Q1

Development Communication

Development Communication involves strategic use of communication for the betterment of society. It involves the use communication for solving of social problems within society with the help of society. In this way the role of media is questioned and inhibiting social change are absolutely central.

Tools for Development Communication

The development communication has a wide use since past few years. There are two ways which are famous for the successful development communication. one is that favored the large scale action and relied on the mass media, and other is the gross root communication also called community communication which promote small scale projects and relying on the light media such as videos, posters, slides etc.

If a communication is really helpful to the people of society to identifying their problems and understanding its cause must be initiating within the people of society. The best way of development support communication is the gathering of the people within community in order to solve their problems.

Opinion leader of that community is one of the best tools to exchange the information within the society. We must educate the opinion leader about a specific problem which community needs to solve. Then the opinion leader will pursue your message to the community in a best way.

The Media weather it is print media or electronic media both has the significant role in development support communication.

Different NGO’s are working in development support communication sector. They use different tools for the development support communication. Some of them are as under.

Discussions and Debates:

Group discussion is one the tools which is mainly used in development support communication. People gather together in order to find and solve the problems of community. They discuss several things in different ways and then agree upon one point for the best solution of community problems.

Focus Group Discussions:

FGD’s are widely used in development support communication. One or two person chaired a meeting of people of community. It involves 7-12 people which has the same characteristics. The information which gathered through FDG’s are valid for the rest of community.

Visits, Tours, and Workshops:

Home visits is the best way to solve the community problems and raise awareness about a specific topic. One who cannot speak openly in community gatherings and meetings will speak openly in his home.

It is more effective when the real information comes from the grass root level who actually suffering from that problem can better explain than the outsiders.

Visioning Sessions:

These sessions are arranged within the community gathering where a resource person give information about a specific issue through the projection of film or video.

The tool is very effective in raising the awareness in public about a specific issue.

PhotoGraphy, videography, drawaing, audio recordings, banners etc are also the basic tools in Development support communication.

There are some traditional media tools which also enhance the flow of information within community.

Theater is one of the traditional tools which is used to raise awareness on a given issue. A play can attracts large number of people in rural areas. In the same way local music, songs, stories are also the effective in raise awareness in the people of community.

The mass media tool in development support communication are rural radios stations and local press. Rural radio channel enhance the flow of information which are relating to the community. Not everyone but majority of people keep their selves in touch with the radio programs and news.

Internet and social media are getting famous everywhere. These can also play a helpful role in development support communication.

Q2

Diffusion of Innovation Theory

Diffusion of innovations theory is a hypothesis outlining how new technological and other advancements spread throughout societies and cultures, from introduction to wider-adoption. The diffusion of innovations theory seeks to explain how and why new ideas and practices are adopted, with timelines potentially spread out over long periods.

The meaning of Diffusion is the process by which an innovation is communicated through certain channels overt time among the members of social system.

While the Innovation means an idea or practice perceived as new by an individual or other unit of adaptation.

This theory was presented by Everett Rogers in 1962.

There five different innovation adaptation categories which are discussed in this theory by Rogers.

Innovators

Early Adopters

Early Majority

Late Majority

Laggards

Innovators are eager to try news ideas. Usually innovators have substantial financial resources and ability to understand and apply the complex technical knowledge.

Early Adopters tend to be integrated into the local social system than the innovators. People in the early adopter category seem to have the greatest degree of opinion leadership in most social systems. They provide advice and information sought by other adopters about an innovation.

Members of early majority category will adopt new ideas just before the average member of a social system. The interact frequently with peers, but are not often found holding leadership positions.

The late majority are a skeptical group, adopting new ideas just after the average member of a social system. Their adoption may be done out of economic necessity and in response to increasing social pressure.

While laggards are traditionalists and the last to adopt an innovation. Possessing almost no opinion leadership, laggards are localite to the point of being isolated compared to the other adopter categories. They are fixated on the past and all decisions must be made in terms of previous generations. Individual laggards mainly interact with other traditionalists.

The diffusion of innovation theory better explain in four key points.

Knowledge

A person or member of a community become aware of some new innovations or communication technologies. In this way the information is passed through some channels of communications and mass media, but sometime by way of interpersonal communication.

Persuasion

Persuasion is mainly take place in the mind of the potential adopters. The individuals weighs the advantages that the new technologies would bring to him personally. On this base an individual learn towards either adaptation or rejection of an innovation.

Decision

The individual make final decision of whether to adopt or reject.

Confirmation

Once a decision is made then individual normally seeks validation. Whether the decision is to adopt or reject, the persons continues to evaluate the consequences of the decision. If the decision is to reject new information or economic pressures might compel the person to adopt the innovation.

Q3

Urbanization

Urbanization is the physical growth of rural or natural land into urban areas as a result of population in-migration to an existing urban area. Effects include change in density and administration services. While the exact definition and population size of urbanized areas varies among different countries, urbanization is attributed to growth of cities.

Why people migrate from rural areas to urban areas?

There are several reason which force the people of rural areas to shift into the urban areas. Some of them are as under

Urbanization occurs naturally from individual and corporate efforts to reduce time and expense in commuting and transportation while improving opportunities for jobs, education, housing, and transportation. Living in cities permits individuals and families to take advantage of the opportunities of proximity, diversity, and market place competition.

Economic Opportunities

The urban areas have more opportunities for an individual to survive in a better economic conditions. In rural areas, often on small family farms, it is difficult to improve one's standard of living beyond basic sustenance. Farm living is dependent on unpredictable environmental conditions, and in times of drought, flood or pestilence, survival becomes extremely problematic.

Cities, in contrast, are known to be places where money, services and wealth are centralized. Cities are where fortunes are made and where social mobility is possible. Businesses, which generate jobs and capital, are usually located in urban areas.

Job Opportunities

There are several job opportunities in cities rather than in rural areas. People can get job easily in urban areas.

Health Opportunities

All big hospitals and doctors are found in cities. People from the rural areas come to cities for the better treatment which they can not find in rural areas.

Recreational Opportunities

All the means which leads to the entertainment like parks, restaurants, markets , cinemas etc are found in urban areas.

Education Opportunities

Education is one of the main part in the lives of every individual. People come from the rural areas to urban areas to get a quality of education.

Changing from of Urbanization

Different forms of urbanization can be classified depending on the style of architecture and planning methods as well as historic growth of areas. In cities of the developed world urbanization traditionally exhibited a concentration of human activities and settlements around the downtown area, the so-called in-migration.

In-migration refers to migration from former colonies and similar places. The fact that many immigrants settle in impoverished city centres led to the notion of the "peripheralization of the core", which simply describes that people who used to be at the periphery of the former empires now live right in the centre.

Planning for Urbanization

Urbanization can be planned urbanization or organic.

Planned Urbanization

New town or the garden city movement is based on an advance plan, which can be prepared for military, aesthetic, economic or urban design reasons. Examples can be seen in many ancient cities; although with exploration came the collision of nations, which meant that many invaded cities took on the desired planned characteristics of their occupiers.

Organic Urbanization

Many ancient organic cities experienced redevelopment for military and economic purposes, new roads carved through the cities, and new parcels of land were cordoned off serving various planned purposes giving cities distinctive geometric.

UN agencies prefer to see urban infrastructure installed before urbanization occurs. Landscape planners are responsible for landscape infrastructure (public parks, sustainable urban drainage systems, greenways etc.) which can be planned before urbanization takes place, or afterward to revitalized an area and create greater livability within a region.

New Urbanism

New Urbanism was a movement which started in the 1990s. New Urbanism believes in shifting design focus from the car-centric development of suburbia and the business park, to concentrated pedestrian and transit- centric, walks able, mixed-use communities. New Urbanism is an amalgamation of old-world design patterns, merged with present day demands. It is a backlash to the age of suburban sprawl, which splintered communities, and isolated people from each other, as well as had severe environmental impacts.

Concepts for New Urbanism include people and destinations into dense, vibrant communities, and decreasing dependency on vehicular transportation as the primary mode of transit.

Industrialization

Industrialization is a process of social and economic change whereby a human group is transformed from a pre-industrial society into an industrial one. It is a part of a wider modernization process, where social change and economic development are closely related with technological innovation, particularly with the development of large-scale energy and metallurgy production. Industrialization also introduces a form of philosophical change, where people obtain a different attitude towards their perception of a nature.

Q5

Characteristics of Alternative Paradigm

An alternative paradigm for development was a strong consensus on the proactive management of the economy to ensure economic development and full employment, together with social security and universal access to health services and education. The counterview, championed by Friedrich Hayek, presented the state-ensured collective guarantee of basic social needs as an anathema and equated unregulated markets with freedom. But this was widely seen as the untenable view of an extremist fringe. However, Hayek’s ideas began gradually to penetrate the political establishment, eroding older patrician sensibilities, and academic economics. Vital to this success were a tacit agreement among the proponents of neoliberalism to set aside differences on other issues and promote the central message that free markets provide the best outcomes in a few key words liberalisation, deregulation and privatization.

An alternative paradigm for development on a downward spiral towards economic and social collapse. The growing number of failed states in sub-Saharan Africa might thus be seen not as an unfortunate accident but as an inevitable consequence of the competitive nature of neoliberalism. Had African countries been more successful, the costs of failure would merely have been shifted to another region.

The alternative paradigm are use in different fields such as agriculture, industry, energy etc.

Q4

Development Support Communication

Development support communication is an activity aimed for purposive change in a society to improve socio economic conditions. It is systematic use of science and art of human communication to persuade specific group of people to change their habits, lifestyle and thought pattern.

The aim of development support communication is utilization of mass media and other available communication means for the mobilization of a specific segment of society towards of a particular change.

The main communication of development support communication is the message production unlike normal communication in order to bring socio-economic change in targeted society.

Development support communication is practiced on a very gross root level in the world. For example in Pakistan many NGO’s are working on the base of Development support communication. They hire people to reach a targeted area and get information about their basic problems of society from the people who live their lives in that problem. Then they are trying to solve their problems according to their wills.

Personally I have worked with GIZ which is German cooperated NGO working in Pakistan. GIZ purely follow the rules of development support communication.

GIZ hire the people and send them to a targeted area which GIZ has been selected. Employees collect data from the local people of that targeted area. Then GIZ support the local government of that targeted area in order to solve their community problems by them.

In this way the development support communication take place in different areas of the world.