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Paper: DSC

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Q1) what do you know about Dominant and Alternative Paradigm discuss in detail?

Ans) **Dominant paradigm**

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 turned into the pivotal instrument of the coordinated social change started and affected by pariahs speaking to projects of arranged change. It is the system of Communication which streams from top to down. Advancement organizer at the "Top" and hand-off "down" by specialized help, middle people through government's recipient for usage by utilizing broad communications and relational Communication.

The ground-breaking impact portrayal is known as Hypodermic needle theory the shot and unthinking S-R Theory has to a great extent been expected in the dominant paradigm..

**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.

Alternative paradigm 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 now a day's china has shown the world how make yourself safe from this pandemic in the world.

- Alternative paradigm 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.
  - Alternative paradigm
  - 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
  - New cures for pandemic like Covid-19.
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Q2: In your view what are the main problems in a successful DSC program?

Ans ) **Problems in successful DSC program**

- Lack of Finance
- Lack of self-reliance in terms of money
- Misuse of funds
- Lack of planning
- Lack of investment
- Lack of education

- Lack of professional training
- Lack of use of modern communication means
- Lack of use of modern transportation
- Control over media
- Lack of government interest
- Administrative problems
- Lack of highly educated & skilled people
- Socio-cultural problems (diversities in language, customs, traditions and religions)
- Lack of youth & female participation
- Corruption
- Poverty
- Foreign pressure
- Wrong planning
- Lack of involvement of local people
- Lack of foreign investment
- Lack of cultural imperialism
- High rate of population growth
- Lack of use of natural resources
- Misleading identification of the problems
- Self-interest of bureaucracy
- Messy infrastructure of national institutions
- Lack of media guidance
- Lack of youth development programs.
- Lack of political & provincial integration
- Lack of DSC awareness

Development communication is characterized by conceptual flexibility and diversity of communication techniques used to address the problem. Some approaches in the “tool kit” of the field include: information dissemination and education, behavior change, social marketing, social mobilization, media advocacy, communication for social change, and participatory development communication. To bring about change and to overcome the problems in DSC, there is a solution of community participation on the basis of which real change can occur which will be based on the needs and demands of public

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Q3: Write short notes on the following?

- (a) Communication
- (b) Development Communication
- (c) Development Support Communication
- (d) Development Journalism

Ans)

### **(a) Communication**

a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior

Communication is simply the act of transferring information from one place, person or group to another.

Every communication involves (at least) one sender, a message and a recipient. This may sound simple, but communication is actually a very complex subject.

The transmission of the message from sender to recipient can be affected by a huge range of things. These include our emotions, the cultural situation, the medium used to communicate, and even our location. The complexity is why good communication skills are considered so desirable by employers around the world: accurate, effective and unambiguous communication is actually extremely hard.

Types of communication

- **Interpersonal communication**
- **Extra personal communication**
- **Intra personal communication**
- **Group communication**
- **Mass communication**
- **Development support communication.**

### **(b) Development Communication**

Development communication is the art and science of human. Communication applied to the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater social equality and the larger fulfillment of the human potential.

This describes an approach to communication which provides communities with information they can use in bettering their lives, which aims at making public programmes and policies real, meaningful and sustainable. Such information must be applied in some way as part of community development but it must

also address information needs which communities themselves identified. The outcome of this approach, in short, is to make a difference in the quality of life of communities.

Nora Quebral, a leading academic in this field defines development communication as follows:

- Development communication is the art and science of human
- communication applied to the speedy transformation of a country
- and the mass of its people from poverty to a dynamic state of economic
- growth that makes possible greater social equality and the larger
- fulfillment of the human potential. (Quoted in Development Communication - rhetoric and reality by Pete Habermann and Guy de Fontagalland.)

### **Importance of development communication:**

Helping people at all levels to communicate empowers them to recognise important issues and find common grounds for action, and builds a sense of identity and participation in order to implement their decisions. On top of that, development involves change, new ways of doing things

### **Problems in DC**

Factors lying behind the failure of these projects were lack of understanding about social and cultural environmental problems, and lack of interpersonal communication of project developers. They were unable to create a strategy to make successful plans.

### **(C) Development Support Communication**

Development support communication is an activity aimed for purposive change in a society to improve socio economic condition. It is systematic use of art and science of human communication to persuade specific group of people to change their habits, lifestyle and thought pattern

### **PROBLEMS IN DSC**

Factors lying behind the failure of these projects were lack of understanding about social and cultural environmental problems, and lack of interpersonal communication of project developers. They were unable to create a strategy to make successful plans.

### **(d) Development Journalism**

Development Communication is the integration of strategic communication in development projects. When communication is used to promote social development. Systematically applying the processes, strategies, and principles of communication to bring out positive social changes called development communication.

### **Here are 5 elements common to good journalism**

- Journalism's first obligation is to the truth.
- Its first loyalty is to citizens.

- Its essence is a discipline of verification.
- Its practitioners must maintain an independence from those they cover.
- It must serve as an independent monitor of power.

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THANK YOU!!!!

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