

Development Communication – New Vistas

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Abstract

Development communication is old topic of 1980s and 90s and it has been dominating us now. Many new thinking has not come about Modernization and westernization are much in it. Indigenous cultures are to be given more importance and it is not being done. PM Modi is on modernizing India in building new facilities as President Joe Biden of US is also on same path. Modernization and development are important in country's path to increasing facilities for every one of its citizens. Construction of Narmada dam, big railway facilities and modern infra structure all have been part of present government. In the past the Indira and Rajiv Governments empowered the poor in jobs and development communication was different. The present government empowers low castes in building modern infrastructure and facilities and goes about constructing big things with western aid. The mass metros, air ports and other Infrastructure help all to lead happy lives and development communication is intended in this direction.

Development communication according to an IIMC manual lies in removal of poverty, lessening of disparity between classes and regions and so forth. The governments want to achieve this. Must support of people provide inputs and contribute to over all development. Communication is aimed in this direction or making it possible to one and all. Many development projects are being launched by the present government as widening of roads and metros and all that and role of communication media is to make it happen. This paper analyses the development role of communication media in this connection. It is also in making health care available to all as Obama care in the US. Equipping people to face modern day challenges and lead lives effectively in 21st century in complex world has been the goal. This paper analyses all these in an effective manner.

INTRODUCTION

Development communication has been changing and has acquired new dimensions as it is not only communication for development but also projecting what has been achieved or done. Development is removal of poverty, lessening of disparity between regions and classes etc. This has been said by a manual of Indian Institute of Mass communication.

Development journalism has been criticized by western governments and media there but it has assumed new dimension in international communication. Taking development to people and making them to take part in all activities would be the major work that has to be done.

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Development communication include development journalism and socio economic reporting Participating in all such activities would constitute development communication

Development Communication Worldwide

During the 1960s and 70s as well as 1980s the debate gained momentum as 1st world of US UK had all infra structure and facilities There has been a one way flow from North to the South it has been happening and not vice versa and it has caused serious problems for developing countries of third world. There have been more cinema seats more communication infrastructure in the 1st world opposed to third world and there has been electronic colonialism has been happening US Scholars as Dr John Merrill and others said that US is not guilty of cultural imperialism in his book *Basic Issues in Mass Communication in conversation with Everette Dennis*. But the world leaders as Indira Gandhi Julius Nyerere of Tanzania and others said strongly of the news flow. Indira Gandhi said we know of small poets and writers of Europe and America but not the big ones of Africa and Asia. Her son Rajiv Gandhi voiced similar opinions and said on apartheid of South Africa among others.

In a book on *Electronic colonialism* the author McPhail talks of electronic enslavement by TV and movies of the west and America. American Hollywood dominates movie and TV program exports contributing considerably to the economy of America. There is a one way flow from North to South and India and other countries are looked as land of snake charmers fire walkers and the like and the journalists complaining about leaking toilets in 5 star hotels. This has been previous view and the western media and journalists report positively of PM Modi and BJP government and get to business with that government than any others. Even Britain is criticized by US Republican party administrations since long time ago but India has been receiving favorable review over the years thanks to BJP.

Debate

There has been debate going on in international forums at least till PM Rajiv Gandhi was alive on non-alignment and information flow and north

south debate. Non alignment was active when Indira Gandhi was alive and third world leaders used to frequent New Delhi Her son Rajiv continued it and successive Congress and UPA governments paid some attention to those.

But the non alignment moves are not active because there is a right oriented party BJP is in power now and things seemed to have changed. The attention is being paid to send Indians to advanced countries and maintain cordial relations with such countries has been the policy it seems to a layman looking at political scenario in 2021.

True there has been debates in UN and UNESCO on NWIO that is New World Information Order. The US and UK pulled out of UNESCO citing these have become havens for Marxist rebels. Dr Whitney Mundt a Professor in Journalism at LSU Manship school says the then Director General of UNESCO M'Bow has been accused of lavishly wasting UNESCO funds and living fastidious life. We don't know whether this complaint is true or not the debates have been on. There used to be very strong feelings on this from both sides and the debate seems to have vanished With both Gandhis being killed in a unnatural way world becoming more modern and challenges as terrorism as 9/11 and Bombay attacks and climate debate have all taken interests of people from this crucial debate. True the world has changed greatly over 35-40 years.

WHAT IS NEW

Development communication needs to change as countries as India and others have become more modern and developed now thanks to right governments in power. It may not be much but the generation that grew with it feels like it but it might be superficial. The First world countries as the US and UK would have been developed even more. Due to terrorist attack the world trade center in New York was damaged a bit but it was re erect in a no time an it looks as it was before.

Development Communication Today

Today development communication is different and It is to develop or modernize fully and report

or communicate such development in media. This has been the role of development communication as practiced by BJP and PM Modi. We want dams power projects and modern infrastructure as that of west and to develop with local Indian culture. There is little or no ideology in it and left or right perspectives are not allowed. We want good infrastructure and modernization and development communication is geared to that end.

Development Media In India – Need for Professionalism

Media in India is undergoing rapid changes and when Rajiv Gandhi was PM itself FDI was allowed in media. More courses are being run and more qualified people only join media houses and establishments. This sort of professionalism is encouraging and there is a need to continue as PM Modi has also introduced many technologies and modernization and women empowerment are taking place greatly

Media have been playing leading role in democracies as media defend existing order and play a role in its governance. Media have been important motivator of people in development programs and schemes PM Modi have been launching several developmental programs and these should reach people through media Media have been motivator of change development and progress for people and nations and in India it will play crucial role.

Print Media

Print media number more than 80000 with 80 million copies and it is one of the largest in the world. It has been growing and it is making revolution among people in education and other fronts. Print media reach educated and make information available to people in all forms and spread entertainment also. Print media in the US is highly developed and New York Times comes with 500 pages as early as 1985 and this trend is continuing. The USA Today is a leading publication that is like national newspaper of America. The Washington Post is also a popular newspaper in the US with Kay Graham as its publisher before.

Media have been changing drastically over the years and have become more professional as these hire qualified graduates of media colleges more and more. There are 100s of colleges running Visual communication Journalism and Electronic media courses and meet the demand of the industry. The students are trained in writing editing producing scripting and directing and visit industry frequently to learn subjects practically and are absorbed in media careers.

Electronic Media

Electronic media are dynamic as there are 500 TV channels and 150 radio stations of all hue and cry exist in the country. These are in government and private sectors and provide radio and TV services to people. The electronic media are dynamic and are as diverse as in a developed western country and meet the expectation of people easily.

Media have been undergoing changes in society and it has gone into new media also as 40% of workers in developed nations use New media and internet for work as other media as films and TV gained importance also. TV has become specialized in India as there are 150 Cable TV channels are available in India and it is becoming important today in decision making in government society and politics in India also. The BJP party played a careful and effective role in 2014 and 2019 political campaigns and projected PM Modi as effective leader in winning the party to power. The effective use of TV in America by successive presidents since Ronald Reagan made TV effective medium in politics. The use of TV by Clinton Bush Obama made it can do wonder to them if used effectively. Obama with his communication skills manipulated media TV to his advantage and President Trump is also TV savy and has won hearts of Americans in many ways and is doing fairly well in his re-election year to second term.

WHAT TO BE DONE

Media need to promote harmony in society and highlight positive aspects of modernization as good-looking buildings technology bringing comforts and consumer products available in large



number to people and avoid bad effects as sex violence and things of that sort. It should tell what PM Modi is doing for modernizing and for women's empowerment to people and get approval for his policies.

Media policies have been changing and there is more professionalism in media than before and media have become more private and there is dynamism in India more than before Today's media cater to people of all kind and there is educational message of all kind in media also Dinathanthi and other papers carry 10th and plus two exam lessons more frequently than before

Media in Changing Times

Owing to Covid-19 media work methods have changed developed countries use machines to do work and this has become easier for them to enjoy leisure But owing to corona and others the method of working has changed and leisure time for executives has changed drastically Media have been changing and this means good for all especially to labour intensive oriented economies and people etc.

Media are democratic and promote private orientation and are promoting civil societies and the like Media's role in education entertainment and people empowerment should not be discouraged. The role of media in promoting various education related activities and empowering women should not be neglected Media can play powerful role in parliamentary democracy as India and it should not be neglected finally

Print Media

Print media number 80000 with 80 million copies circulation as print media have been playing leading role in creating people's consciousness effectively. We know of many events happening in our environment not because we cared to know but often because of media and one person who said that was Marshall McLuhan a communication scholar of 20th century. Print media have been playing leading role in creating awareness and also they educate inform and entertain people effectively.

Print media role in education is to be applauded as print media are valuable resources in passing

curricular and co-curricular information. These educate people on general aspects of what is going on in environment and keep people informed on crucial changes taking place in society effectively. Print media also are infotainments in the sense that they provide information as well as education or information on entertainment mode. The Hindustan Times New Delhi used to carry supplement on information and entertainment effectively to communicate people's education and entertainment needs.

Independence Struggle

During independence struggle in India print media created awareness and invoked consciousness of the people. It also helped Indian leaders as Gandhi Nehru to win independence from the British effectively and it has been playing leading role in many social reform movements in India also. Print media and vernacular journalism has been effective in creating consciousness and moving people on a particular issue.

People praise print media for variety of reasons in creating awareness information, education and entertainment purposes in making people to participate on people's issues and problems in holding government efforts and the like.

Electronic Media

Electronic media in India are very powerful and exert power on audience and society in general as people rely on TV for immediate news. Public sector radio and TV are very powerful and are large play leading role among poor and uneducated sections of society. India has 500 TV channels and 150 radio stations and media of this kind exert great influence on audience and government.

Electronic media have been playing leading role in information diffusion, education and entertainment as we know of developments also through electronic media. TV and cable are dynamic in India and the USA support the existing system and provide room for developmental thoughts and actions effectively everywhere. Electronic media as TV combine sight and sound and provide room for project demonstration effectively everywhere. Media have been educating informing and entertaining people

in greater measure and this should be the role of electronic media everywhere of India and the USA.

Cable came to US during 1983 and in India during 1993 and sun TV has been dominating the scene for quite some time as Sun TV has been a popular TV of Tamil Nadu. Many mythologies have been on air as Naagini Nadhini and others attracting traditional women folk of Tamil Nadu greatly. Sun TV is more popular than any other channel attracting audiences and viewers alike in large numbers compared to any other channel of Southern India.

PM Modi has been launching programs on women's empowerment modernization appreciation of western work ethics and the like and such should be portrayed in media sufficiently. He is empowering both haves and have nots also and media would have to high light such programs and shows effectively although he doesn't have big family or children he is interested in development on par with countries as in East and west. Media development is to focus on societies as Indian one or things that support existing or prevalent social order and would have to lend helping hand to people like him effectively. PM Modi sees special in cultures as America and was with President Obama at least four times and consumer products are more in America and he wants to bring such to India to benefit Indians. Media need to focus more on such efforts and to bring attention to good efforts and not the bad ones and act accordingly to benefit people. Everyone or nation has to operate in sphere or sector of influence and try to do good to others and then impose their perspective and that should be seen everywhere including India.

Media are very powerful as private sector is good lot of people are in its role and undoubtedly it is doing good to society or people in its way. Media need to high light private sector's achievements and make others to become like private sector which is efficient in their own way in a special way and in always possible to people without hurting their sentiments or feelings greatly or harming them.

As the government of PM Modi is on right path, media need to highlight achievements and take the government's programs and policies to people. The positive aspect should be told to people and negative aspects got to be forgotten as media need

to bring social changes to people in all possible forms and kinds. Even with home minister Rajnath Singh's efforts some peace seem to be returning to Kashmir and it is to be noted. Media keep people informed on such efforts and media's role can't be neglected as Marshall McLuhan has said some time ago.

Technology Dimension

There are technologies in the west superior to other nations and many benefits are brought to people in societies including India. Modern day technologies have made space travel possible as America launched space craft on private sector taking astronauts to space station. It is after several years of launch and it depended on Russia India had also launched rockets and put satellites in orbit and telecommunication has become possible. Indira Gandhi had launched SITE experiment using NASA satellite way back in 1975 and people from India were sent to or went on own to US for studies during 1970s and made it their Modern technologies benefit capitalist and socialist societies alike in driving modernization and human element can always be found in it. The American rocket can also benefit Russians to come to earth and likewise many modern marvels benefit everyone like. New space age religions have come into being in this age as many social changes are taking place constantly. Technologies of Freedom by Ithiel de sola pool describe how technologies benefit mankind in many ways. But conflicts of yester years are hard to go by and still steps to reduce conflicts to be evolved in amicable ways. Media can bring about social changes in many ways to alleviate human suffering of all kinds. Media can still make or mar as US president Ronald Reagan who mastered art of communication in becoming popular president of all time.

Indian media have been playing leading role in globalization and it has brought outside world to Indians and made Indian products compete with other brands of the west or US India has brought out Pepsi Coke or other multinational brands and take world products as much as Indian ones Media have been helping people commute or communicate office works and others through routine mechanism



and this helped India being like other developed or developing ones also Indian media thus play leading role in globalization and development

MEDIA TECHNOLOGY

An introduction to changes media can make in services

Media technology is important as media operate through this and make everything possible. Technology has brought benefits to mankind as drivers of technology as PM Modi rightly empowers the poor of all kind and women. Media technology is technology used in operation of media to take messages of government and private to people so every one gets information education and entertainment. The Print media technology includes various methods of printing and radio technology includes analog or digital mode. TV technology includes various formats available in operation of TV equipment to take TV programs for people and film technology includes methods and modes of film production for same purpose. DeFleur and Dennis (1991) talk on understanding mass communication in American context

Media technology has been booming with liberalization launched during Rajiv Gandhi regime and even now as the BJP party or Janatha party is more open on such things. This technology is not just benefits alone as media technology has dystopian view also. Hancock (1996) says further on communication media as tools

Four Theories of Technology

The positive aspects of media technology is application of such technology in education agriculture animal husbandry adult education health care family welfare etc. More diffusion of such messages will help people in participating in development process. The TN Agricultural University a prominent agri university has e- velanmai a online agricultural section committed to diffusing agricultural information.

The negative or dystopian view is crass entertainment available in media technology as TV technology online corruption as pornography

and anti family and anti people themes and liberal modernization The divorce nude beaches xrated channels and other wrong things are more and bound to cause concern among people as teen age pregnancy and liberalization of sexual mores bound to cause concern The Republican party in the US is wedded to preservation of family values and the like and the left oriented parties in India show concern to good things But modernization liberalization and pro rich forces can't be stopped. The ghost in modernization is affecting everyone and it can't be stopped maybe it can be minimized. The one reason for conflicts in Indian sub-continent is that India and others are not willing to become modernized as seen by American society or people. Even in America there is strong resentment against traditional societies even among general public. Kumar (1989) speaks further on mass communication media in India and its relevance

Dystopian view of media is more and can't be stopped easily as India wants good aspects of technology and not American or western cultural inputs more. But this is not possible as bad aspects or even different aspects of technology enter as ghosts that can't be stopped. One can't refuse modernization or degradation in a new century but some aspects can be put off for some more time and that is only thing one can do.

Media technology is to benefit man kind since cultural aspects are more in it it has to be used carefully Media are modern and can't be avoided as today's youngsters learn more from media than anything else.

Technological Changes in Service Sector

There have been computerization and automation taking place in all sectors including service sector

And media can make service sector to adapt to technological changes in many ways technology changes as automation computerization can help to serve faster and in air ports paper tickets are used than any other similarly in Insurance and banking automation can help and hotels and agriculture automation and computerization can be of big help

Self help in filling government returns and fully computerized banking and insurance can help the industry to function effectively and faster Guidelines can be issued as to how to serve and how to get

benefitted can be done so man power can be substituted.

Media Communication in Helping Service Sector to Accept Technological Changes

Media can inform educate and persuade people to accept technological changes in service sector can be done. Media are purveyors of information education and communication and can be of help in service sector. Dramatic changes and developments can be brought about using media in communicating technological changes and can help service sector. Another role is agenda setting like in which media can play effective role Media as persuading agent cant be easily forgotten and should be recalled frequently

Development Communication World Wide

Development communication has changed and it has brought about technology and new ways of bringing about social change Western education western way of life are in places like India and that way of development has not gone away Dominant paradigm has not passed away and western methods are adapted by PM Modi and his government of India in many ways Majority of people may feel at home but some people are left out Western and Christian way of development is not India needs but government lead by PM Modi seems to be doing Many new diseases as Covid-19 natural disasters earth quakes happen because of wrong modernization and wrong westernization of nations as India because people could not cope up with that sort of development Srinivas Melkote talks of development communication vividly embracing dominant thinking in the field

Earlier Debates

Third world perspectives and UNESCO debates McBride report are all gone before and played important role in development communication

US UK during Reagan era dubbed them as Marxist thinking and quit UNESCO The information flow is one way from North to South and cultural imperialism plague nations Anything western is regarded superior and others are discarded There is an electronic colonialism is there in the world and International news agencies dominate news flow one suspects There is a saying sufferer has to suffer more and rich becomes richer and this happens in this debate Westernization is OK if it is within cultural boundaries but this is not happening much in all places New forms and new models and alternative models of sustainable development are in need

CONCLUSION

Media communication can play because India has 80000 publications with 80 million circulation 500 TV channels and 150 radio stations media are large and huge and can educate inform and persuade effectively The role played by media in informing technological changes can't be forgotten and one person who said was Marshall McLuhan who was called guru of boob tube and Canadian Nkrumah We will see more and more of media role in services sector in days to come in development communication

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