

Planning DSC campaign

Overview :

- ▣ Planning is supposed to be a prerequisite of any programme. In case of Development Support Communication (DSC) and community participation, appropriate planning is the primary step for achieving the goals.
- ▣ **DSC campaign:**
- ▣ It is an integrated manner that utilizes different educational and communication methods, aimed at focusing attention on a particular problem and its solution over a period of time.

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▣ Creating the plan

There are three stages of any DSC Campaign plan.

- ▣ **Stage 1:** Identification of objectives
- ▣ **Stage 2:** Analysis (analysis of a problem, target audience, situation & sponsor)
- ▣ **Stage 3:** Formulation of the plan (selection of the suitable method, timing the campaign, using slogans and symbols, pretesting the messages, providing channels for information seeking & involving people).

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- ▣ Keeping in view the importance and workability of community participation, community media can play a vital role to reduce and eradicate the problems and issues in DSC. Certain methodology for activating the community media can brighten the pave towards success if the focus is on these points.

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- ▣ Identification of needs by means of direct contacts with the groups;
- ▣ Concretization: examination of the problem identified by the groups in the light of local conditions;
- ▣ Selection of priority problems by the groups;
- ▣ Formulation of a durable methodology for seeking solutions;

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- ▣ Identification of the amount of information required and access to this information;
- ▣ Action: execution by the groups of the projects they have designed;
- ▣ Expansion toward the outside to make known the points of view of the groups to other groups or to the authorities;
- ▣ Liaison with the communication system to make known their action.

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- ▣ **Using Mass Media for DSC:**
- ▣ Although interpersonal communication is the main tool of DSC operation, however, personal or face-to-face methods cannot reach everyone who wants and needs information. So following mass media methods are used to reach large numbers of people quickly.
- ▣ Print media (newspapers, wall newspapers, blackboard news, newsletters, folders, leaflets, pamphlets, and factsheets)

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- ▣ **Using Mass Media for DSC:**
- ▣ Audio visual media (radio, audio cassette, TV, pictures, slides, film strips, overhead transparencies & audio visual recorder)
- ▣ Static media (posters, exhibits and displays)
- ▣ Emerging technology (communication satellites, telephones, video conferences, FM radios, 3D graphics, multimedia projectors, CDs, DVDs, Mobile phones and mother of all “the computer & internet”)

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- ▣ These methods are particularly useful in making large number of people aware of new ideas and practices, or alerting them to sudden emergencies. While the amount of detailed information that can be transmitted by mass media is limited, they will serve an important and valuable function in stimulating target audience interest in new ideas. Once encouraged or made aware through mass media, audiences will seek additional information from neighbors, friends, extension workers or progressive audiences in the area.

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- ▣ To make DSC Plan successful
- ▣ Understanding the target audience their problems and solution to the problems.
- ▣ In-depth socio-cultural study of a given community in order to produce consistent message contents.
- ▣ Keeping men, messages and means free from constraints imposed by any authority.
- ▣ Proper training and communication skills for DSC operators.

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- ▣ Full participation of community members, especially the community leaders.
- ▣ DSC form within the rural communities.
- ▣ Incentives for local media, particularly community newspapers, local radio stations etc, if available.
- ▣ Artificial urban oriented message system creates vacuum-gap between the communicator and the audience. It should be avoided.
- ▣ Use the appropriate means of communication for DSC.

REFERENCES

- ▣ Development Support Communication (2009) Development.
- ▣ Shahzad A, Bokhari SA (2014) Development Support Communication: Problems and Suggestions. J Mass Communication Journalism

That's All
Thank You