

Course--MJMC-Part-II

Paper---11

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Development Communication-- Meaning, Goals

Development communication can be defined as it strategic use of communication for the avowed purpose of eliminating social evils much prevalent in society. As such it is an area where questions about the roles of media in encouraging or inhibiting social change are absolutely central.

In other words Development communication part of communication used as tool to facilitate social development.

Development communication engages stakeholders and policy makers, makes favourable environments, evaluates risks and opportunities and promotes information exchanges to bring about positive change in society through sustainable development.

Development communication techniques include information dissemination and education, behavior change, social marketing, social mobilization, media advocacy, communication for social change, and community participation.

Development communication has not been labeled as the "Fifth Theory of the Press", with "social transformation and development", and "the fulfillment of basic needs" as its primary purposes.

Jamias articulated the philosophy of development communication which talks about three main ideas. They are purposive, value-laden, and pragmatic
Goal of Development Communication-----

Three main ideas which define the philosophy of development communication and make it different from general communication are:

1. Development communication is purposive communication, it is value-laden; and it is pragmatic. In the development context, a tacit positive value is attached to what one communicates about, which

shall motivate the people for social change.

2. Development communication is goal-oriented.

The ultimate goal of development communication is a higher quality of life for the people of a society by social and political change.

3. The goal of development communication is not purely in economic terms, but also in terms of social, political, cultural, and moral values that make a person's life whole, and that enable a person to attain his or her full potential. The goal of development communication in a specific society will be influenced by the ends and values of that society.

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