7. Development communication according to Mefalopulos Paulo (2008), engages stakeholders, establishes conducive environments, assesses risks and opportunities, and promotes information exchanges to bring about positive social change via sustainable development.



1.3 Interface of Communication and Development

Development paradigm and communication reveal a very close connection between the two. Participation remains the key variable in the two concepts. The ultimate objectives of national development both rural and urban remains economic development, equitable distribution of facilities and benefits, national cohesion and human development which are also the ultimate objectives of development communication. Both stresses on the need for–

- a. Equality of the distribution of social and economic benefits, information and education.
- b. Popular participation in development planning and execution, accompanied by decentralization of activities to the local level.
- c. Self reliance and independence in development with emphasis on the potential of local resources.
- d. Integration of traditional and with modern systems so that development is a synchronization of old and new ideas.

In 1975, a working group identified specific objectives for development communication at the international conference for communication policies for rapidly developing societies held at Mashhad, Iran. These are–

- a. Determination of the needs of the people and the provision of the sufficient citizen access to the communication systems to serve as effective feedback to government.
- b. Provision of horizontal and vertical interactive communication linkages at all levels of society and communication channels through which people at all levels of society and in all regions and localities can have the capability to

communicate with one another in order to accomplish the coordination necessary for human and material development.

- c. Provision of local community support for cultural preservation, provision of local media to serve as effective channels.
- d. Provision of relevant information.
- e. Support for specific development projects and social services.
- f. Raising people's awareness of development projects and opportunities, and helping to foster attitudes and motivations that contribute to development.



1.4 Concept and Origin of Development Communication

The concept of development communication has been there for quite a long time but it gained acceptance for socio-cultural, political and economic development and utilization of its methodologies and approaches in the 1960s. Daniel Lerner (1958) in his famous treatise 'The passing of the Traditional Society' acknowledged the importance of communication in the development process and felt that mass media had that power to create opportunity for empathy "which disciplined western men in skills that spell modernity". Klapper (1960) while discussing the impact of mass communication says that mass media can affect the overall health of the society. The concept was further given a boost by Schramm (1964) where he listed twelve core areas where mass media can play an influential role in the national development some of which included raising aspirations, focusing attention on relevant issues, changing social taboos and myths, attitudes not conducive to development, widening horizons, conferring status, initiating policy dialogues and so on. These initial works by the communication pioneers later paved the way for future researchers to continue with the effects of development communication.

1.5 History of Development Communication in India

Immediately after the independence India faced one of the worst and the toughest challenges of bringing about an equitable and regionally-balanced distribution of wealth and development of the remote and distant places of the country with limited resources. India had huge potential in terms of talent, natural resources, cultural heritage and tradition but lacked resources to harness the immense potential. The mass media posited itself as an option to bridge this gap. And what more better idea than to harness the most traditional medium prevalent in those days. One of the earliest means of communication to the diverse range of masses in India dates back to the emergence of radio. Rural Radio broadcasts started in 1940 in different languages was a part of the development communication campaign initiated by India. Rural India is plagued by various issues since the independence era like poverty, illiteracy, malnutrition, hygiene and so on. These broadcasts were aimed at rural people designed to address their local issues in their local dialect and language. the programmes consisted of information and awareness about farming, health, weather, improved technology, folk songs, rural

culture, experts speak and opinions of specialists. These broadcasts gained huge popularity among the people and they enthusiastically participated in the process.

With the coming of television era in the 1950, Government of India started another programme for the farmers-Krishi Darshan, which focused only on agricultural issues. Later in the year 1975, SITE (Satellite Instructional Television Experiment) marked the most ambitious project of the, the then government of India, designed jointly by NASA and ISRO (Indian Space Research Organization). Programmes on education and development were telecasted in more than 2400 villages of 20 districts of six Indian states and territories (Andhra Pradesh, Bihar, Karnataka, Madhya Pradesh, Orissa, and Rajasthan) for one year starting from 1st August 1975 to 31st July 1976. The programmes were produced by All India Radio and telecasted via NASA's ATS-6 satellite. The project was supported by various international organizations like UNDP, UNESCO, UNICEF and ITU and was a huge success as it helped India to develop its own indigenous satellite-INSAT-1. After the successful launch of SITE, there was no looking back for India. Development programmes became an integral part of the country's blue print-five year plans which entailed willing and enthusiastic participation of every individual in the country's development process. All forms of media-starting from the grassroots like folk songs, puppetry, tribal traditions, folk theatre, to the most modern and elite like social media, and new media have been engaged to speed up this process.



Use of mobile in villages.



Use of newspapers for spreading awareness.

1.6 The Dominant Paradigm of Development and the New Paradigm of Development

During 1950s and 1960s Daniel Lerner and Wilbur Schramm were instrumental in assessing the influence of mass media in the underdeveloped nations. Their theory suggested emphasis on mass media for development in order to ensure wider economic and political participation which is possible only through increased urbanization and literacy rate. (Lerner, 1958). This gave rise to the concept of dominant paradigm of development (Singhal and Rogers, 1989) and mass media was considered to be the savior. Mass media were considered as the magic multipliers facilitating development. Through a top-down approach mass media aimed at disseminating informative and persuasive messages.

In 1970s the dominant paradigm was subjected to criticism by many researchers with E.M. Rogers on the forefront. (Beltran, 1975; Rogers, 1976). The structural or dependency theorists' argued that mass media alone cannot bring about development. Many problems in the third world countries like traditionalism, illiteracy, poverty require political consensus and cultural autonomy. Mass media can only play a contributory role in the development. The general aim of structural theories is to create development in a form which is unique to the Third World. (Menon, 2004). This

emerged into a new paradigm of development. Singhal and Rogers mentions the following key elements in the 'new paradigm of development':

1. Greater equality in the distribution of development investments,-information, and the consequent socio-economic benefits focusing on weaker sections of the population like the poor, women, and racial and ethnic minorities.
2. Popular participation, knowledge-sharing, and empowerment to facilitate self-development efforts by individuals, groups, and communities.
3. Self-reliance and independence in development, emphasizing the potential for local resources. Self-reliance became a key concept at both the national and local levels, implying that every nation, perhaps every village, could develop in its own way. In the new paradigm of development, communication played a facilitative role in development. Self-development approaches to development communication led to more popular participation, mass mobilization, and group efficacy, with responsibility for development planning and execution at the local level.

The main roles of mass communication in such self-development according to the new paradigm of development are (Singhal and Rogers, 1989):

1. To provide technical information about development problems and possibilities, and about appropriate innovations, and
2. To widely circulate information about self-development accomplishments by local groups, so that other such groups could profit from formers' experiences.

1.7 The Process of Development Communication

Any communication is successful when it has these following four elements in it- The communicator must know

- a. What to do
- b. How to do
- c. Be willing to do and
- d. Have the resources to do it.

The Development Communication process includes-

Step 1: Proximity to the receiver- receivers in a development process are often very wary, sceptic of the very nature of the development process but an easy access to the communicator can dispel their fears and provide them with certain amount of encouragement to participate in the process.

Step 2: Establish credibility- to get an acceptance of the message and get it readily applied it is important that the communicator develops a rapport with the receivers and gain their credibility.





Step 3: Consultation- even before embarking into the process a through research and consultation is important to provide a direction to the process. Advocacy to help the policy makers and social mobilization to get all the players like schools, different communities, religious leaders, institutions, communities engaged into the process is very important for coordination and dialogue and the smooth and easy acceptance of the message.

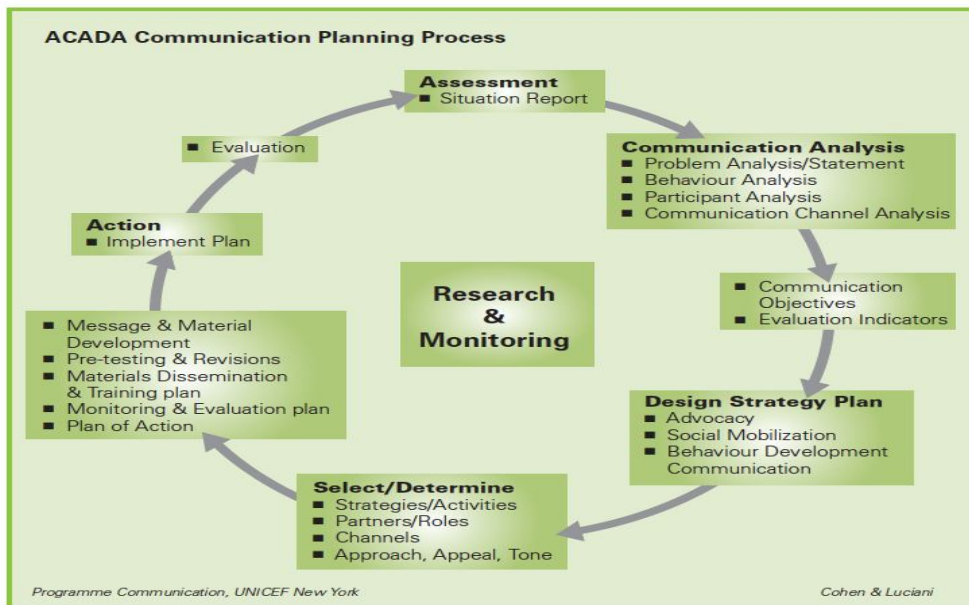
Step 4: Involve receivers in planning (message design or info product)- the receivers are the end beneficiaries of the information. Therefore they should be consulted and incorporated as an important part of the development planning which will help in message design and breaking the different barriers in the process. Analysis of the participants and their behaviors in the context of the society in which they live, the cultural norms that they follow is very important.

Step 5: The message is developed and the programme runs.- The approach, the appeal and the tome of the message should be friendly and the tools and the channels of communication should be selected carefully and strategically so that the communication is utilized to its maximum potential.

Step 6: Evaluate the message/programme- monitoring and evaluation of the development process is important as it helps the communicator to assess the progress and modify the message and tools and processes if the need so arises.

Step 7: Next phase of planning- it is a continuous process that requires innovative ideas and implementation of those ideas in consultation with the people for a dignified living and a better future.

Figure 1: ACADA Communication Planning and Implementation Process



ACADA model of communication for development process by UNICEF.

1.8 The Functions of Development Communication



- a. **Assessing the needs-** Needs address the basic necessities of life, the right of every individual to live with dignity. One of the primary goals of development communication is to identify the needs and give support and ample opportunity to express those needs.
- b. **Access to technology-** Technology as a tool for development has to be harnessed to its full potential and development communication provides that platform to form awareness about the technologies, and its utilization for the benefit of mankind and serve as effective feedback to the government concerning its development goals and plans.
- c. **Access to communication-** communication is empowering every individual at every levels-horizontally, vertically and laterally, irrespective of caste, creed, sect or religion; so as to accomplish the coordination necessary for both resource re-development and human development.
- d. **Providing support for preservation of culture-** Culture consists of an integral part of every societal system and to preserve it, promote it and support it through events and entertainments, awareness and participation and integrate it in the country's development process both locally, regionally and nationally is one of the first prerogatives of development communication.
- e. **Raising awareness-** To raise people's awareness of country's development projects and opportunities that it provides to the society.
- f. **Fostering positive attitudes-** development communications should foster positive attitudes to development and provide adequate motivation.
- g. **Providing relevant information-** Information and awareness forms the grassroots of any project. Development communication endeavors to provide right information to the right people at the right time in the right direction.
- h. **Supporting economic development through industrial linkage-** Development of any society is impossible without economic prosperity and which is possible only when there will be sufficient production of goods and services. Industry production entails employment opportunities that which goes on to better the socio-economic living conditions of the people.
- i. **Providing support for specific development projects and social services** Development issues like healthcare, agriculture, vocational skills, farming, education requires devising strategies and specific solutions to address the issues plaguing the target society, constant innovations of methods and technologies, focus oriented objectives, time-bound implementation, and a strict supervision and monitoring system along with a regular feedback from the target audience.

1.9 Elements of Development Communication



The key elements in the Development Communication approach are-

- a. **Purposive-** Every development communication campaign has a purpose keeping in mind the target audience and their needs. It has an objective and is very goal oriented in its approach.
- b. **Responsive-** Development communication has to be responsive, a two way approach. The communication should flow from all sides-vertically-from top government level to the grassroots level, from grassroots to the policy makers; horizontally among the various departments and other stakeholders. The response should be willingful participation and cooperation from all in their best interests.
- c. **Innovation and creativity-** One of the hall mark of development communication campaign is innovation and creativity. The messages should be designed in such a manner so that it addresses the issue in a simple and lucid manner and the solution is acceptable by everyone within the framework of the norms of the society. Herein lies the innovation and creativity process.
- d. **Sustainability and continuity-** The communication has to be sustainable in the long process and a continuum has to set in. Any communication is successful only when it is embedded in the pattern of the society in the everyday lives, leading to a better society.
- e. **Creating a common platform** – Sharing, exchange of ideas and information among people, community at all levels leads to a shared value system which further leads to a developed society that could sustain themselves. Development communication provides that interactive platform. It is not about the government people who occasionally visit the community to educate and uplift them, but it is about the people in need who must equip themselves with resources that can help them sustain in the long run.
- f. **Independent validation-** Development communication is a participatory approach where besides the government various non-governmental organizations, community-based organizations, extension agents, gram panchayats, individuals, special agents are also involved. Therefore the validity of the information transmitted can either be proved or disapproved.
- g. **Community participation-** Each and every community is unique in their structure, communication process, tradition and needs. Each of these therefore, needs to be addressed individually, and strategically. The messages should be designed in manner most suitable for that particular community in co operation with the local people, where the communities and the developers have equal power, communication methods easily accessible to them and in the most simple and lucid language it is presented.



- h. **Accessibility to the government-** People elect governments to serve their purpose. But there is a general apathy towards the government. Often it is seem to be distant, non-cooperative and remote. The government people are considered to be rude unfriendly and unprofessional. But with the development communication approach, one ensures full responsibility of the public. The access and visibility of the government can be seen in the various development campaigns where the communities don't have to travel long distances and at great costs to avail the government services and information. The government person interacts directly with the common people and are accountable to them, which builds a greater reliability and credibility at all levels.
- i. **Easy and simple communication tools** – Last but not the least an important element of development approach is easy and simple communication tool, that which is easily accessible by everybody. The presentation should be relevant, brief, and attractive and in a language which can be easily understood.

1.10 Role of Development Communicator

The role of communicator in the above line of elements therefore can be said are-

1. A development communicator should have a clear understanding of the concepts of development and communication.
2. He should have a sound knowledge of the development scenario and the issues that needs to be addressed on an emergency purpose.
3. He should also possess knowledge about the different communication tools, their technicalities and their utilization.
4. He should be easily approachable and must possess a pleasant personality.
5. He must know his target audience and accordingly he should be able to design his message in an easy, lucid manner so that they are understood, accepted and applied easily.
6. Techno-mediary: selling and familiarizing communities with the great value technology offers
7. Referring and Networking.
8. Researching: specifically, "How do I do informal research - running group discussions, focus groups, easy questionnaires, community meetings/imbizos, writing up case studies which describe scenarios, secondary or documentary research; where to get it, what this constitutes, how do I use it?"

1.11 Approaches in Development Communication

There are five approaches to development communication. They are as follows-

- 1.11.1- The interpersonal approach
- 1.11.2- The mass media approach
- 1.11.3- The centralized mass media approach
- 1.11.4- The localized mass media approach.
- 1.11.5- The integrated approach,



1.11.1- The Interpersonal approach- This approach can be used through extension and community development method or through ideological and mass mobilization. In this method useful information on farming, agriculture, health and hygiene, small savings for home are disseminated, where agents travel from one place to another and teach people through practical demonstrations on how to implement ideas and innovative practices. This method is primarily directed towards the rural people who have the interest to innovate and practice new ideas, who have the necessary resources to implement those ideas and support their endeavors.

1.11.2 - The Mass Media approach- This approach makes extensive use of interpersonal channels, not activated by the development agents but by the party cadres. The main reason behind this is that the rural development as a process is seen, as that begins with a radical change in the political orientation of the people. The main function of development communication in this method is seen as that of promoting political consciousness among the rural people. Although the objective of the interpersonal approach and the mass media approach is same but they differ in their operational structures and direction of the contents of the message. While the former insists on human and physical development problems the latter lays more stress on political awareness as a foundation stone for the development.

1.11.3 - The Centralized Mass Media approach- This method follows an inclusive and conclusive methodology whereby the mass media infrastructure and the direction and content of messages are centrally controlled. This approach relies mostly on the mass media and the message content is also of generalized nature whereby it ignores the importance of the interpersonal method.

1.11.4 - Localized Mass Media approach- This approach takes the cue from Dennis McQuails Democratic Participant Theory, which stresses on the use of local people through interpersonal approach, identifying issues and addressing them through local media like radio, community media etc using local dialects and designing the message as per the objectives. This also creates an atmosphere of credibility and willingness to accept the message.



1.11.5 - The Integrated Approach- This approach considers the strengths and limitations of both the interpersonal approach and the mass media and tries to implement their potentialities. This method not only uses fully the extension and community development method and ideological and mass mobilization but also uses the centralized and the localized mass media approach.

1.12 Let Us Sum Up

Development communication links two important concepts –development and communication. It addresses the issues of development of various diverse communities and regions and likewise devises methods and approaches to address those issues, through innovative practices. In a nutshell it aims at providing a better life and dignity to every human individual. It is a participatory approach whereby the different development agents, extension people, local people work alongside the government to give shape to the policies aimed at the overall socio-economic and cultural development of the society.

1.13 Keywords

Development- “A specified state of growth or advancement; a new and advanced product or idea; an event constituting a new stage in a changing situation.” (Oxforddictionaries.com).

Communication- Communication (Latin *commūnicāre*, meaning "to share") is the act of conveying intended meanings from one entity or group to another through the use of mutually understood signs and semiotic rules.

Dominant Paradigm- After the World War II, in 1949, there emerged two powerful blocs in the World scenario which resulted in the Cold War period-the United States and the Soviet Union. Their dominant influence reached every nooks and corners of the society even development. During this time the modernization paradigm was promoted by the political scientists and scholars of the Western countries strongly and pervasively in all aspects of social life that it came to be known as the dominant paradigm. Everett Rogers 1960 called this the ‘Dominant Paradigm’ of development as it exercised considerable influence in the development field.

Advocacy- Advocacy is a continuous and adaptive process of gathering, organizing and formulating information into argument, which is then communicated to policy-makers.

Social Mobilization- Social mobilization is a process that engages and motivates a wide range of partners and allies at national and local levels to raise awareness of and demand for a particular development objective through dialogue. Members of institutions, community networks, civic and religious groups and others work in a coordinated way to reach specific groups of people for dialogue with planned messages. In other words, social mobilization seeks to facilitate change through a range of players engaged in interrelated and complementary efforts.

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1.15 Check Your Progress

Note: i. Use the space given below to answer the question
ii. Compare your answer with the one given at the end of this unit

(1) Define development communication?

Ans.

(2) What are the elements of development communication?

Ans.

1.16 Model Question Answers

1. a. The very first definition was given by Nora Cruz-Quebral, (1975)the art and science of human communication linked to a society's planned transformation from a state of poverty to one dynamic socio-economic growth that makes for greater equality and the larger unfolding of individual potentialities.

b. According to World Bank- Development Communication is the "integration of strategic communication in development projects based on clear understanding of indigenous realities.

2. The elements of Development Communication are-

- a. Purposive
- b. Responsive
- c. Innovation and creativity
- d. Sustainability and continuity
- e. Creating a common platform
- f. Independent validation
- g. Community participation
- h. Accessibility to the government.
- i. Easy and simple communication tools

Unit-II

Development Communication and Development Journalism



Learning Objectives:

- a. Concept of development journalism
- b. History and origin of development journalism.
- c. Understand the difference between the development journalism and development communication
- d. Learn the advantages and disadvantages of development journalism.

Structure:

- 2.1 Introduction
- 2.2 What is Development Journalism
- 2.3 History and Origin of Development Journalism.
- 2.4 Difference between Development Communications and Development Journalism
- 2.5 Basic Objectives of Development Journalism
- 2.6 The Principles of Development Journalism
- 2.7 Purpose for Development Journalism
- 2.8 Role of Development Journalists
- 2.9 Advantages and Disadvantages of Development Journalism
- 2.10 Core Values of Development Journalism
- 2.11 Indian Press and Development Journalism
- 2.12 Let Us Sum Up
- 2.13 Keywords.
- 2.14 References.
- 2.15 Check Your Progress
- 2.16 Model Question Answers

2.1 Introduction

This unit deals with two broad concepts- development communication and development journalism. But as we have already dealt in detail with development communication in the previous unit, this unit will deal broadly with development journalism, while touching on few points of development communication. Development communication deals with the social transformation and development, and the fulfilment of basic needs



as the core principle; development journalism is more into the ways in which these needs can be fulfilled and how the social transformation can take place, hereby placing a great responsibility on the journalists. Sunetra Sen Narayan stated that the concept of development journalism is closely related with the concept of development communication, though the latter is a broader term. But both the concepts are linked with the idea of information dissemination for development (Narayan, 2011).

2.2 What is Development Journalism?

Development journalism is not an open mouthpiece of an organization or critical of any particular organization, party or enterprise about their development related work. Rather it is an open and broad analysis of a situation or any organization. Development journalism is not, making people into victims by treating them without dignity or sensationalizing their lives, by perceiving them as less important, or less intelligent or even less significant. Instead development journalism is more into enquiries and asking questions - of ordinary people, their problems, their issues and addressing them in all possible manners and not just of officials. It considers reader, writer and written-about to be equal in their humanity. It doesn't patronize but asks the reader to put themselves in the place of people whose lives seem very different from theirs. According to Allan Chalkley, Development Journalism is not mere presenting facts; but it is more than that as it provides a critical estimate of various development projects and plans adopted by the various government agencies. Development Journalism connects the people, informing them about the practical problems and also gives solutions for these problems. Development journalism works on the principle of participatory development approach, by ensuring people's participation in the planning and shaping of development projects. Media is the tool which provides the necessary platform to voice the people's grievances and opinions. Thus the basic premise of development journalism requires practicing just, accurate and objective reporting of important socio-economic problems of a country. Thus Development Journalism can be defined as-

- a. Development Journalism is the kind of journalism that pays sustained attention to the coverage of ideas, policies, programs, activities and events dealing with the improvement of the life of people. (Edeani)
- b. Development Journalism is a notion of journalism according to which reporting events of national and international significance should be constructive in the sense it that it contributes positively to the development of the country concerned. (Kunczik)
- c. Vilanilam (1975) defines development journalism as 'journalism that deals with the process of development in developing nations'. He defines development news as news that pertains to the primary, secondary, and tertiary needs of a developing country. Primary needs are food, clothing, and shelter. Secondary needs are development of agriculture, industry and all economic activity, which lead to the fulfilment of the primary needs, plus development of education, literacy, health environment, medical research, family planning, employment,

labour welfare, social reforms, national integration and rural and urban development. Tertiary needs are development of mass media, transport, tourism, telecommunication, arts and cultural activities.



- d. Hemant Shah defines development journalism as consisting in 'news' that examine critically, evaluate and interpret the relevance of development plans, projects, policies, problems, and issues, indicating the disparities between plans and actual accomplishments, and including comparisons with the nature and progress of development in other countries and regions. It should aim to provide contextual and background information about the development process, discuss the impact of plans, projects, policies, problems, and issues on people, and speculate about the future of development. Shah feels development news should refer to the needs of people, their primary needs, such as food, housing, employment; secondary needs such as transportation, energy sources and electricity; and tertiary needs such as cultural diversity, recognition and dignity, although they may be diversified across regions, states and countries (Shah, 1989).
- e. Murthy (2001) considered development news as news relating to health, education, literacy, transport and communication, agriculture, industry, housing, population control, energy, ecology, human rights and national integration (Murthy, 2001).
- f. Gunaratne (1978) defined developmental journalism as an integral part of a new journalism that involved "analytical interpretation, subtle investigation, constructive criticism and sincere association with the grass-roots (rather than with the elite)." He opined that development journalism cannot be equated with the libertarian concept nor can it be considered equal to that of authoritarian concept. While libertarian stresses only on providing information the other stifles "criticism of political machinery and the officials in power" and imposes a "top-down approach to problem solving."
- g. According to Janice B Ramirez, development journalism is a deliberate resolve of a country's press to seek solutions to its country's problems. This implies that the journalist plugs in his sensors, scans the multifaceted spectrum of activities unique to a group of people, and identifies areas where change must occur if life has to improve.
- h. Aggarwala (1979 cited in Ogan 1980: 8) described the essence of development journalism as to "critically examine, evaluate and report the relevance of a development project to national and local needs, the difference between a planned scheme and its actual implementation and the differences between its impact on the people as claimed by government official and as it is actually is".
- i. Shaw in Banda (2006: 6) defined development journalism as consisting of 'news' that: Should examine critically, evaluate and interpret the relevance of development plans, projects, policies, problems, and issues. It should indicate

the disparities between plans and actual accomplishments, and include comparisons with how development is progressing in other countries and regions. It also should provide contextual and background information about the development process, discuss the impact of plans, projects, policies, problems, and issues on people, and speculate about the future of development. And development news should refer to the needs of people, which may vary from country to country or from region to region, but generally include primary needs, such as food, housing, employment; secondary needs such as transportation, energy sources an electricity; and tertiary needs such as cultural diversity, recognition and dignity.



Mapping Development Journalism: Approach



2.3 History and Origin of Development Journalism

The history of development journalism dates back to the history of development communication. The journalistic practice of communicating development related stories is thus known as development journalism. Development journalism came into being for the first time when the American universities undertook large scale agriculture extension work and informed people about the new land reforms and agricultural methods. Gradually it evolved into a doctrine which encompassed not only agriculture but also a compendium of other areas across Asia and Middle East. In a 1964 seminar convened by the East West Center in Honolulu the concept was eventually formalized (Jayaweera & Amunugama, 1987). Journalists by virtue of the crucial role played by them in reporting such development stories became an important part of the seminar. The term "developmental journalism" goes back to the Philippines in the 1960s when the Thomson Foundation sponsored a course called The Economic Writers' Training Course, Aug. 14 to Sept. 5, 1968, with the seminar chairman Alan Chalkley coining the term "development journalist. Thus the term development journalism came into being after the sustained and prolonged efforts of journalists like Juan Mercado and Alan Chalkley (Lent, 1986) in the international discussion at the Philippines University of



Los Banos. Working with the Philippine Press Institute, Chalkley and Erskine Childers began to conduct development oriented seminars to encourage the Philippine journalists to report more development news. In the beginning, development journalism was equated with economic reporting as economic development was deemed to be the sole indicator of development. In 1968, the Press Foundation of Asia (PFA) was formed with funding from the Ford Foundation to promote development journalism. The PFA formed Depth-News, an acronym for development, economic and population news requesting journalists to write technical and scientific for the ordinary people without any technical jargon and in a brief and concise manner. In its working guidelines the PFA stated that the “media are encouraged to be development conscious, to disseminate as much information as possible about the potentials of a country and the efforts being extended to fulfil these potentials and to encourage the public to participate in these efforts.” During 1970s, development journalism was more effective as commitment journalism because it was believed that journalism can accentuate the development process of a country by promoting ideologies and campaigns of the State (Murthy 2001).

2.4 Development Communication and Development Journalism

Development Communication is utilizing the communication tools to convey the message of development to the various sections of the society, harnessing and using it as a catalyst for social development through applying theories for result-driven strategies for the advancement to society. It is basically a purposive communication to a specific target audience that allows for the translation of information into action resulting in a higher quality of life, eliciting positive change (social, political, economic, moral, environmental, etc) through an effective exchange of pertinent information in order to induce people to action. it has the flexibility to utilize communications tools to address the problem through information dissemination and education, behavior change, social marketing, social mobilization, media advocacy, communication for social change, and participatory development communication.

2.5 Objectives of Development Journalism

Whereas development journalism is more about the duties and responsibilities that journalist and the media should show towards development news. The journalists role has been stressed as from being a mere reporter to a watchdog, a torchbearer who needs to educate, inform, about the outcomes of various government projects and the impact it would create in the lives of the common people. a development journalist has to be a catalyst for change for the betterment of the human individual and the society.

Forsythe (as quoted by Murthy, 2001) outlined the objectives of development journalism as follows:

1. The core purpose of development journalism should be to inform, to educate and to entertain.



2. Its objective is to investigate, analyze, interpret, and to commit oneself to development.
3. It should strive to give accurate development information that facilitates the development process itself;
4. The main aim of development journalism should be to promote mutual understanding between the leaders and the common people, by passing on information about various government policies and other relevant messages directed towards their well being and aspirations.
5. Motivating people and designing the policy towards what people need, and to encourage people for maximum participation in development;
6. It should also strive to encourage and inform people about productive attitudes, i.e., co-operation in long-term national efforts, attitudes favorable to work such as agriculture, good health practices, acceptance of new innovations, etc., and
7. It should help to build a common fund of knowledge and ideas that favor the cohesion of the social structure and enable people to become actively engaged in national development.

2.6 Basic Principles of Development Journalism

The basic principles of development journalism, from the above discussion can be summed up thus as stated by McQuail (1987). These are:

1. The mass media should make a positive contribution to the national development process;
2. The state or government should be able to restrict the freedom of journalists and the mass media.
3. The freedom of the media should be subordinated to their responsibility to contribute to nation - building, promote economic growth and the development needs of the society.
4. The mass media should give priority to information about national.

Galtung and Vincent (1992) outlined their ten basic principles for development journalism. They are as follows-

1. Any stories or references to development should relate to the development of the "people." Journalists should define problems and solutions and discuss the human needs for survival, well being, and identity irrespective of age, gender, race, class and nation. Journalists should refer people and their problems as subjects, actors and agents rather than as objects or victims with "needs deficits."
2. A development-oriented mass media besides focusing on the economics of development should also take the other aspects like socio-cultural and the military perspective.



3. Overall economic growth cannot or rather should not be the only indicator for measuring development unless it is accompanied by the dispersion of the data. To say that the journalists must also look at the income of the bottom fifty percent or ten percent, as well as of the top ten percent or one percent

4. The journalists must cover neutrally both differences and relations between the countries, the haves and the have not's, should address the issue of the rich-poor divide and so on.

5. A development-oriented press would do well to focus on the totality of concrete life situations taking real life case studies.

6. A development-oriented journalism would never forget the dimension of democracy. "The task of the media is to report what the system is doing. Democracy can only function when there is a free flow of information between people, the system and the media. Using the media to make the people visible, both as objects and as subjects, becomes one task. Using them to expose the system through investigative reporting is the second. Using the media to expose the media that fail to do their job is the third."

7. Constructive development programs instead of always highlighting the problems can provide for great energy booster and motivations for people in a democracy. The journalists should strive to achieve that.

8. The journalists should be like the catalysts for change providing platform and voice to the common people, discussing their issues in their language, thereby generating "an enormous range of visions" as well as "how-to" insights community radios are of great help.

9. Common people instead of mere spectators in reporting of development communication should also be made a part of the reporting team. They should be given a free hand in reporting, writing, producing stories on development communication. Letters to the editor and the op-ed pages have space constraints. The next stage is to let people write and produce much of the newspaper or broadcast/television program thus enabling them to provide their own knowledge, experience and expertise.

10. Let people run more of society, and then report on what happens. This is what ought to happen in a democracy. People's movements and organizations do precisely this.

Development-oriented media should report more on what popular movements are doing – not only their successes but their failures too.

2.7 The Main Purpose of Development Reporting

Kamath (Kamath, 2005) listed the main purpose of development reporting as described in the Manual for News Agency Reporters published by the Indian Institute of Mass Communication as follows:

1. The purpose of development reporting is to create a sense of involvement, to spread the realization that the future comes out of present efforts, that development can be

nobody's gift, least of all of the aid given by affluent countries, but is the result of one's own labour.

2. Development reporting must concern itself with the people. It must show them how to improve their bargaining power with society. It must make them realize that their future is in their hands. It must describe the process of backbone building.

3. Development reporting must describe the people actually at work in new projects and processes. It must describe the process of change and modernization, the new discoveries and the products. It must describe terms and conditions of development.

4. An important aspect of development reporting is success stories of people who have adopted new technologies, tried new methods, and benefitted themselves and helped society.

5. Development reporting, by its very nature, is devoid of the kind of sensational interest that an eruption or a calamity or a political confrontation produces. It does not carry the stamp of immediacy that 'events' do.

6. Development reporting, to be effective, requires considerable investigative and research skill on the part of the journalist, apart from firm grasp of trends in economic thought, planning and development.

2.8 Role of Development Journalists

The role of development journalists according to Musa and Domatob should be-

1. Development Journalists as Truth Tellers- journalists should tell the truth irrespective of the consequences as that can help to uncover the true nature of development communication and help people to move ahead.

2. Development Journalists as Civic Advocates- Journalists should be strong advocates of development, aggressively pursuing an issue, bringing people together in favor of an issue, finding solutions and providing voice to the people. Although development journalism eschews a dogmatic adversarial posture towards government, it doesn't require journalists to become lapdogs. They should take on themselves the role of the people's advocate. They act as the conscience of society and the voice of the voiceless" (Musa, 1997). This is believed to be grounded in the social values that characterize Third World cultures: "family above self, community above individual, constructive engagement as opposed to confrontation" (Wong, 2004). As civic advocates, development journalists have a responsibility to bring issues to the attention of the leaders and the community for the purpose of deliberation and appropriate action, thus empowering the masses.

3. Development Journalists as Investigative Watchdogs- Journalists in democratic societies feel they have a social responsibility to hold their leaders accountable in order for true democracy to thrive. Therefore work as watchdogs investigating real issues and information, analysis and interpretation and investigation of official claims.





4. Development Journalists as Economic Boosters and Liberators- Development journalists have a duty to promote economic progress so as to remind residents in the emerging world filled with despair and helplessness of economic misery, uncertainty, and turpitude to continue to struggle, survive, and aim at success; that hopes are not lost, and possibilities for growth and advancement abound. Consistent with Rawls' (1971) theory of justice, the development journalist is committed to distributive justice and understands the centrality of economics to human survival and success, as well as the dire predicament of his or her nation or region.

2.9 Advantages and Disadvantages of Development Journalism

A. Advantages of development journalism

1. It acts as a tool for social justice and human development
2. It provides voice to the poor and the helpless people, a platform to tell their grievances, acting as moral boosters and economic liberators.
3. It acts a mediator between the governments, its policies and the common people often facilitating a better understanding and a relationship.
4. It fosters and plays an instrumental role in bringing about a constructive and a positive change in every individual thereby improving the conditions of the society and well being in general.
5. It acts as a watchdog and the conscience of the society keeping the principles of democracy upright and the leaders under strict vigilance.

B. Disadvantages of development journalism

- 1. It can be too critical of the government policies-** Too much negative news and criticisms can dampen the spirit of the common people and thus lead to frustration and non-cooperation to the government and its policies, which can be self destructive for the individual and the society.
- 2. It can become the mouthpiece of the government-** The press becomes far less critical and eventually is forced to give up its watchdog role in society, thus losing its critical edge. The press gives up its right to question and demand accountability from the government of the day. As the press tries to promote the government and the common good, it can start to lose sight of the individual and the individual's human rights.

2.10 Core Values of Development Journalism

- 1. Development-** development of the individual, society and overall well being.
- 2. Social responsibility-** responsibility towards the society.
- 3. Awareness-** informing people about various projects, their outcomes, and the impact it would create in a positive manner.

4. National integration- forging cohesion and integration among various sections, groups communities, caste and sect of the society.

5. Human interest- relating stories to humans and real life case studies.



2.11 Indian Press and Development Journalism

Journalism for development was started in the initial years of freedom struggle by Raja Ram Mohan Roy through his newspapers like Sambad Kaumudi, Mirutul Akhbar, Brahminical Magazine, where he struggled hard to abolish certain rituals of the Hindu society. Sati, widow remarriage, education of girls. Mahatma Gandhi felt that a newspaper is a social institution and the main function of journalism was to serve the people whose success depended on the extent to which it could educate the readers. He said, "I have taken up journalism not for its sake but merely as an aid to what I have considered to be my mission in life" (Vilanilam, 2003). Through his writings in Indian Opinion, Young India and Harijan, he tried to educate the people on various contemporary issues such as communal harmony, removal of untouchability, prohibition of evil practices, promotion of Khadi and village industries and other important social issues (Murthy, 1966). In the post-independence era, newspapers from Kerala played a pioneering role in reporting rural development. Malayala Manorama and Mathrubhumi, were perhaps the first newspapers in the country to start farm features, allotting one page every week exclusively. The Hindu, one of the widely circulated national dailies in India, took an important initiative in the area of rural reporting by appointing a special correspondent for agricultural reporting. The famous development journalist, P. Sainath after getting The Times of India fellowship, visited ten poorest districts of five states and reported on the actual condition of people living in remote and far-off land in India. The report also brought out the severe lacunae in reporting about development issues in mainstream Indian newspapers who either ignored or were unwilling to focus on. The paper brought out 84 reports by Sainath across 18 months, and highlighted issues of extreme poverty, health in rural areas, rural education, the problem of forced displacement, survival strategies of the poor, usury and debt, water problem, etc., (Sainath, 1996). Other newspapers in other parts of the country also followed the suit. Shetkari, a Marathi monthly exclusively was devoted to the problems of agriculture, Punjabi Kheti and Haryana Kheti are two monthly publications brought out by the Punjab Agricultural University and Haryana Agricultural University, Krishak Jagat, another rural magazine from Bhopal, is one of the oldest and pioneering farm journals in the country. 'Grassroots' another monthly journal, an initiative by the Press Institute of India in both Hindi and English language was published to disseminate and to promote reportage on the human condition.

2.12 Let Us Sum Up

Development communication and development journalism are two broad but very much inert related concepts. Both are participatory in nature and are designed in such away so as to enhance the prosperity and dignity of the individual and overall well being of the

society. Both complement each other and when their potentialities are harnessed fully they act as an instrumental force in the development of the society. While communication teaches the development journalist to utilize the communication tools the development journalist knows exactly what his job should be when it comes to reporting of issues that can make a significant impact on people's lives.



2.13 Keywords

Social advocates- Advocacy is an activity by an individual or group which aims to influence opinions and decisions within political, economic, and social systems and institutions. Advocacy can include many activities that a person or organization undertakes including commissioning, media campaigns, social issues and publishing research or conducting exit poll. People who champion for a cause for the benefit of the society are known as social advocates.

Social responsibility- Social responsibility is a moral framework that suggests an individual or an enterprise has an obligation to act for the benefit of society at large. Here media as an entity has a basic social responsibility towards the society.

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2.15 Check Your Progress

- A. Use the space provided for your answers.
- B. Check the answers provided at the end of this unit.
1. Define development journalism?

Ans.



2. What are the core values of development journalism?

Ans.

2.16 Model Question Answers

1. a. Development Journalism is the kind of journalism that pays sustained attention to the coverage of ideas, policies, programs, activities and events dealing with the improvement of the life of people. (Edeani)

b. Vilanilam (1975) defines development journalism as 'journalism that deals with the process of development in developing nations'. He defines development news as news that pertains to the primary, secondary, and tertiary needs of a developing country. Primary needs are food, clothing, and shelter. Secondary needs are development of agriculture, industry and all economic activity, which lead to the fulfilment of the primary needs, plus development of education, literacy, health environment, medical research, family planning, employment, labour welfare, social reforms, national integration and rural and urban development. Tertiary needs are development of mass media, transport, tourism, telecommunication, arts and cultural activities.

2. The core values of development journalism are-

a. Development- development of the individual, society and overall well being.

b. Social responsibility- responsibility towards the society.

c. Awareness- informing people about various projects, their outcomes, and the impact it would create in a positive manner.

d. National integration- forging cohesion and integration among various sections, groups communities, caste and sect of the society.

e. Human interest- relating stories to humans and real life case studies.

UNIT- III

Different Communication Channels



Learning Objectives:

1. Concept of communication
2. Different channels of communication.
3. Understand the advantages and disadvantages of different communication channels
4. Scenario of communication channels in India.

Structure:

- 3.1 Introduction
- 3.2 What is Communication?
- 3.3 Importance of Communication
- 3.4 Process of Communication
- 3.5 Elements of Communication
- 3.6 Barriers in Communication
- 3.7 Purpose of Communication
- 3.8 Seven C's of Effective Communication.
- 3.9 What are Communication Channels?
- 3.10 Different Types of Communication Channels
 - 3.10.1 Folk Media
 - 3.10.2 Print Media
 - 3.10.3 Electronic Media
 - 3.10.4 New Media
- 3.11 Advantages and Disadvantages of Different Communication Channels.
 - 3.11.1 Folk Media
 - 3.11.2 Print Media
 - 3.11.3 Electronic Media
 - 3.11.4 New Media
- 3.12 Let Us Sum Up
- 3.13 Keywords.
- 3.14 References.
- 3.15 Check Your Progress
- 3.16 Model Question Answers



3.1 Introduction

This is the third unit. After learning in detail about what is development communication and the difference therein with the development journalism. Now we will learn what communication is and what the different communication channels available are. Any communication to be effective requires lot of understanding about the channels through which communication passes. As mass is heterogeneous, unidentified and diversified group of people with varied interests and culture it becomes all the more complicated to communicate with them. It is tough all the more with a country like India which is a land of 29 states, and six union territories and having a mixed culture of Hindus, Muslims, Parsis, Christians and Buddhists. Along with this are the different sects, castes, creed, and tribe. So in order to understand the communication channels it is imperative to know about communication.

3.2 What is Communication?

Communication has been derived from the Latin word *communicare* which means to share.

Merriam Webster dictionary has defined it as-

- 1: an act or instance of transmitting the communication of disease
- 2a: information communicated: information transmitted or conveyed.
- b: a verbal or written message The captain received an important communication.
- 3a: a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior the function of pheromones in insect communication; also: exchange of information
- b: personal rapport a lack of communication between old and young persons
- 4. Communications plural a: a system (as of telephones, or computers) for transmitting or exchanging information wireless electronic communications
- b: a system of routes for moving troops, supplies, and vehicles
- c: personnel engaged in communicating: personnel engaged in transmitting or exchanging information
- 5. Communications plural in form but singular or plural in construction
- a: a technique for expressing ideas effectively (as in speech)
- b: the technology of the transmission of information (as by print or telecommunication)

Cambridge dictionary defines it as –

The various methods of sending information between people and places, specially phones, computers, radio, etc.:

The communications industry

Ways of moving between one place and another:

Its commercial success as a city is partly due to its excellent rail and road communications.

According to McFarland communication is, “a process of meaningful interaction among human beings. More specifically, it is the process by which meanings are perceived and understandings are reached among human beings.”

Newman and Summer defined communication as “an exchange of facts, ideas, opinions or emotions by two or more persons.”

Going by the definition it can be said that communication is sharing knowledge, information from one place, person, and organization to another with a purpose through a medium.



3.3 Importance of Communication

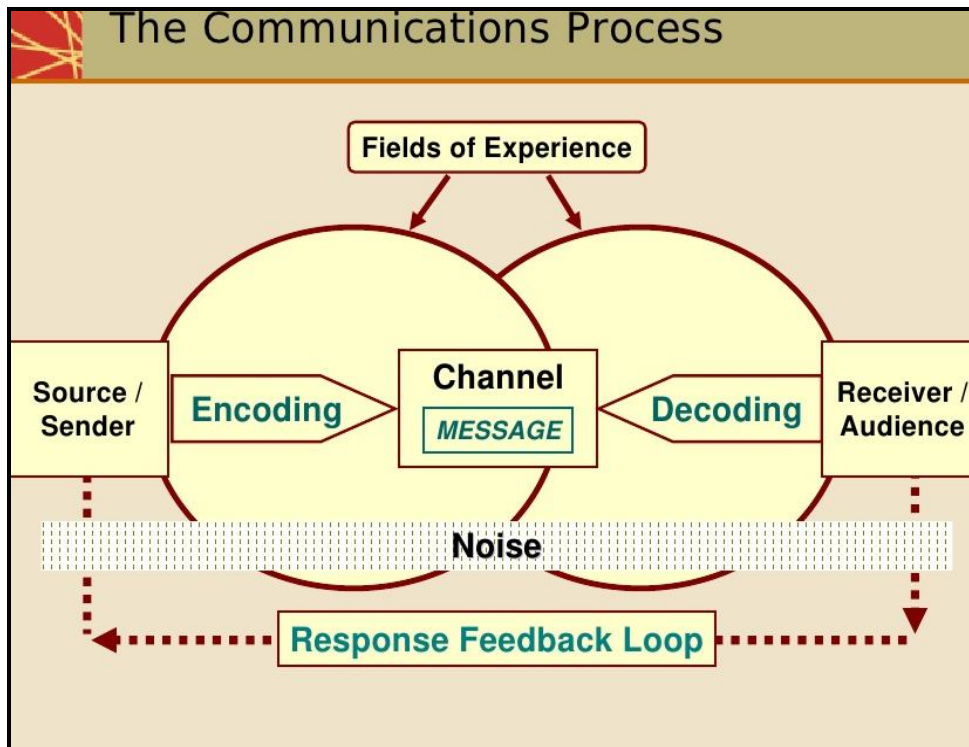
Communication is important to the basic existence of human life. It is important for the following reasons

1. It provides a base for any action.
2. It facilitates planning of policies, programmes and objectives and therein provides a direction for the future course of actions needed to be taken.
3. It provides coordination among the participants and instils a sense of purpose among the team members, providing motivation and boosting morale. It aims to avoid misunderstandings and conflicts.
4. It helps in effective decision making through exchange of ideas and information, seeking advices and opinions, drawing proposals and instilling confidence.

3.4 Process of Communication

A simple communication process follows:

Sender sends a message encoding it through a medium which the receiver receives and decodes it. The receiver then sends his feedback to the sender. But in the process there are many barriers which are known as noise. The sender and the receiver both share and interpret their messages according to their field of experience.



3.5 Elements in a Communication Process

From the above discussion on the process of communication, it is clear that there are five elements important for the communication process to take place. They are

Sender-the communication participant who initiates the process by sending a message through strategically designing it with appropriate use of language, and words and phrases conveying the information simply and clearly to avoid any misunderstanding. This is called encoding.

Receiver- the participant who completes the process of communication by receiving it. He decodes the message according to his own experience and knowledge.

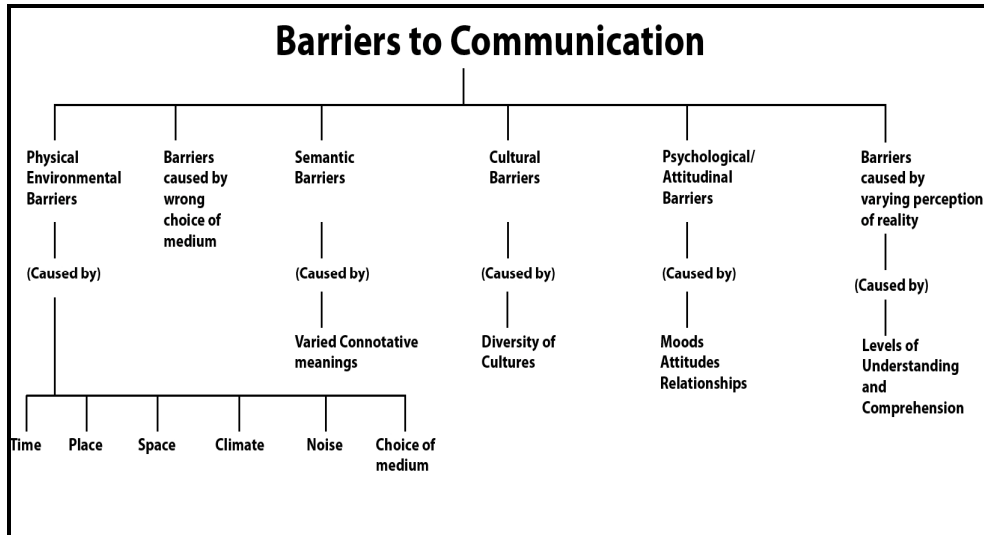
Channel- the medium which carries the message from the sender to the receiver and vice versa.

Feedback-the response that the receiver gives to the sender after receiving the message and which helps the sender to restructure his message accordingly. The extent and form of feedback will vary according to the communication channel used: for example feedback during a face-to-face or telephone conversation will be immediate and direct, whilst feedback to messages conveyed via TV or radio will be indirect and may be delayed, or even conveyed through other media such as the Internet.

Noise- they are the barriers in communication which hinders the smooth flow of communication and often creates confusion among the people. Noise includes cultural, psychological, semantic, and technical.

3.6 Barriers in Communication

Barriers in communication are the different hindrances that create confusion and poses problem in the clear understanding of the message and often the intention of the sender gets jeopardized. There can be many barriers to communication. A diagrammatic representation of the different barriers and their causes are given.



The explanation of these barriers are:

- a. Physical or environmental barriers- Physical barrier is the environmental and natural condition that acts as a barrier in communication in sending message from sender to receiver. For example barriers can occur due to thunder, rain, lightning etc. time can pose a barrier if the message is not sent in the appropriate time as the best of intentions of sending the message gets missed. Distance can also create a barrier in communication. Sometimes wrong choice of medium can also create a problem. For example if people in rural areas are sent a message via internet where computers are not readily available or the message is sent in newspapers where illiteracy is rampant, then it is impossible for them to comprehend the message. Also technical barriers like no proper electricity connection, no maintenance of the communication equipment also create a great problem in communication. In rural India lack of proper maintenance of equipment, discontinuous flow of electricity and numerous other problems create technical barriers in communication.
- b. Semantic and language barrier- Semantic is the study of meaning, signs and symbols used for communication. The word 'semantics' comes from the Greek word, 'semantikos', which means 'significant'. 'Semantics' in the context of communication refers to the meanings of words and wrong interpretation of language and word meanings, causing obstacles. Languages differ from state to state, region to region and nations to nations. People who are not acquainted with the other people's language often face problem in understanding the

intended meaning of the receiver. In India itself if one visits the Tamil Nadu it becomes difficult for people staying in Bengali to understand their language.

- c. Cultural barriers- Cultures vary creating misunderstandings. For example white color is auspicious for Christians whereas it is seen as a symbol of mourning in Hinduism. Again the use of the “Swastika” symbol in Hinduism and for German Nazi can be taken as an example. The symbol was used by Hitler for his rule and is taken as something to fear, whereas swastika in Hinduism takes it as auspicious and lucky. People belonging to these two cultures take the symbol differently. Again the dialect of speaking English by an Australian is different than of an American. People from Australia use the word "autumn" whereas Americans use the word "fall".
- d. Psychological and attitudinal barrier- every person is unique because of his own set of experiences, knowledge, education and social customs and community culture. Each person has his/he own perception of reality which is shaped from mental and sensory experiences. For example some may think women as the weaker sex and talk her down, some may think a particular culture to be very bad and so on. Also sometimes there are mood fluctuations and strained relationships which cause barrier in communication. Sometimes the level of understanding also varies. Therefore we see clashes in generations. Again various other emotions like fear, nervousness, confusion, mistrust and jealousy affect communication process.



3.7 Purpose of Communication

1. To exchange information.
2. Inform and make people aware about something
3. To explain and explore
4. To persuade to understand the objective of communication.

3.8 Seven C's of effective communication

1. Completeness –the communication must be complete in its meaning leaving no space for ambiguousness. Complete communication has a better understanding and helps in quick decision making by persuading audience.
2. Conciseness – the communication should be brief and small so as to save time and cost, avoid being redundant, and repetitive, and make the message more appealing.
3. Consideration – while designing the message the sender must consider the audience, their education, background, viewpoints, mind-set etc. He must empathize with the audience.
4. Concreteness –the message should not be general and vague. It should be concrete with specific facts and figures.

5. Clarity –the meaning should be clear. No jargons and technical verbosity should be there in the message. This creates confusion.

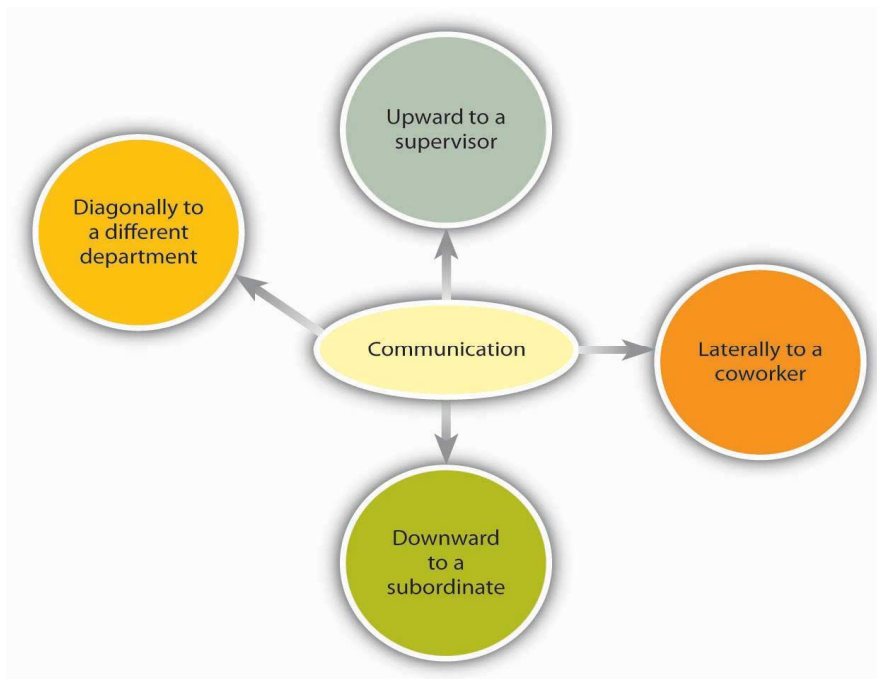
6. Courtesy – the sender of the message should be judicious, polite, humble and reflective. The tone should carry this message forward.

7. Correctness- the message should be correct means it should be well-timed, properly written, with no grammatical errors, keeping audience in mind, no vagueness and be very specific in the objective of sending the message.



3.9 What are the Communication Channels?

A communication channel is the physical transmission of communication from one place to another. It is the medium through which a message flow takes place. Generally communication flows takes place in three directions- vertically, horizontally and diagonally. Vertically the message flows from the top –government or organization or any superior authority to down –grassroots level and vice versa. The vertical communication can be upward when the message flows from the grassroots or a lower level to the authorities in form of suggestions, complaints etc. and can be downward when the authorities issues any orders, designs any policies, programmes for the lower sub-ordinates or the grass roots level people. And horizontally is when the message flows at the same level between one department or one branch regarding any notifications, or work progress and diagonally when the message flows from one department to another, or one branch to another.



Organizational communication travels in many different directions



Communication channels can be classified based into

A. Types of messages

B. Types of medium

A. according to the types of messages, there are three types of communication channels. They are

- a. Formal
- b. Informal and
- c. Unofficial

a. formal- Sends information including goals, policies and procedures of an organization. Messages follow a chain of command. Flows from managers to their subordinates. Examples include business plan, customer satisfaction survey, annual reports, employer's manual, review meetings.

b. informal- a parallel channel of communication which is not official and is mostly passed through casual talks, training programmes, canteen gatherings and workshops.

c. unofficial- communication that which is not official and is at the personal levels of the communication participants. Message flows originate from the rumors and gossips which remain unaccounted leading to the false information. Also called grapevine communication. Can be very harmful as it can jeopardize the best of interests.

B. Types of medium

Communication can be classified according to the types of medium through which they are flowing. They are-

- a. Non-verbal communication
- b. Verbal communication
- c. Written
- d. Aural communication
- e. Audio-visual communication
- f. Visual

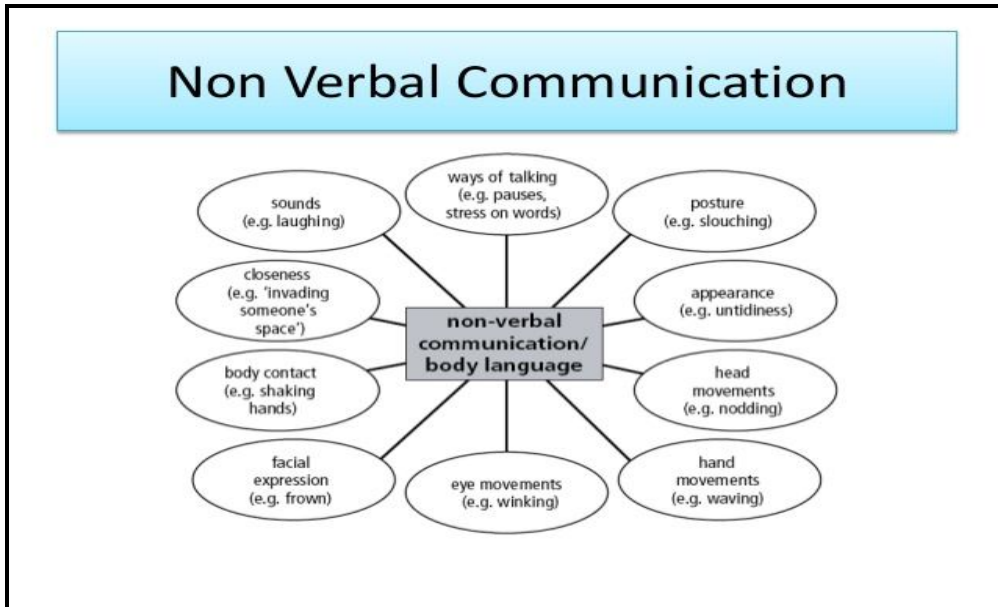
a. Non-verbal- According to L. C. Bove and others, “Non-verbal communication is communication that takes place through non-verbal cues: through such form of non-verbal communication as gesture, eye contact, facial expression, clothing and space; and through the non-verbal vocal communication known as Para-language.”

According to Lesikar and Pettit, “Nonverbal communication means all communication that occurs without words (body movements, space, time, touch, voice patterns, color, layout, design of surroundings.)”

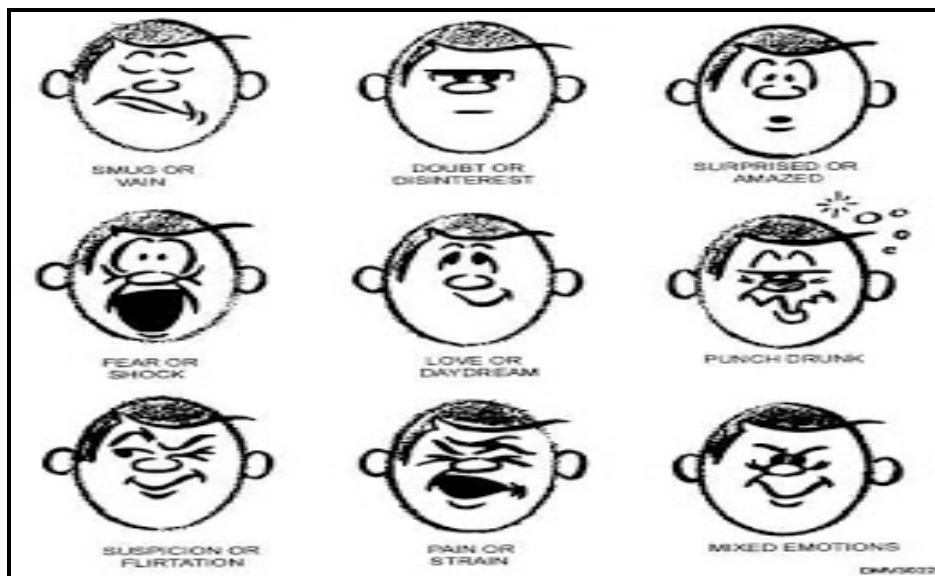
According to Himstreet and Baty, “Non-verbal communication includes any communication occurring without the use of words.”



Communication which takes place without any words are known as non-verbal. It can be through body language (kinesics) distance (proxemics) and physical environment of voice (paralanguage) its rate, speech, volume, speaking style, and touch (haptics). It sometimes also includes chronemics (use of time) and oculusics (eye contact). Posture, the way one walks, sense of style, clothing one wears, gestures like head movement, hand movement, eye movement, facial expressions during conversations and appearance all make up for the non-verbal communication and tells a lot about the person. Non-verbal communication creates a first impression among the people about the person concerned and leads ahead the conversation. It is largely informal and unconscious in structure and vague and can show feelings and attitudes.



Facial expressions in non-verbal communication



b. Verbal communication- According to Bovee and others: *Verbal communication is the expression of information through language which is composed of words and grammar.*”

According to Penrose and others, *“Verbal communication consists of sharing thoughts thought the meaning of words”*.



c. Written communication can be through letters, personal dairies, memos, orders, notices etc.

d. Aural communication- Aural communication involves the transmission of information through the auditory sensory system which combines both the system of speaking and hearing. It usually encompasses both verbal communication and paralinguistic communication to convey meaning and is best used to transmit information independently or in combination with visual communication.

e. Audio-visual communication- communication that combines both sound and visual to create an effect such as in television, cinema, presentations etc. because of its unique features it is able to create a greater lasting impact upon the viewers.

f. Visual communication- Visual communication communicates through a visual aid and conveys ideas and information in forms that can be read or looked upon. It includes: signs, symbols, logo, animation, colours, typography, font, advertising, illustration, graphic design etc.

3.10 Different Communication Channels in India

The communication channels available in India are-

3.10.1-Folk media

Folk media is one of the most traditional forms of communication. In India it is prevalent among almost all regions and cultures in form of folk songs, folk dance, folk theatres, fairs and festivals. Their colourful, entertaining and informative nature immediately attracts attention. Apart from its vibrant nature it is also inexpensive, requires no makeup and costume and takes people back to their roots. can be performed anywhere. Examples of folk songs abound like Bihu in Assam, Bhangra in Punjab, Katputli in Rajasthan, Chhau in West Bengal and so on.

3.10.2 Print media

Print media comprises of the newspapers, magazines, journals, books, leaflets etc. According to the Audit Bureau of Circulations, on May 8, 2017 highlighting the growth of print media: “2.37 crore copies added in the last 10 years.” With the increase in the number of publications there was substantial increase in the circulation also in the year 2013-15. Print media registered as the second largest industry after television. As per the data available with the Government, a total of 1,05,443 newspapers/periodicals are registered with the Registrar of Newspapers for India (RNI) as on 31st March, 2015. Uttar Pradesh tops the list with more than 16000 registrations followed by Maharashtra

with more than 14000. Delhi, Madhya Pradesh, Andhra Pradesh & Rajasthan follow in that order. Ten states have more than 5000 registered Newspapers/periodicals. Eighteen (18) States/UTs have less than 1000 registrations each.



The regional language newspapers are the most in number are registered in Hindi (42493) followed by English (13661), Marathi (7818), Gujarati (4836) and Urdu (4770). Newspapers are registered in a total of 23 different languages. The lowest number are registered in Dogri Language (2), followed by Kashmiri (5) and Bodo (5).

3.10.3 Electronic media

Electronic media comprises of two sectors-radio and the television segment. Radio as a medium of communication has proved its potential from time to time yet with time the focus has shifted from the core radio programmes to FM channels owing to increased listenership and commercial purposes. There are at present 86 FM radio stations in India.

The television has presently taken up that space because of its feature to combine both sound and visuals. As per the reports of KPMG-FICCI Report 2015-2016, with a growth rate of 15.8 per cent in 2011, Indian television industry stood second when compared with BRIC and other major developed economies. According to the ministry of broadcasting reports there are currently 857 permitted private satellite television stations in India. As of 2nd December 2015, there are also more than 190 government channels.

3.10.4-New media

Apart from these mediums a new form of communications has raised presently, it is known as new media which consists of mobiles and computers. Mobiles have a high penetration rate as they are available at very cheap prices. Now a day's most of the government messages are circulated through mobiles. Even a vegetable seller or a rickshaw puller use mobiles for their purpose. As they are easy to carry, portable, come at different prices and colours, and also easy to operate they are hugely popular among all sections of the society irrespective of age and gender and community.

Computers are the new generations' means of communications. With the advent of ICT –Information, communication and technology the computers are able to pass, exchange information from one place to another.

3.11 Advantages and Disadvantages of Various Channels of Communication

3.11.1 Folk media

Advantages-

- a. Inexpensive.
- b. Cost of production is too low,



- c. Very colorful, vibrant in nature.
- d. Connects with the roots and culture in the local language and dialect. Rapport is immediate and direct.
- e. Can be performed anywhere and anytime.
- f. Immense popularity
- g. Local talent and localized message. Therefore greater credibility.
- h. Appeal is at personal and intimate level.
- i. Impact is much deeper.

Disadvantages-

- a. Lack of proper encouragement facility to the artistes.
- b. Has not been utilized fully.
- c. Reach is limited

3.11.2 Print media

Advantages

- a. Mass circulation. A single magazine, newspaper, brochure or sell sheet can pass through numerous sets of hands and carry a message far beyond the person who buys a publication or requests company information.
- b. lightweight and portable.
- c. Pricing is very cheap, therefore affordable.
- d. Non-perishable. Can be preserved for later reference. Print media convey tangible presentations that can remain viable for days, months and even years, provided that someone retains a printed page and refers to it.
- e. Can be published as per the demand of the target market. Therefore we see newspapers according to the language, supplements and magazines as per categories like for women, children, travellers, etc. Geographically, demographically can be selected.
- f. Provides a place for debate, opinion and exchange of information.
- g. Informs people in detail about various issues and provides a place for discussions.
- h. Newspapers can be read at one's pace and convenience.

Disadvantages

- a. Only for literates.
- b. Only for elite readers.
- c. Limited feedback.



3.11.3 Electronic media

Advantages

- a. Speedy transmission
- b. Mass appeal.
- c. no literacy barrier
- d. Unlimited distribution at little or no cost.
- e. Mass medium in the truest sense. Wide reach.
- f. Great source of entertainment.
- g. Can make programmes geographically and demographically. Niche segmentation is possible.
- h. Experimentation with content is possible because of the flexibility of the medium.

Disadvantages

- a. Cost of production is very high
- b. Less credible as the medium is associated with glamour specifically television.
- c. Too much clutter which provides ample opportunity for the audience to forget the content.
- d. Very much perishable. Once gone is gone forever.
- e. Infrastructure is required like electricity and network signal or even cable operators.

3.11.4 New medium

Advantages

- a. Interactivity & Immediacy
- b. Instantaneous messaging, exchange of information in real time basis.
- c. Demassification & narrowcasting (customization, segmentation, and individualization leading to narrowcasting).
- d. Asynchronicity (the exchange of data, figures, and conversation takes place on a real time basis, without the presence of all the participants. Example video conferencing).
- e. User friendly and Ease of updating
- f. Time saving and Cost Effective

Disadvantages

- a. Language is a problem as most of the softwares are in English.

- b. Requires infrastructure specifically computer. Although mobile is portable and easy to handle.
- c. Requires technical skills to operate.



3.12 Let Us Sum Up

Communication channels keep going the lifeline of development. But each communication channel is unique and the policy makers should fully utilize these channels in order to reap the maximum advantage.

3.13 Keywords

Grapevine communication - According to Bovee and Others, “Grapevine is an informal interpersonal channel of information not is an informal communication network that can permeate an organization.” officially sanctioned by the organization.

In the opinion of R.W. Griffin, “The grapevine is an informal communication network that can permeate an organization.”

Newstrom and K. Davis said, “Grapevine is an informal system that arises spontaneously from the social interaction of the organization”.

Noise- In communication studies and information theory, *noise* refers to anything that interferes in the **communication process** between a speaker and an audience. It is also called as *interference*.

Noise can be external (a physical sound) or internal (a mental disturbance), and it can disrupt the communication process at any point.

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3.15 Check Your Progress

- A. Use the space provided for your answers.
- B. Check the answers provided at the end of this unit.

1. What are the elements in communication?

Ans.

2. What are the barriers in communication?

Ans.

3.16 Model Question Answers

1. The elements in a communication process are-

- a. Sender
- b. Receiver
- c. Channel
- d. Noise and
- e. Feedback

2. The barriers in communication are-

- a. Physical or environmental barriers
- b. Semantic and language barrier
- c. Cultural barrier
- d. Psychological and attitudinal barrier.

UNIT-IV

Use of Communication Channels for Rural Development



Learning Objectives:

Learn the different communication channels in rural areas.

Understand the issues prevailing in rural areas.

Learn the concept of rural development.

Know barriers in rural communication.

Structure:

4.1 Introductions

4.2 Rural Scenario of India

4.3 Unique Characteristics of Rural India

4.4 Issues Plaguing Rural Areas

4.5 Meaning and Concept of Rural Development

4.6 Rural Development-Policy and Process

4.7 Communication Channels in Rural Areas and Their Different Uses

4.8 Barriers in Rural Communication

4.9 Uses of Communication Channels for Development Programmes-Some Case Studies

4.10 Let Us Sum Up

4.11 Keywords

4.12 References

4.13 Check Your Progress

4.14 Model Question Answers

4.1 Introduction

We have come to the end of the block 1. We have started with what is development communication and gradually we came to know a few more new concepts like what development journalism is and what its difference with development communication is. Also in the third unit we learnt the meaning and concept of communication and the different communication channels existing. This unit we are going to learn about the rural scenario in India and what it means when we talk of development in rural communication.

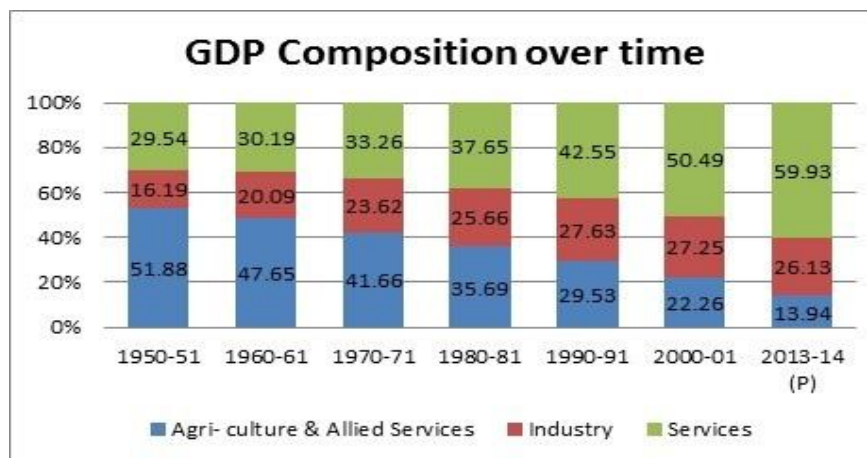
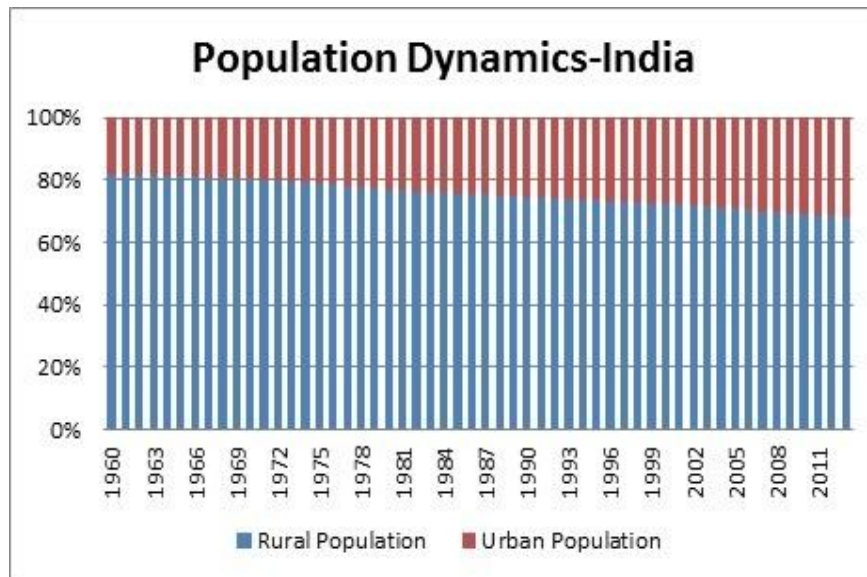
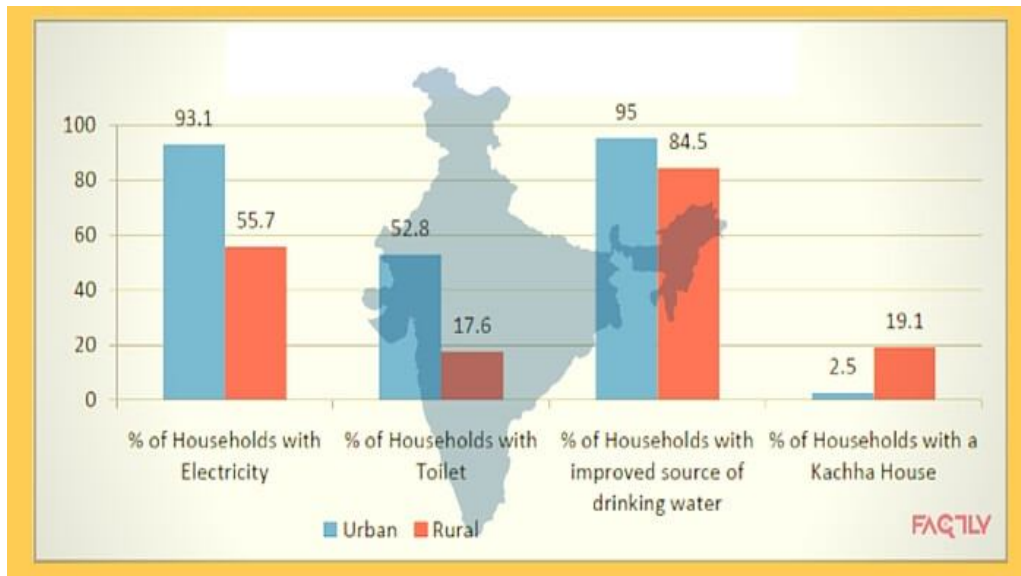


It is said that India lives in its villages. The development of the villages is therefore an indicator of the growth of India from all its perspectives. Talking of development in rural India means it is a process that aims at improving the standard of living of the people living in the rural areas. Rural India is plagued with various problems like poverty, illiteracy, sanitation and hygiene and so on. Therefore when we talk of development it means development from all perspectives-socio-economic, education, cultural development and which can take place when there is a proper communication system in place. This unit we are going to study the rural scenario of India.

4.2 Rural Scenario of India

At the time of independence in 1947, 47% population was under below poverty line. But with increasing time the gap between the rich and the poor went on increasing and presently world bank estimates that a third of the global poor reside in India. The total population of the country is 844 million of which nearly 625 million (74 percent) live in rural areas. The Socio-Economic and Caste Census (SECC) 2011 for rural India has proved that although India has posited itself as one of the emerging economy in the world but the benefits of high economic growth had failed to percolate down to the grassroots level, widening the gap between the rich and the poor. The grim reality painted by the SECC 2011 makes a clear disconnect growth and its benefits reaching rural India. In spite of emphasis on inclusive development, the exclusion has been the norm for a majority of rural society. In a continuation to this SECC released data in the year 2015, the staggering statistics reveal-

- a. In nearly 75% of rural households the main earning member makes less than 5000 Rs monthly which accounts for 60000/- annually. In just 8% of the households the main earning member makes 10000/-per month.
- b. The rural East is worse whereas the North is in much better position.
- c. This condition had arisen from the nature of employment. Almost 90% of the rural population does not have a salaried job and is mostly engaged as casual manual labourers near about 30%. The rest are occupied with cultivation.
- d. Over half of rural India owns no land at all. Among households who own the land, 40% is only irrigated. Only 4 % have any mechanized agricultural equipments.
- e. Fewer than 10% have a higher secondary education or above, only 3.41% have a member in the family who is a graduate. This is the reason why people have no option other than agriculture as an occupation.



4.3 Unique Characteristics of Rural India



A rural society has some unique features. According to Reddy (1985) they are-

- a. Village is the unit of the rural society with caste as the dominant social institution which permeates the socio-economic relations.
- b. As a social and cultural unit village posses a uniform system of organizational values and structure all over India.
- c. The ethnic, religious, caste and linguistic composition of the village determine the character and structure of the village. Inter-caste rivalries are rampant. In the same village different sections of the society live in different place and don't mingle with each other.
- d. Gender equality is a myth. Strong segregation of roles among genders can be seen. Women are the subdued lot.
- e. Agriculture is the predominant occupation and the persons owning the land earn social prestige. Landless labourers and the tenants constitute a considerable part of the populations in agriculture.
- f. Every village has its own organizational set up, authority and sanctions, culture and traditions and customs which give it a unique characteristic to the village.
- g. Transportation and communications has a bearing on the nature and progress of the village and its outlook towards the world. Less the transportation, greater the communication divide and subsequently less progressed is the village in all matters.
- h. Village settlements are generally governed by certain regional and local traditions. The layout of the village, construction of the house, the dress, the speech, and manners follow the set pattern of the cultural area. Each village possesses an individual of its own. Some have a reputation for generosity, hospitality and fair play, while others are notorious for their meanness and corruption. Some villages are known for their co-operatives, while some are noted for their litigations and factions. Culture is transmitted from one generation to another.
- i. There is certain homogeneity in dress, custom, profession and language. An informal social life and has strong bindings' and relationships among themselves.
- j. A rural family is basically patriarchal and orthodox in nature, stresses more on family, with family as the main unit of consumption and unit of production.

Reddy (1985) observed certain characteristics of an Indian villager like traditional, superstitious, leisure attitude towards life, low standard of living, and religious. But despite this he felt that the villagers are capable and eager for

change provided right communication reaches them through right channels. This is where the crux of the rural development lies.



4.4 Issues Plaguing Rural Areas

- a. Too much dependence on agriculture. Opportunities and other professions are minimal. Unemployment is a serious issue.
- b. Low literacy level limiting the several opportunities that education provides.
- c. Traditional and archetypal customs.
- d. Conservative and orthodox in nature.
- e. The dominance of the upper caste is very much prevalent with major lands owned by the upper caste and the lower caste serving as casual landless labourers and manual workers.
- f. Low mobility and low transportation facility.
- g. Rural people are scattered in comparison to the urban people.
- h. Low motivation
- i. Lack of basic infrastructural facilities like hospitals, school, toilets, electricity, better communication etc.
- j. Lack of awareness on hygiene and health, sanitation, safety and women issues.
- k. The price the farmers get for their produces is less in relation to the work they put in
- l. Migration from rural to urban for a better life is often a problem.

4.5 Meaning and Concept of Rural Development

Development of the people living in a scattered manner in the interior parts of India, considering their economic well being and improving the quality of life is commonly known as rural development. Rural development is a comprehensive and an inclusive term. It essentially focuses on action for the development of areas that are lagging behind in the overall development of the village economy. Some of the insights given by renowned organizations and personalities are given below-

World Bank paper 'Rural development is a strategy to improve the economic life of a specific group of people the rural poor. It involves extending the benefit of development to the poorest among them who seek livelihood in rural areas. The group includes small scale farmers, tenants and the landless'.

The Eighth Plan document also states 'rural development has been confined to a direct attract on poverty through special employment programmes, area development programmes and land reform'? The Eight Plan further reiterates that 'it implies both the economic betterment of people as well as greater social transformation. Increased



participation of people in the rural development process, decentralisation of planning, better enforcement of land reform and greater access to credit and inputs go a long way in providing the rural people with better prospects for economic development. Improvement in health, education, drinking water, energy supply, sanitation and housing coupled with attitudinal changes also facilitate their social development'.

Chamanlal, while dealing with the planning aspect of rural development wrote, 'Rural development is a process of developing and utilizing natural and human resources, science and technology, institutions and organizations, Government policies and programmes for upliftment of rural economy' .

According to Robert chambers, rural development is a strategy to enable a specific group of people, poor rural women and men, to gain for themselves, and their children more of what they want and need. It involves helping the poorest among those who seek a livelihood in the rural areas to demand and control more of the benefits of rural development. The group includes small scale farmers, tenants and the landless.

4.6 Rural Development-Policy and Process

Policy making is a lengthy process taking into consideration several factors. It is generally done in two phases. The first phase consists of policy making, translation of policies into concrete programmes, targets specified for the programmes and the actual outcomes. The assessments of this phase are done in terms of these targets and outcomes. The second phase is the most important one as it considers the response of rural communities to the outcomes of programmes, the benefits derived by them and the improvement in status and life style resulting from the programmes over time. Improvement depends not merely on the outcomes of individual programmes but, all the more, on the total impact of mutually inter-linked and reinforcing package of programmes.

If we take one example of education for all then it will be like this-

First Phase:

Formulation of Strategy, Policy, Priorities and Time Frame

Designing of the Programme with eligibility criteria, targets, subsidy etc.

Putting in Place Infrastructures, Personnel and Procedures

Targets

Supporting Policies Outcomes

Second Phase:

Response from the Poor

Situational Constraints

Linkages with Other Goals

Achievement of education for all

While policy making is an arduous task there are suggestions for this – V M Rao suggest-

1. Policymaking for rural development needs an extensive, reliable and periodically updated data base as the policy makers hardly get to meet the rural people and know their conditions.

2. The thrust of policies for rural development depends on the targets achieved and outcomes of numerous schemes implemented in pursuance of these policies. As the schemes are implemented in an uncoordinated manner, their outcomes also vary considerably, which hinders the achievements of the goals. This results in three implications. They are-

- a. First, lack of effort from the elites can be seen while communicating with the rural people.
- b. Second, the changes that we see in rural areas and communities are attributable not so much to policies as to other factors like “trickle down”, spread of markets, growing rural urban linkages and breakdown of “self-sufficient villages”.
- c. Third, the reach of the policies improves substantially where local leaders and activists organize people for development, institutions like panchayats and self-help groups get activated and the poor come together to demand their due.

3. Countering vulnerability- there exists a pessimistic viewpoint when observers from the developed countries view the prospects of the developing countries like India. Also people from this own country like the policy makers perspective extends only up to providing a modest measure of relief to rural communities and not their development.

The view point on rural development as policy and as process (excerpt) can be clearly explained in the book -Theories of peasant economy and agrarian change by John Harris.

'Rural Development has emerged as a distinctive field of policy and practice and of research in the last decade, and particularly over the eight or nine years since the inception of the "new strategy" for development planning by the World Bank and UN agencies. This strategy came to be formulated as a result of the general disenchantment with previous approaches to development planning at national and sectoral levels, and it is defined by its concern with equity objectives of various kinds...

The term "Rural Development" ... refers to a distinct approach to interventions by the state in the economies of underdeveloped countries, and one which is at once broader and more specific than 'agricultural development'. It is broader because it entails much more than the development of agricultural production - for it is in fact a distinct approach to the development of the economy as a whole. It is more specific in the sense that it focuses (in its rhetoric and in principle) particularly on poverty and inequality. Although there is a substantial overlap between the field of conventional agricultural economics and the concerns of "Rural Development", the kinds of study required to understand the factors affecting "Rural Development" are not contained within the discipline of agricultural economics. Not only does



"Rural Development" include attention to other aspects of rural economies as well as agriculture, but the analysis of distributional issues demands an inter-disciplinary approach in which the broader social and political factors interacting with economic processes are subjected to examination.



The expression rural development may also be used, however, to refer to processes of change in rural societies, not all of which involve action by governments. In this case, the activity of "Rural Development" a form of state intervention must be considered simply as one of the forces concerned - although it is one which has become of increasing importance.'

Source: Harris (1982) pp. 14-15.

4.7 Communication Channels in Rural Areas

Communication is very important for the development in any sector. Development communication in rural India is important because-

1. It helps in exchange of views and information between the rural people and the various development agencies regarding various issues affecting rural people.
2. Make contributions to the implementation and coordination of the rural development projects undertaken by the government.
3. To raise awareness about the projects and ensure willingful participation from the people.
4. To motivate and create enthusiasm among the rural people about the new innovations and spread it across the land so that people embrace the technology more easily.
5. To ensure speedy transformation of the well-being of the people and to make a sustained effort to maintain that well being by constant coordination and cooperation between the rural people and different organizations.

The communication channels in rural India is same as that of the other parts of India. The only thing that differentiates the communication channels are because of its unique characteristics features which the rural India exhibits. Some of the communication channels in India are-

1. Face to face communication-in rural India villages are small unit comprising fewer people compared to the urban areas. Which is why the most common channel of communication is face to face communication? This enables instant communication and simultaneous exchange of information with instantaneous feedback. the senders in the communication process are well known and reliable to the receiver and this helps the easy acceptability of the message. It is used in Latin America countryside as more examples given below demonstrate. In the face-to face communication, the people who act as peers, friends, relatives or opinion leaders contribute in a big way.



2. Extension agents- extension agents are those communication people who act as the liaisoning agent between the government and the people. They on behalf of the government work in the rural areas and provide a progress report to the government. They work through regular visits, interactions with the rural people, talking and holding meetings with them, understanding their problems, and solving their issues; simultaneously conveying their grievances to the government and suggesting solutions to them.
3. Photographs- Pictures can have a more immediate impact than words. for example Photographs of a child education, are likely to arouse interest more effectively than details of it read out by any development worker.
4. Blackboards/chalkboards- Blackboards are widely available in schools, rural training institutes and extension offices. They may be fixed to an inside wall or supported on a freestanding easel which can be moved around. They are useful for setting down the main headings of a talk, for sketching simple drawings and diagrams, and for noting points raised in questions and discussion.



Use of blackboard in a village in India for learning Hindi.

5. Flannel graphs- A flannel graph is made from rough textured cloth, such as flannel or a blanket, which is hung or supported almost vertically. Figures, words, and symbols cut from cardboard, which are backed with similar cloth or sandpaper, are attached to it. The flannel graph can be used very effectively to build up a story or an explanation.



Use of flannel graph in agriculture issues.

6. Street plays- Street plays or Nukkad Nataks as a channel of communication is deeply rooted in Indian society. Their compositions are usually short, loud and the script is based on daily issues. The exchange is close, direct and intimate devoid of any make up, costume and props. It draws crowds from all walks of life, the plays are humorous. Songs are based on popular catchy tunes and are included to add is to appeal. Since no stage props can be used. A 'dholak' or choral song is used to attract people and once a large enough crowd has gathered the play starts in a circular area with the audience all around.



Youth play drums to invite residents of Sathangudi, a rural village outside of Madurai in the southern Indian state of Tamil Nadu, to a play about HIV and AIDS. The group is sponsored by the Center for Research and Rehabilitation of Infants and Females (CRIF), which conducts advocacy and education on HIV and AIDS. CRIF receives support from United Methodist Women Mission Giving. /

7. Wall posters- Posters are useful for highlighting the main theme of a talk and wall charts can be used to show complex processes. Although they are used mainly in class-room teaching where they can be left on the wall for future reference, they can also be carried by the extension agent to help him to convey ideas to farmers. The wall posters through loud and colorful jingles or slogans

mostly in Hindi written in a very common place, where rate of exposure is very high; convey the message in a very convincing manner.



Promotional message of Raghurajpur in Odisha as Hertage Village.



Social Message on Afforestation in tribal district of Odisha

- Opinion leaders like religious leaders, community health workers, panchayats leaders, doctors, teachers, students, party workers and so on- Opinion leaders



continue to play an important role in the decision-making, which is still community or group-based. However, the composition of the opinion leaders has changed over a period of time. For decisions regarding farm inputs, farmers may consult the traditional opinion leaders, including other successful farmers, agricultural officers and dealers. But with the growing aspiration levels (thanks to television), village youth who go to the cities for education and employment have also become important opinion leaders. Issues related to education, health and hygiene, sanitation, religious and communal issues, are consulted with the people who specialize in their respective areas. Generally they are the people whom the rural people can rely and believe which helps in the easy acceptance of the message.

9. Flip charts- Flip charts contain a series of pictures, with or without words, fastened along one edge between two sheets of thin wood or thick cardboard. The two covers can be opened and folded back so that the flip chart stands in front of the audience. Each picture illustrates one point in the extension agent's talk and he simply turns over each one when he moves on to the next point. As well as helping the audience to understand and remember they remind the agent of the structure of his talk without the need to refer constantly to his written notes.

Certain points should be kept in mind while preparing flip charts. They are-

- Lettering should be large.
- Diagrams should be simple.
- Information on each sheet should be limited.
- Pictures from posters and magazines can be cut out and stuck on by those who cannot draw
- Pre-testing is important for all home-made visual aids.



A flip chart illustrating health issues in a village in Odisha.



10. Projected aids- Films, colour slides, filmstrips and overhead projector transparencies are useful as teaching aids, bringing colour, variety and interest to an extension talk.



A film show in progress in a village in rural India

11. Publicity through panchayats office meetings- Panchayats are the centers of power structure in the three tiers Panchayat Raj System from where all the government official notifications are dispersed and people are notified. The rural people therefore exhibit a certain amount of allegiance to the leaders in panchayat owing to their education, experience and background. They have a higher social status than the others and the government orders are passed through this tier.



Panchayat meeting in progress

12. Dandora or beat of drums- in villages often messages or any information is passed to the villagers through beat of drums.



As the drums start to beat, residents of Navgaon of Banswara district in Rajasthan, immediately know it is Mother and Child Health Nutrition Day. Use of traditional tools like the drums was initiated by the local Panchayat. Pic Courtesy: Chetna

13. Cinema star fan associations, Mahila Mandals, youth clubs, self-help groups, Anganwadi workers and ration shops.
14. Self-Help Groups- SHG is a holistic programme of a village-based financial intermediary committee usually composed of 10–20 local women or men, covering all aspects of self-employment. It deals with organization of the rural poor into Self help groups and their capacity building, planning of activity clusters, infrastructure build up, technology, credit and marketing.



Monthly activity in Women Self Help Group in a rural pocket in Odisha.



Anganwadi workers

15. Folk media - John E Lent (1978) feels that the use of folk media, either in their traditional rural settings or when adapted to mass media, brings about a social awareness which augments national development plans. The relevance of folk media has been well visualized by Balwant Garhgi's. He (1991) said that "Folk media represents the people in their natural habitat, with all their contradictions and multifarious activities. It gives a glimpse of their style of speech, music, dance, dress and wisdom. It contains a rich store of mythological heroes, medieval romances, chivalric tales, social customs, beliefs, and legends. In order to understand the colorful diversity and unity of India, it is important to see the folk theatre in its natural settings". The unique features of Folk media are that it is inexpensive and easily accessible which makes it hugely popular in rural areas. Their highly spontaneous and participatory nature makes it all the more appealing. Durgadas Mukhopadhyay (2007) summaries the relevance of folk media: "Folk performing arts have changed structure continuously over centuries, modifying to the needs of changing situations yet continuing to be functionally relevant to society. " folk media consists of folk songs, folk theatre, folk dances, fairs and festivals etc. Some of the major folk songs are Alha, Burrakatha, Villupaattu, Puran Bhagat (Punjab), Pandwani (Madhya Pradesh), and Powada (Maharashtra). Folk dances like Bihu (Assam), Bhangra (Punjab), Chhau (Purulia, West Bengal), Rasleela (Uttar Pradesh), Lavani (Maharashtra), Rouf (Jammu and Kashmir), Ghumar (Rajasthan), Pulikali (Kerala), Matki dance (Madhya Pradesh) and so on are enticing in their nature. Festivals form an integral part of the life of the people of the country. Examples like Teej of Rajasthan mark the onset of the monsoon. On the other hand, Onam in Kerala and Bihu in Assam are celebrated to mark the harvesting season. Other festivals, like the Konark Dance Festival, promote the culture of India. Religious festivals are innumerable over here. Durga Puja, Ganesh Chaturthi, Janmastami, Christmas, Eid-ul-Fitr, Rath Yatra, Vasant Panchami, Ram Navami and others are some of the popular religious festivals of India. These fairs and festivals are used often as folk media to spread awareness among people regarding the developmental process and encourage people to participate in such process along with the new developments in technology in order to make their lives better and the nation strong. The horn bill festival of Nagaland is unique in

character as it promotes social integrity, social ethnic values and cultural diversity of whole North-eastern states of India (Das, 1972)



16. Radio-Community radio- community radio is a type of radio service that caters to the interests of a certain area, broadcasting content that is popular to a local audience but which may often be overlooked by commercial or mass-media broadcasters. It takes into account local problems and issues, voices their grievances, finds out their own solution and spreads the message in their local language. It acts as an intermediary between the government and the local people. Some of the famous community radio programmes are-

- a. Kunjal Panchhi Kutch Ji: This community radio station is administered by Kach Women Development Corporation and is immensely popular among the rural women folk. The common themes of discussion are issues like female foeticide, dowry and female education.
- b. Chala Ho Gaon Mein: The importance of this community radio lies in the fact that the programs broadcasted here is prepared by the people belonging to rural background. The program basically covers issues like dowry, violence against women, corruption, social evils etc. Needless to say that 'Chalo Ho Gao Me' has really proved to be a landmark in providing common platform to the residents of Palamu district of Jharkhand from where they can communicate their thoughts without any restriction.

Thus, community radio becomes one of the important instruments in strengthening our 'Right to Freedom of Speech and Expression'.

17 Television- televisions have been instrumental in promoting development communication projects because of its unique feature to synchronize sound, colours and movement. People learn things easily and are easily attracted towards it. It has been noticed that where television has been used for rural extension communication, access and impact have been increased by group viewing followed by discussion.

18 ICT. - ICT (information and communications technology – or technologies) is an umbrella term including any communication device or application, radio, television, cellular phones, computer and network hardware and software, satellite systems and so on, as well as the various services and applications associated with them, such as videoconferencing and distance learning and are often spoken of in a particular context, such as ICTs in education, health care, or libraries. They have great "impacts" on individual users, groups or society. the abbreviation ICT became popular after it was used in a report to the UK government by Dennis Stevenson in 1997 Geoff Walshum (2010) grouped the role of ICT's in four broad development categories.

- a. Better lives for the poor,
- b. Improved Government services,

- c. Enhanced internal economic activity, and
- d. Improved civil society.



4.8 Challenges in Rural Communication

The rural scenario poses serious concern for communication people because of the following reasons. They are as follows-

- a. Limited reach of the media- penetration and reach of media is still very poor in rural areas.
- b. Lack of infrastructural facilities-though television has long reached rural India yet due to shortage of electricity, maintenance problem, network problem often the television is just a show piece. Also even if there is electricity there is no network available in that area leaving the people with any option. The computers have also long penetrated the rural areas but due lack of skilled man power, low maintenance often the computers are not utilized. Also the content is mostly in English making it all the more impossible to use it.
- c. Low literacy levels.
- d. Heterogeneous character and diverse nature- makes it all the more impossible to pass on messages. There are 16 scheduled languages and 114 local vernaculars. The languages and dialects vary from state to state, region to region and probably from district to district.
- e. Difficulty in understanding them-With around 6, 38, 667 villages, India boasts of the highest number of villages in the world, hugely populated by around 720 million people (72% of India lives in villages).

4.9 Uses of Communication Channels for Development Programmes- Some Case Studies

1. SITE

SITE, Satellite Instructional Television Experiment was a one year pilot-project using the National Aeronautics and Space Administration's ATS-6 satellite to broadcast educational messages through satellite to 2400 villages in the six states of Andhra Pradesh, Karnataka, Bihar, Orissa, Rajasthan and Madhya Pradesh in the year 1975-76.. Its objectives were to improve rural primary education, provide teacher training, improve agriculture, health and hygiene, and nutritional practices and contribute to family planning and national integration (Singhal and Rogers, 2001).

2. Radio Rural Forum

In 1956, UNESCO selected India for a unique experiment known as 'Radio Rural Forums Project', which was earlier successfully implemented in Canada. The site of the experiment was Pune. Village radio forums were created and the villagers were

made to listen to half-an hour radio program broadcast by AIR, the contents of which were then discussed. The theme of the experiment was, "listen, discuss and act". Rao (1992) found villagers' exposure to radio was significantly high with as many as 50 percent having access to the radio and getting the benefit of exposure to broadcasts as far as reach and utilization of the media and villagers' exposure to other informational channels was concerned. It was also found that agriculture or rural programmes were high on the priority of listeners.



3. ICT initiatives

- a. Food security in the villages of Pondicherry empowers the rural women, men and children with information relating to ecological agriculture, economic access and utilization as its goal. Such a knowledge system is being managed by the local youth at the village knowledge centre from where the computer aided information system is operated. Farmers who are becoming the knowledge workers are also being trained to maintain a "soil health card to monitor the impact of farming systems on the physical, chemical and microbiological components of soil fertility. In this context, Kisan Sanchar Limited (KSL) is an instance of a joint venture between telecom network operator Airtel and public sector giant Indian Farmers and Fertilisers Cooperative that provides relevant advice to smallholders on animal husbandry, rural health initiatives and the availability of products like fertilisers. KSL's information arrives successfully via voice to 40,000 cooperative societies in 98% of India's villages. Also the e-Choupal, which is India's largest rural ICT initiative, leverages information technology and the Internet to improve efficiency in the rural Indian agricultural sector, promoting greater information exchange and the creation of an alternative market structure.
- b. In a country like India, health remains a challenge for the government. Accessibility, affordability and awareness on health are very low in India. But Maharashtra has achieved astounding success in routing information to the villagers on health. It's a dose of e-medicine for rural folks across the state. The doctors and experts together treat patients in the remote interiors of Maharashtra via satellite. Civic authorities ISRO (Indian Space Research Organization) and state officials have joined hands to make success their project. Here the patients in the rural areas get easy access to the modern facilities without having to travel long distance and spending big bucks. Thus the patients and the physicians in distant areas remain in constant touch via telecom network. P. D. Hinduja National Hospital & Medical Research Center bagged the "Best Information & Communication Technology (ICT) enabled hospital in Maharashtra" award at the e-Maharashtra awards & Healthcare Conference on 10th May, 2013, held at Taj Vivanta, President Mumbai. The award in Healthcare segment was introduced for the first time to recognize and award organizations for their initiatives taken in

Maharashtra through innovative use of ICT's. The award was presented by Mr Rajesh Aggarwal, Secretary IT, Government of Maharashtra.



4.10 Let Us Sum Up

Rural development is an all comprehensive term and it requires careful policy making so as to include all perspective of rural community. It should take into account the complexities, the problems, the limitations and the unique characteristics that constitute the rural community and likewise devise communication policies for development. Rural development to take place the government should consider the different communication tools that can be readily used. The different tools of communication should be explored and fully utilized so that the benefits of the government projects reach the villages fully.

4.11 Keywords

Folksongs-a song originating among the people of a country or area, passed by oral tradition from one singer or generation to the next, often existing in several version, and marked generally by simple, modal melody and stanzaic, narrative verse.

Folk dance- Folk dances are dances that are developed by people that reflect the life of the people of a certain country or region.

Community radio- Community radio (CR) is a radio service offering a third model of radio broadcasting in addition to commercial and public broadcasting. Community stations serve geographic communities and communities of interest. They broadcast content that is popular and relevant to a local, specific audience

ICT: The term ICT (Information and Communication Technology) is used to refer to the convergence of audio-visual and telephone networks with computer networks through a single cabling or link system. There are large economic incentives (huge cost savings due to elimination of the telephone network) to merge the telephone network with the computer network system using a single unified system of cabling, signal distribution and management.

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4.13 Check Your Progress

A. Use the space provided for your answers.

B. Check the answers provided at the end of this unit.

1. Name four channels of rural communication

Ans.

2. What are the challenges in rural communication?

Ans.

4.14 Model Question Answers

1. Four channels of communication are-

Community radio

Self-help groups.

Folk media

Television.

2. Challenges in rural communication are-

Low literacy level

Lack of infrastructure facilities

Heterogeneous and scattered

Low reach



