

Development Communication

Unit 1

Development Communication in India

- Rural radio broadcasts in the 1940s - different languages.
- Language or dialect people will speak.
- The programmes may be about farming and related subjects.
- Programmes - Interviews with experts, officials and farmers, folk songs and information about weather, market rates, availability of improved seeds and implements.
- 1950s, - developmental programmes
- Doordarshan -15th September 1959 - programmes on agriculture - Krishi Darshan

Development Communication in India (Contd..)

- 1975 - SITE (Satellite Instructional Television Experiment), - programmes on education and development - 2400 villages in the states of Andhra Pradesh, Bihar, Karnataka, Madhya Pradesh, Orissa and Rajasthan.
- After Independence - Five Year Plans - planned development - the newspapers - gave great importance to development themes.
- All India Radio and Doordarshan - spread messages on development.
- Traditional media - closest to people (farmers and workers) - participatory and effective.

Use of Comics - DC

- People on their own issues in their own language.
- Programmes are organized in the remote areas to provide training to rural communicators.
- Information on sensitive health issues such as HIV/AIDS has been communicated throughout the medium of comics in several states.

Active involvement of the following is necessary:

- i. Development agencies like departments of agriculture.
- ii. Voluntary organizations
- iii. Concerned citizens
- iv. Non governmental organizations (NGOs)

Role of a development communicator

- Has to understand the process of development and communication;
- Should possess knowledge in professional techniques and should know the audience;
- Prepare and distribute development messages to millions of people - received and understood, accepted and applied.
 - People identify themselves as part of a society and a nation.
 - This identity will help in bringing human resources together for the total welfare of the individual and the community at large.

List of Some Core Areas of Development

- Agriculture
- Fisheries
- Animal Husbandry
- Food Security
- Communication
- Irrigation
- Public Works
- Employment
- Environment
- Ecology
- Income generation activities
- Education
- Health and Sanitation
- Family welfare

Expert guidance

- Agricultural schools and colleges
- State agriculture department
- State Horticulture Department
- Universities and Colleges
- State Fisheries Department
- Registrar of Co-operative Societies
- Soil Testing Laboratories
- Poultry Farms run by the Government
- Krishi Bhawans and Model Farms
- Community Development Blocks
- Primary Health Centers
- Animal Husbandry Department
- Government Financial & Banking Agencies
- Local NGOs
- Sericulture Farms

DEVCOM

- Need of people to be informed and educated.
- Social inequalities,
- People left ignorant of the developments affecting
- Not informed of the issues that concern them leading to severe poverty for most and affluence for the few.

DEVCOM is meant to break the wall of ignorance, thus, breaking the bonds of poverty and oppression.

- True development - an inner change of people
- People cannot be manipulated or coerced to grow and develop.
- The impetus and desire for development must come from within themselves.
- If the process through which these programs have been developed and implemented is democratic and participatory in nature the goal would be achieved.
- The science which uses communication to educate, change and motivate people's attitudes and values leading to developmental goals is development communication or **DEVCOM**.

Devcom required

- Adequate background knowledge to make the proper decisions
- Tear down the wall of ignorance and to break the bonds of poverty and oppression.
- To understand the issues that affect their way of life - communication tool.
- A revolutionary use of communication: the use of communication for development, for people power.
- Thorough knowledge of the subject and awareness of their socio-cultural background, and the language people use.
- To get the people involved -works and instruction to be known through illustrations, pictures, drawings and other graphic aids

Development communication -5 I's

- **INFORM** : subject of development
- **INSTRUCT**: Understand the issue
- **INSPIRATION**: Involve and participate
- **INSIST** : Repetitive sending persuasive impulses
- **INVOLVEMENT**: Objective of all communication is to get people involved

Nature of Development

- Viewed as Economic development between 1940 and 1970.
- 1945 - multilateral development assistance organization like International Monetary Fund (IMF) and World Bank etc
- 1950's emergence of third world countries needing development in all spheres were required.
- Industrialisation, urbanization and westernization were considered critical for development.
- 1960s was considered as the first decade of development and as the period of great optimism
- 1970s became the second decade of development - led to rethinking of development models and alternate approaches

Conceptions of development were dominant:

- Economic growth through industrialization and urbanization
- Centralized economic planning
- Underdevelopment due to internal problems in a country (biased social structure with traditional attitudes and behavior impeding development)
- Importance attached to diffusion of modernizing innovation

Evolutionary Model

- Parson - evolutionary universals such as bureaucratic organization, money, markets, democratic association and a common legal system - for modernization of the underdeveloped societies.
- Universals - as structural features of systems - the West - process of societal development in 1960s.
- The third world nations - emulate the western countries - models of political, economic, social and cultural modernization.
- The advanced western nations had a wide range of systematic autonomy -able to cope with a range of social, cultural, technological and economic issues in the process of social change.
- But the other nations were limited in their capacity to cope with problems or crises or even master their environment.

Psychological Variable Model

- Social theorist Weiner (1966) believed that attitudinal and value changes of individuals were prerequisites to creating a modern, socio-economic polity.
- Neither modern science and technology nor modern institutions could be successfully grafted on a society whose people were basically traditional, uneducated, self-centered or unscientific in their thinking and attitudes.
- Four important scholars – Mc Clelland, Inkeles, Hagen and Learner gave importance to individual values and attitudes.

David Mc Clelland

Identifying and measuring the variable - impulse to modernization.

- What impulse produced economic growth and modernization.
- What was impulse and where did it originate?
- Why did some nations “take off” into rapid economic growth while others stood still or declined.

Research - Hyderabad - ten day self development course - group of business men - need for achievement, - innovative and had an overall a genuine desire to excel.

Everett Hagen(1962) – Psychological model

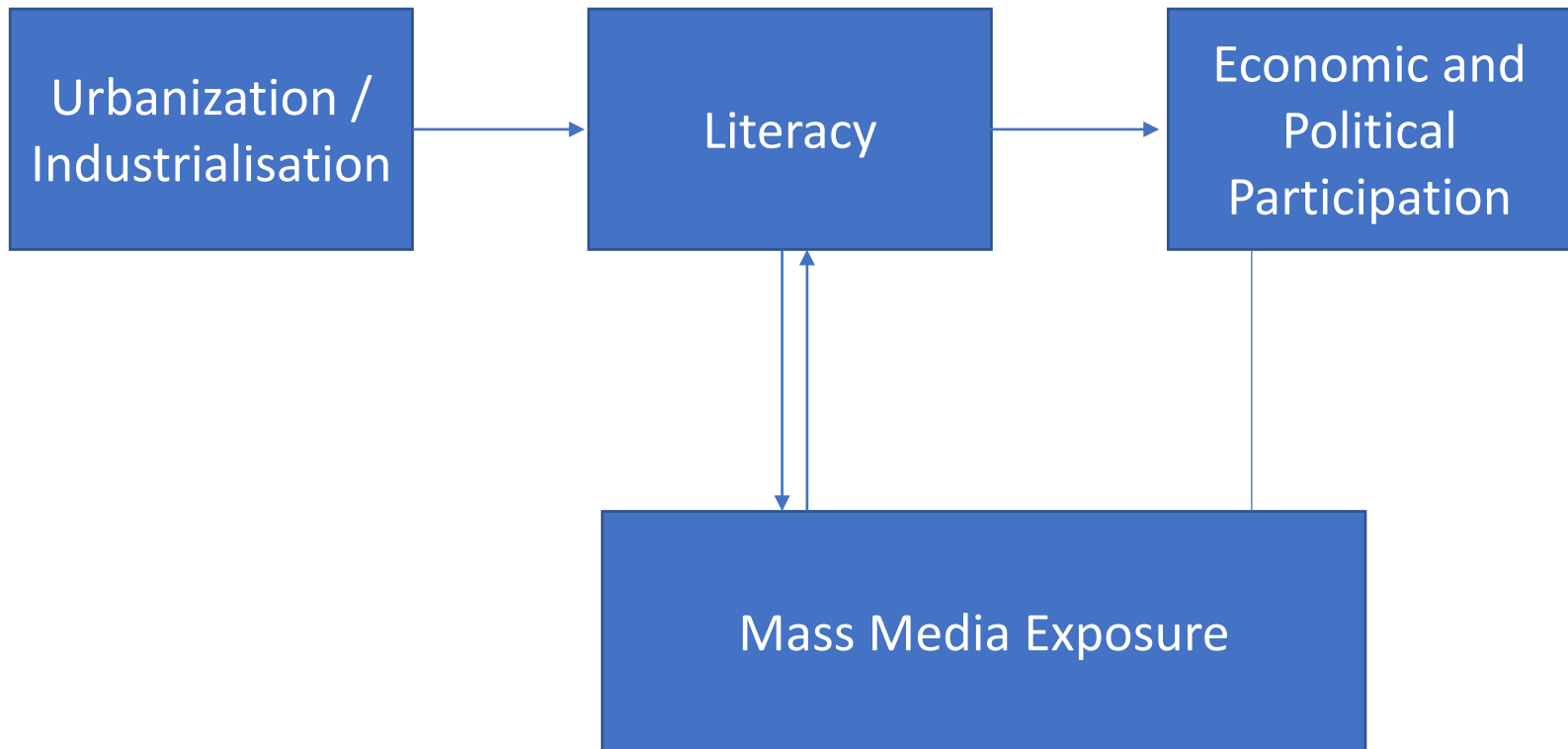
Concept of 'withdrawal of status respect' - psychoanalytic variable - empirical analysis certain creative individuals rejected traditional values took on a new role and became innovative.

impetus for socio-economic development was provided by a psychological characteristic present in certain groups of people.

Daniel Learner(1958) – Psychological Model

- Modernization theory or social-psychological variables
- Change accepting individuals
- Distinguished - high capacity for identification with new aspects of their environment.
- Attribute - empathy, which signifies the capacities of a person to think from others perspective.

Lerner's Model of Development



Lerner's Model ---Explanation

- People have to be ***mobile, empathetic, and participatory for development.***
- Considered radio as a tool for development.
- They were the 'mobility multipliers' forces which would motivate people to turn their backs on tradition and embrace modernization.
- He regarded his model of "Modernisation" to be universally relevant and applicable
- Lerner categorized people in the Middle East into three groups: traditional, transitional, and modern.
- He argued that media messages would enable audiences to identify with people and ideas that are different and distant from them, an effect he called "empathy," that is, "the capacity to see oneself in the other fellow's situation".
- Empathy, then, would lead the person to desire the lifestyles and values exercised in those far-away lands

Alex Inkeles (1966-69) – Psychological Model

Transformation of individuals was both a means to an end and an end in itself of the development process.

Nine attributes - to identify the character of the modern person:

- Readiness of new experiences and openness to innovation
- Disposition to form and hold opinions
- Democratic orientation
- Planning Habits
- Belief in human and personal efficacy
- Belief that the world is calculable
- Stress on personal and human dignity
- Faith in science and technology and
- Belief in distributive justice

Cultural Factors Model

- Max Weber the oriental values and religions were a bulwork of traditionalism and a repository of ideas that were incompatible with modernity.
- “Protestant Ethic and the Spirit of Capitalism” - attacking the religions of developing nations.
- Hinduism was criticized for its asceticism, Islam for its tradition bound rigidity and Buddhism for its other worldly emphasis.
- Sociologists - identify a set of cultural values - the Third World nations that inhibited modernization
 - Asian religions as obstacles to progress.
 - caste system, the joint family system, ritualism and almost all other practices, institutions and beliefs characteristic of Hinduism.

Cultural Factors Model - Contd

- Rose - practices and institutions have kept India economically backward.
 - The joint family system fosters dependency and submissiveness, while caste system hampers occupational mobility.
 - Belief in superstitions and magic was rampant even among educated Indians.
 - Asians spending extravagant amounts of money over occasions such as marriage celebrations and religious festivals also came under attack.

These practices were seen as not contributing to the rationalized economy.

Economic Growth Model

Walt Rostow created a five-stage model of economic development.

- Traditional society
- Pre-condition for take off
- Take – off
- Drive to maturity
- Stage of high consumption

Traditional societies are hampered by limited production facilities and constrained by rigid social structure and irrational psychological attitudes.

Preconditions for take off were developed when insights of modern science were applied into mass production functions in agriculture and industry.

The idea spread that economic progress was possible and necessary for a better life. - risks in pursuit of private profits. Banks - mobilize savings and development of infrastructure - transportation and communications.

It was during this stage that a nation developed from traditional into a modern state.

Economic Growth Model (contd.)

The take-off is the interval period when the stumbling blocks and resistance to steady growth are finally overcome. Growth becomes its normal condition.

Drive to maturity is the period when the rate of investment and savings increased from 5% to 10% of the national income. New industries expanded - re-invested in new physical capital and institutions. -stimulated the factors of capital and labour.

The society entered the stage of high mass consumption when there was an improvement in technology giving rise to new and more efficient industries. The economy - profitable, international trade. Output ahead of population increase - gain command over consumption - necessities to include luxury goods and services.

Industrialization Approach

This approach refers to the process of introducing new technologies or production techniques in manufacturing goods in order to accelerate economic growth.

Defining Development as a Process

- Development is simply defined as “good change”.
- As change is a process, this definition of development tends to denote a process towards a desirable state in society.
- Whether this state is achieved in the short or long term, change has several implications for society.
- Disruption may occur in the established patterns of living within the society as it moves towards good change, and thus reflect a contradiction to its intended meaning, and generate a discourse on what constitutes this „good change“.
- As a result, the term development in both academic and non-academic fields has enjoyed an ambiguous position of being alluded to a diversity of meanings defining or evaluating what “good change” is, and who this good change belongs to.

Alternate Paradigms of Development and Development Communication

- Envisaged reducing inequality and improving conditions of the poorest of poor;
- Active participation of people at the grass roots
- Encouraged self-reliance of local communities
- Gave importance to indigenous technology;
- Stressed the importance of meeting basic needs of people
- Gave thrust to integrated rural development
- Defined new roles for communication media in development
- Highlighted the role of folk media in development and
- The use of development support communication.

Programme

“Basic needs programme” aimed at achieving sufficiency

- leading to availability of food, housing, healthcare, safety, basic education, transportation, participatory decision-making and social justice.

“Integrated development” emerged from the erstwhile World Bank President Robert McNamara’s ‘New Directions Policy’ for developing countries.

- It aimed at developing the rural areas.

Integrated Rural Development Programme (IRDP).

Integrated Rural Development Programme (IRDP)

IRDP was necessitated by the not-so satisfactory-performance in agriculture by the 1952 Community Development Programme in 1966.

Agricultural universities of the country, The Indian Council of Agricultural Research (ICAR) and the Council for Scientific and Industrial Research (CSIR) also participated in the Programme.

New strategy for Agricultural Development - use of high-yielding varieties.
Special area programmes - Intensive agricultural District Programme.

Raised agricultural productivity – People with resources to command access to the requisite inputs.

The small and marginal farmers, agricultural labourers, rural artisans, carpenter, blacksmiths and many others virtually - no improvement

IRDP (contd...)

Small Farmer's Development Agency and the Marginal Farmers and Agricultural Labourers Agency, were started during 1971-72.

- Committed to integrated development,
- Diversification of agriculture through animal husbandry, dairying, forestry, fishery, sericulture etc will benefit both the landless and the landholders and this forms an important plank of the Programme.

Self Reliance

- Freedom from external dependency – strong self reliant local communities without the monopoly of the external forces in terms of economic subjugation.
- Rejection of the monopoly of sophisticated technology.
- Self development - Personality development, family development and national development - Programmes like adult education were conceived.
- Aims at making qualitative changes in personal attitudes, professional life and the socio-economic conditions of the individuals who are underprivileged - educational and economic status.
- Making self-development efforts meant assigning new roles to communication media.
- User initiated activity at the local level was considered essential for successful development at the village level.
- Communication - as a catalyst for change rather - cause. Dialogue between users and senders was emphasized.

Self reliance contd...

- Self-reliance - social and economic ability of an individual, a household or a community - essential needs (including protection, food, water, shelter, personal safety, health and education) in a sustainable manner and with dignity.
- Self-reliance, as a programme approach, refers to developing and strengthening livelihoods of persons of concern, and reducing their vulnerability and long-term reliance on humanitarian/external assistance.
- Self-reliance is defined by independence. It is the ability to think and act without the help or influence of others, the ability to decide what you should be or do.
- Dependency is the act of relying on others to make decisions for an individual. This causes people with power and privilege to take responsibility for the lives of those that are less fortunate.
- Dependent people learn to rely on others, failing to find the motivation to solve problems on their own. This learned helplessness is a learned behavior that to be reversed before an individual can become self-reliant.

Popular participation

- Involvement of people in all sectors and spheres
- Particularly at grass-root levels, in development programmes
- Decentralization that brings the marginalized groups to the mainstream.
- Motivation acts as an impetus to participation which fosters development process.

Development Support Communication

Media is divided into two:

- Big media and
- Little Media

The Big Media – TV, Radio, Press, Film and Computer-assisted instruction – are glamorous and they appeal to the person.

The Big Media are used at the national level. They cannot motivate and persuade. They can only create awareness.

The Little media – Video, film strips, traditional Media, group and interpersonal communication are thought to be capable of motivating, persuading - people participate in the development programmes more actively.

Thus, the little media support the development communication.
Development Communication uses the Big Media.

The DC creates a climate of acceptable by beneficiaries for exogenous ideas and innovations.

The DSC creates a sense of mutual understanding between benefactors and beneficiaries.

New Communication Technologies

- Modern mass communication began in the printing era with Gutenberg and his BIBLE IN 1456.
- 19th century, power press printing brought the newspaper – the greatest challenge to the printed book.
- The 19th century - of the telegraph, the telephone and photography.
- The age of telecommunication - Samuel Morse's telegraph in 1844 and was perpetuated by Marconi.
- Thomas Edison came up with his phonograph and his movie camera.
- The beginning of the 20th century - new worlds of radio and television.
- Wireless telecommunication predominated among the forms of communication until the advent of the computer in 1946.

New Communication Technologies

- Wireless telecommunication predominated among the forms of communication until the advent of the computer in 1946.
- Satellite communication via television has now transformed the world into a 'global village'.
- Cable TV technology has made possible multi-channel and local broadcasting.
- 20th century - significant developments in communication technologies.
- Home and small business computers proliferated - software necessary
- Desktop publishing was born.
- Cellular telephone came into vogue as did facsimile transmissions.
- Distinct technologies like Teletex consists of text and graphic frames of information that are transmitted by TV stations during the vertical blanking interval of the TV signal.

New Communication Technologies

Contd..

- Videotex - text and graphic frames sent to a receiving set via a telephone, cable or some other non-broadcast channel - two way information flow - provided by a videotext company.
- Interactive cable system - sending text and graphic frames & full video pictures
- Direct Broadcast satellite (DBS) consists of broadcasting television and other messages directly to small antennas located in household and other buildings. DBS is a very potential and forceful competition to cable television.

New Communication Technologies

Contd..

- Fibre optic cables, made of glass, provide a network for carrying a very large number of telephone or TV signals. The advantage of fibre optic cable over electric wire is that it has greater fidelity.
- The internet is a global web of computer connections. It uses various networks to deliver text, sound, and images. We are living in an information society.
- The age of software - more games, homemaking electronic shopping, video on demand and a host of other services that separate us from physical contact.
- Technology - more information for less and less effort. The new communication technologies and the information revolution are all set to bring about radical changes around the world.

The Dominant Paradigm: Modernization

- To solve development problems by "modernizing" underdeveloped countries.
- Effective in following the footsteps of richer, more developed countries.
- Development was equated with economic growth.
- Communication was associated with the dissemination of information and messages aimed at modernizing "backward" countries and their people.
- Mass media were at the center of communication initiatives that relied heavily on the traditional vertical one-way model: Sender-Message-Channel-Receiver (SMCR).

The Opposing Paradigm: Dependency

- 1960s strong opposition - modernization - dependency theory.
- It is rooted in a political-economic perspective.
- Criticized some of the core assumptions of the modernization paradigm mostly because neglecting external social, historical, and economic factors. it implicitly put the responsibility, and the blame, for the causes of underdevelopment exclusively upon the recipients.
- Accused -Western-centric, refusing or neglecting any alternative route to development.
- The dependency theorists emphasized the importance of the link between communication and culture.
- The demand was for a more balanced and equitable exchange of communication, information, and cultural programs among rich and poor countries.
- Although the dependency theory had gained a significant impact in the 1970s. Yet in the 1980s it started to lose relevance

The Emerging Paradigm: Participation

- Focusing on people's participation
- Less oriented to the political-economic dimension and more rooted in the cultural realities of development.
- Focus shifted from economic growth to social dimensions
- Participation - part of sustainable development strategies'
- Emphasized the application of genuine two-way communication principles and practices.
- Moved towards horizontal, "two-way" model - favors people's active and direct interaction through consultation and dialog over the traditional one-way information dissemination through mass media.

The Emerging Paradigm: Participation

- Past project and program failures can be attributed directly or indirectly to the limited involvement of the affected people in the decision-making process.
- The horizontal use of communication, which opens up dialog, assesses risks, identifies solutions, and seeks consensus for action, came to be seen as a key to the success and sustainability of development efforts.
- Changing the way communication is conceived and applied.
- Emphasis from information dissemination to situation analysis, from persuasion to participation.
- Maintaining the key functions of informing people and promoting change, yet emphasizing the importance of using communication to involve stakeholders in the development process.

Cultural Identity

- Identity or feeling of belonging to a group
- Part of a person's self-conception and self-perception and is related to nationality, ethnicity, religion, social class, generation, locality or any kind of social group that has its own distinct culture.
- Both characteristic of the individual but also of the culturally identical group of members sharing the same cultural identity.

The Jean S. Phinney Three-Stage Model of Ethnic Identity

Development is a widely accepted view of the formation of cultural identity. In this model cultural Identity is often developed through a three-stage process:

- unexamined cultural identity,
- cultural identity search, and
- cultural identity achievement.

Cultural identity Contd...

Unexamined cultural identity: "a stage where one's cultural characteristics are taken for granted, and consequently there is little interest in exploring cultural issues." Example: Childhood days when one doesn't distinguish between cultural characteristics of their household and others. Usually a person in this stage accepts the ideas they find on culture from their parents, the media, community, and others.

Cultural identity search: "is the process of exploration and questioning about one's culture in order to learn more about it and to understand the implications of membership in that culture." During this stage a person will begin to question why they hold their beliefs and compare it to the beliefs of other cultures. For some this stage may arise from a turning point in their life or from a growing awareness of other cultures. This stage is characterized by growing awareness in social and political forums and a desire to learn more about culture. This can be expressed by asking family members questions about heritage, visiting museums, reading of relevant cultural sources, enrolling in school courses, or attendance at cultural events. This stage might have an emotional component as well.

Cultural identity achievement: "is characterized by a clear, confident acceptance of oneself and an internalization of one's cultural identity." In this stage people often allow the acceptance of their cultural identity play a role in their future choices such as how to raise children, how to deal with stereotypes and any discrimination, and approach negative perceptions. This usually leads to an increase in self-confidence and positive psychological adjustment.

First-Second-Third-Fourth Worlds,

After World War II the world split into two large geopolitical blocs and spheres of influence with contrary views on government and the politically correct society:

- The bloc of democratic-industrial countries within the American influence sphere, the “First World”.
- The Eastern bloc of the communist-socialist states, the “Second World”.
- The remaining three-quarters of the world's population, states not aligned with either bloc were regarded as the “Third World.”
- The term “Fourth World”, coined in the early 1970s by Shuswap Chief George Manuel, refers to widely unknown nations (cultural entities) of indigenous peoples, “First Nations” living within or across national state boundaries.

Definitions

First World

The term “First World” refers to so called developed, capitalist, industrial countries, roughly, a bloc of countries aligned with the United States after world war II, with more or less common political and economic interests: North America, Western Europe, Japan and Australia.

Second World

“Second World” refers to the former communist-socialist, industrial states, (formerly the Eastern bloc, the territory and sphere of influence of the Union of Soviet Socialist Republic) today: Russia, Eastern Europe (e.g., Poland) and some of the Turk States (e.g., Kazakhstan) as well as China.

Third World

“Third World” are all the other countries, today often used to roughly describe the developing countries of Africa, Asia and Latin America. The term Third World includes as well capitalist (e.g., Venezuela) and communist (e.g., North Korea) countries as very rich (e.g., Saudi Arabia) and very poor (e.g., Mali) countries.

Fourth World

The term “Fourth World” first came into use in 1974 with the publication of Shuswap Chief George Manuel's: The fourth world : an Indian reality ([amazon link to the book](#)), the term refers to nations (cultural entities, ethnic groups) of indigenous peoples living within or across state boundaries (nation states).

Alternate approaches to Development

Gandhian Model

Gandhian model of development is a micro level approach. He laid emphasis on the village economy.

- to create powerful village communities
 - ❖ Breaking the social system like varna system and empowering people at the grass-root level.
- to develop self-reliant village republics
 - ❖ envisaged economic development and self – sufficiency in terms of political affairs.
- to encourage the development of rural industries
 - ❖ Believed in the cottage/village industries.
 - ❖ ‘production by masses’ not ‘mass consumption’.

Alternate approaches to Development (Contd...)

- Production by masses meant a large number of people being engaged in producing goods to meet their needs.
- According to Gandhi, this country has enough to satisfy the needs of the people, not their greed. He said greed, not need is the motivating factor for corruption.
- Identification and fulfillment of village needs, going for khadi and using the artisans are highlighted in the development of rural industries.
- Gandhi vouched for simple economics - co-operative movement - beginning of peoples' participation toward the betterment of villages.
- The Gandhian philosophy sums up thus: simple life and limited wants.

Mehta Model

- The community development programme of 1952 introduced a new unit of development administration – namely the block which comprised about one hundred villages.
- State government functionaries who were expected to enlist the people's participation.
- Resulted - appointment of the Team for the study of community projects and National Extension Service.
- The team was popularly known as the Balvantray Mehta committee as Balvantray was appointed its chairman.
- The Committee was asked to suggest measures to correct the snags in the implementation of development administration of the block levels.
- Recommended the formation of a hierarchic three-tier system of rural local government to be called Panchayati Raj.

Panchayati Raj

Panchayati Raj means rule by local councils.

The three tiers are the

- Gram panchayat (village level)
- Panchayat samiti (intermediate level) and
- Zilla parishad (district level).

The Balvanray Mehta Report emphasized the decentralization of democratic institutions. Its major recommendations were:

- to shift decision – making centre closer to the people.
- To encourage their participation and
- Put the bureaucracy under local popular control

The states were to accept these recommendations and devolve adequate powers to popularly elected panchayati raj bodies, making them responsible for developmental activities within their jurisdiction.

The earlier adopters of the panchayati raj form of rural local government were Rajasthan and Andhrapradesh in 1959. Most other states followed in due course.

Mehta Model (contd...)

- 1960s - 90 percent of the rural population. - 262 zila parishads and 2033 panchayati samitis .
- The powers of these bodies varied from state to state due to structural and operational variations in the pattern of panchayati raj institutions.
- Rural community development conscious.
- Could not fulfill all the expectations of the planners -The socially or economically privileged sections in the local community dominated the panchayati raj institutions.
- As a result, the weaker groups such as scheduled castes, scheduled tribes, and other poorer sections were still deprived of its benefits.
- Factionalism and favouritism which eventually weakened the development thrust.

Mehta Model (contd...)

- Systematically bypassed by factors like the new trend in Indian political system with the acceleration of centralization of powers since 1971, the central government making direct inroads into this sphere of activity, and the centre developing its own independent administrative hierarchies to carry out special programmes backed by new technology.
- Led to the appointment of another committee.
- Under the chairmanship of Asoka Mehta, the Committee on Panchayati Raj Institutions was set up in December 1977 to suggest measures to strengthen the panchayati raj institutions.

The committee submitted its report in August 1978 making 132 recommendations.

Asoka Mehta suggested a two-tier system

- Zila parishad (district level)
- Gram Panchayat (village level)

Five Year Plans

Attention to villages - First Five Year Plan -1952.

Need for giving the village panchayat an effective part to play actively in the process of development.

- **First Five Year Plan (1951-1956)** - Community Development Programme
- Agricultural development of the country
To cover the whole country - the end of the Third Five Year Plan period.
Appointment of Balvantray Mehta Committee because of not expected output.
- **The Second Five Year Plan (1956-1961)**- lack of patronage from central as well as state governments for the panchayati raj system.
- Industrial development of the country

Five Year Plans (Contd...)

The Third Five Year Plan (1961-1966)- mounting food shortages and crop failures during 1966-67.

- reshuffling of priorities in the Community Development Programme - overriding emphasis on agricultural production.

Economy independent and to reach self active position

Plan Holiday (1966-69) : Indo-Pakistan War & Failure of Third Five year plan

Fourth Five Year Plan (1969-1974) : Special programmes organised

Small Farmer's Development Agency (SFDA),

Tribal Development Agency (TDA),

Marginal Farmers and Agricultural Labourers Development Agency (MFAL) and

Command Area Development (CAD)

Objective : Growth with stability and progressive achievement of self reliance

Slogan "Garibi Hatao"

The Fifth Five Year(1974-1979) - Hill Area Development Programmes - Appointment of Asoka Mehta Committee - strengthen the panchayat raj institutions - main thrust - decentralized administration and people's participation.

Five Year Plans (Contd...)

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Fourth Five Year Plan : Special programmes organised

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Tribal Development Agency (TDA),

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Commarand Area Development (CAD).

The Fifth Five Year - Hill Area Development Programmes - Appointment of Asoka

Mehta Committee - strengthen the panchayat raj institutions - main thrust -

decentralized administration and people's participation.

Priority to agriculture , next came industry and mines

Five Year Plans (contd...)

The Sixth Five Year Plan of 1980-85, published in January 1981, highlighted the philosophy and strategy of the revised Integrated Rural Development Programme. The Plan viewed the IRDP as an anti-poverty programme.

Sixth plan expected the IRDP to chalk out schemes of specific beneficiary-oriented assistance so that the rural people could be brought above the poverty line.

The plan said: “Any developmental strategy which aims at improving the lot of the rural poor must aim at creating new productive assets for them”. The improvement of the non-farm sector was emphasized.
Poverty eradication and technological self reliance

Based on investment yojna, infrastructural changing and trend to growth model

The Seventh Five Year Plan provided Rs.700 crores for the development of radio so as to reach the masses whose majority is in rural areas, reeling under poverty. A similar amount was allotted to the development of television. Includes establishment of self sufficient economy, opportunities for productive employment.

Five Year Plans (contd...)

No Five year Plan (1990 – 1992)

The Eighth Five Year Plan's (1992-1997) focus was on:

- human development
- restructuring of the economy (New Economic Policy of India was launched)
- greater participation of the private sector
- Significant role for the market to infuse economic efficiency

The Ninth Five Year plan (1997-2002|) has two main objectives:

- To implement the development oriented common minimum programme (CMP) by the year 2000
- To boost agricultural investment, which has been stagnating since he sixth plan
- Main focus : growth with justice and equity

Five Year Plans

(contd...)

- **Tenth Five Year Plan (2002-2007)** The Tenth Plan had emphasized the need to ensure equity and social justice taking into account the fact that rigidities in the economy can make poverty reducing effects of growth less effective.
- Swarn Jayanti Gram Swarozgar Yojana-SJGSY (IRDP and allied programmes) should be transformed into a micro finance programme to be run by banks with no subsidy on the lines of Rashtriya Mahila Kosh.
- b. Funds to gram sabhas should be extended only when the people contribute a substantial amount of 25% in normal blocks and 15% in tribal/poor blocks.
- Employment programmes should be replaced by food for work programmes to be run only in area of distress. In all the areas, the focus should be on undertaking productive works and their maintenance, such as rural roads, watershed development, rejuvenation of tanks, afforestation and irrigation.
- Rural Development Funds should also be used for enhancing the budgetary allocation of successful rural development that are being run by state government or for meeting the state contribution for donar assisted programmes for poverty alleviation.
- Special efforts should be made to strengthen the economy of the marginal and small farmers, forest produce gathered, artisans and unskilled workers. The poor should not merely benefit from growth generated elsewhere, they should contribute to growth.
- Special efforts must be made to encourage development of small industry and other

Five Year Plans (contd...)

Eleventh Five Year Plan (2007-2012)

- Rapid growth that reduces poverty and creates employment opportunities;
- Access to essential services in health and education especially for the poor;
- Empowerment through education and skill development;
- Extension of employment opportunities using National Rural Employment Guarantee Programme;
- Environmental sustainability;
- Reduction of gender inequality
- Faster and more inclusive growth

Twelfth Five Year Plan (2012-2017)

- Better performance in agriculture
- Faster creation of jobs in manufacturing Wider industrial growth
- The creation of appropriate infrastructural facilities to enhance agricultural and manufacturing growth
- Stronger efforts at health education and skill development
- Reforming the implementation of flagship programs
- Special challenges focused on vulnerable groups and back ward sections.
- Faster and more inclusive and sustainable growth

Development & Colonisation

- Development - “Mental Decolonisation”: Former colonial countries try to deconstruct old attitudes and perceptions that refer to the vanquished time of colonialism
- The Western world got interested in post-colonialism in the 1970s
- Characteristics of the post-colonial theory:
 - ❖ Violent-like, unbuffered contact between two different cultures and attitudes (the suppressors and the formerly suppressed)
 - ❖ Relationship between these two cultures as rather contradictory and ambiguous

Development & Colonisation (Contd..)

- ❖ Description of problems resulting from the step to independence:
 - Natives have to learn how to deal with the power of independence
 - Colonial powers have to accept the loss of power over foreign countries
 - Both have to deal with their past as suppressors and suppressed
- ❖ Conflicts of identity and cultural belonging within the former colonial countries:
 - Western destruction and replacement of deep-rooted cultures and traditions
 - Challenge of creating a new nationwide identity and self-confidence
 - Western culture had become part of people's identity
 - Difficult, paradox identification process

Post Colonialism

- ❖ Post-colonialism: Identification process takes places on a linguistic level
- ❖ Exchange of thoughts from the perspective of both parties
- ❖ Post-colonialism deals with the consequences and legacies of colonialism for society and culture in contexts of suppression, resistance, gender, migration etc.

History of Indian colonialism

- 1756: Foundation of the “British East India Company”
- 1857: First Indian rebellion against the British colonialists; rebellion fails
- 1885: Foundation of the “National Indian Congress”: Demand for participation in the Indian government; first attempts to create a movement for independence
- 1947: Mahatma Ghandi’s non-violent movement succeeds and India becomes independent
- Indian Partition: The country is divided into the Indian Union and Pakistan (“Great Divide”)

Post-colonial development in India

- Religious and ethnic conflicts between Hindus and Muslims causes displacement of 17 million people and genocide (about 700.000 – one million killed)
- Wars between Pakistan and India
- Economic progress, but persistent problems in India: Poverty, overpopulation, environmental pollution, ethnic and religious conflicts
- “The English language as an omnipresent legacy of the former colonial times
- British-Indian relationship today:
 - Indian independence has been managed (mainly democratic and politically stable)
 - Tensions between both countries still cannot be completely removed; relationship is not always unproblematic with regard to the colonial past
 - Process of decolonisation is in progress, but has not been finished yet

Development and its Concepts

Unit - 2

Development Communication

- Development is “the art and science of human communication applied to the speedy transformation of a country and the mass of its people through the identification and utilization of appropriate expertise in the development process that will assist in increasing participation of intended beneficiaries at the grassroots level” (Rosario Braid, 1979).

Development Communication - goal

- Development Communication is communication with a social conscience. It takes humans into account. Development communication is primarily associated with rural problems, but is also concerned with urban problems.
- It has two primary roles:
 - a transforming role, as it seeks social change in the direction of higher quality of values of society.
 - seeks to create an atmosphere for change, as well as providing innovations through which society may change.

Role of Development Communication

- DEVCOM brings about a planned growth intended to promote human development, reducing, if not eradicating poverty, unemployment and other social inequalities.
- It is engaged not only in mere reporting of facts or opinions, but also in teaching the people and leading them to action.
- It imparts and shares ideas to nurture and cultivate the proper attitudes, skills and values that are needed to develop.
- In short, DEVCOM is a communication science that assists developmental goals.

Philosophy of development

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

Philosophy and goal of Development Communication

- Three main ideas which define the philosophy of development communication and make it different from general communication are:
 - 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.
 - 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.
 - Goal of development communication is not only 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**.

Goals of Development Communication

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- The goal of development communication in a specific society will be influenced by the ends and values of that society

Devcom : Audience

- **Development communication has to deal with two types of audience:**
 - the communicators comprising development bureaucracy, media practitioners and professionals, and
 - the people i.e. the audience who can be informed or uninformed; educated or semi-literate or literate.

The Scope and Uses of Development Communication

- Scope of communication need to be known to fully understand the way development communication can be effectively applied in operations. Even the media-centric MacBride report (1980)" indicated that the communication role was not restricted to media and dissemination—that it should also be concerned with "involving people in the diagnosis of needs
- Development communication are into two basic modes:
 - the "monologic" mode, based on the classical one-way communication model associated with diffusion, and
 - the "dialogic" mode, based on the interactive two-way model, associated with participatory approaches.
- Being familiar with these two modes helps one to better understand which to apply under what circumstances.

Monologic Mode: One-Way Communication for Behavior Change

- The monologic mode is linked to the development communication perspective known as "diffusion." It is based on the one-way flow of information for the purpose of disseminating information and messages to induce change.
- Its main intentions can be divided into two different types of applications:
 - i. Communication to inform and
 - "Communication to inform" typically involves a linear transmission of information, usually from a sender to many receivers.
 - It is used when raising awareness or providing knowledge on certain issues which is considered enough to achieve the intended goal (for example, informing a community about the activities of a project or informing the public about a reform coming into effect).

Monologic Mode: One-Way Communication for Behavior Change (Contd...)

ii. communication to persuade.

- The dissemination of information is only a temporary stage to be reached in a longer process aimed at achieving behavior changes. This modality can be labeled "communication to persuade."
- "Approaches in communication for behavior change use methods and media to persuade individuals to adopt specific practices or behaviors. These approaches are frequently used in health initiatives."
- Its underlying assumption is that individual attitudes and behaviors can be changed voluntarily through communication and persuasion" techniques and the related use of effective messages. Since the approaches, methods, and media used for this modality rely mostly on the one-way model, the mode of reference is monologic communication.
- The primary objective is for the sender to be able to persuade the receivers about the intended change. A common approach closely associated with this communication mode is strategic communication, which is often used in development initiatives to support management objectives.

Dialogic Mode: Two-Way Communication for Engagement and Discovery

- The dialogic mode is associated with the emerging participatory paradigm. It is based on the horizontal, two-way model of communication, creating a constructive environment where stakeholders can participate in the definition of problems and solutions.
- The main purposes of this model can be divided into two broad types of applications:
 1. communication to assess; and
 2. communication to empower.
- This categorization helps one to understand the way in which the ultimate scope of the communication interventions shapes the choice of communication approaches, methods, and models of reference.

Dialogic Mode: Two-Way Communication for Engagement and Discovery (contd...)

- "Communication to assess" is used as a research and analytical tool that, in its interdisciplinary and cross-cutting nature, can be used effectively to investigate any issue, well beyond those strictly related to the communication dimension. The power of dialogic communication is applied to engage stakeholders in exploring, uncovering, and assessing key issues, opportunities, and risks of both a technical and political nature.
- Dialogic communication is not used to inform but to truly "communicate"—that is, to share perceptions and create new knowledge.
- Dialog should be understood as a process where "participants come together in a safe space to understand each other's viewpoint in order to develop new options to address a commonly identified problem.
- Dialogic communication is not only effective as a problem-solving tool, but it also builds confidence, prevents conflicts, and addresses the issue of poverty by engaging the poorest and most marginal sectors in the process concerning issues of relevance to them.
- The overall goal of the dialogic mode is to ensure mutual understanding and to make the best use of all possible knowledge in assessing the situation, building consensus, and looking for appropriate solutions. By facilitating dialog with key stakeholders, this type of communication enhances the analysis and minimizes risks.

Concept of Development

- Conceived as 'dynamic' in the service of the 'progress'
- The progressive change is described as alterations in awareness, motivation and participation of the individuals.
- Social point – The change in the social structure or in the functions performed by different groups and units within it.
- It is a process of innovation where one learns from the experiences of others and assimilate what is considered useful through a process of selection.
- Development is “growth” all the time.

Development issues and sub-issues

- Development issues have varied overtime
 - The development definition assigned,
 - Changing development needs of the masses
 - Changing world economy and technology
 - Politics of development and
 - Resultant supporting issues

Prerequisites of Development Communication

- There are two perspectives on communication for development –
 - Communication's needs : The communicator may communicate by information and education, and thus motivate the masses.
 - Audience's needs: The audience may communicate for development information, making demands for development and asking solutions for development problems.
- These two perspectives suggest certain prerequisites for development communication:
 - i. human and localized approach to communication rather than abstract and centralized;
 - ii. credibility and role of communication links, and
 - iii. access to communication.

Development Threshold

- Human and localized approach suggest that communication efforts should be tailored to the needs, psychological dispositions of people and the development threshold of people.
- “Development threshold” is significant for development communication. For example, there is a marked difference between the development threshold of rural and urban society, between elites and masses, men and women within the urban and rural society.
- These differences in the threshold are termed as “development gap”.
- Development gap is identified with socio-economic gap, knowledge gap, and communication gap.
- Development gap suggests that people in different development thresholds need different development communication handling for effective development.
- The development-gap hypothesis is that patterns of communication may lead the have-nots away from the mainstream of development thus creating gap between the haves and the have-nots (Narula Uma, Dynamics of Development in Indian Society, 1983).

Several Models of Development:

- Development is a very complex process - No single development model stands universally accepted - Concept of development has been regularly undergoing changes.
- Initially, the Western model of liberty, economic growth and modernization was adopted by several states.
- Then some states came forward to adopt the Socialist model of development.
- Some others like India decided to adopt a mixed liberal-democratic-socialist model.
- Presently the world has been strongly advocating the Sustainable Development Model.

Western Liberal Model of Development

- In this model, it is held that all societies undergo changes from traditional, transitional and modern stages of development.
- It regards political development as the condition for economic development.
- It supports the autonomy, rights and self-interest of the individual as the basis of all development.
- It stands for rapid industrialization, technological advancement, modernization, full employment and continuous process of liberalization of society, economy and polity.
- The goals of development are to be achieved on the basis of free-market economy, competitiveness and all-round individual development.
- This is also known as the market model of development.
- It advocates that opening up of the economies of all states is the only way for development.
- Does not suit the developing countries - Acts as a source of neo-colonial control of the rich and developed countries over the economies and policies of developing Third World countries of the world.
- Socialist critics, criticize this model because it leads to economic inequalities and concentration of wealth in the hands of the rich class of capitalists.
- It gives rise to a monopoly of the rich and an exploitation of the poor.

Welfare Model of Development

- The welfare model of development accepts and strongly advocates the role of state in the economic sphere for promoting the socio-economic welfare and common interests of the society.
- It conceptualizes the state as a welfare state and advocates that state planning and organised efforts are essential for rapid industrialization, economic growth and socio-economic development.
- The welfare state can provide various types of social services for the people, like education, health, employment, social security and public distribution system.
- It acts as the agency for promoting desired social change and development.
- It takes special steps for protecting the interests of the weaker sections of society.
- Welfare State protects all social, economic and political rights of all the people and in turn the people act in a socially responsible way.
- All developing countries accepted the welfare state model but with some changes of their individual likings and needs.
- However, the welfare model did not succeed in securing the desired development.
- The machinery of state, particularly the bureaucracy proved to be inefficient and corrupt. Welfare goals were secured partially and that too with undesirable delays.
- The welfare model also made the people dependent upon the state and they largely failed to develop.

Socialist/Marxist Model of Development

- The Socialist model of development is a general model in which several socialist thinkers advocate several different views about development goals and means.
- Some socialists accept democratic means for securing socialist goals of development.
- However, the Marxist Socialists and the Revolutionary Socialists advocate revolutionary means and a centralized system of economic and political relations for rapid industrialization, progress and development.
- The Marxist Socialist model rejects the capitalist-liberal model of development.
- The communist states the USSR (1917-1990), Poland Czechoslovakia, Hungary, Rumania, Bulgaria, East Germany Vietnam, North Korea and Cuba (between 1945 to 1990) used a centralized command economic system as the means for development.
- They placed full emphasis upon the social and economic rights, particularly the right to equality and social justice.
- They advocated socialization of means of production and distribution for rapid socio-economic development. Industrialization was held to be the means but it was to be pursued by ensuring the protection of the interests of the workers and common people.

Socialist/Marxist Model of Development (Contd...)

- Control of the communist state over the process of industrialization and development was held to be an essential condition for development.
- Such a state was regarded as the supreme agency for ensuring education, health and social security for the masses.
- Little emphasis was however placed on the civil and political rights of the people.
- In 1980s the Socialist/Marxist model of development was found to be weak and unproductive.
- Around 1985-1991 the economies and polities of all the socialist states began collapsing.
- They found it essential to adopt political and economic liberalization of their societies, polities and economies.
- All these states decided to liberalization, privatization, democratization and competitiveness as the means for growth, stability and development. The Socialist model of development suffered a big decline in its popularity and liberal-democratic-capitalist model got a new universal acceptance and popularity.

Democratic-Socialist Model of Development

- This model advocates development through the securing of socialist goals by using democratic means.
- India and several other Third World countries decided to adopt this model.
- In fact, these states combined the democratic socialist model and welfare state model for rapid industrialization, economic growth and development.
- Organised planning and democratic process of politics were adopted by them.
- However, the actual operation of this model of development also proved to be inadequate for securing the goal of rapid socio-economic- political development.
- Bureaucratic inefficiency, corruption, faulty planning priorities and slow growth led to an inadequate success in all areas of development.
- In the last decade of 20th centuries, these states also decided to go in for liberalisation, privatisation, competition, market economy and globalisation.
- These began registering some rapid development by using the new model.
- However, this model of development has also started showcasing some limitations and dangers of privatisation and globalisation.
- It has started acting as a source of commercialization of human relations and even commercialization of education, healthcare and social service sectors.
- A need for reforms and changes are currently being designed and adopted, particularly for meeting the pressures resulting from global economic recession.

Gandhian Model of Development

- Gandhian model of development is based upon the following salient features:
 - i. It gives place of primacy to moral development and ethical view of socio-economic-political development. Truth and non-violence are advocated as the basis of all human activities and decisions.
 - ii. It stands for complete decentralization of functions and powers with each village acting as a self-regulating and self-sufficient unit of development.
 - iii. Development must ensure food, clothing, shelter, education and employment for all.
 - iv. Strong reservation about mechanization and industrialisation. Machines deprive human beings of employment and industrialization generates consumerism and profiteering. Industrialization must be based upon the use of manpower and its aim should be to meet the primary basic needs of all the people.
 - v. Emphasis upon cottage industries, handicrafts, agriculture and labour.
 - vi. Total emphasis upon social equality, non-violence, truthful living, social responsibilities, dignity of labour and moral and spiritual happiness. Development has to be measured on the scale of happiness and not consumerism and profit-making.
 - vii. All development must ensure environmental health and happiness.
 - viii. Gandhian view of a developed state is a peaceful, happy, non-violent state based on morality and respect for the equal dignity, worth and needs of all the people of society. .
- The critics of this model hold it to be an idealist model which cannot be really used. However, the supporters of the presently popular model of sustainable development appreciate the value of Gandhian Model of Development.

Sustainable Development Model

- Unprincipled and over-exploitation of natural resources; Air, Water, Soil and Sound Pollution; climate change and its adverse affect on human life; increase in radiation levels; depletion of ozone layer; and disturbances and pressures on the eco-systems, all have amply demonstrated the fact that the past socio-economic development has not been a real development.
- Its human cost has been excessively high. It has created a situation of a social-economic-environmental imbalance. It has made it essential for us to work for securing social sustainability, economic sustainability and environmental sustainability. i.e. Sustainable Development. The greatest need of the hour is to put in comprehensive and coordinated efforts for securing development which is socially, economically and environmentally stable and enduringly sustainable.
- Meaning Sustainable Development is the approach to development which seeks to generate present growth without in any way of disturbing and limiting the quality of life for future generations.
- It focuses attention upon the need to maintain a necessary, healthy, productive and enduringly sustainable balance between human needs, natural resources and features, and ecosystems.
- These are to be developed and made to sustain and reinforce each other.
- The Brundtland Report defines Sustainable Development as: “Development that meets the needs of present without compromising the ability of future generations to meet their own needs”.

Main Dimensions of Sustainable Development

- The concept of Sustainable Development is very comprehensive.
- It contains within itself several dimensions of development.
- It to secure social economic and environmental development.
- It includes the concept of sustainable population levels, poverty alleviation, socio-economic justice, social development, economic development, environmental protection, prevention, control and abatement of pollution, securing of balanced ecosystems and biodiversity, conservation and systematic use of natural resources, development and use of eco-friendly technologies, meeting the challenge resulting from climate change, and securing the needs of present without in any way limiting or harming the ability of the future generations to meet their needs.
- All these dimensions of Sustainable Development are emphasized by a large majority of the contemporary supporters of the model.

Paradigm

- a framework containing the basic assumptions, ways of thinking, and methodology that are commonly accepted by members of a scientific community.

Everett Rogers : Diffusion of Innovations

- Everett Rogers—the main developer
 - Adapted ideas from Gabriel Tarde and from the Hybrid Seed Corn Study (Ryan & Gross)
- This theory has been used and studied across many fields: Rural sociology, Medical sociology, Anthropology, Economics, Marketing

Everett Rogers : Diffusion of Innovations

- The 'diffusion of innovations' theory elaborated by Everett Rogers (1962, 1983) became one of the most influential modernization theories.
- It has been said that Rogers' model has ruled development communication for decades and became the blueprint for communication activities in development. Rogers' intention was to understand the adoption of new behaviors. The premise was that innovations diffuse over time according to individuals' stages.

Everett Rogers : Diffusion of Innovations (Contd...)

- Populations were divided in different groups according to their propensity to incorporate innovations and timing in actually adopting them.
- Rogers proposed that early adopters act as models to emulate and generate a climate of acceptance and an appetite for change, and those who are slow to adopt are laggards.
- This latter category was assumed to describe the vast majority of the population in the Third World.
- **The four main elements in the diffusion of new ideas are:**
 1. The innovation
 2. Communication channels
 3. Time
 4. The social system (context)

Innovation

- Innovation = An idea, practice, or object perceived as new by an individual or other unit of adoption
 - Software (necessary)
 - Hardware (optional)
- Rogers posited five stages through which an individual passes in the adoption of innovations:
 1. Relative Advantage - The degree to which an innovation is seen as better than the idea, program, or product it replaces.
 2. Compatibility - How consistent the innovation is with the values, experiences, and needs of the potential adopters.
 3. Complexity - How difficult the innovation is to understand and/or use.
 4. Trialability - The extent to which the innovation can be tested or experimented with before a commitment to adopt is made.
 5. Observability - The extent to which the innovation provides tangible results.

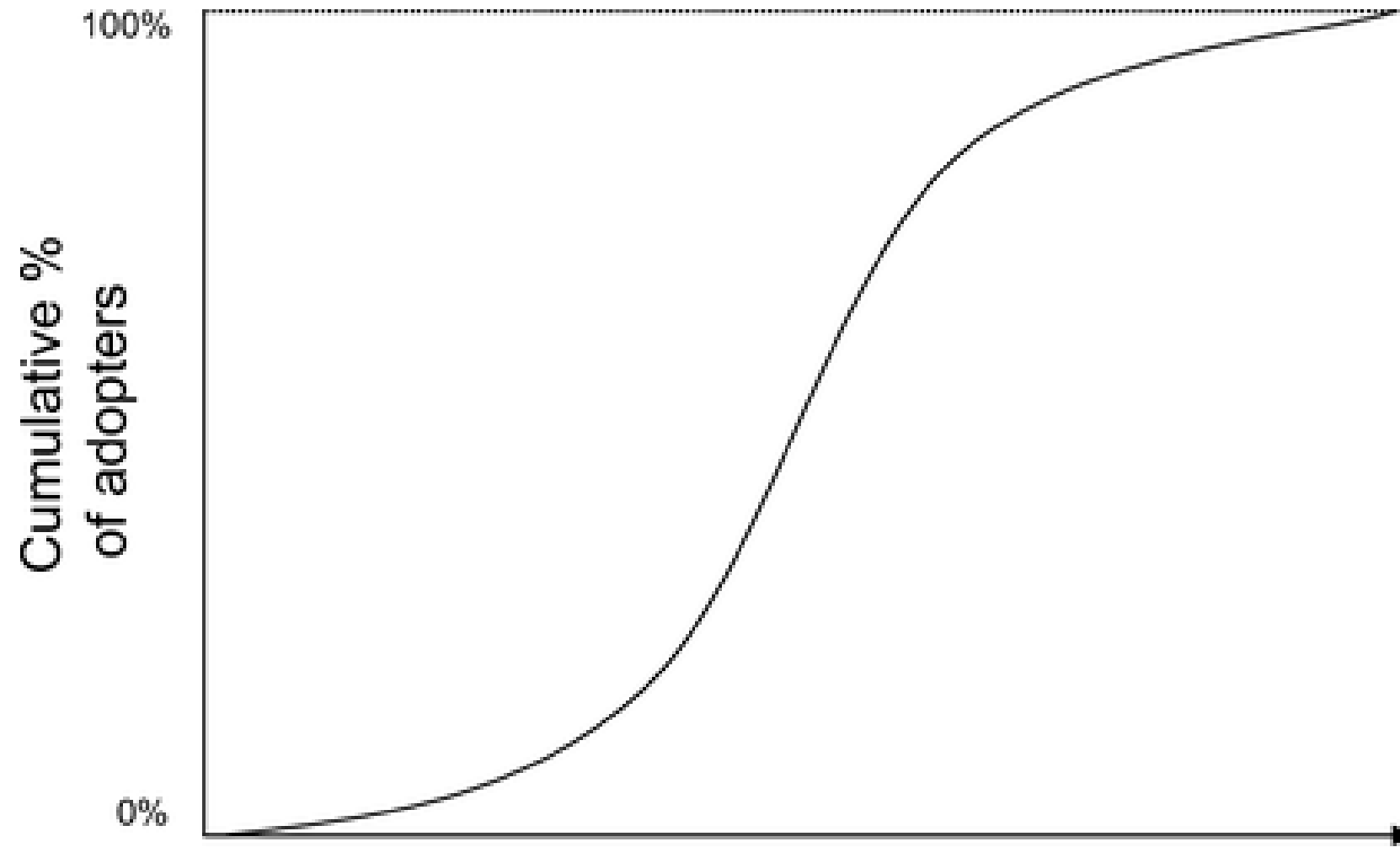
Communication

- Communication is the process by which participants create and share information with one another in order to reach a mutual understanding.
- A communication channel is the means by which messages get from one individual to another.
- Mass media channels are more effective in creating knowledge of innovations, whereas interpersonal channels are more effective in forming and changing attitudes toward a new idea, and thus in influencing the decision to adopt or reject a new idea.
- Most individuals evaluate an innovation, not on the basis of scientific research by experts, but through the subjective evaluations of near-peers who have adopted the innovation.

Time

- The time dimension is involved in diffusion in three ways.
 - I. Time is involved in the ***innovation-decision process***.
 - The innovation decision process is the mental process through which an individual (or other decision making unit) passes from first knowledge of an innovation to forming an attitude toward the innovation, to a decision to adopt or reject, to implementation of the new idea, and to confirmation of this decision.
 - An individual seeks information at various stages in the innovation-decision process in order to decrease uncertainty about an innovation's expected consequences.
- **5-Step Process:**
 - 1) Knowledge – person becomes aware of an innovation and has some idea of how it functions
 - 2) Persuasion – person forms a favorable or unfavorable attitude toward the innovation
 - 3) Decision – person engages in activities that lead to a choice to adopt or reject the innovation
 - 4) Implementation – person puts an innovation into use
 - 5) Confirmation – person evaluates the results of an innovation-decision already made

The Classic S-Shaped Adoption Curve



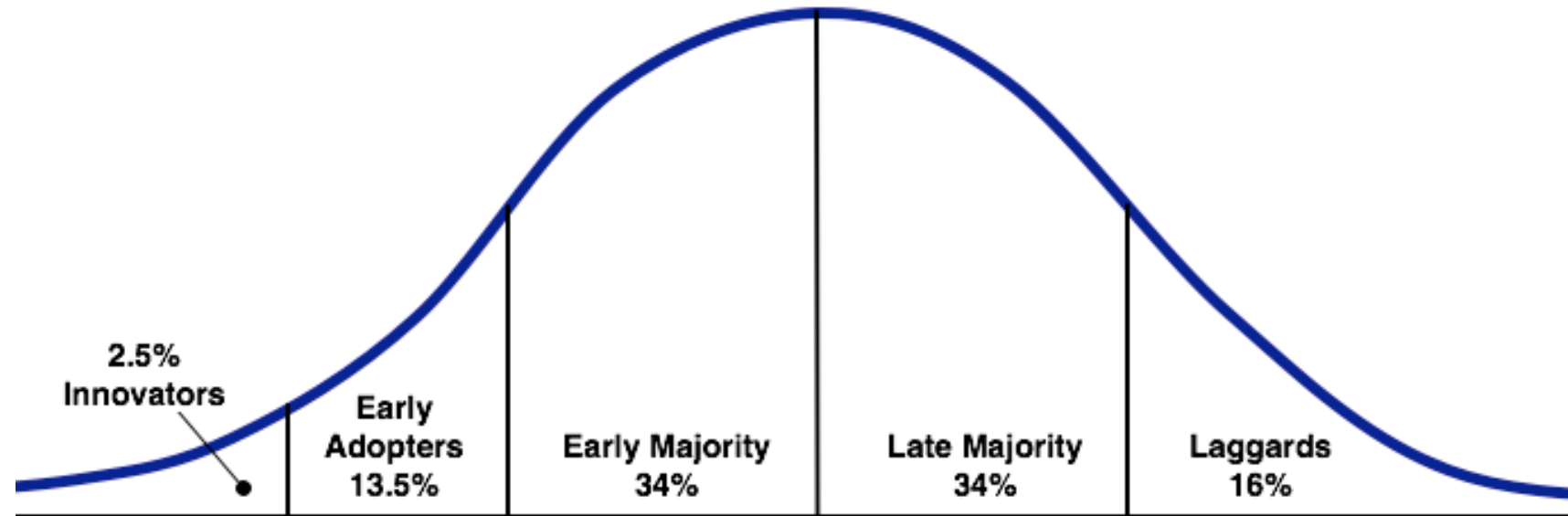
Time

- II. Time is involved in diffusion is in the innovativeness of an individual or other unit of adoption. Innovativeness is the degree to which an individual or other unit of adoption is relatively earlier in adopting new ideas than other members of a social system. There are five adopter categories, or classifications of the members of a social system on the basis on their innovativeness:
- a. **Innovators** - These are people who want to be the first to try the innovation. They are venturesome and interested in new ideas. These people are very willing to take risks, and are often the first to develop new ideas.
 - b. **Early Adopters** - These are people who represent opinion leaders. They enjoy leadership roles, and embrace change opportunities. They are already aware of the need to change and so are very comfortable adopting new ideas. Strategies to appeal to this population include how-to manuals and information sheets on implementation. They do not need information to convince them to change.
 - c. **Early Majority** - These people are rarely leaders, but they do adopt new ideas before the average person. That said, they typically need to see evidence that the innovation works before they are willing to adopt it. Strategies to appeal to this population include success stories and evidence of the innovation's effectiveness.
 - d. **Late Majority** - These people are skeptical of change, and will only adopt an innovation after it has been tried by the majority. Strategies to appeal to this population include information on how many other people have tried the innovation and have adopted it successfully.
 - e. **Laggards** - These people are bound by tradition and very conservative. They are very skeptical of change and are the hardest group to bring on board. Strategies to appeal to this population include statistics, fear appeals, and pressure from people in the other adopter groups.

Time

- III. Time is involved in diffusion is in rate **of adoption**. The rate of adoption is the relative speed with which an innovation is adopted by members of a social system.
- The rate of adoption is usually measured as the number of members of the system that adopt the innovation in a given time period.
 - An innovation's rate of adoption is influenced by the five perceived attributes of an innovation. --- (Time/Infected Population)

The corresponding Classic Bell-Shaped Adopters Curve



Source: Everett Rogers, Diffusion of Innovations model

Many studies have looked at how these groups differ:

Innovators are highly cosmopolite and open to new things.

Early adopters tend to be opinion leaders.

Early majority provide “legitimization” of the innovation.

Late majority are skeptical.

Laggards put trust in the status quo.

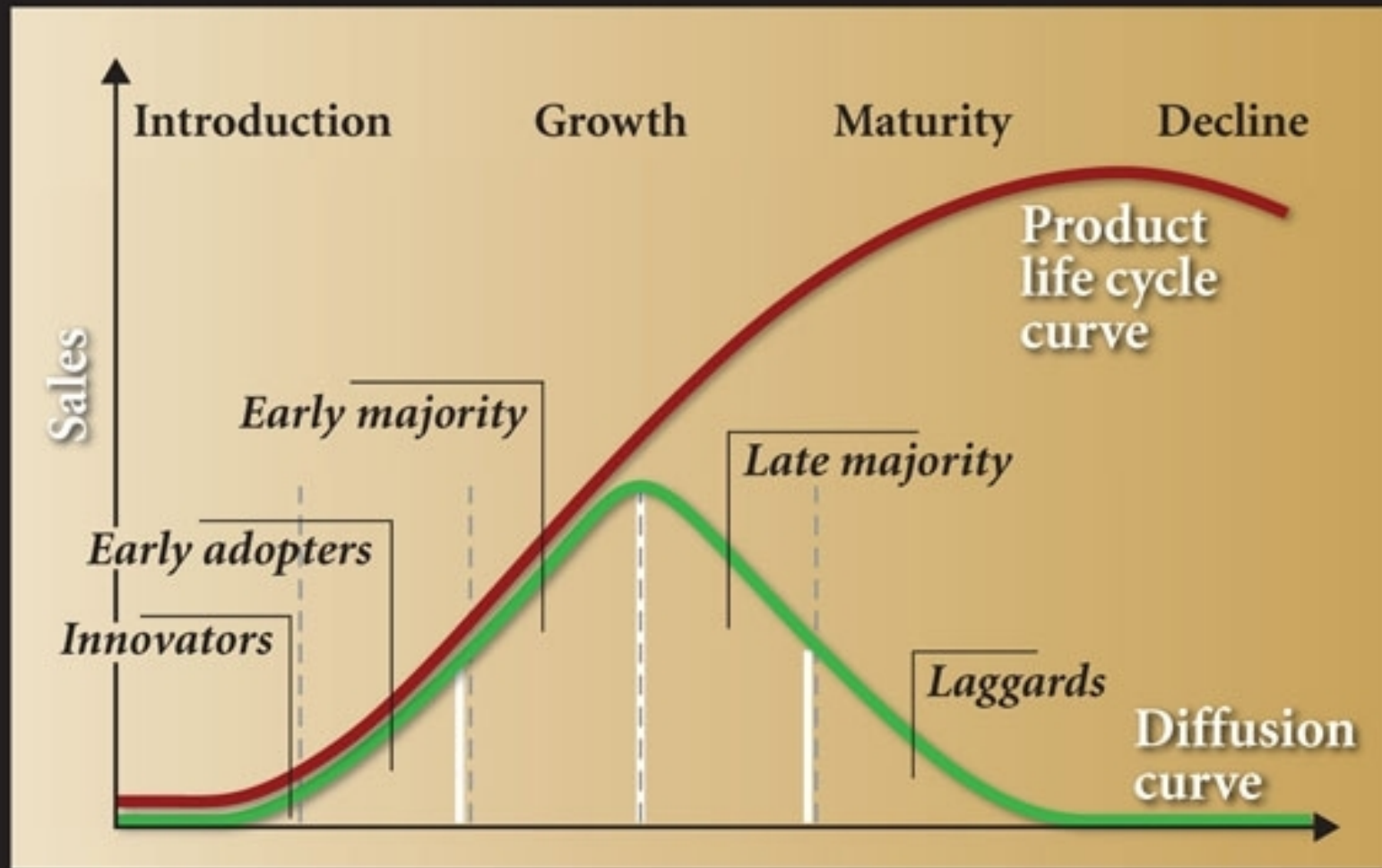
More on Opinion Leaders

- Mass Media → Opinion Leaders → Opinion Followers
- A combination of media and interpersonal channels resulted in information and influence re the election
- Opinion leadership is the degree to which an individual is able to influence others' attitudes or behaviors informally
- Opinion leaders exist at “all levels” (textbook)
- Opinion leaders may be monomorphic or polymorphic
- Opinion leaders tend to:
 - Be more exposed to all forms of communication (media and interpersonal)
 - Have higher SES (socio-economic status)
 - Be more innovative

The Role of Change Agents

- A change agent is an individual who influences clients' innovation-decisions in a direction deemed desirable by a *change agency*
- Change agents are more successful if they:
 - Have homophily with the targeted “clients”
 - Have credibility with the targeted “clients”
 - Use opinion leaders to reach others

Roger's Diffusion of Innovations



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The social system

- The fourth main element in the diffusion of new ideas is the social system.
- A social system is defined as a set of interrelated units that are engaged in joint problem-solving to accomplish a common goal.
- The members or units of a social system may be individuals, informal groups, organizations, and/or subsystems. It constitutes a boundary within which an innovation diffuses.
- Norms are the established behavior patterns for the members of a social system.
- Opinion leadership, the degree to which an individual is able to influence informally other individuals' attitudes or overt behavior in a desired way with relative frequency also plays the social system.
- A change agent is an individual who attempts to influence clients' innovation-decisions in a direction that is deemed desirable by a change agency.
- The concept of the critical mass implies that outreach activities should be concentrated on getting the use of the innovation to the point of critical mass.
- Early adopters are often opinion leaders, and serve as role-models for many other members of the social system.
- Early adopters are instrumental in getting an innovation to the point of critical mass, and hence, in the successful diffusion of an innovation.

Limitations of Diffusion of Innovation Theory

- There are several limitations of Diffusion of Innovation Theory, which include the following:
 - Much of the evidence for this theory, including the adopter categories, did not originate in public health and it was not developed to explicitly apply to adoption of new behaviors or health innovations.
 - It does not foster a participatory approach to adoption of a public health program.
 - It works better with adoption of behaviors rather than cessation or prevention of behaviors.
 - It doesn't take into account an individual's resources or social support to adopt the new behavior (or innovation).

Wilbur Schramm – Magic Multipliers

- Wilbur Schramm (1964) was the first to recognize that communication could play an important role in the national development of the third world countries.
- He believed that mass media could better the lives of people by supplementing the information resources and exposing people for learning opportunities.
- Schramm's conceptualization of the interaction between mass communication and development became the focus of many development programmes.
- He was occupied with the practical problems of using mass communication to promote economic growth and social development in third world countries.
- He conceptualized a relationship between development communication and economic growth, which has been the main guiding paradigm for development programmes.
- He suggested that as economic activity spreads, knowledge must be gathered more broadly, information shared widely and transferred swiftly.
- For this the developing nations must be prepared to support enormous increase in the day-to-day communication within the system.

Wilbur Schramm – Magic Multipliers (Contd...)

- Wilbur Schramm extended the arguments of Lerner and Rogers in favour of 'Modernisation' through the mass media – which he termed as magic multipliers.
- His work was part of the efforts of the United Nations and UNESCO for a programme of concrete action to build up press, radio broadcasting, film and television facilities in countries in the process of economic and social development.
- Schramm stated that mass media were 'agents of social change', almost 'miraculous' in their power to bring about that change', Schramm argued that the mass media could help accomplish the transitions to new customs and practices and in some cases to different social relationships.
- Such changes in behavior must necessarily lie substantial changes in attitudes, beliefs, skills and social norms.

Process

- **The awareness of a need which is not satisfied by present customs and behavior**
- **The need to invent or borrow behavior that comes close to meeting the need.**

Wilbur Schramm – Magic Multipliers (Contd...)

- Schramm took account of cultural linkages, in acknowledging ‘resistance to change’ and in urging an understanding participation’.
- The mass media had the potential to widen horizons, to focus attention, to raise aspirations and to create a climate for development.
- They also had the potential to confer status, to enforce social norms, to help form tastes and could affect attitudes lightly held. He was also optimistic about the potential of the mass media in all types of education and training.
- He conceded that ‘the mass media can help only indirectly to change strongly held attitudes and valued practices’.

Wilbur Schramm – Magic Multipliers (Contd...)

- He recommended that ‘a developing country should review its restrictions on the importing of informational materials, should not hesitate to make use of new technical developments in communication, in cases where these new developments fit its needs and capabilities’.
- The challenge is to put the resources and the power of modern communication skillfully and fully behind economic and social development.
- He describes as fortuitous, ‘almost miraculous’ that modern mass communications should be available to multiply informational resources.
- The assumption in ‘modernization’ theories of Development was that societies evolved from one stage to another, from traditional to ‘transitional’ to ‘modern’ and thence to ‘post-modern’ or ‘post-industrial’ societies.

Difference between Communication and Development Communication

- Communication has been defined as "the transfer of ideas of knowledge in ways that enable the recipient to understand, react to, and act upon the information received," (Oliveira, 1993:103).
- Mercado (1992:15) has similarly defined communication as "a process of sharing messages between a source and a receiver either directly or through a channel." Effective communication is predicated on four elements: a source who initiates the process; a message which contains information that the source is transmitting; a channel or medium which enables the transmission of the message; and a receiver who acknowledges receipt of the message.

Difference between Communication and Development Communication (contd...)

- Development on its part, has serious definitional problems. It has been defined as a conceptual framework for a number of individual, institutional, national and international changes (Mowlana and Wilson, 1990).
- Another definition holds that development is conceived as "six lanes of large motor cars streaming powerfully into and out of gleaming cities; neon lights flashing and juke boxes sounding, and skyscrapers rising, storey upon storey into the sky" (Haque, 1991:221). Other scholars have even questioned whether the term development should continue to be used instead of others such as "progress", "transformation", "beneficial change", "liberation" or even "revolution" (Crocker, 1993:62).
- For our purpose, Mercado's definition of development as "a process of providing disadvantaged people the opportunities to realise and improve their knowledge, attitude, and skill to utilise, sustain, and improve their productivity of available resources within their environment in order to improve the quality of their life and the society where they belong," (Mercado, 1992:14) shall be adopted. Implied in this definition, is the fact that development is a type of "social change" intended to bring about both social and material advancement, including the area of human rights (Rogers, 1978: 68).

Communication for Social Change

Unit 3

Communication for social change

- CFSC is a process of public and private dialogue through which people themselves define who they are, what they need and how to get what they need in order to improve their own lives.
- It utilizes dialogue that leads to collective problem identification, decision making and community-based implementation of solutions to development issues

Role of Communication and media in Developmental Issues

- Health Issues (HIV/AIDS prevention, lifestyle changes, diabetes, nutrition)
- Good Governance (transparency in decision-making and in internal and external communication)
- Sustainable development and Climate Change
- Popular Education (social movements in Latin America, ie., indigenous groups)
- Human Rights Violations (campaigns, ie Amnesty International)
- Conflict Resolution (theatre and sport in Burundi)
- Trade (EU Sugar Policy: Oxfam Campaign)
- Cultural Heritage (reclaiming urban sites)

Key players

- Governments
- UN/International governmental agencies
- INGOs/NGOs
- Social Movements/TANs
- North/South
- Local/National/International/Transnational

Various forms of Folk Media

- Tamasha
 - ❖ It is a commercial theatre like, widely popular in Maharashtra and in other part of western India.
 - ❖ Female performer carries on the programme of singing 'on demand' as proposed by the patrons among on or morals of life or social values. Only 'Dholki-baris', a refined form of 'Tamasha', delivers such effective messages.
- Powada (Powala)
 - ❖ It is a folk balad form, that is widely accepted by 'Maharastrian'.
 - ❖ It appeared during the 16th century, and carries a dramatic form of nature.
 - ❖ Powada is presented mostly, by telling the stories of history. By singing in accordance with the musical instruments, is its main feature.
- 'Keertana' (Harikeertan)
 - ❖ It is a kind of 'monodrama', in which whole presentation is operated or performed by single actor.
 - ❖ Here, one actor, performs various roles simultaneously, at a time telling the stories of all characters both interesting and attract the moods within the audience.
 - ❖ The uniqueness of 'keertana' is, that the a single person carries the entire programme, by holding charm of the programme as well. Such 'harikeertana', is widely popular in many states in India like, Maharashtra, Karnataka, Bengal etc. keertana, covers the stories in our 'epic' generally.

Various forms of Folk Media Contd...

- Yakshagana

- ❖ It is another type folk drama, that is widely popular in Karnataka.
- ❖ It is constituted basically on 'Bhagabata', but presented in addition with local flavour, as to produce extra charm into it.
- ❖ Here, the narrator sings and explains then the theme to the audiences.
- ❖ It is indeed, a mass medium for educating as well as entertaining the people as well.

- Nautakin

- ❖ It is the most popular folk drama form, which can be seen in north India widely.
- ❖ It is generally, performed openly irrespective to any special arrangement as done in 'Jatra'.
- ❖ It starts with the presence of a 'sutrathar', who is narrator of the story, that taken from ancient epic or historical events.
- ❖ A small group or unit, take part in such drama 'nautakin', as to perform other roles pertaining to the story chosen for this purpose. It renders messages through its presentation is, both educative and entertaining as well.

- Jatra

A popular folk drama that widely celebrated in east & north-east India like, West Bengal, Orissa, Tripura and Assam. It is an organized teamworks and performed by well set up groups or units, who are professionally engaged for better presentation to the audiences, as to move forward this social & cultural form of folk media. In an well set-up

Various forms of Folk Media Contd...

- Jatra
 - ❖ A popular folk drama that widely celebrated in east & north-east India like, West Bengal, Orissa, Tripura and Assam.
 - ❖ It is an organized teamworks and performed by well set-up groups or units, who are professionally engaged for better presentation to the audiences, as to move forward this social & cultural form of folk media.
 - ❖ In an well set-up stage outfit, equipped by light & sound system, The whole programme creates an environment of charming and attractive moods for the audiences.
 - ❖ It goes through a chosen story, taken from history, ancient epic, social or political matter, which is well written by script writer.
 - ❖ The characters all pertaining to the story undertaken for Jatra, are performed by the other performers in the group concerned.
 - ❖ Jatra, is really educative as well as an entertaining form of rural folk media. It is also, adored in urban equally.

Various forms of Folk Media Contd...

- Bhavai

- ❖ A stylized medieval dramatic form, Bhavai is extensively adored in Gujrat. Basically it is being operated initially, by Ranglo' and Naik followed by other characters.
- ❖ Ranglo is considered to be a 'stock character' and jester at the sametime. Naik is here, a sutradhar who delivers the dialogues abundantly in attractive style.
- ❖ The programme starts with devotional song which is dedicated to 'Amba'. Then her son Ganesh enters into the stage to perform his role by hiding his appearance by a brass plate.
- ❖ At the end of his role, Ganesh faces to the audiences as usual form. The total programme carries a lot of varieties like dialo-songs, music, songs, dances and acrobatics, that can not signify its excellence or improved quality rather than individual participant's uniqueness.
- ❖ It fetches much more audiences ,that implies its sound popularity.

- Therukoothu

- ❖ It is the most popular traditional folk media of Tamilnadu.
- ❖ Therukoothu includes a combination of different puppetry like, Puravi Attam, Nizhal Attam,Kazhai Koothu. Kalachem and Villupattu.
- ❖ It is a charming street theatre, composed in accordance with the music, drama and dances of classical flavoured.
- ❖ The presentation, takes into account the characters like, koothadi (clown) and the god 'Ganesha' Currently, Therukoothu has significantly been changed from its origin of forms and shapes.
- ❖ It is now being presented on the well-arranged stage or screen, in the form of sangeetha and natakan in attractive form.

Various forms of Folk Media Contd...

- Rammlia And Rashlila

- ❖ Both of the programs, are widely adored and accepted in rural society of India.
- ❖ Ramlila specifically, celebrated in northern India.
- ❖ It presents, a series of stories on lord Rama. It includes the stories, starting from the birth of prince Rama, childhood of Rama, sworn in as the king of Ayodhya, marriage with Sita and so on, a long lasted dramatic play, that can attract and entertain so many viewers easily.
- ❖ Rashlila, on the other hand, is also, could be seen to be celebrated widely in northern state of India, Maharashtra, Kerala and in other places in our country.
- ❖ Rashlila is an enchanting play, that presents the stories all about the relative matters between lord Krishns and Radha, taking with the 'goppies'.
- ❖ The entire play is very interesting, and flavoured with juicy entertainment wrapped with religious feelings and motives.

Various forms of Folk Media Contd...

- Street Theatre

- ❖ During the decade between seventy and eighty, the street theatre appeared vigorously in Indian mass communication.
- ❖ Street theatre, that can be seen in different types and styles, involve the activities of different groups or organization who accomplish such dramatic play or show openly to render their messages to the public widely.
- ❖ Specially, political parties, student unions, religious groups, Women welfare organization and NGOs, are involved in presenting such attractive show or play, with a view to draw the public attention as well as generating the awareness with them through the delivered messages.
- ❖ Such street theatre can be seen in different states like West Bengal, Andhra Pradesh, Kerala and Tamilnadu in India. About six or seven thousand groups have been engaged in playing on such street theatre in India.
- ❖ In the year 1944, Bijan bhattacharya did set up Indian people's Theatre Association (IPTA), a pioneer theatre group, that conducted first play on the street. Its objective was to highlight the exploitation were taking places within the innocent and ignorant peasants of Bengal.
- ❖ The street theatres generally, carry the social culture and education as well for the audiences a lot.
- ❖ It includes local folk forms and styles to remain as one of the strengthful medium of mass communication.

- Puppetry

- ❖ It is one of the most popular as well as adored folk medium, that can attract the children and adults equally.
- ❖ In India, puppetry can be seen in four types or forms. Puppetry is widely seen in Orissa, Karnataka, Tamilnadu, Andhra, Rajasthan and West Bengal. There are four types of puppetry. Sutradharika, Rod Puppetry, Shadow puppetry and Hand Puppetry.

Various forms of Folk Media (Puppetry).. Contd...

- ***Glove puppets*** :
- Glove puppets are mostly found in Orissa, Kerala and Tamilnadu. Puppeteers wear them on the hand and manipulate their heads and arms with their fingers. The puppeteer narrates his story in verse or prose, while the puppets provide, the visual thread. With a little effort and imagination, you can make your own glove puppet.
- Glove puppets are also known as sleeve puppets, hand puppets or palm puppets. The glove puppet in Orissa is called Kundahei Nach. The glove puppets of Kerala are more ornate, colourful and resemble the actors on the Kathakali stage in their make-up and costume. Their performance is known as Pava Koothu or Pava Kathakali. The stories of this theatre are mainly based on Radha and Krishna and the Ramayana.
- ***String puppets*** :
- The string puppet (or marionetter) is a figure with multiple joints and suspended by a string which is controlled. String puppets are found in Rajasthan, Orissa, Tamil Nadu and Karnataka. In this, the stress is more on the manipulative skills of the puppeteer. Have you ever seen a string puppet?

Examples :

Katputali shows of Rajasthan

Sakhi Kundhei of Orissa

Putla Nach of Assam

Malasutri Bhaulya of Maharashtra,

Bommalattam of Tamilnadu

Gombeyatta of Karnataka

Various forms of Folk Media (Puppetry) Contd.

- ***Rod puppets :***

- Rod puppets are an extension of glove puppets but often much larger. They are fixed to heavy bamboo sticks which are tied to the puppeteer's waist. These are three-dimensional moving figures that are manipulated with the help of rods.
- The traditional rod puppet form of West Bengal is known as Putual Nauch.

Examples:

Yampuri of Bihar

Kathi Kundhei of Orissa

- ***Shadow puppets :***

- Shadows of puppets are used in black and white or in colour. The flat figures, usually made of leather, are lightly pressed on a transparent screen with a strong source of light behind. The screen thus forms the barrier between the audience and the puppet, creating the projection of image. The impact on the audience, surrounded by darkness all around, is quite dramatic. The screen in India is a simple sheet stretched on an adjustable frame.
- Shadow puppets are mostly found in Andhra Pradesh, Kerala, Karnataka, Tamilnadu, Maharashtra and Orissa.

Examples include:

Togulu gombeyatta from Karnataka

Tholu bommalata from Andhra Pradesh

General discussions

- *Using Folk Forms for Social Change*
- *Taking Theatre into the Streets*
- *Empowerment through Silver Screen;*
- *Role of a communicator in the process of social change*
- *Folk forms and `alternative silver screen' for social change.*

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Social Advertising

Unit - 4

Definition – Social advertising

- It is a process for influencing human behavior on a large scale, using marketing principles for the purpose of societal benefit rather than for commercial profit. (Bill Smith 1999)
- It's about applying marketing and advertising principles to promote health and social issues and bringing about positive behaviour change.
- Social Marketing Sells a Behavior Change to a targeted Group of Individuals.
 - Accept a New Behavior
 - Reject a Potential Behavior
 - Modify a Current Behavior
 - Abandon an Old Behavior

Examples of Social Advertisement

Accept a New Behavior

- Wear a Life Vest While Boating (reduce drowning events)

Reject a Potential Behavior

- Pregnant woman should avoid alcohol (reduce incidence of birth defects)

Modify a Current Behavior

- Parents Wear car seat belts As a Model (reduce injuries in accidents)

Abandon an Old Behavior

- If You Smoke, Quit (reduce incidence of birth defects)

Features - Social Advertising

- Non commercial
- Aimed for societal benefit
- Performed by government, ngo's or big corporates.
- Directly related to attitude of the people
- Use of big and popular people

Advantages – Social Advertising

- Helps in eradication of social evils
- Helps change attitude of the people of the society
- Helps change/improve reputation of a company
- Social causes
 - Examples
 - Don't drink and drive
 - Quit smoking
 - HIV/AIDS
 - Polio
 - Dowry eradication
 - Consumer interests
 - Environment

Process of Social Advertisement

- Define Problem -Based on Analysis, Community Assessment Already Completed.
- Identify Behavior Change/Actions That Could Reduce/Eliminate Problem.
- Identify Potential Audience for Marketing Intervention

Celebrities Endorsing Social Ads

- Popular people are being hired for a better impact.
- People like Amitabh Bachchan, Sachin Tendulkar are often seen in ads for social causes.
- They have been endorsing ads for social causes like pulse polio or Asian conservation awareness.
- Recently, cricketers were seen promoting 'World Hand Washing Day'.
- John Abraham and Bipasha basu endorses for environment i.e. global warming.

Unusual methods

- Celebrities have even promoted education by charging the customers one rupee extra on the purchase of various products.
- Selling of 'Help Age India' cards for the benefit old people.

Social Advertisement & Celebrities

- Polio Drops:- Amitabh Bacchan, Aishwarya Rai, Rahul Dravid.
- T.B. Dots. :- Vivek Oberoi
- T.B. Dots. :-Rahul Dravid
- Eye Donation:- Aishwarya Rai
- Blood Donation:- Sachin Tendulkar.
- Indian Tourism, Awareness About Voting, Patriotism, :- Amir Khan.
- AIDS:- Jacky Shrooff.
- Jago Grahak Jago:- Raza Muraad, Reema, Faruk Shekh.
- Bell Bajao Movements, (DomesticViolence):- Boman Iraani, Mallika Sarabhai.
- Beti Bachao Movement:- Kapil Dev.
- Family Welfare:- Raveena Tandon

Need for Social advertising

- Social Advertising campaigns could improve the pace of development and guide social change. They can uplift the tone or tenor of the society. Social advertising is an important part of Indian public, policy whether that policy relates to communications, family welfare, education, health, and environment or to national integration.
- Social Advertising represents ad formats that engage the social context of the user viewing the ad. Whereas in traditional, non-social, advertising the ad is targeted based on what it knows about the individual person or the individual page, in social advertising the ad is targeted based on what it knows about the individual user's social network.
- Social Advertising is the first form of advertising that systematically leverages historically "offline" dynamics, such as peer-pressure, friend recommendations, and other forms of social influence.

Need for Social advertising (Contd...)

- Social advertising means not promotion or sell of the product or commercial services. It does not result in rupee but it is raise awareness about a quality of life or a social issue. It acts with the matters of public interest such as social change, political ideas, economic policies, developmental programmes etc.
- Advertisements play very important role in our life, as indicators of social and economic progress. They reveal the direction of change in our values. In fact, a society without advertisements is unthinkable. Advertising has become an important medium of mass education.
- The advertising on social causes include television spots, television programming, radio spots, newspaper advertisements and stories, billboard messages and direct mail. It can be even interpersonal communication.

Need for Social advertising (Contd...)

- Social marketing has been extensively applied in public information campaigns that targeted a diversity of problems such as smoking, alcoholism, breast-feeding, seat-belt use, drug abuse, eating habits, venereal diseases, littering and protection of forests. Example: Save Tiger campaign.
- Advertising that relies on social information for the benefit of the society.
- Media messages designed to educate or motivate members of a public to engage in voluntary social activity such as community service, energy conservation, recycling.

What is Public Service Advertising?

- Also called Public Awareness Advertising, Social Service Advertising and Social Awareness Advertising, Public Service Advertising refers to those advertising efforts that are done as a part of social responsibility by entities like advertising agencies, Government, NGO's as well as other business organizations.
- The primary objective behind Public Service Advertising is to spread social consciousness among the masses and promote important social issues which go unnoticed. Such advertisements may range from being subtle to direct, and practical to ironic.

Examples for Public Service advertising

- Female Foeticide
- Blood Donation
- Importance of Going to School
- AIDS Awareness
- Use of Condoms
- Right To Vote
- Save Electricity, Save the Planet for Our Children
- Polio Eradication
- Eve Teasing
- Anti-Smoking Campaign
- Respect for National Anthem
- Family Planning
- National Integration

Effective Public Service Advertising

- When it comes to effective Public Service Advertising, it is essential to keep the target audience in mind while creating the social message. A thorough understanding of the target group further improves the impact of the message being delivered.
- Public Service Advertisements should carry a short message which is to the point. Such messages can be dramatic and should ideally stand out from the clutter of all other advertisements.

Features of Social Advertising/Marketing

1. The ultimate objective of social marketing is to benefit target individuals or society and not the marketer. It is precisely focused on directly improving welfare. It is not about fundraising, lobbying (except removing restrictions on social marketing), or the election of political candidates.
2. The basic means of achieving improved welfare is through influencing behavior, in most cases bringing about a change in behavior. Social marketers are in the behavior business....Influencing behavior is the bottom line in social settings just as much as it is in private settings.
3. The target audience has the primary role in the social marketing process. There is no behavioral influence until the person to be influenced takes an action, and in social marketing this involves something just as concrete as buying an airplane ticket or a soft drink. The best social marketers realize instinctively that the customer holds the key to success.

Directorate of Advertising and Visual Publicity

- The DAVP is the nodal multi-media agency of the Government to meet the publicity requirements of various Ministries and Departments in a cost-effective manner.
- It provides single window service for publicizing Government Policies and Programmes from conception to design and execution through various media formats including press advertisements, print publicity (Folders, Posters, Brochures, Kits, Booklets, Calendars and Diaries), outdoor publicity (Hoardings, Bus-Back Panels, Banners, Kiosks, Computer Animation displays, etc.), audio-visual publicity (Audio-Video spots, short films, docu-dramas, jingles, sponsored programmes, etc.) and exhibitions.
- The primary objective is to secure the widest possible coverage through advertisement keeping in view the message, target and the budget.

DAVP ... Contd

- Audio Visual Publicity : The Audio Visual Cell of DAVP produces and broadcasts/telecasts programmes and spots on social themes for Ministries/Departments. DAVP arranges telecast/broadcast of Audio/Video spots on AIR, Doordarshan and private radio/television channels.
- Printed Publicity : Different kinds of publicity materials like posters, folders, booklets, brochures, calendars, diaries, wall hangers, stickers, etc., are designed and produced by DAVP in Hindi, English and various Indian languages to take socially relevant messages of the Government of India to the masses.
- Exhibitions : Photo exhibitions are important means of propagating messages of national development and other issues of social relevance. DAVP conceptualises, designs, develops and mounts exhibition material, montages and artifacts for exhibitions on specific themes.
- Outdoor Publicity : Publicity through various outdoor formats like hoardings, wall paintings, cinema slides, computerized animation displays, kiosks, bus queue shelters, bus-back panels, etc., are utilised by DAVP to display messages on policies/programmes of Ministries/Departments of the Central Government. It is a conventional but an effective means of spreading any message and the displays serve as a constant reminder to passers by and viewers.
- Mass Mailing: The Mass Mailing Wing of DAVP has over 16.5 lakh addresses to reach out to a wide spectrum of people across the country.
- Studio : DAVP has a full-fledged Studio with qualified artists for designing of publicity material required for different campaigns. The designs are mostly prepared in-house, keeping in mind the special publicity requirements of the region where the publicity campaign is to be launched. The Studio is equipped with DTP facility for making designs for Print Publicity, Press Advertisements, Outdoor Publicity, etc.

Indian Advertising agencies

- Indian advertising companies are ruling the market. But new companies have also made their place in this competitive environment.
- **DDB Mudra**
- DDB Mudra is among the top advertising agencies. It is the part of DDB Worldwide Communications group. The company is owned by Omnicom group. The company has founded Mudra Institutes of Communications Ahmedabad. It is first institute of India imparting education in advertising and communications. The company has all major clients like Volkswagenm Castrol, Future Group etc.
- The first campaign of DDB Mudra was for brand Vimal. It has done various other successful campaigns for Rashna with Tagline “I Love You Rasna”, LIC with tagline “Zindagi ke saath bhi, zindagi ke baad bhi and many more.
- **Dentsu Communications Pvt Ltd**
- Dentsu Inc as the name suggests is a Japanese PR and advertising agency. The headquarter of company located in Shiodome district of Minato, Tokyo. It was founded as Telegraphic service co Japan Advertising Ltd by Hoshiro Mitsunaga.
- **FCB Advertising Agency**
- FCB is among the top 10 advertising agencies. In 2006, major change taken place when company merged with Draft Worldwide. The company is owned by Interpublic group which also holds other advertising agencies including Publicis, Omnicom and WPP. Since its inception, company is doing successful advertising campaigns and winning many awards.

Indian Advertising agencies (contd...)

- **GroupM**

- GroupM is among the India's top advertising companies. The headquarter of company is located in New York City. It has 400 office worldwide. The companies is providing advertising and media services in different departments-

- Media Buying
- Media Planning
- Digital Media
- Consumer Research
- Social Media Marketing
- Sponsorship
- Sports Marketing
- Entertainment

Indian Advertising agencies (contd...)

- **Havas Worldwide**

- Formely called as Euro RSCG, Havas worldwide is a biggest integrated marketing communication agency. It provides wide array of services including corporate communications, advertising and marketing. It is globally recognized agency headquartered at New York. The company is working with world's largest brands including The Humane Society of the United States, Unilever, LVMH, Lacoste, IBM, Citigroup, Danone Group, Air France etc.

- **JWT**

- JWT is holding its strong position among top ten advertising agencies since last many years. It is also referred as J.Walter Thompson. It is a international advertising company. Its head office is located in New York city. The company is present in 90 countries with its 200 offices. It has made its remarkable presence in advertising sector.

- **Madison Communications**

- Madison communications is a leading communication group. It provides wide array of services related to communications. The key person of company is Sam Balsara.

- **McCann Erickson India Pvt Ltd**

- McCann is among the top notch advertising companies. The advertising agency has presence in 120 countries through its offices. It has created various popular campaigns which are still into the mind of audiences. It is behind the coco-cola popular slogan " It's real thing"

- **Ogilvy & Mather Pvt Ltd**

- It is globally recognized advertising company based out in New-York City. It is also involved into public relations and marketing communication business. The company was founded by Edmund Mather in 1850. Later it became Oglivy & Mather after New York City Agency started by David Ogilvy. It is one of the top 10 advertising companies in India.

- **Rediffusion – Y&R Pvt Ltd**

- Rediffusion – Y&R Pvt Ltd comes into the list of top 10 advertising companies in India. It is serving major companies. It has always done the remarkable work into the field of advertising companies

Agencies and their advts

- Lowe Lintas & Partners : **Idea Cellular – Taxi-wala**
- Lowe Lintas directed by Gauri Shinde : **Tanishq Jewellery -The double knot**
- Whistling Woods International, directed by Ketan Rana : **Dekh Le – One for all those gawking and leering men**
- Havells Fans – **Hawa Badlegi**
- The Times of India – ***Tum chalo toh Hindustan chaley!***
- Lifebuoy: **Help a child reach 5**
- Rediffusion DY&R : **Airtel: Barriers break when people talk**

International agencies

- **BBDO Worldwide** : In 1891, a small agency named Batten Company opened in a single room on Park Row in New York City. In subsequent years, it thrived, and in 1928, merged with Barton, Durstine and Osborn. Thus, BBDO was born.
- **McCann Worldgroup** : McCann Worldgroup is a leading global marketing services company comprising McCann (advertising), MRM//McCann (digital marketing/relationship management), Momentum Worldwide (total brand experience), McCann Health (professional/dtc communications), CRAFT (global adaptation and production), UM (media management), Weber Shandwick (public relations), FutureBrand (consulting/design) and PMK-BNC (entertainment/brand/popular culture). We are part of the Interpublic Group
- **Ogilvy & Mather** : In 1948, David Ogilvy founded the agency that would become Ogilvy & Mather . Ogilvy has helped to build some of the most recognizable brands in the world: American Express, Sears, Ford, Shell, Barbie, Pond's, Dove, and Maxwell House among them, and more recently, IBM and Kodak

Voluntary agencies

- Any nonprofit, nongovernmental agency, governed by law or professional individuals and organized on a national, state, or local level, whose primary purpose is health related.
- This term applies to agencies supported mainly by voluntary public contributions.

Voluntary agencies - Worldwide

- MVDA : MVDA was established in 2002 as the primary infrastructure organisation for Middlesbrough's voluntary and community sector (VCS), now known as the local support and development organisations (LSDO). Our role is to support, promote and develop local voluntary and community action and we do this by:
- Providing practical Development support (including funding)
- Managing Middlesbrough Volunteer Centre
- Supporting the VCS to engage at a strategic level
- Enabling the sector to work together through meetings, forums and training and events
- Advocating for the VCS through membership of planning and partnership forums and liaison with public bodies
- Promoting good practice in meeting the needs of local people and communities through, for example, engagement in work to reduce crime and increase community safety and facilitating work to address homophobic and transphobic hate crime
- Raising the profile of the local VCS through research and other short-term projects.

Voluntary agencies – Worldwide (Contd...)

- VSO : Fighting poverty through volunteering
- ICVA : International council of voluntary organisations:
 - A GLOBAL NGO NETWORK FOR PRINCIPLED AND EFFECTIVE HUMANITARIAN ACTION
 - Established in 1962 by a small coalition of refugee and migration focused non-governmental organisations (NGOs), ICVA has grown into a diverse network of NGOs operating at global, regional, national and local levels. ICVA advocates for principled humanitarian action, enhanced recognition by governments and international organisations of the vital role of NGOs, and high quality partnerships among humanitarian stakeholders. ICVA promotes a rights- and needs-based approach. ICVA maintains its historical focus on forced displacement while at the same time addressing fundamental and emerging elements of concern to NGOs related to all crisis-affected populations.

NGOs - Definition

- Nongovernmental organization, organization that is not part of a government, organization that is not part of the government structure in a direct manner.
- Non-governmental organization (NGO) is any non-profit, voluntary citizens' group which is organized on a local, national or international level. Task-oriented and driven by people with a common interest, NGOs perform a variety of service and humanitarian functions, bring citizen concerns to Governments, advocate and monitor policies and encourage political participation through provision of information. Some are organized around specific issues, such as human rights, environment or health. They provide analysis and expertise, serve as early warning.

NGOs and Development: History and Role in India

- NGOs are voluntary organizations (VOs). These are popularly known as NGOs because they are free from governmental control in their functioning. They are democratic and open to all those wishing to become members of the organization voluntarily and serve the society.
- Therefore, they have assumed a significant space in civil society, which is fast emerging today due to the weakening of the state. NGO is a popular term, which has gained currency at global level and commands respect in society due to its welfare services in society. The organization does not seek financial assistance from the government but it operates, at least theoretically, on its own principles and programmes (Punalekar, 2004).
- VOs are, in principle, open to voluntary membership. Any one may become a member by choice and resign from the organization at one's own will. However, Edwin Masihi writes that "it is wrong to label such organizations as free-for-all in that anyone who seeks admission gets it on demand.
- On the contrary, these organizations have their own rule of eligibility for admission and only those who meet these eligibility norms are accepted as members, albeit with the approval of the existing members. In that sense, these organizations are voluntary in relative terms only" (Masihi, 2004).

History of NGOs in India

- NGO have a long history in India. In the past, people in this country have been found to have provided help to others in trouble. Since centuries there exists the tradition of voluntary service to the needy and helpless in the country. In the beginning, these services were rendered by people motivated by their religious feelings.
- They believed that service to people would be the service to God and, therefore, would be a means to attain spiritual salvation and sometimes to atonement for any sinful act. Spirit of charity and altruism guided the voluntary action in the past, which had found expression in diverse forms even outside the formal established religious channels (Punalekar, 2004: 33). Many people including rulers have trod the path of service to their fellow beings and adopted it as their life mission (ibid.).
- Floods, fires, earthquakes, epidemic outbreaks and other kinds of calamities were the occasions which motivated people to voluntary help those who were trapped in disastrous situations. Community life was very strong and people were guided by the 'we' feeling and selflessness in extending their individual support.
- The help and support used to be individual, spontaneous and transitory. It is around the late 18th and early 19th century that associations and organizations were being formed to render such activities in a more organized and permanent profile (ibid.).
- The reform movements of the 19th century were perhaps the first organized forms of voluntary action in the service of society. This was the period when the caste rigidities were strong, untouchability was in practice, and other social evils like child marriage, cursed status of widow's were prevalent in the Indian society against which voluntary organizations came forward to launch reform movements.

History of NGOs in India

- These organizations were liberal and cut across caste and creed lines and worked purely as a liberal and secular body. “In the early years of 20th century, the religious fervour gave way to more rationalist principles. The birth of the Servants of India Society laid the foundation of secular voluntary action in India”(ibid.).
- Gandhiji was immensely concerned with the problems and evils the people were beset with. He, along with his war against the British rule, wanted to eliminate the social evils and awaken the people of India to come out of the closed shell of the evil traditions like untouchability, caste segregation, and subservience to the landholding castes and general backwardness.
- In order to achieve these goals, several VOs were formed under the influence of the ideals of Gandhiji. A few of them are Sewa, Eklavya, Disha etc., which were instituted in Gujarat and some others might have been formed in other states also.
- A significant growth of NGOs started after India achieved independence. Democracy was established and people had started understanding the meaning of freedom of speech, the charm of equality and the value of humanity and brotherhood. Also, on the other hand, the government started planning for development and in this effort, launched inter alia the schemes of Community Development Programme and later on the Green Revolution.
- Over one million NGOs are pursuing their economically gainful activities. The achievements of the schemes were assessed were found to be unsuccessful in providing for the minimum necessary requirements and reducing the gap between the rich and the poor in rural areas, instead rather increasing it.

History of NGOs in India

- With independence also accelerated the processes of industrialization, urbanization, expansion of education, politicization and democratization and modernization. These processes awakened people to be sensitive to the existing inequalities like economic inequalities (landed inequality in particular), gender inequality, inhuman kind of social segregations like caste inequalities and untouchability, other social evils like child marriage, child labour, restriction on widow marriage and many other stigmas and taboos.
- Industrialization and urbanization led to the emergence of the problems of rural-urban migration causing imbalance in the rural division of labour, over-urbanization of many cities with the expansion of slum and pavement dwellers, urban unemployment, pollution and depletion of natural resources.
- Consumerism and over-consumption are yet other serious problems of the present nature of development. Most of the cities of the world in general, and those of the less developed countries in particular, have the grievous problem of garbage disposal.
- Thus, there are hundreds of problems which have emerged and sensitized the citizens to organize themselves to work for their solution either by their own personal contribution or by pressurizing the government to solve the problem. Thousands of NGOs have thus emerged in India making significant contributions to the processes of development of society.
- “These NGOs believe in the tasks of mobilizing and conscientization of the masses or their specific target groups – be they women, children, agricultural labourers, construction workers or the social castaways like widows, devdasis or under trial prisoners. They believe sincerely in educating the people and preparing them for ongoing struggle. They believe in social awakening including legal literacy and confidence-building” (Punalekar, 2004: 41).
- NGOs have gained importance now and are increasing in number very fast. Enhancement of their importance is the result of weakening of the role of state in upholding the welfare and well-being of its citizens and consequent development of the assertive role of civil society to ascertain social welfare and integration. More than half a million voluntary organizations would perhaps be working in the country.

Role of NGOs in Development

- NGOs have immense role in bringing about social change and development and it is being experienced from different parts of the country. Development, as we have read earlier, is a multi-faceted process, which essentially involves the aggressive participation of the people that would not be possible unless they are educated, awakened and motivated. NGOs are taking up this job sportingly and successfully.
- The areas in which NGOs are active and their role is:
 1. The NGOs are active to promote education, particularly among that section of population, which has remained un-benefited or less benefited by the measures adopted by the government. The education of girls, and other deprived people, particularly the SCs and STs, has been their target objective.
 2. Women are the other vulnerable section of society. Gender discrimination is a ubiquitous cultural reality. Girls are discriminated in the upbringing pattern in the family. Larger numbers of the undernourished are from amongst the girls. Retention of girls in schools is much less as compared to boys. Women are forced to work as housewife and denied participation in gainful economic activities outside homes. About three-fourths of the work done by women is un-monetized.
 3. Since the second half of the preceding century started the change in the status of women with their active participation in political, social and economic activities, which gained acceleration since the last quarter of the preceding century. More and more women started moving out of the four walls of their houses and involving themselves actively in the social sphere outside their homes.
- Important in this process has been the role of academicians and NGOs. The book Women's Role in Economic Development by Easter Boserup (1970) is the pioneering work in this direction. After a gap of few years, by 1978, a large number of works were published, particularly on the status of women in the Third World – where their position has been more vulnerable.
- The role of women voluntary organizations towards this cause has been marvelous. Sewa, Sathin, Eklavya, Disha, Environmental Action Group and Agrani Foundation etc. are some of the thousands of NGOs known for their role in development by creating awareness among people and interventions, if required.

Role of NGOs in Development

4. The approach to development has been almost uniform world over at least in terms of the use of technology, magnitude of production, pattern of consumption and achievement of wealth. Both state and people were unaware or lackadaisical about the backwash of the nature of development pursued.

The threat to the human life developed due to environmental pollution and imbalance and the depletion of natural resources as a consequence of the nature of development. Here, the role of NGOs is really noticeable and praiseworthy. Thousands of voluntary organizations are at work to awaken people and governments against environmental degradation and depletion of resources.

5. It is not that the development process has unleashed only environmental threats to the human existence but also many people are displaced due to developmental projects and are quite often not properly compensated and rehabilitated.

The NGOs have a major role to play towards the cause of people's resettlement and are also performing commendable job in this direction. The projects like the construction of dams, road highways and railways have often made some sections of people, particularly in rural areas, vulnerable and are displaced without being properly compensated.

6. NGOs are also rendering great service in restoring dignity to the deprived and discriminated sections of the people in the society like women suffering from gender discrimination, lower caste people suffering from caste segregation and the status of untouchable, racial and religious discriminations.

Voluntary organizations, working at both national and international levels, have earned praise for their services in societal development. These organizations are busy in creating awareness and zeal for participation in development projects.

Ensuring humanism by fighting against human rights violations, social exclusions, domestic violence and others have been common objectives of the NGOs. Of late, these organizations are also entering the sector of economic well-being and standard of living. In the state of Uttar Pradesh, Agrani Foundation's Jan Suraksha Kranti (JSK) scheme of savings and life insurance is indeed a commendable effort in this direction.

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Campaigns (DC)

Unit 5

Campaigns

- Development communication use the print media, radio and television for campaigns. Sometimes they are time bound programmes for a certain period.
- Example. A particular Sunday in a month is identified for polio immunization. There are also weekly, fortnightly and monthly campaigns on development themes. The Sarva Shiksha Abhiyan (Education for all programme), Swach Bharath are some to consider in our country.
- Sarva Shiksha Abhiyan : This is an effort to provide useful and relevant elementary education for all children in the 6-14 age group by 2010 with the active participation of the community in the management of schools
- People interested in development communication should understand their audience i.e, readers, listeners or viewers. They should also know the needs of their audience so that whatever medium is used, the messages are relevant. The messages then have to be passed on in the most attractive manner.
- The need for development communication continues since a large population of India lives in rural areas and they need government support. Therefore, communication from the government remains highly significant. New forms of communication such as Public Information campaigns are held in villages to disseminate information. Participation of the local community is also encouraged.

Campaigns may refer to also

- Advertising campaign
- Civil society campaign
- Military campaign
- Political campaign
- Advocacy or Advocacy group, relating 'campaigning' on an issue

Advertising campaign

- An advertising campaign is a series of advertisement message that share a single idea and theme which make up an integrated marketing communication (IMC).
- Advertising campaigns utilize diverse media channels over a particular time frame and target identified audiences.
- The campaign theme is the central message that will be received in the promotional activities and is the prime focus of advertising campaign as it sets the motif for the series of multifarious individual advertisements and other marketing communications that will be used.
- The campaign themes are usually produced with the objective of being used for a significant period but many of them are temporal due to factors like being not effective or market conditions, competition and marketing mix.
- Advertising campaigns are built to accomplish a particular objective or a set of objectives. Such objectives usually include establishing a brand, raising brand awareness, aggrandizing the rate of conversions/sales.
- The rate of success or failure in accomplishing these goals is reckoned via effectiveness measures.
- There are 5 key points at which an advertising campaign must consider to ensure an effective campaign.
- These points are, integrated marketing communications, media channels, positioning, the communications process diagram and touch points

Integrated marketing communication (IMC)

- Integrated marketing communication (IMC) is a concept approach used by majority of organisations to develop a strategic plan on how they are going to broadcast their marketing and advertising campaigns.
- IMC has emerged as a key strategy for organisations to manage customer experiences in the digital age.
- The more traditional advertising practices such as newspapers, billboards and magazines are still used, but fail to have the same effect now as they did in previous years.
- Advantages of using IMC are that it has the ability to communicate the same message down several channels to create brand awareness.
- IMC is the most cost effective solution when compared to mass media advertising to interact with target consumers on a personal level.
- IMC also benefits small businesses, as they are able to submerge their consumers with communication of various kinds in a way that pushes them through the research and buying stages creating a relationship and dialogue with their new customer.

Civil Society Campaign

- A civil society campaign is one that is intended to mobilize public support and use democratic tools such as lobbying in order to instigate social change.
- Civil society campaigns can seek local, national or international objectives. They can be run by dedicated single-issue groups, or by professional non-governmental organisations (NGOs), such as the World Development Movement, who may have several campaigns running at any one time.
- Effective campaigning can sometimes achieve much more than good works or giving to charity.

Military Campaign

- The time of the campaign is necessary in the military sciences.
- The term military campaign applies to large scale, long duration, significant military strategy plans incorporating a series of inter-related military operations or battles forming a distinct part of a larger conflict often called a war.

Advocacy groups

- Advocacy groups (also known as pressure groups, lobby groups, campaign groups, interest groups, or special interest groups) use various forms of advocacy in order to influence public opinion and/or policy.
- They have played and continue to play an important part in the development of political and social systems.
- Motives for action may be based on a shared political, religious, moral, health or commercial position.
- Groups use varied methods to try to achieve their aims including lobbying, media campaigns, publicity stunts, polls, research, and policy briefings.
- Some groups are supported or backed by powerful business or political interests and exert considerable influence on the political process, while others have few or no such resources.

Political Campaign

- A political campaign is an organized effort which seeks to influence the decision making process within a specific group.
- In democracies, political campaigns often refer to electoral campaigns, by which representatives are chosen or referendums are decided.
- In modern politics, the most high-profile political campaigns are focused on general elections and candidates for head of state or head of government, often a president or prime minister.

Campaign Planning

- A campaign is a strategic and structured plan consisting of news media, social media, marketing, communications, and public relations or promotional messages with a consistent theme that has been developed through an analysis of the current situation. This analysis includes assessments of the client, the competition, target audiences, and the marketing or media mix. These concepts will be explained throughout this and subsequent EDIS publications in this series.
- One of the most important aspects of a campaign—and, really, where a campaign should start—is determining what your message will be. A message is the key information or main idea that marketing attempts to get across to the audience. More time should be devoted to developing your message and, in turn, identifying your target audience than just about any other component of the campaign. Without a well-defined message, your campaign will become a muddled mess very quickly. Simple messages usually are better to articulate and easier to define. Bullet-pointed messages are easier to remember than long, drawn-out messages.

Campaign Planning (Contd...)

- Another of the goals of the campaign should be to create a consistent brand in the minds of the audience. Brands are products, goods, and services that have an identifiable image and have communicated impressions to a targeted audience. Usually, these marketing materials incorporate the same coloring, text, and logo to achieve a consistent message so that audiences can identify, even at a glance, the brand. Brands also typically have a consistent presence across various social media platforms. Likewise, UF/IFAS Extension can be thought of as a brand. It is an educational outreach organization that provides a consistent set of services and programs and has an identifiable image with its clientele and stakeholders. Extension often communicates the consistent message of the Solutions for Your Life theme that helps target audiences easily recognize the public value of what Extension does.
- Marketing is more than designing a consistent message. It is also a matter of reaching the correct publics. Publics, a term common in the field of public relations, are groups of people with shared interests. In marketing, these groups are often referred to as audiences. Specific audiences, or publics, are usually defined as having something in common—like living in the same area or working similar jobs—and they tend to receive messages through similar means.
- The most important aspect of audiences is that they are both internal and external. While communicating with people outside of an organization—external audiences—is often the goal, keeping internal audiences, such as other Extension agents and specialists, informed is just as important.

Key elements of an effective campaign strategy

- **Need to Change**

- a purpose that drives the campaign strategy.
- an analysis of the situation and the specific problem the campaign will address(identified in the Campaign planning stage)
- a vision for the future the campaign is intended to contribute to.

- **Contribute to change - The strategy needs:**

- a theory of change that explains how the campaign will contribute to the desired change.
- the solutions or pathways of change promoted by the campaign, i.e. the changes in policy, institutional practice or people's behaviour that the campaign will aim to achieve (goals, specific outcomes).
- the approach or types of actions to be carried out, by whom, how and when.

Key elements of an effective campaign strategy ©

- **Stakeholders - The strategy must define:**
 - The target audiences, i.e. the persons or institutions the campaign needs to influence to attain its goal, and how these audiences will be reached. (See also Stakeholder Analysis)
 - Prospective allies and participating groups likely to join the campaign, and their potential roles in the campaign.
- **Strategic elements needed to reach its goal**
 - An effective campaign strategy requires sub-strategies for specific aspects of campaign implementation:
 - The communications strategy, which outlines key messages, and the channels and tools by which the campaign will communicate with the target audiences.
 - The resource mobilization strategy, which maps available and required resources (financial, institutional, networks, etc), and outlines the campaign fundraising plan. (See Resource Mapping and Financing and Fundraising Strategies)
 - A scaling-up strategy, if it is intended to bring the campaign to a larger scale.
 - An exit strategy, which determines when and how the campaign will be ended.

Basic Guidelines for Campaign Strategy

- **Need for Campaign**

- Campaigning is usually only done when all else has failed. It involves a conversation with society, persuading people to take an unusual interest in supporting a move that would not normally happen. It means setting up and sustaining processes that are not normal or 'business as usual'.
- If politics is the 'art of the possible', campaigning is the science and art of changing what is possible. Do it right and a campaign succeeds in inspiring its followers to go on to the next target. But unstructured or poorly focused campaigns are hot air balloons kept aloft by burning idealism and goodwill, until they suffer 'burn out'.

- **Motivation not Education**

- Campaigning lowers the barriers against action and increases the incentives to take action. Education, in contrast, is a broadening exercise. It uses examples to reveal layers of complexity, leading to lower certainty but higher understanding.
- Campaigning maximises the motivation of the audience, not their knowledge. Education in campaign, and will end up circling and exploring the issue but not change it.
- Campaigns do have some 'educational' effect but it is education by doing, through experience, rather than through being given information. Information is not power until it leads to mobilisation.

Basic Guidelines for Campaign Strategy

- **Analyse the forces**

- Mapping out the forces for and against what is to happen is essential. Draw a map of the problem - the people involved, the organisations, the institutions - work out exactly what the mechanisms are for the decisions that requires change.
- Then identify potential allies and opponents and work out who your target audience is for each step.
- Look at it from their point of view.
- Change the balance of forces for and against action in order to overcome the obstacle.

- **K.I.S.S (Keep It Simple, Stupid)**

- Campaigns are needed because there is an urgent problem which has to be made public in order to be resolved. Effective motivation needs simplicity in message and purpose. Communicate only one thing at a time. Use a simple unambiguous 'call to action' which requires no explanation.

- **Right Components – Right Order**

- Sequence to follow: > awareness > alignment > engagement > action
- The campaign involves a deliberate series of revelations or communication exercises to take the 'audience' from a state of ignorance, through interest and then concern (components of awareness), into anger and engagement (motivation), and finally into a state of satisfaction or reward.
- A good campaign has to be like a book or a drama - the outcome must be important but unknown. Showing a problem may lead to concern but does not lead to action. Opportunity shown will lead to force a change, to implement the solution, and give them a way to act - and the conditions for engagement.

Basic Guidelines for Campaign Strategy (Contd..)

- **Start from where audience are**
 - When it comes to communication, market research is necessary.
- **Construct a critical path**
 - Complexity demotivates, it makes people feel confused - and if they feel confused, they will think we are confused, and not worth listening to.
 - Campaign cannot be the 'whole picture'. Instead it has to be a way, a trail, stepping stones, a critical-path. Do not try to communicate 'the issue'. Communicate your campaign - what you think, the problem, solution, opportunity as seen.
 - Stick with each stage until it is achieved. Each stage is a target or objective in itself. Resist the temptation to talk ahead by giving 'the whole picture'. Plan a campaign as a series of steps where one leads to the next.
- **Campaign against the unacceptable**
 - Campaign may be 'about an issue', but to engage people it will need to have a much more specific 'battlefront'. Choosing that battlefront is a crucial task. A campaign strongly supported by a tiny part of the population may sustain a vigorous organization. It may survive for decades - for as long as its supporters have the energy. But to succeed, most campaigns need to attract much broader support - and to do that, you often need to narrow the focus.
 - Normally the task is to find the pieces of an issue or concern which are unacceptable to a big enough group of people to get the effect required. In general it is better to campaign against a small part of a big problem, where that part is 99% unacceptable to the public, than to campaign against say half of the overall problem where that is only unacceptable to 1% of the population.

Basic Guidelines for Campaign Strategy (Contd..)

- **Make real things happen**

- News is not about ideas or concepts it is about things that happen. It is starting something, publishing, blocking, rescuing, occupying, marching, lobbying, painting whichever it is to be done.
- Too often campaigns become absorbed in collecting information or circulating it to people who already agree with the cause.
- Some of the most powerful events are direct-actions, especially where these are non-violent and can be justified on moral and 'scientific' or 'economic' grounds. That way they gain widest support. But there are many other powerful ways to campaign.

- **Say what you mean**

- Directly or indirectly, a campaign consists of persuading others not just that you are right but that you are so right that they must take some form of action.
- Everyday we are exposed to many thousands of messages. Almost all are ignored or immediately discarded. Very few things 'stick' and anything which makes a message hard work to understand, makes it less likely to stick.
- The simplest thing you can do to help your message is to be direct and straightforward. Forget about being 'clever'. When all else fails (as it probably will): say what you mean.

Basic Guidelines for Campaign Strategy (Contd..)

- **Find the conflicts in events – make the news**

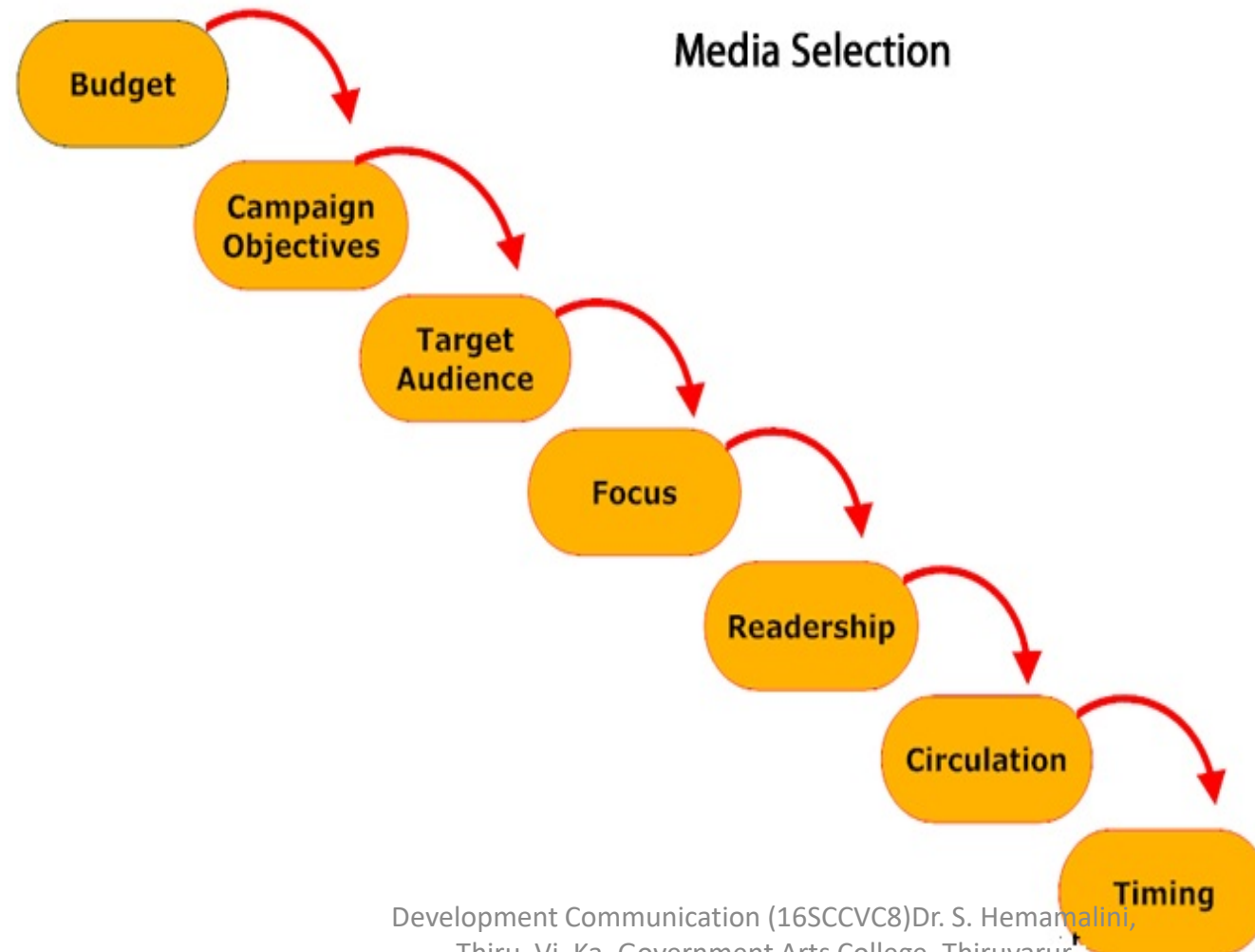
- Conflict is inherent to campaigns. Without a conflict of interest, a campaign would not be needed.
- Campaigns make news when they create change, make a difference, or threaten to do so. A conflict, formed just of ideas is of interest only to academic or political theoreticians. What counts for the rest of us is who comes out on top, what gets changed, how does it affect me, my family, my life and how it can be lived? In other words 'outcomes'.
- News connects with politics through events. Events are also the things that change our views. A campaign is about forcing a change to the status quo. Conflict is therefore built into it, indeed almost defines campaigning.

Basic Guidelines for Campaign Strategy (Contd..)

- **Communicate in pictures**

- At every level, think out campaign in steps, leading back from the objective that is to be achieved.
- Create a chronological story board - critical path - and work out ways to make that happen.
- If its not possible, then change the objective. Job of the press is not required. 'Cartoons' need not created.
- Things that aren't real for example, are 'addressing the issue', 'working on the subject', 'developing awareness' and 'reaching the public'.
- Things that are real could include: occupying a tree, releasing a dove, conducting a survey in a shopping mall, visiting your MP, writing a letter, sending an e mail, speaking to a crowd, or invading the Kudankulam nuclear power plant.
- Create events that actually generate those pictures - or lead them to occur. Communicate in pictures, not just words.
- Involving a local photographer will make the job easier. Take them through your campaign plan and get them to say whether they could tell the story in pictures. As a rule, if there's nothing to photograph, there's no actual activity, no objective to achieve, and no campaign to join in with, report or support.
- Pictures are far more powerful than words. Good ones tell the story and the best need no caption. And pictures cannot be interrogated or argued with. Make your campaign speak in characters and symbols that are larger-than-life. The only things stronger than images are face to face contact and direct engagement in doing the campaign.
- Campaigning is a creative and a technical process - an art and a science.

Factors Influencing the Media Selection



Media Selection due to

- Profile of the target market
- Coverage or exposure
- Frequency
- Continuity
- Impact
- Copy formulation
- Media cost and media availability.

Significance of these Media factors

- Objectives of the campaign
- Budget available
- Research concerning client
- The product
- Type of message or selling appeal
- Relative cost
- Clutter
- The potential market
- Miscellaneous factors.

Evaluating the News Media's Role in Campaigns

- The news media help to meet the standard of free choice generally because they relay information to citizens about their choices during an election, though often the coverage is not designed for this purpose. At the same time, there are many smaller, less competitive, and non-national races that receive little coverage by the news media because they are not considered “news worthy” by the business, though whether this is the fault of the business or the audience that demands sensational stories is difficult to tell.
- This same logic applies to the idea of equality—that information via the news, especially via the Internet, is available to those that desire it, but that broadcast news in general caters to a larger audience more interested in topics like sports or entertainment.
- The media allows a level of deliberation to occur that would not otherwise be possible in such a large country, providing information that clarifies the points of each side and usually making specific note about the differences between candidates. Conversation among citizens can also be facilitated to an extent through media, like blogs and the Internet, though these types of media are self-segregating and do not reach all types of citizens equally.

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