CHAPTER – 17
DEVELOPMENT COMMUNICATION AND JOURNALISM

Q. What is the importance of Development Communication?

1. Communication is an integral part of our social and professional life.
2. On television, radio and newspapers, we must have heard, seen or read about the issues related to health, environment, consumption, poverty and other topics, besides news.
3. Development journalism is a social activity and through various media, the journalist communicates feelings of the community to the community.
4. The importance of journalism comes from the people's right to opinion.
5. The press plays a vital role in democratic society. People's participation is the foundation of democracy. Press is called the fourth pillar of democracy.
6. It creates awareness about available technologies and mobilizes the people to use them for the betterment of society.
7. It links Government agencies, NGOs and people.
8. Development communication and development journalism are important fields of study that sensitize students to the process of development.
9. Development communication and journalism aim at equipping students, current and prospective journalists, campaigners and media professional to deepen their knowledge.
Q. **Define Development.**

Development means positive changes in the socio-economic and cultural lives of the majority of people on a permanent basis without exploitation or violence. Development in most parts of the world calls for intensive efforts to tackle the problems of mass illiteracy, population, malnutrition, poor health, hunger and pollution etc.

Q. **Define Development Journalism.**

Prior to independence, reporting used to be done about issues like struggles, fights, assassinations, disasters, wars and whatever the colonial rulers chose to communicate. The newly liberated countries like India were undergoing a lot of expansion in development activities. Now development journalism focuses on success stories of people who have adopted new technologies, tried new methods and helped the society.

Q. **Development Communication**

Development communication is utilizing the power of communication as a catalyst for social development. It is the practice of systematically applying the processes, strategies and principles of communication to bring about positive social change. It is the ‘art and science of human communication’ used for facilitating development of a disadvantaged society in a planned manner to ensure equity and achievement of individual potential.

Q. **What are development Communication’s important features?**

1. It is oriented to socio-economic development and happiness of the people and community at large.
2. It aims at giving information and educating the community.
3. It combines suitable mass media and interpersonal communication channels for greater impact.

4. It is based on the audience characteristics and their environment.

5. Development communication is a two-way process of communication between those who have information and those who are ignorant.

Q. What is Red Ribbon Express (RRE)?

1. RRE was a nationwide communication campaign for generating awareness about HIV/AIDS.

2. A specially designed train covers over 9000 km a year, covering 1890 districts/ halt stations, and held programmes and activities in 43200 villages.

3. It comprised of seven coaches, equipped with educational material, primarily on HIV/AIDS, interactive touch screens and 3-D models, services in the context of HIV-TB co-infection, an LCD projector and platform for folk performances, counselling cabins and two doctors’ cabins for providing counselling and treatment.

4. RRE started its journey from Kanyakumari. Halted at 180 stations and covered almost all the states of India.

5. During the halt at each station the performing artists divided themselves into different groups. Each group had orators and performers who went to different villages to undertake Information Education Communication (IEC) activities such as street plays, folk songs, stories and group counselling sessions. Locally mobilized youth groups joined the team from the trains.

6. The project was implemented by National AIDS Control Organization (NACO), Nehru Yuva Kendra Sangathan (NYKS) and International
Agencies such as UNICEF and UNAIDS, is cooperation with Indian Railways.

7. It aimed to:
   - Spread information regarding primary prevention services.
   - Develop an understanding of the disease
   - Enhance people's knowledge about preventive measures, health habits and lifestyle.

Q. Methods used in development communication.
1. Campaign – Campaign is a combination of the usage of different communication methods and materials such as meetings, tours, newspaper articles, leaflets and exhibitions about a theme for a predefined period of time. It is a well-organized and intensive activity. A campaign creates public awareness and provides specific message.

2. Radio and Television – Radio and television are the most popular, cheapest and convenient mass mediums that can be used for development purposes. The field of broadcast journalism has distinct advantage over print media, as it can be used to reach out to more people, particularly those with poor literacy levels. It also has an advantage over television as it is available at the comparatively lower cost. Radio is the most accessible mass medium. It is a mobile medium i.e. it can move with the listener at work or rest.

   Radio programmes are presented in the form of news, interviews, discussions, documentaries, drama, quiz etc. News cover many different topics in a short time. Interesting facts and stories of current human interest are broadcast at regular intervals.
3. **Public Service Announcement (PSA)** - Public Service Announcement (PSA) is a brief 10 - 60 second message between programs, generally in the form of jingles. They provide information or suggestions for action. These are basically advertisement of some idea or a message for public good like 'obey traffic rules' or 'say no to tobacco' and more. These are generally found to be quite effective because of their catchy slogan(s) and repeated broadcasts.

4. The earlier limitation of radios (of not receiving feedback) is overcome with the newer interactive format and local radio called **community radio** which has been successfully used as a people’s medium.

Q. **Benefits of local radio station**

1. All India Radio has introduced a new concept of 'local radio station' in which broadcast journalism professionals have an important role to play.

2. It is run and managed by local people and the contents are for local use in their local dialect.

3. The local radio station generally supports programmes of development.

4. It gives opportunity to people to participate and express their views and display their talents.

5. Radio thus becomes the voice of the people, a catalyst for people's development, and encourages youth to prepare for a career in **DCJ (Development Communication Journalism)**.
Q. **What is Community Radio? It's importance to the society.**

NGOs and educational institutions are given license to set up a local community radio station to broadcast information on development aspects. Participation of local community is encouraged. There have been some successful attempts in using community radio in different parts of the country. Some examples are community radio being operated in Vanasthali Vidyapeeth (Rajasthan), Self Employed Women's Association (SEWA) (Gujarat), Delhi University (EU) FM in North Delhi and many such other that are helping communities in voicing their problems and finding solutions.

Q. **Role of Radio in Education.**

1. In September 2004, India launched Education Satellite (EDUSAT) which was the first Indian satellite built exclusively to serve the educational sector.
2. It helps an interactive session in distant education.
3. Television today offers a variety of programmes through several channels, international, national and local levels. Some of the programmes have scope for people to participate in the form of talk shows, reality shows, competitions, etc. Other programmes of immense educational value like 'Kyunki Jeena isi Ka Nam Hai' and 'Aap ki Kacheri Kiran Ke Saath' can be viewed on private channels.

Q. **What is 'Project Village Chhatera'?**

1. The project village Chhatera was started in 1969 and focused its attention on a small village Chhatera in North West Delhi.
2. The Hindustan Times started a regular fortnightly column describing the lives of the people.
3. A team of the reporters wrote with sensitivity giving detailed stories of the situation in the village.

4. They wrote about the Village Chaupal, aspirations of people, livelihood issues and festivities. The problems of electricity, water supply and deficit rainfall etc. were reported with photography. It proved to be a important catalyst in bringing various services and benefits.

5. Solutions to problems were available due to attention of the local leaders.

6. The print coverage brought machines, bridges, roads and banks into the project area.

Q. **Information and Communication Technologies**

1. Information and Communication Technologies (ICTs) is an umbrella term that includes computer hardware and software, digital broadcast and telecommunications technologies.

2. ICTs have been used for informing people. In both poor and wealthy countries.

3. Mobile phone use has enabled and facilitated the expansion of markets, social business and public services.

4. It has enabled banking and financial transactions, marketing and distribution, employment and public services.

5. ICTs are proving to be economically, socially and politically important.

6. Many projects were started
   - **The Sustainable Access in Rural India (SARI)** project in the state of Tamil Nadu. Some 80 tele-centers kiosks were set up offering a range of services including basic computer education, e-mail, web
browsing and various e-government services including the provision of certificates.

- Empowering Women at the Grassroots: SEWA and ICTs-The Self-Employed Women's Association (SEWA) is a union of several thousand poor women working in the informal sector in India.

Q. **What is the aim of SEWA?**

SEWA's aim is to achieve full Trainer to train grassroots level and field functionaries, policy makers, and officers of corporate houses freelancer and consultant for organizations.

Q. **How is community radio different from All India Radio?**

- Citizen GPS and NGOs in India re pressurizing for wider representation on community Indian Radio Network or Rural Radio.
- Community stations serve geographic communities their interest. They broadcast content that is popular to a local audience.
- Specific audience is often overlooked by mass media broadcaster.
- AIR is commercial and independent. They are funded by advertisements.
- Community Radio Stations are owned by colleges, universities. They receive local Government funding.

Eg.  
Apno Radio Rajasthan
Vidya Vani Maharashtra