

### Q1: What are the main tools of communication in Participatory Development Communication?

ans) Everyone is familiar with the notion of communication “media”. Generally, we distinguish between the mass media (newspapers, radio, television), the traditional media (storytelling, theatres, songs), “group” media (video, photographs, posters), and community media such as short-range rural radio broadcasting. The media, and the different forms of interpersonal communication, are our communication tools. If we use the expression communication tools here, it is to stress the instrumental nature of these media: their purpose in this case is not to disseminate information, but rather to support the process of participatory communication.

- In that perspective it is important to choose those communication tools which will support two-way communication and which are in relation with what we want to do and the people we want to work with.

Communication objectives are based on the communication needs of each specific group concerned by a specific problem or a set of research activities. These objectives are identified and then prioritized. The final choice of objectives may be made on the basis of the needs that are most urgent, or those most susceptible to action. They are then defined in terms of the action which needs to occur for the objectives to be achieved. Social media can also be used as a tool. Even through movies or documentary communication can take place.

- **Interpersonal communication tools:**

- Following are the tools for Interpersonal communication.

- Discussion and Debate

- Visioning Sessions

- Focus Group Discussions

- PRA Techniques

- Role-Playing

- Visits, Tours, Workshops and Exhibitions

- **Discussion and Debate:**

- Group discussion and debate are widely used. They are so common that we seldom think of them as communication tools. But if we do, we can greatly enhance their utilization.

As communication tools, they should support a given activity (in this case, generally a community meeting), in order to reach a specific objective. Usually, the objective will consist of raising an issue publicly, stimulating awareness and preparing for other activities.

- A large group discussion is not always the best tool though to facilitate participation. Often, only certain categories of people will talk, offer their arguments or ask questions. In many settings, young people or women will not talk in front of the older men. And of course, many topics cannot be discussed openly in public.

The effectiveness of discussion and debate resides in its complementarity with other activities, for example discussions with smaller and more focused groups.

- **“Group” Media Tools:**
  - Photography, Drawings, Flip Charts
  - Posters and Banners
  - Video Recordings
  - Audio Recordings
- **Photography, Drawings, Flip Charts:**

When considering using photography (or drawings), we usually think of taking pictures to illustrate what we want to discuss with other people, and use them during a visioning session, or as cards or posters. It is in fact a very flexible and supportive tool. But there are also other ways to use this tool. One utilization consists of producing what people in West Africa have called flip chart. It is a succession of photographs or drawings that tell a story with three to ten pictures, and without any text. The images illustrate problem situations and situations where the problem is resolved. It is used with the facilitator asking people what they see in the images. This tool is very effective in stimulating discussion, comparing points of view and developing consensus on a given issue.

- **Posters and Banners:**
  - Posters and banners are often used to raise awareness on a topic. As such they are not very effective in facilitating participation. It is important to combine them with interactive activities with community members. At that point they can be used as the flip chart process, instead of being just glued on a specific spot.
  - This being said, sometimes the realization of posters or of banners by community members can become a rich communication activity.
- **Video Recordings**

- Today, digital video cameras make the use of video simple. They come with batteries that can last up to 7 or 8 hours, and can fit in a small backpack. They also have a screen that can be used not only to capture but also to show immediately the images to a small group of people. They are very easy to learn to operate and handle and make a good tool that community members can use by themselves.
- As in the case of photography, video is usually used to illustrate a given problem or to demonstrate a given solution, by way of a program put together by the research team or produced elsewhere.

- **Traditional Media Tools:**

- **Theatre**

- **Songs, Music, Sayings, Stories**

- **Rural Radio:**

- As everyone recognizes, rural radio is an especially appropriate tool for reaching large groups, or groups beyond the immediate vicinity. Many producers working with rural radio are aware of participatory communication and will steer clear of the conventional “journalistic” approach. For example, they will attempt to include discussion panels in their broadcasting, and will do their best to make local voices heard. There are two important provisos, however, for using radio successfully: first, it is important to enlist a producer (or the broadcast authorities) in the initiative and work with her in planning the entire communication process. This means an ongoing cooperative relationship, and not just occasional requests for help. Maintaining such a relationship is not always easy and requires constant attention.

- **Local Press:**

- Local press is of course not an interactive medium. But it can greatly assist the efforts of a participatory development initiative, by informing the community or targeted decision makers on the evolution of the initiative. Again, collaboration with a journalist at the beginning of the initiative may develop into a partnership, while occasionally requesting the participation of a journalist may be considered a demand of services.

- **Social Media:**

- Facebook
- Twitter
- WhatsApp
- Imo
- Skype etc.

- These are also the powerful tools for participatory development communication.

## Q2: What is the significance of Diffusion of Innovation theory in development sector?

**Ans)** Diffusion of innovation theory states that an innovation (i.e., an idea, new technique, new technology) diffuses or spreads throughout society in a predictable pattern. A few people will adopt an innovation as soon as they hear of it other people will take longer to try something new and still others will take much longer.

Rogers and other diffusion researchers have identified five separate innovation-adoption categories into which all people in a society will fall.

- Innovators
- Early adopters
- Early majority
- Late majority
- Laggards

Innovators:

Innovators are described as venturesome and ready to try new things. Their social relationships tend to be more cosmopolitan than those of other groups. Such people tend to form cliques and communicate with one another despite geographical distances

Early adopters:

Early adopters are more localized than cosmopolitan. Due to their integral part in the local society, this adopter category produces the most opinion leaders of any other category. They are sought for information about innovations, and their advice is valued. Those in this adopter category have the respect of others in the community because of their success and willingness to try innovations. The respect of others in the community is important to the early adopter, and actions are geared toward preserving that respect.

Early majority:

This adopter category includes people who do not wish to be the first to adopt new technologies or new ideas. Instead, the early majority prefers to deliberate, often for some period of time, before its members make a decision to adopt. These people serve the important function of legitimizing and innovation, or showing the rest of the community that the innovation is useful and adoption is desirable.

Late majority:

Members of the late majority are skeptical and cautious about the benefits of adoption. They wait until most of the community has already tried and adopted the innovation before they act. Sometimes peer pressure or social pressures serve to motivate the late majority. In other cases, economic necessity induces them to adopt the innovation.

Laggards:

Members of this group are the last to adopt. The laggards are tied to the past, to the traditional way of doing things, and are very reluctant to try anything new. Many of these people interact with others of the same mindset. E.g. microwave, mobile phones. Once a laggard adopts an innovation, the rest of society may have moved so forward that the innovation has become outdated.

Now all of these innovation adoption categories can be explained as let's suppose a new innovation is found in the field of IT which now blood samples are taken to trace your laptop or phone. It is a new innovation. Some people will adopt it early. Some might adopted it after the majority of people of people adopt that change. Some might join later on and some might even not join.

Q3) what do you know about Urbanization? Critically discuss it in your own words.

Ans Urbanization is the physical development of rustic or common land into urban regions because of populace in-movement to a current urban region. Impacts remember change for thickness and organization administrations. While the specific definition and populace size of urbanized zones shifts among various nations, urbanization is ascribed to development of urban areas.

Causes of Urbanization:

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 marketplace competition.

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 nature.

Industrialization: ( continued )

There is considerable literature on the factors facilitating industrial modernization and enterprise development. Key positive factors identified by researchers have ranged from favorable political legal Environments for industry and commerce, through abundant natural

resources of various kinds, to plentiful supplies of relatively low-cost, skilled and adaptable labor.

#### Industrial Revolution:

The Industrial Revolution was a period in the late 18th and early 19th centuries when major changes in agriculture, manufacturing, and transportation had a profound effect on the socioeconomic and cultural conditions in Britain. The changes subsequently spread throughout Europe, North America, and eventually the world. The onset of the Industrial Revolution marked a major turning point in human society; almost every aspect of daily life was eventually influenced in some way.

#### Industrial Revolution: ( continued )

Technological innovation was the heart of the Industrial Revolution and the key enabling technology was the invention and improvement of the steam engine.

Industrialization is a process of economic and social change which shifts the centers of economic activity onto the focus of work, wages and incomes.

Industrialization brought major changes in the way society was organized and in the relations among different groups in society.

#### Industrialization in Asia:

Apart for Japan, where industrialization began in the late 19th century, a different pattern of industrialization followed in East Asia. One of the fastest rates of industrialization occurred in the late 20th century across four countries known as the Asian tigers thanks to the existence of stable governments and well structured societies, strategic locations, heavy foreign investments, a low cost skilled and motivated workforce, a competitive exchange rate, and low custom duties.

#### Industrialization in Asia: ( continued )

In the case of South Korea, the largest of the four Asian tigers, a very fast paced industrialization took place as it quickly moved away from the manufacturing of value added goods in the 1950s and 60s into the more advanced steel, shipbuilding and automobile industry in the 1970s and 80s, focusing on the high-tech and service industry in the 1990s and 2000s. As a result, South Korea became a major global economic power today and is one of the wealthiest countries in Asia.

#### Modernization

The idea of modernization comes from a view of societies as having a standard evolutionary pattern, each society would evolve inexorably from barbarism to ever greater levels of development and civilization. The more modern states would be wealthier and more powerful, and their citizens freer and having a higher standard of living. Maintaining tradition for tradition's sake was thought to be harmful to progress and development.

#### Modernization: (continued)

This approach has been heavily criticized, mainly because it conflated modernization with Westernization. Modernization of a society required the destruction of the indigenous culture and its replacement by a more Westernized one.

**Q4) Support communication can be practiced at the very gross root level. Analyze and supplemented your answer with examples?**

**Ans)** yes support communication can be practiced at very gross root level which can done with in a community through different mediums. Such as making announcement on a microphone in a masjid. Support communication is micro level of communication. To solve problems of a specific community or society these problems can solved by a political agent or a person of that community as well. Why because less budget is required for a specific community and also there is a certain path of communication between the people and the person on the project. He basically asks the community what kind of help or development the need in their area. Such as building a school or repairing roads etc etc.

**Q5: What are the main characteristics of Alternative Paradigm?**

**Ans)** Alternative paradigm The alternative paradigm evolved during 1960s and 1970s due the critical reasons like capital world order, unequal distribution, stress on economic development and top-down communication. Under the dominant paradigm social and economic development imposed up on the third world countries, resulted in an alienation of people from their original and natural potentials. Consequently the third world countries started thinking for the proper utilization of all their energies, the manpower delineation of human being, restoration of dignity, self-respect and faith in one's own capabilities. This trend led social and economic scientist of the third world to search a new model or paradigm for development that can work proper. Then the idea of alternative paradigm emerged in concept of development. China, Tanzania and Cuba gave this idea on the basis of some international events and issues world oil crisis, realization of third world and relations with china.

Alternative paradigm is based upon these points:

- It is the strategy of communication which flows from down to top meaning starting from the grass root level.
- Use of local natural resources usefully.
- Use of human resources usefully and making few alternative opportunity of work power into appropriate labour.
- Use of existing knowledge and dissemination of mass education in society or in whole country.
- Spreading the innovations (new technology) equally to everyone.
- Increasing more jobs opportunities in rural areas
- Involvement of opinion leaders.
- Dissemination of innovative messages.
- Use of traditional media especially radio.
- Involvement of every person of society in making policies and planning their own system for development and betterment.
- Equal use of media for all segments in society.
- Systematic network of Interpersonal communication.

- Make the society homogeneous (social, cultural and economic).
- Making small groups of community and giving them tasks to complete.
- Focusing on integration of modern system with traditional, social, cultural values (marriage of traditional system with modern one).