

# DEVELOPMENT SUPPORT COMMUNICATION DSC

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## **Development communication:**

Development communication was introduced as an integral part of rural development to promote and facilitate the participation of the rural poor in the sharing as well as the responsibility for development decision making. In this the authors discuss the development communication in rural areas maintaining that the goals for most of such programmers could not be achieved. As far as DSC is concerned, there is a dire need for a bottom up horizontal and participatory communication approach that actively involves the rural people in the conceptualization of the problems. There is also a genuine need of setting our objectives, designing strategies, constructing messages so that we are capable of reaching out to the real desired target groups. Rural people do not see their problem in terms of separate components as presented by development planners, but rather they see their reality as a simple continuum in which the elements are interrelated and integrated. For development communication in rural areas it must need to every sector, groups, and strata of rural societies must be engaged to share information, experiences, perspective, viewpoints, and expectation.

As far as it is concerned that what we have learnt from this subject so far so I would define it as;

Development communication refers to the practice of systematically applying the process, strategies, and principles of communication to bring about positive social change.

Development communication was known as the study, analysis, promotion, and evaluation of communication technology in all sectorial of development. It is a form of communication that use for the improvement of an individual's community and country materials, cultural, spiritual, and social and other conditions.

Development communication is not just about providing information on development activities. Besides creating an opportunity for the people to know about the technical nature of new ideas and how they work and with what effects. Development communication also plays a more important role in creating an atmosphere for understanding how development who these new ideas are fit into the real social situation in which people operate. Main purpose of development communication is to change local development activities, local planning and implementation, and local communication to smoothen the path to development.

## **Development support communication DSC:**

Development support communication DSC is an integral part of development communication. Operationally, it involves development planning and implementation in which all agencies involved in the planned development such as policy decision makers, field workers, media personnel, opinion leaders, researchers, and beneficiaries are linked.

Development support communication deals with social, economic, political, and cultural aspects and the desire to create positive change. Development support communication comes out of a need to meet professional communication roles in development. The primary role is problem solving, development issues, beginning with systematic understandings of the local condition. The ability of development support communication to achieve popular participation and argued that development support communication has a participatory

approach the idea of development communication is a major element necessary for the inducing economic development.

The ability of DSC to achieve popular participation and suggests that DSC providing support for the powerful development industry. We have learned that communication is not the only missing link. The problems of underdevelopment or overdevelopment are rooted as much in no communication factors as they are in information related factors.

- The latest efforts were undertaken to bring about a change in a limited area.
- It emerged as a more specific and participatory communication effort to educate the people of rural settings.
- It aims at targeting the audience to achieve a specific and defined goal of change and development.
- It does not depend on technological based communication media.
- It works within a limited community to create awareness about innovations.
- Its philosophy is to motivate the intended audience towards change using all available means of communication.
- It interacts more closely.
- To increase the availability and widen the distribution of basic life-sustaining goods such as food, shelter, health and protection.
- To raise levels of living in addition to higher incomes, the provision of more jobs, better education, and greater attention to cultural and human values, all of which will serve not only to enhance material well-being but also to generate greater individual and national self-esteem.
- To expand the range of economic and social choices available to individuals and nations by freeing them from servitude and dependence, not only in relation to other people and nation-states but also to the forces of ignorance and human misery.

The central assumption of the DSC that achieving mutual understanding that would lead to desired development is a false impression. Firstly why should communication aimed at reaching mutual understanding lead to desired social change when much of the communication that takes place in any society is aimed at preserving the status and avoiding chan. Secondly, development implies a directed social change, and in spite of the benevolent and describe objectives it will always be met with resistance by those effects by such changes because what is desired outcome for one may be less best likely for another.