**ASSIGNMENT**

 Development Support Communication



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**Q3**

1. **Communication**

Communication is the process of sharing views, information, ideas, from one person or group of persons to another person or group of persons through speaking, writing or using some other mediums.

Communication has three parts, the sender, the message and the receiver.

The sender ‘encodes’ the message, usually in a mixture of words and non-verbal communication. It is transmitted in some way (for example, in speech or writing), and the recipient ‘decodes’ it.

1. **Development Communication**

Development communication is an approach which provides information to communities and societies, to bettering the lives of the people. Such information must be applied in some way as part of community development but must also address information needs which community need themselves identified.

The outcome of this approach is to make the difference in the quality of life in the communities.

1. **Development Support Communication**

Development support communication is an activity aimed for purposive change in a society to improve socio economic condition. The aim of development support communication is utilization of mass media and other available communication means for mobilization of a specific segment of society towards o particular change.

1. **Development Journalism**

Development journalism is the kind of journalism that covers the ideas, policies, programs, activities and events dealing with the improvement of lives of people.

Development Journalism is purposive, relevant, mass-oriented, scientific in outlook, and technical subject matter-oriented.

Development journalism may cover these issues: economic development, agriculture development, health, sanitation, education, technology, housing condition, gender equality and environmental sustainability. Its main actors are ordinary people rather than official figures.

**Q2 Main Problems of DSC program**

There are several problems which may act as problems in development support communication. Some of these are discuss as follow.

**Distortion**

Refer to the way in which meanings of the communication is lost in handling. It occurs largely at the encoding and decoding stages of communication.

**Language**

Words mean different things to the different people. Age, education and cultures are the main variables which influence language.

**Non Verbal Cues**

Non verbal communication is almost always accompanied by oral communication. As long as the two are in agreement they act to reinforce each other.

**Deficiency in communication skills**

The sender and receiver may not be same in communication skills. He may have poor listening or reading skills or he may have not able to understand the non verbal signs. He may fail to seek feedback or offer feedback.

**Difference in understanding Level**

Owing difference in mental approach, message becomes open to misunderstanding. It is quite possible that one particular word or symbol is assigned one meaning by sender and another meaning by receiver.

**Stereotyping**

Stereotyping means to have generalized perception about others. It is fact that communication is effected by stereotyped impressions. Sometimes communicators ignore individual differences between persons and organizations. They view and treat all persons or organizations alike, identifying them as belonging to a general group.

**Gender Differences**

Every individual has an independent personality with distinct ability, traits and dispositions. No two persons can be alike in their mental abilities. These differences become louder when we compare the actions and reactions of the males with those of the females.

**Q1 Dominant Paradigm**

 A "dominant paradigm" refers to the values, or system of thought, in a society that are most standard and widely held at a given time. Dominant paradigms are shaped both by the community's cultural background and by the context of the historical moment.

The dominant paradigm of development came into being in the 1960s based on the idea of modernization (industrial revolution, capital-intensive technology, economic growth and quantification per capita income index). Change agents of interpersonal system, together with the multiplying mass media are the twin pillars of the dominant paradigm, to introduce new ideas and practice in a given social system. Communication in the Dominant Paradigm became the crucial instrument of the directed social change initiated and instigated by outsiders representing programs of planned change.

It is the strategy of communication which flows from top to down. Development planner at the “Top” and relay “down” by technical assistance, intermediaries through government’ s beneficiary for implementation by using mass media and interpersonal communication.

The paradigm puts heavy emphasis on

 • Investments in the “Modern” sector with the hope that it would trickle down the advantages to the traditional setting.

 • The existence of a free enterprise system giving transnational corporations to access to both raw materials and sale on the commercial market.

• Importation of advanced capital intensive technology by the developing countries.

 • Stimulation of saving by preserving income gaps, particularly in the developing countries, the assumption that equalization leads to less savings= less money for investment.

• Development aid in the form of loans, gifts technical assistance, and trained personnel.

**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 upon 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 labor.

• 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.

• Promotion of idea of cooperation, “ let’ s work together” .

• Equal distribution of wealth, education, technology, health facilities by closing the gap between haves and have-nots.

• 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).

• 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.

 • Involvement of opinion leaders.

• Dissemination of innovative messages.

• Use of traditional media especially radio.