DEVELOPMENT SUPPORT COMMUNICATION

FINAL EXAM ASSIGNMENT

DEVELOPMENT SUPPORT COMMUNICATION

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

Participatory Development Communication:

Participatory development communication is the activity in light of participatory procedures, and then again on media and relational communication, which encourages exchange of dialogues among various stakeholders, around a typical advancement issue or objective, with the goal of creating and actualizing a lot of exercises to contribute to its answer or its acknowledgment, and which underpins and goes with this activity.

As we mentioned stakeholders which means the local authorities, social groups, NGOs etc those groups who are involved in the activities at community level.

There are certain tools involved in participatory development communication; mass communications (papers, radio, and TV), conventional media (narrating, theaters, tunes), "gathering" media (video, photos, banners) and network media, for example, short-go rustic radio telecom. The media, and the various types of interpersonal communication, are our specialized tools.

- **Interpersonal Communication Tools:**
  It involves;
  - **Discussion & debates:** This is one of widely used method where a group of people discuss things and debate over certain activity or anything. Be that as it may, on the off chance that we do, we can incredibly improve their usage.
  - **Focus group discussion:** It holds smaller number of people around 7to10 and they have same characteristics. This type of discussion is considered as one of the valid method.
  - **Visits, tours and exhibitions etc:** Conducting exhibitions and workshops plays vital role on the other hand visits to homes are the magnificent approach to bring issues to light on a given subject and to gather the perspectives on individuals on a given issue.
- **Media Tools:**
  It involves;
  - **Photography, drawing and flip carts:** These methods are one of the best way to illustrate your idea through attractive photography, drawing and flip carts as it catches the mind frequently and this technique is mostly used in visioning sessions.
  - **Posters & banners**: Banners and pennants are regularly used to bring issues to light on a point. As such they are not extremely viable in encouraging investment. It is essential to consolidate them with intuitive exercises with network individuals. By then, they can be utilized as the flip graph process, rather than being simply stuck on a particular spot.
  - **Video:** Video is another tool for this process the video camera is portable and easy to use at such times, video is generally used to show

a given issue or to exhibit a given arrangement, by the method of a program set up by the research group or delivered somewhere else.

- **Audio:** This is also an effective way of communicating with the local community, you can record audio tapes and can be played later, and it helps the community members working with research team to approach the other community members.

➤ Traditional Media Tools:

It includes;

- **Theatre:** Theater is utilized to bring issues to light on a given issue. A play will regularly draw in an enormous number of individuals in the country zones, yet won't do much without anyone else to go with a network activity to determine a given issue.
- **Songs, music and storytelling:** Songs and music are integral assets, regardless of whether they are utilized to make a vibe or created in a manner to convey a message, they can enormously encourage a procedure of sharing perspectives and add to mindfulness raising. Once more, they are just apparatuses. Maxims and adages have additionally been utilized so as to encourage conversation on a given subject.

➤ Mass Media:

It involves;

- **Rural radio:** As we know people in rural areas mostly use radio to stay informed about everything and radio is one of the cheapest source of getting information and those who works in radio will definitely try their best to make local voices heard.
- **Local press:** Local press is obviously not an intelligent medium. It can enormously help the endeavors of participatory development activity, by illuminating the network or focused on chiefs on the advancement of the activity.
- **Television:** Television use is less because of its cost while in some countries where TV is well-developed and community tvs are allowed to host discussions, providing them the reach that working with little explicit gatherings can't have it. TV is used to influence people in the local community.

➤ Information & communication technologies:

Use of internet and computer as slideshow projector is another tool of participatory development communication. Computers now are portable and chargeable so people can use it at their convenient.

Internet is one of the easiest way of connecting with each other through different channels and working in seconds.

➤ Social Media:

- Facebook
- Twitter
- Instagram
- LinkedIn
- WhatsApp

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

Diffusion of Innovation:

Diffusion of innovations theory is a hypothesis laying out how new innovative and different developments spread all through social orders and societies, from the prologue to more extensive selection. The diffusion of innovations theory tries to clarify how and why new thoughts and practices are embraced, with courses of events conceivably spread out over significant stretches.

"Diffusion is the procedure through which innovation/development is imparted through specific channels after some time among the individuals from a social framework" Rogers 2003.

This theory is way important in development sector as it defines the different stages of individual lying in the categories of adopting a new innovation or development, such as; any new innovation takes place in the market there lies different segments of adopters of that new change like new mobile, new housing societal ideas and so on.

Understanding the theory:

Theory was developed by E.M Rogers, a communication specialist, in 1962. It clarifies the section of thought through phases of appropriation by various actors. The fundamental individuals in the diffusion of innovations, let's put a light on the five stages of adopters of innovation that are already being discussed in the theory;

1. **Innovators:**
   People who are open to risks and the first to try new ideas.
2. **Early adopters:**
   People who are interested in trying new technologies and establishing their utility in society.
3. **Early majority:**
   The early majority paves the way for use of an innovation within mainstream society and is part of the general population.
4. **Late majority:**
   The late majority is also part of the general population and refers to the set of people who follow the early majority into adopting innovation as part of their daily life.
5. **Laggards:**
   As the name shows, slowpokes slack everybody in adopting innovative items and new thoughts. This is basically in light of the fact that they are chance disinclined and stuck in a rut of getting things done. In any case, the compass of advancement through standard society makes it inconceivable for them to direct their everyday life (and work) without it. Accordingly, they are compelled to start utilizing it.

   ❖ **Example:**

Facebook: It began as an item focused at understudies and experts in instructive foundations. The understudies spread the utilization of the item to standard society and across fringes.
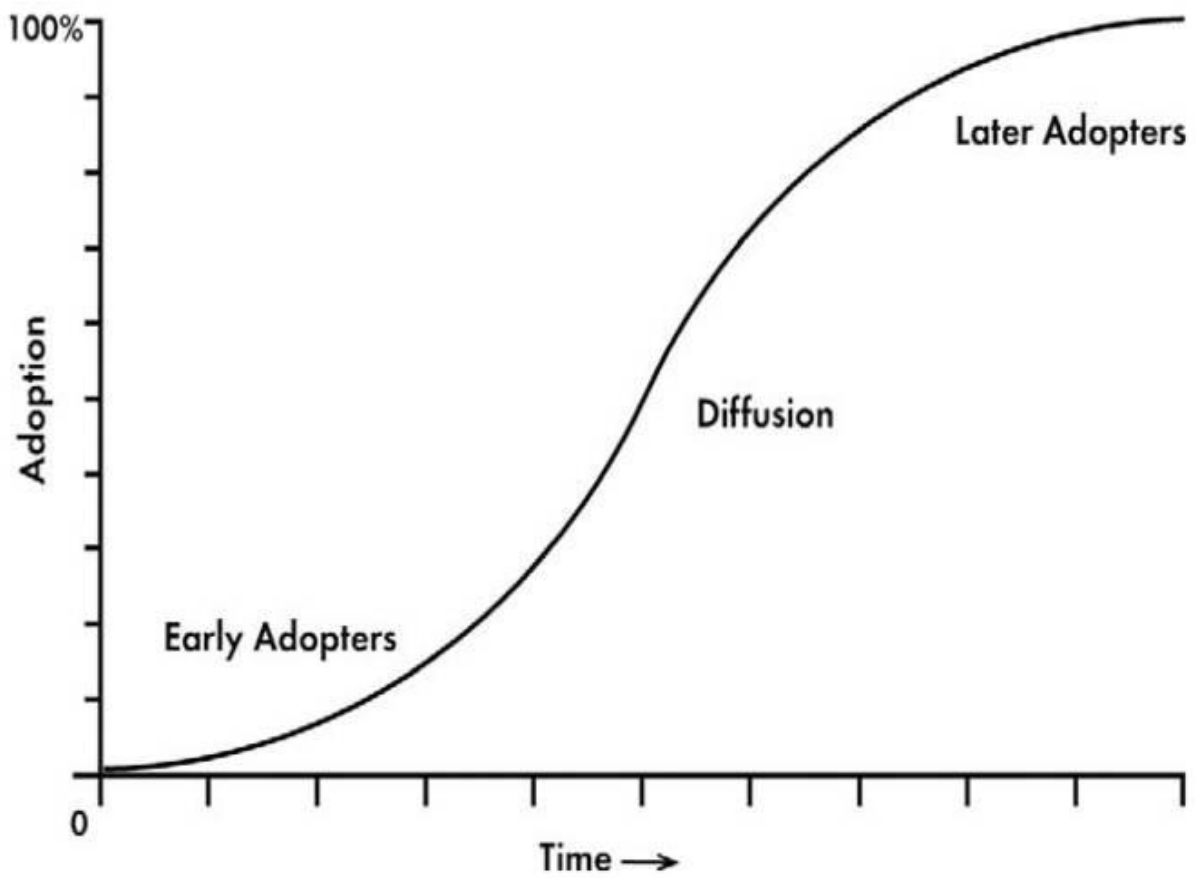
Q3: What do you know about Urbanization? Critically discuss it in your own words.

Urbanization:

The procedure by which enormous quantities of individuals become for all time moved in moderately little regions, framing urban communities.

Urbanization is firmly connected to modernization, industrialization, and the sociological procedure of legitimization.

Urbanization can depict a particular condition at a set time, for example the extent of all out populace or zone in urban communities or towns, or the term can depict the expansion of this extent after some time.

So the term urbanization can speak to the degree of urban advancement comparative with the general populace, or it can speak to the rate at which the urban extent is expanding.

Urbanization isn't simply an advanced marvel, yet a fast and memorable change of human social roots on a worldwide scale, whereby overwhelmingly country culture is by and large quickly supplanted by prevalently urban culture.

The main Causes of Urbanization:

Urbanization happens normally from individual and corporate endeavors to decrease time and cost in driving and transportation while improving open doors for employments, training, lodging, and transportation.

Individuals move into urban areas to look for financial chances. In rustic zones, regularly on little family cultivates, it is hard to improve one's way of life past fundamental food. Ranch living is subject to unusual ecological conditions, and in the midst of dry spell, flood or plague, endurance turns out to be very hazardous.

Living in urban areas grants people and families to make the most of the chances of closeness, assorted variety, and commercial center rivalry.

Urban communities, interestingly, are known to be places where cash, administrations, and riches are brought together. Urban communities are the place fortunes are made and where social versatility is conceivable. Organizations, which create employments and capital, are typically situated in urban zones.

Wellbeing is another main consideration. Individuals, particularly the old are regularly compelled to move to urban communities where there are specialists and medical clinics that can oblige their wellbeing needs.

There are more openings for work and a more noteworthy assortment of employments that aren't accessible in rustic regions.

Education is another significant factor in urbanization as many people need to relocate to urban zones for better quality education.

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

Development Support Communication (DSC):

Development communication was presented as a fundamental piece of rural development to advance and encourage the interest of the country poor in the sharing just as the responsibility for social development, DC is defined as marketing and public opinion research that is used to develop effective communication in bringing about the social change, while DSC manage social, financial, political, and cultural perspectives and want to make positive change. Development support communication comes out of a need to meet proficient communication roles being developed.

Development Communication DC	Development Support Communication DSC
Development at macro level	Development at micro level
Decision making	Conceptualization of problems
Discuss about improvement of an individual's social circle	Development support communication deals without specific development goals.
Creating opportunities for people	There is a wide range of variables and difficult to control.

Role of DSC:

The essential role is critical thinking, development issues, starting with orderly understandings of the nearby condition.

- It involves the local people to participate in communication process for development.
- It helps in motivating them for better life.
- It helps in changing the conditions of people at different levels, such as economic, social, cultural and so on.
- People discuss, initiate and structure a thought and plan the activities they will do as a network in community.

Development support communication actually provides the bases of being practiced at grass root level as of;

- ✓ National & regional development, Individuals and community development.
- ✓ Empowerment of people, bringing social justice, building capacity and equity.
- ✓ It includes making an open door for the individuals to think about the specialized idea of new thoughts and on how they work and with what impact.
- ✓ Development Support Communication assumes an increasingly significant role in making an environment for seeing how these new thoughts fit into the genuine social circumstance in which the individuals work.
- ✓ Its definitive objective is to catalyze nearby improvement exercises, neighborhood development arranging, and usage, and nearby communication to smoothen the way to development.

Examples of DSC:

1. The initiatives of NGOs in betterment of local community, such as GIZ, UN etc.
2. End-Polio Pakistan campaign and other such campaigns.
3. 16-19 March National Immunization Days.
4. New strategies in place to identify and immunize missed children.
5. Educating community.
6. March Pre-Campaign Preparedness Review Meeting.
7. Helps in improving society.
8. Effectiveness, implications and evaluation of ongoing projects.

Q5: What are the main characteristics of Alternative Paradigm?

Alternative Paradigm:

The alternative paradigm developed during the 1960s and 1970s due to the basic reasons like capital world request, inconsistent dissemination, weight on the monetary turn of events, and top-down correspondence. Under the predominant worldview, social and financial advancement forced upon the underdeveloped nations brought about an estrangement of individuals from their unique and normal possibilities. Therefore the third world nations began thinking for the best possible usage of all their energies, the labor outline of a person, the rebuilding of pride, sense of pride, and confidence in one's own abilities.

Main Characteristics of Alternative Paradigm:

- It is the system of communication that streams from down to the top significance beginning from the grass-root level.
- Utilization of existing information and the spread of mass education in the general public or in the entire nation.
- Utilization of local assets conveniently more use of locally available raw material and simple process for production.
- It also focused on the participation of more people in the development work whereas the old model of development did not entertain this part as much as required.
- Equal distribution of goods and services, such as income development projects and so on. It forced the system to develop all parts of territory equally.
- Make society homogeneous (social, cultural, and economic).
- The deliberate system of Interpersonal communication.
- Contribution of opinion pioneers.
- Utilization of conventional media particularly radio.
- Combination of the conventional and modern system, it also explained the traditional way of life along with the modern system whereas the dominant paradigm only focused on the modern system of life.
- The use of media is equal in all segments of society.