

# Media and Development

- ▣ **Introduction**

## Media Assistance & Development Communication

- ▣ Changing Environment: 1994-2004
- ▣ Communication and Nation Building
- ▣ Communication, Empowerment and Poverty
- ▣ Media and Conflict
- ▣ MDGs & Impact through Communication
- ▣ Summary of Challenges

# Media and Development

- ▣ **Media Assistance & Development Communication**
- ▣ A reliable news media enables well informed citizen decision making that contributes to democratization”
- ▣ The Enabling Environment: Developing Professional journalism, independent regulatory frameworks and supporting media law and policy

# Media and Development

- ▣ **Media Assistance & Development Communication:**
- ▣ Dual public / private broadcasting / the role of civil society as a watchdog for social accountability
- ▣ Audio / visual / face to face participation / theatre / comics / puppetry / song etc
- ▣ Development Communication is bottom up

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- ▣ Changing Environment 1994-2004:
- ▣ Global technologies & coverage increases media profile dramatically – impact of news / impact of learning / impact
- ▣ Only for those with access : culture / language / technological sophistication / electricity etc
- ▣ Old + New
- ▣ Interactive media enables participation of audience  
Personal communication technologies enhance this on a one to one & one to many basis i.e.: mobile phones + radio

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- ▣ **Changing Environment 1994-2004:**
- ▣ Increasingly important is the role of media as a change agent in political behaviour, “political and social will” through advocacy & demand driven public opinion
- ▣ Media and conflict - / local // national // international

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- ▣ **Communication and Nation Building:**
- ▣ “A necessary condition for sustainable development occurs when a just, tolerant and inclusive state is responsive to informed demand from citizens.
- ▣ Communication is a keystone of the relationship between citizen and state.”

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- ▣ **Communication and Nation Building:**
- ▣ “There is more to governance than how the government conducts itself. It is about the whole realm in which the state operates, including areas like parliament, the judiciary, the media and other organizations of society which remain in place when a government changes.”

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- ▣ **Communication and Nation Building:**
- ▣ “The media has a pivotal role in brokering public dialogue through increasing the knowledge of the citizen and providing space for debate and learning.”



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- ▣ **Communication, Empowerment and Poverty Reduction**
- ▣ World Bank's 4 Key Elements of Empowerment
- ▣ Access to information
- ▣ Inclusion and participation
- ▣ Accountability
- ▣ Local organizational capacity

# Media and Development

- ▣ **Media and Conflict**
- ▣ Different types:
- ▣ Media & humanitarian assistance
- ▣ Non conflict related disasters : disease
- ▣ Rapid onset disasters : environmental
- ▣ Media and conflict reduction

# Media and Development

- ▣ **Media and Conflict:**
- ▣ Latent conflict : political, religious, economic or ethnic tensions
- ▣ Open conflict: violent conflict, light weapons, blurring of combatants & civilians
- ▣ Post conflict: once peace achieved, peace building, enhanced reconciliation & reconstruction

# Media and Development

- ▣ **Key Points of Media & Conflict**
- ▣ Communications disrupted during conflicts and other emergencies // low end technologies like radio are often the only way to reach large #s
- ▣ Those in greatest need demand most on traditional means – ie: radio. The challenge is to facilitate making programmes to reflect target audience needs
- ▣ Different forms of humanitarian emergency can require very different kinds of media intervention .

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- ▣ **Key Points of Media & Conflict:**
- ▣ Civil society are critical & most often the major players when states are unwilling or unable to deliver services
- ▣ Examples: IRIN in Angola / Radio Okapi in DRC
- ▣ Media based initiatives can best be achieved by partnerships between donors, civil society humanitarian agencies and local / int'l media practitioners
- ▣ Examples: Afghanistan / DRC / Sudan

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- ▣ **Millennium Development Goals:**
- ▣ Get rid of extreme poverty & hunger
- ▣ Make sure that all children receive primary education
- ▣ Promote sexual equality & give women more power
- ▣ Reduce child death rates
- ▣ Improve the health of mothers
- ▣ Combat HIV/AIDS, malaria and other communicable diseases
- ▣ Make sure that the environment is protected
- ▣ Develop a global partnership for development

# Media and Development

- ▣ **Key Challenges:**
- ▣ Freedom of Expression
- ▣ Recognizing the rights of the citizens
- ▣ Financial Sustainability
- ▣ Capacity Building for all types of use of communication for democracy
- ▣ Partnership with service providers and civil society = active role in policy change processes

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- ▣ **Key Challenges:**
- ▣ Potential of communication technologies
- ▣ Monitoring & Evaluation techniques and tools
- ▣ Impact to provide evidence
- ▣ Funding: Public / Private



# Media and Development

- ▣ **Conclusions:**
- ▣ Media and Communication for Development is complex and often overlooked. Communication is the lifeblood of transparent, informed and open societies as it enables debate, successful reforms and accountability of the state to the citizen. Empowerment from poverty requires knowledge and learning from appropriate, accessible means of communication. Without communication, openness is not possible and citizens voice is silenced.

# REFERENCES

- ▣ Development Communication – MCM 431  
Virtual University of Pakistan
- ▣ Berrigan FJ (1981) Community Media and  
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That's all  
Thank you