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**SUBJECT: DEVELOPMENT SUPPORT COMMUNICATION**

**MIDS/SPRING**

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**QUESTION 1ST: what do you know about dominant and alternative paradigm discuss in detail?**

**Answer: DOMINANT PARADIGM**

In simple words dominant paradigm is refers to the modernization and industrialization concept which came into being immediately after the second world war in 1950’s.

And this western model for development predominant in 1950’s was bring with a big challenge. And the challenge was to change the conditions of under developing countries or third world countries. Such as poverty level, education, politics, health and free market approach etc.

Here I can say that the dominant paradigm is not possible with the communication and mass media. Because only technology help people to convey the message for them in long range to everyone around the world.

As hypodermic needle theory has largely been assumed in the dominant paradigm.

**THE KEY POINTS OF DOMINANT PARADIGM**

* Existence of a free enterprise system giving transitional corporations to access to both raw materials and sale on the commercial market.
* Developing countries importation of advance technologies.
* Developing aids in the form of loan, gifts, technical assistance and trained personnel.

**ALTERNATIVE PARADIGM**

After 1950’s the dominant paradigm western model was failed in some sectors and areas, and did not helped the third world countries properly to change their social and economic conditions.

Thus the third world counties have decided to bring the alternative paradigm or model. And the basic reason for this alternative paradigm was to solve issues like capital world order, unequal distribution, stress on economies and the top-down of a communication.

In the early 1960’s the third world countries started thinking on their natural resources and raw materials and the utilizations of all energy sectors.

So finally the alternative paradigm was came into a proper shape in 1960-1970’s. And the main role in bringing this paradigm was the social and economics scientist of the third world countries.

**THE KEY POINTS OF ALTERNATIVE PARADIGM**

* Strategy of communication which flows down to up.
* Use of local resources usefully.
* Use of existing knowledge of mass education.
* Use of human resources.
* Spreading the innovation (new technology equally to everyone).
* Increasing more job for rural areas.
* Equal distribution of many services like food, health, education, wealth, technology etc.
* Focusing on modern systems.
* Make the society more educated.
* In policy making involvement of local person are important.
* There will be equal use of media for all segments.
* Interpersonal communication systematic network is also the main key.
* Opinion leaders should be in touch, there involvement is must.
* Use of traditional media like radio, print.

**Question 2nd: In your view what are the main problems in a successful development support communication?**

**Answer:** There are several problems exist in the development support communication which are given below.

* One of the big problem can be the lack of finance.\
* Lack of self –reliance in terms of money.
* Misuse of funds.
* Lack of planning is also one of the big problem of DCS.
* And lack of investment.
* Also lack of education.
* Less professional training.
* Less use of modern communication.
* Media control.
* Minimum interest of government.
* Administrative problems.
* Less number of trained and educated people.
* Socio-cultural problems.
* Lack of female and youth participation.
* Corruption.
* Poverty.
* Foreign pressure.
* Wrong planning.
* Lack of local people involvement.
* Less foreign investment.
* If population rate is high that can also be the main problem for DCS.
* Lack use of national resources.
* Not properly identification of problems.
* Self-interest of bureaucracy.
* Minimum youth development programs.
* Lack of political and provincial integration.
* Lack of awareness about the development support communication is also one of the big problem.

**Question 3rd: write short notes on the following**

1. **Communication.**
2. **Development communication.**
3. **Development support communication.**
4. **Development journalism.**

**Answer: COMMUNICATION**

Communication means sending or receiving information through any specific medium or device such as telephone, computers or any other source and face to face interaction between people or groups is known as the communication.

**DEVELOPMENT COMMUNICATION**

The development communication is the process or act of strategic communication in most development projects, such as socio-economic, political and cultural development. And it facilitate social development programs and engage all stakeholders and policy makers.

Also development communication work in macro level technology based on general masses no specific goals source oriented. And no limits is fixed for the completion time.

**DEVELOPMENT SUPPORT COMMUNICATION**

Development support communication is basically known as the activity which aims to bring a change in a society and change the condition of people. Their social and economic specially.

But there is an important role of media in development support communication. Because the development support communication need or want to deliver the message to every corner of the world specially the rural areas. So definitely without the media no one can reach to most areas.

Hence our media specifically radio and print are the main tools for development support communication. And the development support communication involves other parties if needed in any development project for the help and better planning discussion.

Also development support communication works on macro level, which means interpersonal and cultural based targeted audiences and specific. Also Sets clearly defined goals. And the time for completion is fixed (deadline).

**DEVELOPMENT JOURNALISM**

In simple words development journalism is known as a notion that helps to change poverty condition, health, education, literacy, economy, gender equality, rural and urban developments, environmental sustainability etc.

Development journalism is same to investigating reporting. But the interesting angle of development journalism is that it work for the goodwill of the people and societies.

And development journalism also play an important role between the public and government. It can give suggestions in any development project to government and to anyone for the betterment of the project, country and everything related to the development projects.

**IMPORTANCE OF DEVELOPMENT JOURNALISM**

* Development journalism focus on the rural areas.
* It aware the public about every development projects.
* Far away from the influence of state and market.
* Providing the quality content.
* It bring public in the process of development problems.

**END**

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