

## **Development communication and Government Perspective:- An analysis**

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### **Abstract**

Communication is the process of meaningful interaction among human beings. It is a process by which meanings are perceived and understandings are reached among human beings. Whereas development refers to a change process geared at improving or making better the life and environment of a man. When media plays its role in development then it becomes development communication, which aims at making the target audience /readership adopt a positive attitude change towards a development purposes. The role of mass media is not only confined to general public but it also works as a bridge between government and public. Media works like a watchdog as it can keep a check on public policies by throwing a spotlight on government actions. By making itself aware about the power of fourth estate, government has been taking advantage in order to disseminate information among public. Whether it's any flagship programme or any project initiated for the betterment of society, government has taken help of fourth pillar of democracy for the dissemination of the information. The motive of this study is to analyse the different schemes or policies, which are started for developmental purposes. And how different media i.e. print media, electronic media and social media are being utilised by the government for the developmental activities? This paper assesses different communication strategies for the implementation of sustainable development. It will also throw a light upon the success rate of these developmental projects and to what extent it has influenced the people of this developing country like India.

**KEYWORDS-:** Development communication, Government perspective, Media indicators, developmental activities, progress.

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### **Introduction:-**

#### **Concept of Development**

Development means gradual growth or formation of something. It can also be the process or result of making a design gradually better and more advanced. Someone's growth is the development and progress of physical attributes, emotional and intellectual aspects, change in attitude and behavioural patterns. Friedman J. Herry writes that development means both the achievement of modernity and the changes in a society's economic, social, political and administrative spheres which tend to move the society closer to modernity. While viewing the development in communication perspective, it is the mass media which is the indicator of development.

#### **Need of communication for development**

Communication is used for more than just passing on information from one person to another. According to experts, communication in development has an ideological underpinning. It warrants understanding of the democratic process. In a liberal democratic evolutionary model of development, communication goals are to release

the potential of people for development purposes by informing and sensitizing them to the issues of development and seeking their involvement in solving the same. According to Evert Rogers “Development communication refers to the uses to which communication are put in order to further development. It can thus be said to be an approach to communication which provides communities with information they can use in making their lives better.

### **Media used for Development**

The early phase of development communication was marked by Daniel Lerner’s (1958) modernisation paradigm, the basic idea of which is that mass media and mass communication stimulate Communication and diffuse values and institutions that are favourable to achievement, mobility, innovation and consumption. According to modernisation theory, the developed world played an important role in modernising and facilitating economic development in the developing world. The mass media were seen as being instrumental in achieving this goal, as it was believed that media messages had a powerful impact in these underdeveloped societies. The media were seen as the ‘mobility multipliers’ (Schramm 1964) or ‘diffusers of innovations’ (Rogers 1962, 1983, 2003). Servaes (1999) and others (e.g. Melkote 1991; Sparks 2007) have noted that this model was essentially elitist and a top-down process. The assumptions on which the modernisation paradigm was built, linger on and continue to influence the policy and planning-making discourse of major actors in the field of communication for development, both at theoretical and applied levels (Berger 2004; Fraser & Restrepo 1998). Media being a part of a larger system has the capability to play a role in changing psychological, social or mental states and in teaching new skills, valuable for modern society. To widen the horizon for the mankind, media can access the people with informative or educative messages to stimulate positive growth. Therefore by knowing the importance of mass media, government is taking help of media in spreading information regarding flagship programmes , schemes and policies among people. India is a developing nation, there are still many deep rooted evils ( Dowry, female foeticide , domestic violence, lack of education ,unemployment etc ) in this society which are matter of concern for the developing nation.. Therefore Government introduces many schemes time to time in order to eradicate these social evils, so that developmental activities should proceed smoothly. To make people aware of different developmental schemes and policies, government is taking the help of media which plays significant role in development communication.

**Print media-:** The contribution of print media in providing information and transfer of knowledge is remarkable. After independence when the five-year plans were introduced by the government for planned development, it was the newspaper which gave great importance to development themes. They wrote on various government’s development programmes and how the people could make use of them. They are now conquering even the remote and distant regions of the world.

**Electronic media-:** It includes Radio and Television; both are the pillars of developing society. With the help of radio, government initially launched different programmes based on agriculture, education, entertainment, child and healthcare etc for the rural folk. Later on scientific and technological advancements have brought about fast but steady development in the media world. Television as a mass medium has a huge appeal to common person. There were many developmental programmes which were considered milestones in the television world like SITE, educational

channels, documentaries on saving environment and different campaigns. These Initiative created interest in the mind of viewers and influenced them to take part in developmental activities.

**New media-:** As a medium of development communication, new media became part of this Indian society around 1986. The actual transition in India happened after 1996, when several independent media houses brought out news websites. Today, new media has become an active tool for development communication. This takes various forms like E- Governance, Telecentres, Digital India, E- Choupal etc.

### **Review of Literature**

The researcher has examined various publications and books that provide insight in to the role of media in development communication and how government is taking help of media in order to disseminating information regarding developmental activities.

**Khalid Zahra Malik(2015)** states in his study ‘Media an Development communication-A perspective that communication needs are open dialogue which reflects diversified views and experiences. There should be multi directional flow of communication. For participatory rural communication media must be made available in rural areas. There should be linkage between developmental activities and communication channels. Globally the development communication scenario has changed, which have shifted to the availability of new communication channels, the characteristics of the audience and development demands. Now communication strategies are being planned according to the focus of development. The new channels of communication technologies have even changed the nature and scope of interpersonal communication.

**Choudhary Sen Payel(2011)** mentioned that developing country like India needs planned strategy for development communication. The main obstruction in the path to development is that scope of information is not available to everyone and that the development brought through development communication should be equally shared by all sections of the society. Development communication of this country laid more stress on the projects undertaken by the government rather than communicating this information to the mass. There were many projects which were initiated by the govt but could not succeed due to lack of proper communication channel. Therefore in such a condition it is important for a developing country to rethink their communication policies and research priorities to address the information problems and acknowledge gap in social development.

**Dr Bhanudas Kailash (2015)** concludes through his study that electronic media are not playing effective role in the dissemination of agricultural information among farming community besides of playing a pivotal role in developing nation. The author suggested that television and radio should reserve some time for rural & agriculture sectors. The information on these mediums should be relayed in regional and local language. The usage of community radio should be enhanced. To get the views from the farmers for developmental purposes, an open exchange platform should be provided . Researcher further suggested that internet connectivity in community centres and association offices in rural areas should be improved. Electronic media is the best tool to promote and develop all sectors.

**Dr Rao Kondala G (2016)** stated that development communication is very important for the betterment of the society. Print media has been playing its role in development communication since before independence. Whether it’s a matter of freedom struggle or promoting Five Year Plan, print media is always there for spreading awareness among people. Many leaders downwards used their newspapers to activate the people

to participate in the freedom movements. In the 21<sup>st</sup> century, Indian print media is one of the largest media in the world. It has played a pivotal role in the national development and in all round development of the public. Even after the advent of electronic and new media, the print media has not lost its charm or relevance.

**Gupta Vandana (2015)** mentioned that traditional media has also its importance in the process of development communication. It is helpful in spreading awareness regarding developmental activities in rural or remote areas. Traditional media is being used not only for economic or social development but cultural development also. The role of development communicator is to find communicative ways to influence the beliefs and value system. Traditional media can become very effective in many political and social campaigns launched by government like through puppetry show, folk music etc. The importance of education and family planning has been projected very successfully through dramatic arts. Union government continues to utilise these traditional performing arts to convey messages and generate awareness of development programmes in the rural areas.

**Conclusion-** By reviewing these literature works, it has been made clear that collaboration between media and government is necessary for development of the nation. If the media is disseminating the information regarding government projects through a proper channel then it can generate awareness among public and can make them participate in the developmental activities. The message should be formed according to the target audience. Media has the advantage of making a longer impact on the minds of the reader with more in-depth reporting and analysis.

### **Objectives of the study:-**

The study on following topic '**Development Communication and Government Perspective- An analysis**' is undertaken to achieve the following objectives.

- To analyse different programmes based on development
- To evaluate whether there is effective collaboration between government and media for the betterment of the developing nation.
- To analyse the different mediums that are being used as a bridge between government and public.
- To study the contribution of people in development activities.

### **Hypothesis of the study:-**

These are assumptions on which research is based. To conduct the study on the above mentioned topic, following hypotheses were set.

- Media plays an important role in development communication.
- Mass media is a weapon in the hands of the government for positive developmental purposes.
- Print media, electronic media and new media are the best medium to connect with people and make them aware about developmental activities.
- Media are used as an empowerment tool to encourage the participation of people to bring positive change in the society.

### **Significance of the study**

This paper aims to evaluate the different communication strategies adopted by government in order to make people aware about development activities. This study

will help in understanding the impact of development communication and its influence on the participation of the people for bringing positive change in the society. This paper assesses different communication strategies for the implementation of sustainable development. The result will be beneficial for the communication strategies to understand the people's perception about the flagship programmes or schemes and how much advantage they are taking out of these schemes for development.

### Research Methodology

In order to conduct a research, a streamlined methodology is required for better outcome. So for conducting research on "Development communication and Government perspective-An analysis" following research methodology has been adopted. The methodology for this study is qualitative textual analysis, emphasizing the in depth examination of the content.

The examples from different media (i.e. print media, electronic media and new media) related to development communication have been selected and analyzed accordingly. The work has been studied under different headings like **Media** (Disseminated the information), **Title** of the programme, **Objective** of these programmes and **outcome** of the development communication.

### Data analyses and Interpretation

To conduct the study on 'Development communication and Government perspective-A study' the following examples were studied from the past three years from the different fields like electronic media and social media etc. which is presented in a tabular form and analyzed for better understanding.

<u>S.N</u> <u>O</u>	Media	Title	Objective	Outcome
1.	Twitter (Social Media)	Beti Bachao Beti Padhao	This scheme had been introduced in 2014 to address the issue of declining child sex ratio. Prime Minister Narinder Modi launched the programme on 22 <sup>nd</sup> January 2015 on the occasion of International day of the girl child, for popularizing the campaign the PM launched a new social media stunt. He asked parents throughout the nation to tweet photos of themselves with their daughters.	This selfie with daughter campaign was a smart hit. Selfies of parents with their daughters have flooded twitter from all around the world.
2.	Television (Electronic media)	Abke baras mohey bitiya hi	This is a News world India channel's show, which is based on the inspiring daughters of India, who are	After the success of this show, ministry of

		dijo	changing the perception of women in society.	women and child development has come up with a campaign to give recognition and awards to women ,who have made a mark in the society.
3.	Facebook(Social Media)	Contest	Outsourcing the ideas to promote various welfare schemes, the government has decided to initiate such social media drive. Ministry of Information & Broadcasting held contest on facebook and twitter seeking ideas from citizen. The contest includes graffiti and poster making contest.	9 winners were chosen from around 1700 entries in which participants suggested various ideas to promote flagship schemes.Win ners were provided a unique opportunity to witness the republic day parade from a VIP enclosure at govt's expense.
4.	Short Film(Cinema)	Komal	With the help of <b>Komal</b> a short animated film ,produced by childline India foundation –a NGO that works with the ministry of women & Child development. It is an initiative to spread awareness mainly among girl students about various kinds and ways of sexual offence to which they may become victim due to their innocence or unknowing. It was shown in every school of Delhi in order to make	Influenced by the impact of this campaign , the centre has asked to scale it up nationwide. This movie has been shown in every school of each state.Thereaft er, complaint boxes are put up in each

			girls aware about good touch and bad touch.	school for the children to submit written complaints if they like to. A female constable from the local police is deputed to visit school every week in order to receive grievances.
5.	Adertisement(Electronic media)	Incredible India	Government of India initiative, incredible India is an International marketing campaign to promote tourism in India. Incredible India undertook such a marketing strategy that not only comprised of the traditional marketing media mix but also integrated online marketing. The campaign ads were run on the travel, news and entertainment channels.	There was increased likelihood to consider India as the tourist destination for vacation. After these campaign ads, India has become as an attractive destination for many tourists and it has increased the turn over.
6.	Radio (Electronic media)	Mann ki Baat	Through this radio programme, the Prime minister has developed a two way communication process with the citizens and built an emotional bond with his listeners. PM informs the people about various initiatives and programmes of his govt. He also tries to instill social and civic values.	Mann ki baat initiative started off as a one way communication, but people have now adapted it quickly to provide ideas,make suggestions and share their views either in writing or through voice

				message recorder . With the help of this programme, not only people get to learn about the views, beliefs and perspective of PM Narinder Modi but vice versa.
7.	DAVP(Electronic media)	Flagship programmes	Directorate of audio visual publicity is the nodal multimedia advertising agency of the govt catering to the communication needs of the ministries/departments, autonomous bodies and PSUs. Government has been introducing different flagship programmes for the welfare of the people and the information regarding these schemes and policies has been disseminated by DAVP.	Different advertisements related Swachh Bharat Campaign, Food Security Bill, OROP, farmer's welfare schemes are being telecasted or broadcasted on electronic media. People are getting information and making best use of it
8.	Community radio(Electronic media)	Hunar se rozgar	Tourism ministry had launched an initiative Hunar se Rozgar Tak to impart short duration training courses, employable skills in certain hospitality trade. It has two objectives -: first it is making people skilled so that unemployed can run their own business and second it has grown into a strategy for poverty alleviation. To make it a successful strategy, many community radios are	With a view to provide skilled manpower in the hospitality and tourism sectors, about 84000 existing service providers have been certified in four trades and over 2.29 lakh people

			broadcasting Hunar se Rozgar programme in which expertise from hospitality share their experience.	have been trained under this project.
9.	Social media	E-office	The e-office will help in speeding up administrative work and result in saving money for exchequer. To adopt e-office in all functions of govt is for achieving good governance with accountability,transparency and innovation ,which is the PM's mission of pragati. It was launched with the expectation of converting govt office into paperless office.	After the successful impact of e-office, now Andhra Pradesh Chief minister has also announced implementati on of this scheme in all 13 districts.
10.	Electronic media	Jahan soch wahan shochalya	The campaign is made into small audio and audio – video film .It is aired regularly on All India radio, Television to spread awareness about toilets.	After this campaign a visible change has been seen across the nation. Now people are more aware of the need of sanitation and villages are at the forefront of this change. Advanced toilets are being built with all facilities and people are making use of them.

### Conclusion

To conclude we can say that Development Communication is not per se an independent genre in the study of communication. Development is a perennial ongoing process in society. Figuratively taken, development is not just a positive phenomenon. It hardly denotes only something positive or constructive when someone asks the other, "Any other development?" So the communication that

enlightens the society about all that goes on in a nation or society at large is development communication. Furthermore, it is not confined to the dissemination of the schemes being carried out by the state. It, on the contrary, encompasses the overall change in the name of development be it changing fashion trends, change in the social mores, changing economic scenario or even the ever-changing value-system. As stated earlier, media being the watchdog (read watchman) of the society, is bound to focus its spotlight on all change that takes place in the system. And, we have seen how even the cine-world came out with a spate of films on the theme of development immediately post-independence in our country. So development communication includes in its gamut all that is indicative of change in a system.

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