The background of the slide is a light gray gradient, decorated with numerous realistic water droplets of various sizes. Some droplets are large and prominent, while others are small and subtle, scattered across the top and right sides of the frame.

BMC

SEMESTER-IV

SUB-*DEVELOPMENT*

COMMUNICATION

CC-408

DEPARTMENT OF MASS COMMUNICATION
PATNA WOMEN'S COLLEGE



UNIT-3


PARADIGM OF DEVELOPMENT COMMUNICATION

3.1 Linear Models- Rostow's Demographic Transition, Transmission.

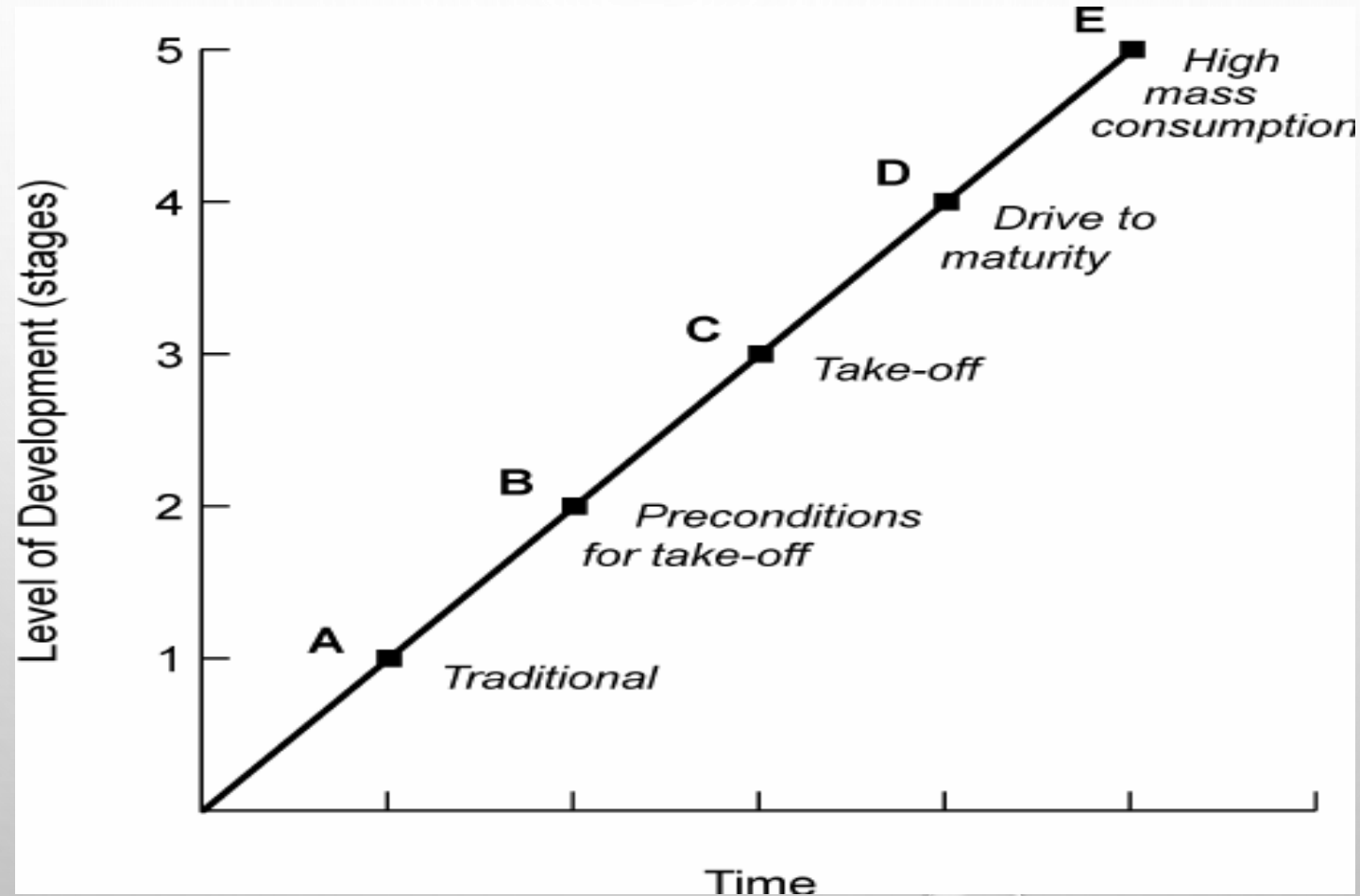
3.2 Non-linear- World System Theory, Marxist Theory Of Development.

3.3 Dependency Paradigm- Centre-periphery, Unequal Development, Development Underdevelopment.

3.4 Alternative Paradigm- Participatory, Think Local/Act Global, Think Global/Act Local



3.1 ROSTOW'S DEMOGRAPHIC TRANSITION MODEL



FIVE STAGES OF ECONOMIC GROWTH.

- Traditional society - Subsistent agricultural based economy with intensive labour and low level of trading, people without a perspective on the world and technology.
- Precondition to take –off – Begins to develop manufacturing and a more national /international outlook. Start of Foreign investments.
- Take-off – Short period of intensive growth, in which industrialization begins to occur.
- Drive to maturity – It takes place over a long period of time as standards of living rise in form of rapid urbanisation , use of technology and innovation increases and the economy of a nation rises and become diverse.
- Age of high mass consumption – The most developed stage where a country's economy is flourished, a rapid expansion of industries.

CRITICISM AND STRENGTH

CRITICISM

This model is quite old made in 1960 and over simplified.

This model make presumptions about all the countries but all countries have different climate, population, natural resources.

Mainly based on capitalist approach.

STRENGTH

Well elaborated and easy to understand.

Its 5 stage split provides a general path for development.

To some extent all countries could be compared to it.

3.2 WORLD SYSTEM THEORY

- It stresses world as an unit, not nation or state as the primary unit of social study or analysis.
- It is a macro scale approach to study and analyse the world history of the mankind and social changes of various nations.
- This theory refers to the division of labour transnationally.
- This theory divides the world into core, semi-periphery and periphery countries.

CLASSIFICATION OF THE WORLD

- **Core nation-** Core state were able to perform the activities that yielded maximum gain. They seemed to be powerful, wealthy, strong with economy and uncontrolled. They were the one who made colonies. Exploited periphery countries for raw materials and labour.
- **Semi- periphery nations** - It lies between the core and the periphery, they shared qualities of both core as well as peripheral countries. They have less developed economy in comparison with the core nations and are not dominant in the international trade but they are tending to be the core.
- **Periphery nations-** Least developed economy and are dependent on core nations for the capital. They use to provide cheap and unskilled workers to the countries that lies in the core category. Weak economy, poor technology, dependent on others for the capital, they are the one who bring prosperity in other nations with their own exploitation.

MARXIST THEORY OF DEVELOPMENT

- According to this theory production means the generation of value. Thus economic development is the process of more value generation. Labour is the one who generates the value but high level of production is possible through more and more capital accumulation and technological improvement. At the start, growth under capitalism, generation of value and accumulation of capital will undergo at a high rate. After reaching its peak there will be a falling rate of profit that will reduce the rate of investment and rate of economic growth. This will result into increase in unemployment and class conflict. Labour conflict will start and there will be class revolts. Ultimately there will be downfall of capitalism and rise of socialism.

3.3 DEPENDENCY PARADIGM- CENTRE-PERIPHERY, UNEQUAL DEVELOPMENT, DEVELOPMENT UNDERDEVELOPMENT.

- Dependency theory talks about the flow of resources from periphery to the centre. Making periphery countries poorer and centre countries more prosperous. According to the theory rich countries(centre) buy raw material at lower cost from poor countries(periphery) and sell them back as manufactured product at a higher cost to the periphery countries.

Same as buying cotton at very lower cost from a poor country and selling back clothes to them.

- Centre- In world system rich countries were called centre or core. These were countries with most powerful army, strong economy, wealthy and one having many colonies. These countries were not dependent on any one for capital or technology. They used to buy raw materials for their industries from poor countries.
- Periphery- In the same world system poor countries were known as peripheral nations. These countries were economically weaker, poor in technology and industry, dependent on centre countries for capital and products.

UNEQUAL DEVELOPMENT, DEVELOPMENT UNDERDEVELOPMENT.

- Unequal development:- Unequal development means varied development, development that is not same or equal for all. When that is for a state or a nation, it depends upon all the factors like population, amount of natural resources, economic conditions, climate, human resource etc. All these factors for all the nations are not the same so the development remains unequal.
- Development- The term development not only stands for the meaning a better economy, but it includes the betterment of education, employment, health and per capita income of an individual or state. If a state is doing well in all these variables only then it could be called development in real face.
- Underdevelopment- periphery nations according to the world system are called the under development nations. One who is on the way of development came under this category. Not developed but developed to be.

3.4 ALTERNATIVE PARADIGM- PARTICIPATORY, THINK LOCAL/ACT GLOBAL, THINK GLOBAL/ACT LOCAL

- Participatory- This is the perspective in which people who are considered as a beneficiary of the development would be not just passive receipts but active agent of the development process.
- Think local act global- In intercultural marketing this is the best strategy. Requirements of all the localities are according to their cultural needs and traditional habits. So, to attract consumers this local model is acted globally by various multinational companies.
- Think global act local- It urges us to look and concentrate over the world and try to apply suitable and useful action within our country, state or locality.

The image features a light gray background with a subtle radial gradient. In the top-left and bottom-right corners, there are clusters of realistic water droplets of various sizes, rendered with soft shadows and highlights. A faint, circular watermark is visible in the upper center of the page.

THANK YOU....