

Development Communication Paradigms

▣ Dominant paradigm of development

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.

Development Communication Paradigms

- ▣ **Dominant paradigm of development**

Communication in the Dominant Paradigm became the crucial instrument of the directed social change initiated and instigated by outsiders representing programmes of planned change.

Development Communication Paradigms

▣ Dominant paradigm of development

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.

Development Communication Paradigms

- ▣ **Dominant paradigm of development**

The powerful effect characterization is known as Hypodermic needle theory; the “bullet and mechanistic S-R Theory has largely been assumed in the dominant paradigm.

Development Communication Paradigms

▣ Dominant paradigm of development

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.

Development Communication Paradigms

- **Dominant paradigm of development**
- 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.

Development Communication Paradigms

▣ 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.

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- ▣ **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.

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▣ Alternative paradigm

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.

Development Communication Paradigms

▣ 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.

Development Communication Paradigms

- ▣ **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

Development Communication Paradigms

- ▣ **Alternative paradigm**
- ▣ 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.

Development Communication Paradigms

- ▣ **Alternative paradigm**
- ▣ 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).

Development Communication Paradigms

- ▣ **Alternative paradigm**
- ▣ 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.

Development Communication Paradigms

- ▣ **Alternative paradigm**
- ▣ Involvement of opinion leaders.
- ▣ Dissemination of innovative messages.
- ▣ Use of traditional media especially radio.

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THAT'S ALL
THANK YOU