

Maximizing Minimum-Resourced Dev-Com Outcomes



Prepared by
Prof. Sondra M. Rubenstein
University of Haifa



Defining development as a global process...

- Emphasizes the endogenous character of development,
 - as **not** coming from outside
 - “as a participatory process of social change within a given society” (Rogers, 1976)
 - it includes notions of social equality, liberty, revenue distribution, grassroots participation in development...



Today's dev-com rules of engagement... They:

- are centered on a wide variety of overlapping media tools
- consider diverse populations
- require planning ahead with a bottom-up, on-the-ground view...
 - Enabling people's problems and perceptions to reach decision makers and experts



Rules of engagement, cont. . .

- Enable people to talk to people
 - Using “horizontal” communication between groups commonly affected by the problem
- ...Understand needs & financial constraints
- ... See/anticipate potential problems & benefits



Early Dev-Com models were:

- Centered on mass media
- Called “The paradigm of modernization”
- Based on a one-way communication system:
 - persuasion/information transmission
 - goal of increasing economic activity
 - **changing indigenous values and attitudes**



Early Dev-Com models:

- Used media to disseminate knowledge/ technologies of the “North”
- Were based on a flawed belief that once adopted by the “South,” development would be achieved
- Consisted of transmitting the technology necessary for productivity growth



Early dev-com models failed because:

- Flawed belief that the underdeveloped countries – were merely "primitive versions" of developed countries
 - Not considered was the fact that – as former colonies – they had distinctive structural features of their own.
- The then-called “Third World” (TW)* countries called for a New World Economic Order

* Also called “Non-Aligned”



Brief History 1960s-1970s

- New economic theories were put forth relating to "developing" countries
 - "**Structuralist**" theory – calling attention to the *distinct* structural problems of TW countries:
- Many TW governments – adopted language and policies of Structuralism and/or Neo-Marxism



The new language involved ...

- Terminology that included:
 - a) “Neo-Colonialism”
 - b) “core-periphery”
 - c) “semi-periphery”
 - c) “dependency”
 - d) “interdependency”



By the late 1970s:

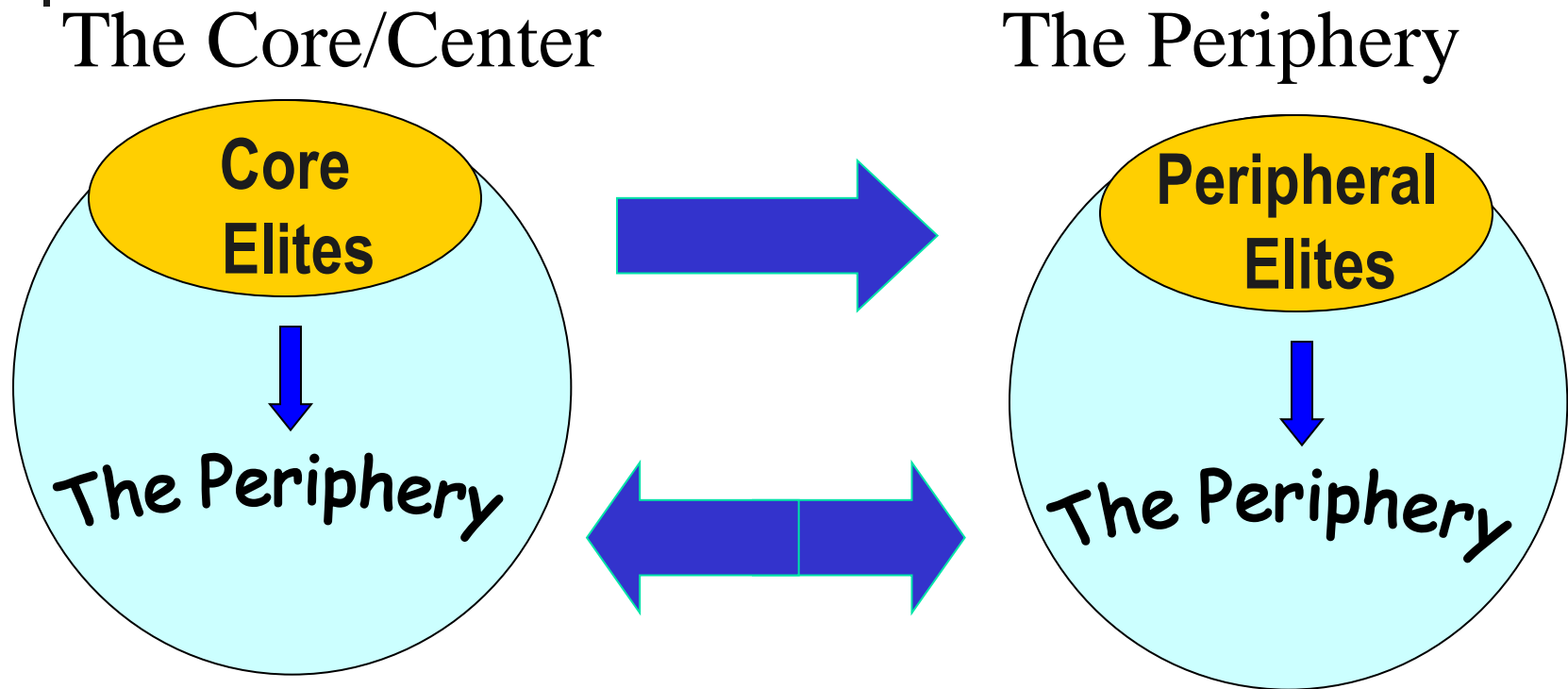
- The **NWEO** had not materialized
- Within UNESCO the TW countries blamed Western news values (of conflict and negativity) for discouraging investors...
- The former colonies were regressing from new independence into **producers** of raw materials for FW manufacturers
 - Thus, they were condemned to a peripheral and dependent role in the world economy



From NWE0 to NWICO to new paradigms --

- Gunnar Myrdal (1899-1987), Swedish economist and Nobel Prize winner (1973):
 - Theory of “cumulative causation”
- Government involvement - seen as a critical tool of economic development for:
 - a) planning
 - b) socio-economic engineering
 - c) effective demand management

Johan Galtung (Sweden) – Theory of the Center and the Periphery



Core: Engages in advanced economic activities. These yield highest return on investment (profits)



Johan Galtung (Sweden) – Theory of the Center and the Periphery

While the Center controlled, the Periphery*:

- Provided raw materials and unskilled labor
 - Made use of outdated technologies**
 - Generated low profits for themselves
 - Suffered from deteriorating trade terms

*Refers to the then-called underdeveloped countries

**And, served as a marketplace for outdated drugs, etc.

Toward NWICO

“Global development is best seen as exploitation and uneven development between the core, the **semi-periphery*** and the periphery.”

Immanuel Wallerstein (1984)

* Unclearly defined as mid-way between the core and periphery.





The MacBride Report on the first dev-com models...

“The former [dev-com] models used communication especially for disseminating information, for getting people to understand the ‘benefits’ promised by development and the ‘sacrifices’ it demands ...”



The MacBride Report...cont.

“ The imitation of a development model, based on the hypothesis that wealth, once acquired, will automatically filter down to all levels of society, included the propagation of communication practices from top to bottom... The effects were a long way from the expected effects.”

(MacBride 1980, p. 6.)



Early vs. today's Dev-Com model evolved...

- From a one-way (top-down) dialogue, transmission of technical information
- To the concept of grassroots participation in the development process AND
- To the promotion of bi- or multilateral systems **based on grassroots participation**



Evolution of Dev-Com

- From top-down methods (of '60s) to reconceptualization of development projects (Manyozo, 2006)
- The World Bank defines dev-com as the “*integration of strategic communication in development projects*” based on a clear understanding of **indigenous realities**



Evolution of Dev-Com media...

Development Model	Communication Model	Broadcasting Approach
Modernization	Top-down diffusion	Farmers' radio
Basic-needs awareness growth	Horizontal grassroots	Radio forum
Dependency and interdependency	Spontaneous interaction by people	News exchange
“Another way”	Participatory	Community radio
Developing...	Social marketing	Entertain-educate



Evolution of Dev-Com Media...

Failure of top-down method:

- Restored emphasis on interpersonal and traditional methods (mostly ignored till then)
- Included: Street theatre (puppet shows), folk-songs, poetry, speech, and group activities became important and effective channels for participatory communication



Evolution of Dev-Com Media...

- This thinking ignored the mass media, not suggesting any roles for them
- Mass media practitioners now innovated their own approach to participatory communication
- Community radio scored some early successes
- Small, localized, and intimate programs replaced large-scale national communication activities



Evolution of Dev-Com Media...

- Small operations broadcasting on low-power transmitters owned by trade unions, churches and other community groups replaced the large, centralized model of city-based stations
- Alliances of local people, groups and NGOs produced and voiced programs focused on local issues most current and important to them, including development projects
- Such innovations redefined the big media's role in participatory communication to explain issues, goals, problems, etc.



Developing countries are...

- Characterized by socio-economic inequality, including uneven distribution of:
 - wealth
 - income
 - resources
 - social services such as health, education, housing, and communication and other technologies



In a developing country...

- The economy is dominated by primary industries such as agriculture and basic manufacturing
- Most people live in rural areas and depend on subsistence farming
- Poverty/unemployment endemic among poor majority living in rural areas and/or in urban slums



The first of three questions:

How can we make development a priority when development assistance is considered a luxury?

- Development projects responsive to Millennium Campaign Goals need to be framed and articulated through C4D:
 - Within the context of the target society (culture, norms, problems), as determined by research...
 - And, as providing near-term benefits, as well as meeting long-term goals...



Connecting to reach the UN's Millennium Campaign Goals*

1. End Hunger

2. Universal Education

3. Gender Equality

4. Child Health

5. Maternal Health

6. Combat HIV/AIDS

7. Environmental
Sustainability

8. Global Partnerships

*Initiated in 2000 by 189 countries
extreme world poverty worldwide

(rich and poor) committed to end
by 2015 (Rich = 0.7% of GNP...)



The second related question:

How do you justify investing in development in times when countries are dealing with their domestic problems?

- There are always domestic political, economic, social, etc. issues connected to each of the designated Millennium Campaign Goals
- There are also technological, cultural and community issues that must be considered in the developmental process...



Justifying development ...

- Before we can justify any development project for a particular community, we need to research the answers for the following critical questions:
 - a. Who are the most effective advocates for change?
 - b. Who are the most effective partners with whom we can forge alliances to mobilize for accelerated program delivery?



Justifying...Seeking answers...

- c. Who and what are the most effective communication channels, and what strategies and materials are most effective in different circumstances?

- d. What values should we build upon? Shall we frame our C4D message as an appeal to long-term survival and productivity and/or to social, cultural and religious values?



The third question:

How can we deal strategically with a skeptical audience?

- Key to dealing with any audience is researching the required information
 - Most effectively achieved through qualitative research methods, such as focus group discussions and in-depth interviews, the essential tools of the social marketer or communication specialist.



Awareness 4 development has grown

- “In virtually all OECD countries the most recent level of support is higher than the average level of support of the past 10-20 years.”
- “Many countries show remarkable growth of support, up to more than 10 percentage points.”

* Robert Zimmerman (OECD Centre, March 2009) *Results from DevCom Donor Communication Profile Survey*, pp. 15-16.

Methodologies/frameworks for Need-Assessment: Workshops including focus group discussions



Developed by ADB*
Objective: To understand needs/demands in pilot communities and how the JFICT** project could address them through the Community electronic Centers (CeC).

*Asian Development Bank

**Japan Fund for Inform. & Communication Technologies

Need Assessment Workshop

- ADB, UNESCAP* and the Ministry of Science & ICT jointly piloted the CeC in Bangladesh.
- BTN** assisted the JFICT in facilitating workshops in five pilot communities. *UN Eco. & Social Commission for Asia & The Pacific. **Bangladesh Telecentre Network





Qualitative research...

- THUS, before embarking on a massive communication and social mobilization activity, we must ask ourselves:
 - Do we know enough about our clientele?
 - How does the average person perceive the needs of his/her community/society?
 - What is this person's perception of priorities regarding these needs?



Qualitative research ...

- C4D success is dependent on preliminary qualitative research, which
 - is not particularly expensive or time consuming when considering a development project
 - is the best way to learn (a) how people perceive social programs and (b) to track change over time.



In closing ...

Having reviewed important lessons of the past, it is important to feed them forward and to apply them for ever more effective C4D and social mobilization in the future.

Thank you!