**Development Communication**

**The nature Development**

1. Every nation in the world is planning to develop itself.
2. Develop not only in economic arena but in all spheres of life like social, political and spiritual. Over a period, many scholars and researches have proposed various definitions of development.
3. Development is viewed as social change.
4. Many Indian researchers have also worked in the field of development.
5. Lakshmana Rao indicated that communication is a prime mover in the development process. He selected two villages in Srikakulam district in Andhra Pradesh in early 1960’s viz. *Kothuru and Pathuru*.
6. *Kothuru* was in the process of modernization and *Pathuru,* an isolated village, was ridden with traditional customs and beliefs. Rao said that laying a road and plying a bus from the city (Visakhapatnam) set the pace of modernization.

**Definition of Development**

**Everet Rogers**

“A widely participatory process of directed social change in a society, intended to bring about both social and material advancement including greater equality freedom, and other valued qualities for the majority of the people through their gaining greater control over their environment”.

**Development as a goal and as a process**

Eight international development goals have been established following in 2015.

1. To eradicate extreme poverty and hunger
2. To achieve universal primary education
3. To promote gender equality and empower women
4. To reduce child mortality
5. To improve maternal health
6. To combat HIV/AIDS, malaria and other diseases
7. To ensure environmental sustainability
8. To develop a global partnership for development

**Key Concepts**

1. **Self Reliance**

Self Reliance can also be defined as the freedom and liberty that a person posses. Self reliance means to depend on our self or trust on one's own capabilities, judgment, resources and independence, and strengths in all situations.  Self reliance shows a high rate of independence in an individual.  It eliminates the need for external help in their functioning and in their general well being.

1. **Culture Identity**

 Culture refers to the customs, practices, languages, values and that define social groups based on nationality, ethnicity, region or common interests. Cultural identity is the [identity](https://en.wikipedia.org/wiki/Identity_(social_science)) or feeling of belonging to a group. It is part of a person's self-conception and self-perception and is related to [nationality](https://en.wikipedia.org/wiki/Nationality), [ethnicity](https://en.wikipedia.org/wiki/Ethnicity), [religion](https://en.wikipedia.org/wiki/Religion), [social class](https://en.wikipedia.org/wiki/Social_class), [generation](https://en.wikipedia.org/wiki/Generation), [locality](https://en.wikipedia.org/wiki/Locality) or any kind of social group that has its own distinct [culture](https://en.wikipedia.org/wiki/Culture).  Cultural identity is important for people’s sense of self and how they relate to others.

1. **Decentralization**

Decentralization can be viewed as an extension of delegation. Decentralization is just opposite to centralization. The degree of decentralization is determined by Nature of the authority delegated, under centralization, authority is mostly concentrated at the top level management.

1. **Industrialization**

Industrialization started in [England](https://simple.wikipedia.org/wiki/England) with the [industrial revolution](https://simple.wikipedia.org/wiki/Industrial_revolution) in the [18th century](https://simple.wikipedia.org/wiki/18th_century). It spread first to parts of Europe, and to North America. In the 20th century industrialization spread to most other countries. In most areas of the world, countries have industrialized. Industrialization (or Industrialization) is a [process](https://simple.wikipedia.org/wiki/Process) that happens in countries when they start to use machines to do work that was once done by people

**First, Second, third and fourth world countries and their basic needs**

The quality of life of human being cannot be measured indicators like GNP and per capita income. In this light, economist Paul Streeten and others have proposed the basic needs approach, which has been supported by the World Bank, UNESCO and ILO. They propound a concept for eliminating some of the worst aspects of poverty.

The major features of the approach are:

1. Adequacy of food and clean drinking water

2. Decent shelter

3. Education

4. Security and livelihood.

5. Adequate transport

6. People’s participation in decision making and

7. Upholding an individual’s dignity and self respect.

To measure the basic needs approach, Overseas Development Council has developed the physical quality of life index. This index incorporates data on three aspects – life expectancy at age one, infant mortality and literacy.

**Complexities of Development**

1. **The impact of climate change** threatens to escalate in the absence of adequate safeguards and there is a need to promote the integrated and sustainable management of natural resources and ecosystems and take mitigation and adaptation action in keeping with the principle of common but differentiated responsibilities.
2. **Hunger and malnourishment**, while decreasing in many developing countries, remain persistent in other countries, and food and nutrition security continues to be an elusive goal for too many.
3. **Income inequality** within and among many countries has been rising and has reached an extremely high level, invoking the spectre of heightened tension and social conflict.
4. **Rapid urbanization**, especially in developing countries, calls for major changes in the way in which urban development is designed and managed, as well as substantial increases of public and private investments in urban infrastructure and services.
5. **Energy needs** are likely to remain unmet for hundreds of millions of households, unless significant progress in ensuring access to modern energy services is achieved.
6. **Recurrence of financial crises** needs to be prevented and the financial system has to be redirected towards promoting access to long-term financing for investments required to achieve sustainable development. Over the past years, the global challenges to sustainable.

**Alternate paths to Development**

1. **Integrated Rural Development**:

The concept of integrated rural development was proposed by Robert McNamara, president of the World Bank in 1973. He argued that it is necessary to reorient the development policies. A shift from mere economic growth to equitable distribution of the fruits of economic growth is required. This implies the fulfillment of the basic needs of the poorest of the poor. Some of the necessary measures are –

1. Expeditious land and tenancy reforms

2. Accessibility to credit

3. Availability of clean drinking water

4. Expansion of extension services and applied research

5. Easy access to public services

6. New forms of rural institutional and organizational changes

7. People’s participation in development decision making

8. Inclusion of local leadership in programme planning

9. Decentralization of power to rural communities.

1. **Self Help Groups in Development:**

Kenya was the first country where an experiment was conducted during the 1970s. Self Help Development was used in the projects and a new concept of local organization was introduced. It was proved by the results of the experiment that local organizations are required to speed up rural development; importantly, when a higher productivity and improved welfare of the rural people at larger scale is aspired.

SHG are being used in India for implementing the rural development schemes. Basically, as a concept, eight to ten people are identified who have common interests and they form a group.

1. **Culture in Development**

Culture has an important role to play in development. The positive role of culture has been a new area of interest for study since the 1970s. Mahatma Gandhi used traditional cultural symbolic systems to propagate new ideas, behaviours and values among the people of our country. For instance, the Dandi March conceptualised by Mahatma Gandhi in 1930 for abolition of tax on salt used by the common people.

1. **Participatory Development**

People’s participation is the current concept of development. It is equally applicable to market and government for the management of community resources like water, land, forests etc. It is evident that participation of the whole community in everyday life has been a part of Indian culture. Agricultural activities like ploughing, harvesting etc are also oriented towards community participation.

1. **Sustainable Development**

There are many projects, theories, ideologies and techniques of development working simultaneously. But the development that took place is not sustainable over a longer period. In 1987, the United Nations World Commission on Environment and Development published a report ‘Our Common Future’. The report was focused on the concept of sustainable development. Here, sustainable development is defined as “an approach towards meeting the needs and aspirations of present generations without compromising the ability of future generations to meet their needs”. Whereas Lusk and Mason opine that “sustainable development is an economic strategy which simultaneously pursues increased food and fibre production for the immediate needs of the world’s poor and the preservation of the common natural resources which will support their children and subsequent generations”.

**Colonialism and Development**

Colonialism impacted the developing countries socially, politically and economically both positively and negatively.

**Positive development**

1. Some of the positive social, economic and political impacts included the introduction of Christianity which brought about more religious mission opportunities. Most of the missionaries introduced education in developing countries by establishing mission schools to educate the local people and helped them to learn more about their land and culture.
2. The Europeans brought new technology to developing countries; they were provided with tools for farming and introduced new crops like maize and manioc from the New World.
3. They built more infrastructures like medical facilities, transport and communication network, schools and established plantations for the growing of cash crops like cocoa, coffee, tea, rubber and cotton.
4. People learned the languages of their colonial masters like English, French and Portuguese which has given them more advantage to be able to communicate in the present globalised world without any difficulties.
5. Colonialism also made the world aware of developing countries rich culture although they adopted some the European culture, its abundance in natural and mineral resources and introducing the countries to trade on the international markets.
6. New goods including household goods were introduced to developing countries.
7. More jobs were created and some of the people learnt new trade making especially the tribal groups that sided with Europeans richer.
8. More stronger and better institutions were established to govern the people which they exist in most of the countries till today.

**Negative element**

1. Some of the negative effects are that the people were taken as slaves to the new world and forced to work on the plantations without pay. On the colonial continent the Europeans seized land from natives to establish plantations for the growing of cash crops and forced the people to work on these plantations for a meager.
2. The developing countries culture was diluted, traditions were taken away and their ways of life were destroyed. The native traditional religion was also destroyed due to the introduction of Christianity, they forced the people to learn their language, taught them how to eat European food and dress like Europeans abandoning their own traditional way of eating habits and dressing and the spread of virulent diseases.
3. Families were torn apart due to partition of developing counties which created new boundaries leading to present conflicts and the slave trade which millions of people away from their families and homelands.
4. The Europeans took away most of their resources especially gold, diamonds, ivory and agricultural primary products. This never gave the native people the opportunity to learn how to use their own resources for development.
5. Lastly the native people occupied only the inferior positions of the colonial administration and never had a say in the government of their own countries. Those employed by the colonial administration felt proud and more superior to the others and it eventually led to social inequality in the colonies.

**Development and Tradition bound society**

1. It is known that modernization, as far as technology and science are concerned, emerged after the Industrial Revolution, which was triggered by the invention of spinning machinery in England during the late eighteen century. In Japan as well as in other Asian countries modernization has often been confused with Westernization.
2. This is because modernization, when it occurred in these countries, quite often meant accepting Western culture and resulted in great changes of everyday life. However, Prof. Hideo Kishimoto once pointed out the difference between modernization and Westernization in the following way.
3. Westernization would mean that a certain indigenous cultural element of the traditional East is replaced by the penetrating Western element, and the functional role of the former is taken over by the latter.
4. Modernization, on the other hand, basically means to remold a cultural system into a new mode.
5. In the case of Japan, the adoption of Western clothes, food, hair styles and houses can be regarded as a part of Westernization. Although these things gave Japanese people some convenience and a smell of new culture, the functions they performed were almost the same as those which indigenous substitutes had fulfilled in earlier times.
6. On the other hand, the introduction of telephones, TV, airplanes, mass communication, bureaucratic institutions, computer control systems and so forth can be considered to be a part of modernization because they contain the potential for enlarging the spheres of life and broadening one's outlook, and furthermore transform ways of thinking, patterns of behavior and world views. It definitely means remolding a cultural system into a new form.
7. This remolding will not always produce good effects such as a dignified style of life and social stability, although it is necessary and indispensable for improving the living standards of each citizen. This is because introducing western elements into non-Western countries may sometimes cause serious friction and tension with the traditional cultures.

In 1960, scholars from Japan, U.S.A. and other countries gathered pointed out seven characteristics as follows:

1. A comparatively high concentration of population in cities and the increasingly urban-centeredness of the total society.
2. A relatively high degree of use of inanimate energy, the widespread circulation of commodities, and the growth of service facilities.
3. Extensive spatial interaction of members of a society and the widespread participation of such members in economic and political affairs.
4. Widespread literacy accompanied by the spread of secular, and increasingly scientific, orientation of the individual to his environment.
5. An extensive and penetrative network of mass communication.
6. The existence of large-scale social institutions such as government, business, industry and the increasingly bureaucratic organization of such institutions.
7. Increased unification of large bodies of population under one control (nations) and the growing interaction of such units (international relations).
8. Traditional culture indicates all human activities such as religion, philosophy, moral standards, laws, politics, economic, society, history, literature and art, such as have been preserved, learned and transmitted in a given community or group over a long period of time.

**UNIT II**

**Definition of Development Communication**

**Thomas L. Mcphail**

“Development communication is the process of intervening in a systemic or strategic manner with either media (print, radio, telephony, video, and the internet), or education (training, literacy, schooling) for the purpose of positive social change. The change could be economic, personal, as in spiritual, social and cultural, or political”.

**Roles and philosophy of Development communication**

1. It is evident that mass communication has played a vital role in expediting the process of communication. The content of mass communication makes people aware about their own environment.
2. A large percentage of people are illiterate in a country like India. Hence, they do not understand the importance of education, and many issues come under light only after getting educated.
3. It is proved that development communication is the need of the hour and therefore, different approaches are used in development communication to reach the people with effective messages.
4. These approaches are: Diffusion/extension approach, mass media approach, instructional approach, localized approach and planned approach. In the mass media approach, dissemination of information using mass media channels is the main idea.

**Differences from General Communication**

1. “Communications” and “communication” are not the same thing.
2. There is a sharp difference between everyday communication and professional communication.
3. There is a significant difference between development communication and other types of communication.
4. The main scope and functions of development communication are not exclusively about communicating information and messages, but they also involve engaging stakeholders and assessing the situation.
5. Development communication initiatives can never be successful unless proper communication research is conducted before deciding on the strategy.
6. To be effective in their work, development communication specialists need to have a specific and in-depth knowledge of the theory and practical applications of the discipline.
7. Development communication support can only be as effective as the project itself.

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| 1. Development communication is not exclusively about behavior change. 2. Media and information technologies are not the backbone of development communication. 3. Participatory approaches and participatory communication approaches are not the same thing and should not be used interchangeably, but they can be used together, as their functions are often complementary, especially during the research phase.   . |
| **Models of Daniel Lerner, Everett Rogers and Wilbur Schramm**   * The most influential advisers in development communication during the 1960s and 1970s were Daniel Lerner, Everett Rogers, and Wilbur Schramm.   + 1. **Daniel Lerner – Modernizing Model** * Lerner’s book on Development communication is, The Passing of Traditional Society: modernizing the Middle-East. * Lerner had the naïve belief that development meant change from a traditional to a modern society. * Lerner postulated that development (or modernization) was fundamentally a communication process; that way to ‘modernize’ was to invest in large-scale projects in building up the infrastructure for modern development communication systems. * Lerner argued that modernization was a prerequisite for making literacy widespread. * Literacy would, be believed, lead to greater mass media exposure; greater mass media exposure would, in its turn, result in higher rates of literacy. * Mass media exposure and literacy were seen as related to economic and political participation. * The role of mass media was therefore, to mobilize human resources by motivating change in attitudes, beliefs, and behaviors. * The traditional values of community sharing, religious resignation to one’s lot of life, and satisfaction with one’s role and position in society had to be discarded if development were to take place. * It was evident that Lerner, in the name of development and modernization, was propagating the political philosophy of free-enterprise, capitalism, and American-style democracy. * Mass media and literacy were seen as related to economic and political maturity.   + 1. **Everett M.Roger - Diffusion of Innovations model** * The mainstream empirical social scientists such as were Daniel Lerner (The Passing of Traditional Society), Everett M. Rogers (Diffusion of Innovations) and Wilbur Schramm (Mass Media and National Development) are the main proponents of participatory communication model for social change. * They talked of mass media as instruments to change the mindset of the people and to create a climate for modernization and development, which will eventually produce higher level of living. * Rogers made a mark in the area of agricultural extension through his Diffusion of Innovations model. * Describing ‘innovation’ as an ‘idea’ or a ‘practice’ or a ‘technology’ perceives as new by an individual, Rogers defines development as ‘a type of social change in which new ideas are introduced into a social system in order to produce higher per capita incomes and levels of living through more modern production methods and improved social organizations’. * He believed in the ability of communication channels and opinion leaders to disseminate knowledge about new practices and ideas and to convince target groups to adopt the exogenously introduced innovations.   + 1. **Wilbut Schramm - Participatory Communication model for Social Change** * Wilbur Schramm in his book Mass Media and National Development discussed the role mass media play in development communication. * For Schramm it was their content that was the key to their use in development. * He has put a lot of importance on feed back for successful communication for development. Because a proper feedback helps implementation to findings whether or not the community is meeting their purpose or aim. * According to him, it should never be a one way traffic. Modern communication technologies, according to him, would be of great use to meet the demand by multiplying the messages and reaching each and every worker associated with developmental work. * To him, the mass media were ‘agents of social change’- marvelous ‘Magic Multipliers’ in their potential to bring about a change. * He argued that the mass media could help accomplish the transition to new customs and practices in order to widen horizons, to raise aspirations and to create a climate for development.   **Unit – IV Communication for Social Change**  **Communication for social change**   1. **Media**  * Reach – mass media can reach large audiences – targeting social norms, stimulating debate * Resonance – if designed properly, communication for social change vehicles can make issues resonate with people |

1. **Social mobilization**

* Community efficacy
* Peer engagement
* Action/reflection
* Critical advocacy voice
* Link people to services – increase efficacy, holding services accountable.
* Mobilizing social and political support
* Examining barriers to change
* Advocating for healthy policies
* Change not linear process
* Behaviours is the product of interactions between components of a complex system
* Change in the system linked by feedback processes
* Key drivers of change process

Dialogue and debate

Action and reflection

Social learning

Self and Community efficacy

**Using folk forms for Social Change**

1. **The meaning of Folk media**

Traditional folk media is a term used to denote ‘people’s performances’. This term refers to the performing arts which can be described as the cultural symbols of the people. Folk dance, rural drama and musical variety of the village people, all come under traditional media. Traditional folk media is not just confined to dance and music, but also includes art and crafts.

1. **The need of folk media**

Tradi-tional folk media originated as a consequence of people’s need to express themselves. These performing arts pulsate with life and slowly change through the flux of time. In India folk performance is a composite art. It is a total art created by the fusion of elements from music, dance, pantomime, versification, epic ballad recitation, religion and festival peasantry. It absorbs ceremonials, rituals, beliefs and of course the social system.

1. **The folk forms**

Rural India is a treasure trove of folk art, theatre, music, dance, art and craft. The folk art forms satisfy our innate need for self expression. The traditional forms preserve and disseminate the tradition and culture of our forefathers infusing life into them. Every region has its own folk art from that is immensely popular and relevant in that area and Assam is no exception.

1. **Nature of folk arts**

Being ancient forms of art, the folk media is very close to the hearts of the people. Traditional media holds universal appeal. Its understanding is direct and at the personal level. Traditional folk performances are uniformly popular, irrespective of the educational, social and financial standing of any community. Various researchers have established the importance of traditional folk media in development communication.

Traditionally, folk media were primarily used for entertainment, social communication and persuasive communication. Now, there are efforts to involve folk media for conveying development messages. In the past few decades traditional folk media have been increasingly recognized as viable tools to impart development messages, both as live performances and also in a form integrated with electronic mass media.

1. **Characteristics of traditional folk media**

1. They have sustained the onslaught of time  
2. They have sustained by changing with the changing times  
3. Any person is always a participant in the performance, never an audience.  
4. It is spontaneous.  
5. It is flexible.  
6. It is cost effective and therefore has enhanced repeatability.  
7. It is has immediate feedback and increased attentiveness.  
8. It is performed in a common language promoting intelligibility.  
9. It is direct and personal.

**6. Folk media reflects social changes**

1. Folk and traditional media is that it is dynamic. That means it changes with the times embracing new elements from time to time. This is why its contents change in different eras of time.
2. Similarly, its dynamic nature is also reflected in the fact that most of the folk and traditional media are responsive to the major events and happenings in the society. For example, if you will look at Bihu songs over the years you will find that they also contain or address popular and major issues of the different periods of time.
3. Such as – some of the songs depict stories about our freedom struggle against the colonial rulers, some of them depict things about the famous anti-foreigners’ agitation of the 1980s, floods and many other socio-economic problems.
4. Again, maybe all of you are familiar with the folk culture of Ojapali of Assam. Interestingly, this form of folk culture is basically aimed at creating awareness among the masses through a judiciously-combined dance and scriptures sequences.
5. It is active even today and is carrying on its duties properly for creating awareness about various social issues among the masses in the respective areas where they are performed.In some parts of lower Assam, there is a folk tradition called ‘mohoho’ festival or the mosquito-repelling festival as moh in Assamese means mosquito.
6. In this folk culture, people of the village form a group and visit all the families of the village for the purpose of alerting the family members about the need for mosquito-repelling. However, this activity also doubles up as a visit of the families for delivering the blessings of the villages’ elders to the families and reliving the touch of the residents of the villages amongst themselves.
7. Thus we can see that most of the forms of folk and traditional culture in our society can be transformed into carriers of our developmental communication messages aimed at the masses at grassroots level in each and every nook and corner of the country.

**Taking Theatre in the streets**

1. **Introduction**

* Indian street theatre developed as an art form to illustrate the feelings of common people.
* Common people, day-to-day life, problems and the colors of daily life gained a dimension in Indian street theatre.
* Indian street theatre drastically developed as an artistic expression in illustrating the colors of daily life.
* Gradually Indian street theatre became an effort of communicating the message of the mass; an attempt in illustrating the realities of daily life.

1. **History of Street theatre**

* There has been an explosion of street theatre activity in India in the eighties and nineties. One study estimates the existence of about 7,000 street theatre groups in different parts of the country with the largest number in West Bengal, Andhra Pradesh, Tamil Nadu and Kerala.
* The main groups involved in this type of popular theatre activity are ‘social action groups’, health and agricultural extension workers, student activists, political parties, religious reformers and women’s organization.
* The formal origin of India Street Theatre can be traced to the radical political theatre in the ‘forties in Kolkata’.
* The most influential proponent of the Indian Street Theatre has been Badal Sircar who has argued for a ‘theatre of commitment’.
* He has been in turn, considerably influenced by Grotowski’s ‘poor theatre’ and Schechner. Sircar’s work stands out for his emphasize on body language, on dialogue directed straight in the audience and on the involvement of the audience.
* It is to be noted that street plays are cultural specific and employ local folk theatre forms, local songs and dances and the local dialect. For instance, ‘Sahiar’, a women’s group in Baroda, uses Gujarati folk forms like bhavai and garba and the Jan Natya Mandali (of Andhra Pradesh) uses local forms like ‘oger ratha’.
* Women’s group in Delhi, Mumbai and in rural Andhra, Kerala and Maharashtra have used street theatre to raise social consciousness on issues like dowry, sex discriminations in education and employment, exploitative advertising and discriminatory laws of inheritance and divorce.
* In Kerala, the Kerala Shastra Sahitya Parishat (KSSP) has employed street theatre to popularize science and literacy.

1. **Stages of Play :**

There are 6 steps in organizing a street play. They are:

* Developing the theme
* Visualization
* Scripting
* Rehearsal
* Demonstration
* Evaluation

1. **Important things when arranging for street play**

* **Decide on a good time of year**. The best time is when it's warm and the night stay light for longer. Summer and early fall/autumn are ideal times.
* **Decide on the occasion**. You don't really need a reason other than to get your community on the street together but you might like to also turn it into an occasion for a street party or even to raise money for a charity concern that everyone in the street thinks is worthwhile. If there is a local disaster event, you might like to raise money to help people who are suffering the consequences of the disaster.
* **Get the community together**. Put flyers in everyone's mailbox to ask them to a general meeting to discuss having a street theater occasion (and perhaps a party accompanying it) and that you'd like people who are keen to come along. Let them know that you're looking for: People to help set up and clear away, People to perform all sorts of street theatre, People to prepare food and drink, People to come along.
* **Decide who will be doing what**. At the meeting, start planning as soon as you have adequate agreement from everyone to participate and to support the event. Work out how you will control traffic on the street that day. You may need local authority permission to close off the street and you will need all neighbors to be in agreement about not moving their vehicles about in the area chosen. Another way is to call it street theater but to choose a large garden space or a park rather than holding up a street. Talk early on about logistics, such as setting up a stage, acrobat areas, equipment, cooking facilities, etc. if you expect people from other streets to come along. Discuss funding and whether or not this is needed. It might be that everyone can donate all that is needed, plus their time and talent.
* **Keep the definition of street theater broad**. You will want to encourage as many people as possible to participate, so allow as many types of "theater" as possible to form a part of this event. Some ideas include: Acting performances, Singing, musical, Acrobatics, Improvisation, Comedy acts, skits, Tricks, magic, body, object, etc., Animal performances (pets only, and only welfare-compliant things), Activist theater (explaining an important issue by acting - be sure to adopt a theme if this is your reason for the street theater), Puppetry, Making things, Marching band, Bands of any kind Miming etc.
* **Ask everyone to prepare their act**. Create a timetable if you're having more than one event, so that everyone gets to watch and be watched at different times.
* **Check that everyone has all they need by way of props and costumes**. It might be a good idea to supply a makeshift changing room for people who need to make costume changes, etc.
* **Have some people involved in monitoring everyone's well-being on the day**. You will need people to run around doing all sorts of errands. Make sure they have cell phones in case of emergencies.
* **Spread the word**. Put up posters, send out flyers, and even advertise in the local paper and radio if you want more people to come and see what your street is doing.
* **Enjoy the event**. On the day, get out there and soak up the atmosphere, have a lot of fun and don't take it too seriously.

1. **Implications of street theatre in social work**

* Using street theatre to showcase social issues-On the premise that making people think about a social issue or an evil is more important than finding or giving solutions, the street theatre movement is gaining momentum among social workers and social work students.
* Political Theatre and Social Work-In the history of **theatre**, there is long tradition of performances addressing issues of current events and central to society itself, encouraging consciousness and social change. The [political satire](http://en.wikipedia.org/wiki/Political_satire) performed by the [comic poets](http://en.wikipedia.org/wiki/Comic_poets) at the [theatres](http://en.wikipedia.org/wiki/Ancient_Greek_theatre) had considerable influence on [public opinio](http://en.wikipedia.org/wiki/Public_opinion)n.
* Street Theatre and Anti-Corruption movements-The role of street theater in generating public awareness to the people about corruption is very much undeniable. The main role is to empower the individuals in oppressed communities to demand for their rights and to demand for accountability from their leaders.)
* Street Theatre as a Tool to bring Social Change-Street theatre as a form of communication in recent times has been used to propagate social messages and to create awareness amongst the masses regarding critical issues. Street theatre breaks  
  the formal barriers and approaches the people directly. This is a means of  
  reaching people of all strata and creating an awareness of events around them,  
  calling them to change what they believe are the social ailments.
* Street Theatre for Development-Methods like street theatre, seen by people passing by seems like a real situation to the audience, which mainly functions as a thought-provoking impulse to the people who observe the situation. Every kind of Theatre for Development-programme trusts in the strength of the word of mouth via people who face the situation, are part of a project or watch a critical play.

# Conclusion

Street theatre is the most easily accessible modes of communication which helps to bring about social change. It has a long traditional and cultural background which is beginning from the grounds of Greece, spreading across the globe. It is a people centric form of media which involves the people on the stage as actors and supporters and people off the stage as audience.

**Empowerment through Silver Screen**

* 1. **Introduction**

The **Cinema of India**consists of films produced in the nation of [India](https://en.wikipedia.org/wiki/India). Cinema is immensely popular in India, with as many as 1,600 films produced in various [languages](https://en.wikipedia.org/wiki/Languages_of_India) every year. Indian cinema produces more films watched by more people than any other country; in 2011, over 3.5 billion tickets were sold across the globe, 900,000 more than [Hollywood](https://en.wikipedia.org/wiki/Cinema_of_the_United_States).

* 1. **History of silver screen**

One of the most flourishing cinema industries found today is in India. But the pioneers of the industry were actually foreigners. In 1896, the Lumiere brothers demonstrated the art of cinema when they screened Cinematography consisting of six short films to an enthusiastic audience in Bombay.

The fathers of Indian cinema were Dada Saheb Phalke who in 1913 made the first feature length silent film and Ardeshir Irani who in 1931 made India's first talking film. With the demise of the silent era and the advent of the talkies, the main source for inspiration for films came from mythological texts. Films were produced in Hindi, Tamil, Telugu and Bengali. Mythology flourished more in South India where its social conservative morals equated film acting to prostitution.

There has never been a more favorable time for Indian cinema than today. With a vibrant creative community, new technology and investment interest, we are on the verge of seeing Indian cinema transcend its national borders to project India’s socio-political and economic influence around the world.

* 1. **Role of Silver screen in empowerment**

1. **Meaning of empowerment**

The **empowerment** **of** a person or group of people is the process of giving them power and [status](https://www.collinsdictionary.com/dictionary/english/status) in a particular [situation](https://www.collinsdictionary.com/dictionary/english/situation).

1. **Types of empowerment**
   * Economic Empowerment - how people work to create wealth.
   * Political Empowerment - all the things we do to organize ourselves and to make decisions.
   * Cultural Empowerment - everyday things such as food, language, clothing, spiritual beliefs, and ideas.
   * Societal Empowerment - everything people do when they live, works, and plays together.
   * National Empowerment - a nation having the power to make decisions for itself.
2. **Empowerment through silver screen**
   1. Women empowerment
   2. Subaltern people empowerment
   3. Cultural empowerment
   4. Children empowerment
   5. Educational empowerment
   6. Labour empowerment
   7. Nature and environment empowerment
   8. Nation empowerment
   9. Employment opportunities
   10. Rural empowerment

**Role of a communicator in the process of social change**

1. **Introduction – the aim of a communicator is the social change**
2. **Three types of change**

* Externally generated change
* Individual behavior change
* Social influence

1. **The communicator is a catalyst**

* Internal stimulus
* A change agent
* An innovation
* Policies
* Availability of technology
* Mass media

1. **Characteristics of a communicator**

* The communicator is well prepared
* The prepared communicator is organized
* The prepared communicator is clear
* The prepared communicator is precise and punctual
* Communicator is ethical
* Ethical communicator is egalitarian
* The ethical communicator is respectful
* The ethical communicator is trustworthy

1. **Process of social change**

* Recognition of a problem
* Identification and involvement of leaders and stake holders
* Clarification of perceptions
* Expression of individual and shared needs
* Vision of the future
* Assessment of current status
* Setting objectives
* Options for actions
* Consensus on action
* Action plan

1. **Method of social change**

* Assignment of responsibilities
* Mobilization of organization
* Implementation
* Out comes
* Participatory evaluation

1. **Conclusion**

In all its many forms, the golden rule incorporates human kindness, cooperation, and reciprocity across cultures, languages, backgrounds and interests. Regardless of where you travel, who you communicate with, or what your audience is like, remember how you would feel if you were on the receiving end of your communication, and act accordingly.

**Folk forms and Alternative silver screen for social change**

* 1. **Introduction**
  2. **Dominant Social problems in india**
* Corruption – population – Male chauvinism – illiteracy – poverty – religious fundamentalism – increasing female infancy death rate - politics – hero worship – unemployment – lack of technology – casteism –
  1. **The role of mass media in social change**
* Level of awareness
* Development efforts of the state
* Development of public opinion
* Helps in educational efforts
* Supports democracy
* Support to public issues
* Encourage employments
  1. **The vibrant mass media in Indian culture**

**Silver screen**

* Awareness - Confidence - Nationalism - Positive thinking towards the world
* Identity – creative energy –

**Folk forms**

* Historical roots of the people – cultural heritage – spontaneity – reaching the people, even the illiterate folk

**Unit – IV – Diffusion of Innovation**

**Diffusion of innovation theory**

This theory was proposed by Everett Rogers. He was well know for the book called ‘’ diffusion of innovation in which he explains the theory of how innovations and ideas spread across populations.

**Definition:**

Diffusion is the process by which an innovation is communicated through certain channels over time among the members of a social system. An innovation is an idea, practice or object perceived as new by an individual or other unit of adoption.

This theory analysis how the social members adopt the new innovative ideas and how they made the decision towards it. Both mass media and interpersonal communication channel is involved in the diffusion process. The theory heavily relies on human capital. According to the theory, innovations should be widely adopted in order to attain development and sustainability.

**Writing development messages for rural audience**

1. **Introduction** 
   * The first step in preparing messages is to know the audience, be familiar with their social, cultural and economic characteristics, and understand the experiences they have had in their lifetime.
   * This makes it possible to design and present your messages based on:

a) What is already known?

b) What the population want to know;

c) What the organization or institution wants them to know.

2. **The nature of development of message**

- Materials easy to understand are written in clear language and designed in a simple format.

A message should:

• Emphasize the information about the actions that the individuals should carry out.

• Be written in clear, simple language.

• Respect the audience and their concerns.

• Inform the public involved.

**3. For information to be complete, it must have five basic elements:**

1. Nature of the risk.

2. Type of benefits that can be obtained by reducing the risk.

3. The options available.

4. Uncertainty about the risks and benefits.

5. Risk management aspects.

**4. When technical information is transmitted, certain comparative aspects should be considered:**

1. Detailed versus brief discussion.

2. Variation of detail with regard to type and quantity.

3. Neutral information versus alarming or reassuring information.

4. Effect of the technical information on the perceived risk versus size of the audience.

5. Technical information versus scientific certainty.

6. Potential Intervention variables.

7. Channel transmitting the technical information.

8. Clarity when mentioning technical details.

5. **Material easy to understand is that which:**

• Is visually attractive.

• Is logically organized.

• Can be understood at first reading.

• Uses short sentences.

• Uses singular pronouns.

• Uses the present tense.

• Uses the active voice.

**There are many options for preparing messages.**

* For example, in rural areas of Asia, puppet shows are used for environmental education and they can be equally effective for risk communication.
* The puppet show can be a traveling show. It is easy to design and build, and it is “showy” and attractive. The message is constructed by means of a simple script, which enables the audience to provide feedback during the show.
* This alternative has the advantage of being a recreational activity, so it can be a magnificent tool for risk communication.

**Other suggestions are:**

• Arrange the messages in groups of messages, in such a way that the most important ones are in the initial and final position.

• Cite third parties who are highly credible.

Develop key messages and support them with information that indicates important factors of risk perception and of outrage, such as confidence, benefits, control, free will, fear, justice, reversibility, catastrophic potential, effects on children, origin, familiarity, memorability.

• The use of graphics, visual aids, analogies, stories (for example, personal case histories) can increase an individual’s ability to listen, understand, and remember more than 50% of the message.

**Development support Communication**

1. **Introduction:**

* The practice of Development Support Communication, DSC, is a multi-sectoral process of information sharing about development agendas and planned actions.
* It links planners, beneficiaries and implementers of development action, including the donor community.
* It obligates planners and implementers to provide clear, explicit and intelligible data and information about their goals and roles in development, and explicitly provides opportunities for beneficiaries to participate in shaping development outcomes.
* Development Support Communication makes use of all available structures and means of information sharing. Therefore it is not limited to mass media alone.

1. **Some issues requiring policy action**

* Media development: regulation and deregulation
* Enhancing communication professions and institutions
* Cultural development and social integration
* Human resources development and training
* Communications technologies: old, new and emerging
* Development Support Communication
* Regional and international cooperation
* Commercialisation and Privatisation
* Resource Mobilisation and Allocation.

1. **Constraints**

The process of developing and implementing a national policy on any issue probably goes through several steps, among them:

1. Development

2. Politics

3. Democracy

4. Culture

5. Language

6. Freedoms

7. Access

8. Technology

9. Economics

10. The institutional framework

11. Policy Design and Implementation

A policy should also be based on certain norms or principles, which will guide its orientation and content. These are usually derived from national development goals or constitutional provisions, which may in turn have been derived from internationally agreed ideas.

A sample of underlying principles includes:

* Democratisation
* Popular participation
* Equity/Access to information and communication
* Freedom of expression and reception
* Social integration
* Cultural promotion and preservation
* Responsibility in public communication
* Communication rights
* Coherence with other social/sectoral policies.

**The role of media in development**

* + 1. **Introduction**
* The significance of communication for human life cannot be overestimated.
* This is true because beyond the physical requirements of food and shelter man needs to communicate with his/her fellow human beings.
* This urge for communication is a primal one and in our contemporary civilization a necessity for survival.
* That is to say without communication no society can exist, much less develop and survive.
* For the existence as well as the organization of every society communication is a fundamental and vital process.

#### Functions of the Mass Media:

1. **Surveiance of the environment -** This is the collection and distribution of information within and outside a particular environment. The information flow is necessary for unity and coherence if we live in the society of collectivity;  
2. **Correlation of parts of the society** - This includes the interpretation of the information, the prescription of conduct and, the comment on social value;  
3. **Transmission of social heritage** - By communicating information through the mass media we are transmitting social and cultural values, which aim at sustaining the society;  
4. **Educating the masses** - Education on the policies of governments and on the rights and responsibilities could be carried out through the mass media.  
5**. Entertainment function -** The mass media also entertain the public by providing emotional relaxation, intrinsic and cultural enjoyment (i.e. provision of momentary escape from problems) and killing boredom; and  
6. **Mobilization function** - This function of the mass media is very important to developing communities everywhere. It seeks to bring the people together and helps to advance national development.  
It could be seen from the foregoing functions that the mass media provide information and education, personal identity, entertainment and most importantly integration and social interaction by giving insight into the circumstances of others as well as by helping with the development of social empathy.

#### Role of Mass media in development

 Media have rendered roles in the development of nations that can be placed in the following modes:

1)  As articulators of national identity, promoting campaigns for independence from colonialism or, where nations were already free, as re-enforcers of recognized national identities.

2)   As stokers of national pride and chauvinism, whether this be in regard to asserting differences from the identities of neighbours or in support of national teams in competitive sports.

3)  As representatives of majorities, and of minorities within nations.

4)  As motivators for national cohesion and unity, and doing so not necessarily only when owned by the State or controlled by governments but as expressions of their own beliefs and policies.

5)   As sources for valuable information about development, as in providing guidance and advice to farmers via radio and TV on the use of seeds and fertilizers in support of agricultural extension workers, who first helped promote the concept of development communications.

6)  As unabashed, unapologetic instruments of state propaganda and governmental policies, during conflicts, as well as before, or after them.

7) As advocates of the free market and of consumerism, disseminating volumes of advertising content, serving as extensions for the marketing of goods and services.

8) As means of expression for the marginalized, the dispossessed, and the persecuted.

9)  As the public’s own, de facto, ombudsmen regarding people’s complaints and grievances.

10)  As independent, first-hand reporters on the actual situation in zones of war and violence.

11)  As popularizes of the arts, literature, music and creative cultural work.

12)  As mirrors of reality in respect of the basic functions of media i.e., for information, education and entertainment.

13) And at the same time, as distorting mirrors, unwitting or willing sources of censored messages and of willful disinformation.

#### Conclusion

Media in the 21st century will have a full and daunting agenda. How to facilitate the building of better systems of democratic governance in rural and in urban areas.  How to cope with tumultuous mega cities. How to harmonize conservation with consumption.  How to help make nations cohesive and how to make states more respectful of individual citizens and of human beings even as media and their audiences move onwards into uncharted times of fascinating complexity.

**Organization and media units involved in development**

* Media Relations involves working with [media](https://en.wikipedia.org/wiki/Media_(communication)) for the purpose of informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner.
* It is possible for communication between the media and the organization to be initiated by either side, however dealing with the media presents unique challenges in that the news media cannot be controlled — they have ultimate control over whether stories pitched to them are of interest to their audiences.
* Because of this fact, ongoing relationships between an organization and the news media are vital. One way to ensure a positive working relationship with media personnel is to become deeply familiar with their "beats" and areas of interests.
* Organizations often compile what is known as a media list, or a list of possible media outlets who may be interested in an organization's information.
* The media can consist of thousands of magazine publications, newspapers, and TV and radio stations. Therefore, when a "newsworthy" event occurs in an organization, a media list can assist in determining which media outlet may be the most interested in a particular story.

**Possible reasons an organization may reach out to the media are:**

* Launch of a new product/service
* Initiation of new factories/offices
* Financial results
* Organization sponsored events or awards
* Launch of organization promotional campaigns
* Recent disasters, strikes or organizational closures
* Awards/accolades for the company
* Visits from company dignitaries/celebrities
* Involvement in local/community activities
* Community engagement