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## DEVELOPMENT SUPPORT COMMUNICATION

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### MID EXAM ASSIGNMENT



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MEDIA STUDIES AND MASS COMMUNICATION  
IQRA NATIONAL UNIVERSITY PESHAWAR

# DEVELOPMENT SUPPORT COMMUNICATION

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**Question no. 1:** What do you know about dominant and alternative paradigm discuss in detail.

### **Dominant Paradigm: (Paradigm of modernization)**

In the late 1960s a dominant paradigm of development took place to guide national development programs. This concept took place and become out of certain historical events such as the Industrial Revolution in Europe and America. The change agents in between this process were twin pillars of dominant paradigms, interpersonal systems, and mass media that introduced new ideas and practices in a given social system.

It is the most established paradigm founded in neo-classical economic theory. It was the main endeavor to articulate the issues of underdevelopment nations. This dominant paradigm stresses on the exchange of innovation, the socio-political culture of industrialized societies to the conventional social orders as the snappiest way to let them appreciate advancement. At the end of the day, the impersonation of Westerns or Westernization is an improvement.

“This is known as the dominant paradigm because it practiced a prevailing impact in the field of development. The accentuation of the dominant paradigm in development could be accomplished by expanded efficiency, financial development, and industrialization, through substantial ventures, capital escalated advances, urbanization, centralized planning.

Development was estimated by net national item (GNP), total, or per capita income. There was a move from a static, horticultural, crude, and unbending society to a dynamic, industrialized, urbanized, and socially portable country” According to Rogers in the 1960s.

The communication process in the Dominant Paradigm turned into an urgent instrument of the coordinated social change started and incited by outsiders representing programs of planned change.

It is the methodology of the communication process that streams from top to down. Development planner at the " Top" and transfer "down" by specialized help, middle people through governments’ recipient for execution by utilizing mass media and relational correspondence.

The prevailing paradigm and upheld modernization and innovation for development and change have been supported by “Daniel Lerner and Wilbur Schramm” in the 1960s. They made a huge contribution to distinguishing the job of correspondence for technological development. The improvement network contended that the instance of underdevelopment in the developing nations was not because of outer causes yet because of interior causes present inside the country and the person just as inside the social structure.

The S-R theory and hypodermic needle theory has generally been expected in the dominant paradigm as it portrays the ground-breaking impact.

In the dominant paradigm the presence of a free enterprise framework gives transnational corporations to access both raw materials and deal in the commercial market. The paradigm even forces to invest in the modern sector with the hope that it will help in bringing about the change in the conventional setting.

### Characteristics:

- ❖ Modernization paradigm
- ❖ Most powerful
- ❖ Based on the capitalist theory
- ❖ Neo-classical

### Levels of the dominant paradigm:

**Social level:** Modernization pushed for an adjustment in the mindset of people in poor nations who needed to surrender customary convictions, thought about an obstacle toward modernization, and grasp perspectives and practices good for development and innovation (Lerner 1958).

**Technocratic level:** Modernization required individuals with curious mindsets who were guided by confidence in the scientific technique and established in the standards of illumination.

**Political level:** It required steadfast promoters of the convention of radicalism dependent on the political opportunity and the reception of equitable frameworks.

**Monetary level:** It required visually impaired confidence in the ideals and intensity of the free market, with no or insignificant government mediation.

### Drawbacks:

- This model was unable to lead the developing countries.
- It was biased as it has an antagonistic view of culture.
- It was incapable of reintegrating all the segments of society.
- It has created a large gap between developed and underdeveloped countries.
- Created space in the classes of society, wealthy and poor.
- Unequal distribution.

### Alternative Paradigm: (Creative use of human resources)

During the late 1960s-70s some significant events joined with changing studies started to break the credibility of the dominant paradigm. Due to the basic reasons like capital world order, inconsistent conveyance, stress on economic development, and top-down communication. Under the dominant paradigm social and financial development forced upon the underdeveloped nations, bringing about an estrangement of individuals from their unique and normal possibilities.

Thusly, the underdeveloped nations began thinking for the correct use of every one of their energies, the labor outline of individual, reclamation of nobility, self-respect, and confidence in one's own capacities. This pattern drove social and financial researchers of the third world to look through another model for the process that can work appropriately in this situation. At that point the possibility of an elective paradigm rose.

A basic appraisal of results and new endogenous reflection have prompted genuine doubts and questions which in their turn have hurled bits of knowledge and have driven towards the rise of an alternative paradigm.

Alternative paradigm played an opposite role as it took altogether the culture and economic values development index. This model understood the needs of society as it considers the goods and services as utility items instead of considering them sale items. It distributed the rights in equal way among society.

Alternative paradigm for development came from China, Cuba and Tanzania.

In this model the role of communication is also an essential part while largely focus is being given to interpersonal communication. And the creative ideas were to share through mass media.

This model has been well developed in China as being a founder of the model and it's a place where most of the innovative ideas and creative developments take place.

### Benefits:

- The process of communication from ground level to higher. (downward to upward communication)
- Utilization of local assets conveniently more use of locally available raw material and simple process for production.
- 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.
- 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.
- 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.



**Question no. 2:** In your view what are the main problems in successful development support communication?

### Development Support Communication (DSC):

Development support communication is an action-focused on a purposive change in the public arena to improve financial conditions. It is the orderly utilization of workmanship and study of human correspondence to convince a particular gathering of individuals to change their propensities, way of life, and thought designs.

The point of Development support communication is the use of mass media and another accessible source implies for mobilization of a particular portion of society towards a specific change. The main aim of DSC is message creation dissimilar to typical communication so as to bring financial change in the objective society.

It is an idea that take over exchange of message at participatory level to accomplish certain goals of development program. It actually lead society towards better life conditions.

### Main problems in successful DSC:

For successful DSC it is necessary to make a well-organized plan and to execute it in smooth way. But there are certain things that creates problems in successful development support communication. Some concern problems that occur in successful DSC is lack of finance which directly impact the whole process because without budget DSC is incomplete. This financial issues can be because of the misuse of funds by the responsible representatives of DSC. Let's count some of the important problems in successful DSC. Such as;

- ✓ Less awareness
- ✓ Absence of political coordination
- ✓ Less participation of local people
- ✓ Deficit cultural colonialism
- ✓ Higher population growth
- ✓ Unequal distribution of goods and services
- ✓ No international investment
- ✓ Less use of modern technology
- ✓ Media is use for individual benefits instead to benefit all
- ✓ Wrong interpretation of useful information
- ✓ Corruption on large level
- ✓ No education
- ✓ International pressure
- ✓ Less financial growth
- ✓ No use of natural available resources
- ✓ Cluttered infrastructure
- ✓ Higher rate of adequacy
- ✓ Cultural issues
- ✓ Lesser skilled and qualified people

- ✓ Lack of government interest in development programs

These are the wide list of problems in successful development support communication and that should be avoided by taking initiatives like;

- Targeting the right public
- Develop a well plan and well execution
- Study the norms and values of a culture
- Allow free flow of information
- Provide a sense of development among people
- Involve local people in DSC programs
- More use of natural resources instead of artificial



**Question no. 3: Short notes on following terms.**

- A. **Communication:** It is the process of exchanging messages, ideas, thoughts and opinions between any two persons, groups basically between sender and receiver. The role of sender and receiver both are important. A message can be said a cause of response as it causes response in the receiver after being sent by sender. It can be verbal and non-verbal both ways. Communication also includes listening, body language and feedback.

It is the capacity of an individual the actual message with actual meaning so that people will get to know what has been conveyed. Effective communication can minimize the factors of issues in communication.

Beliefs, attributes, experiences, language and culture are the factors impact the way what to say and how to say.

- B. **Development communication:** Development communication alludes to the act of deliberately applying the procedures, strategies, and rules of communication to achieve positive social change.

It is basically the study or analysis of communication technology in all segments of development. It is use to improve person's environment, culture, social circle and economy.

Development communication additionally assumes the more significant job of making an environment to analyze how development with these new thoughts fit into the genuine social circumstance in which individuals work.

- C. **Development Support Communication:** DSC is known as integral part of the process of development communication, its operation includes planning for development and execution in which all sectors of the territory associated in the planned development, that is, opinion leaders, policy makers, labors and so on.

Development support communication manages social, financial, political, and cultural viewpoints and the desire to make positive change. Development support communication comes out of a need to meet proficient correspondence jobs being developed. The essential job is critical thinking, improvement issues, starting with orderly understandings of the local condition.

- D. **Development Journalism:** Development journalism gives endure attention to cover the events, ideas, policies and such activities that helps in bringing about the change into the society. It is considered resolve of a country's media to seek solutions to its development problems.

**“Development Journalism is the deliberate utilization of the print and electronic media to achieve alluring change in groups as well as in individuals”**



The term development journalism is used to refer to two distinct sorts of journalism. The principal kind is to endeavor to archive the conditions inside a nation with the goal that the larger world can get them. Journalists are urged to travel to remote zones, communicate with the local residents, and to report it back.

The second kind of development journalism can walk a dainty line. From one viewpoint, government cooperation in mass media can help get significant data spread all through the country. Governments can assist in educating their residents and enroll participation in significant development ventures.

**Significance:** Although development journalism at it's hand lots of significance and importance but we will write down some of the essential points;

- Mass-oriented
- Scientific in outlook
- Tool for social justice and social change
- Help in identifying ways by which the country can be benefited
- Tool for empowerment

Development journalism can be entirely important as it speaks for the individuals who cannot, development journalists can inform the rest of the world about significant issues inside developing countries.

**“End of the paper”**

