

WOODS' TRIANGLE

KNOWLEDGE
GENERATOR

POLITICAL
LEADERS



KNOWLEDGE USER

Development Communication & Woods' Triangle

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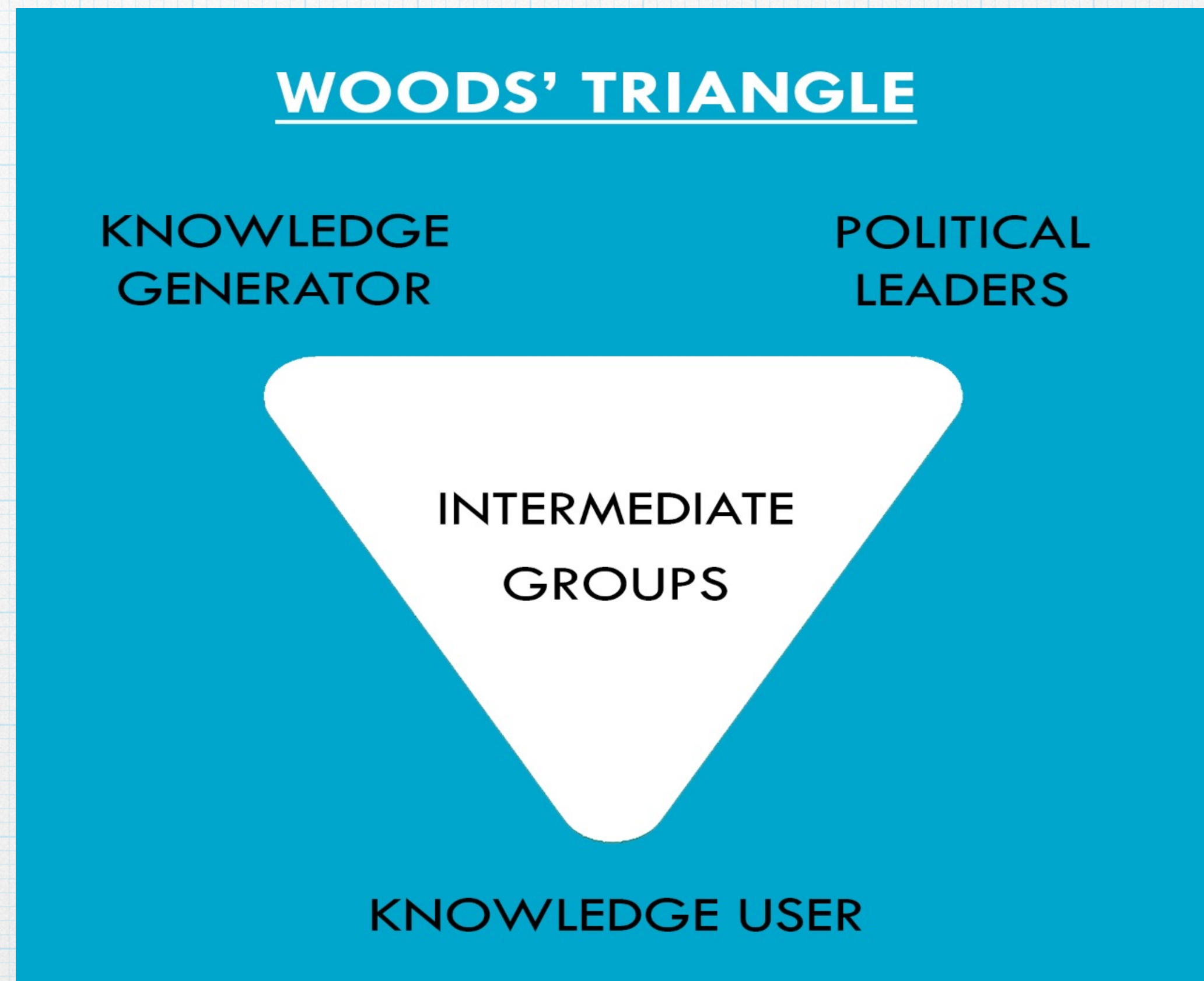
WOODS' TRIANGLE

- * JOHN L. WOODS was Director of the UNDP Development Support Communication Service for Asia and the Pacific, in Bangkok.
- * John L. Woods has made a model in which he expounded a triangular nexus with three points:
 - * 1. Knowledge generators,
 - * 2. Political leaders
 - * 3. Development knowledge users
- * Later, the triangular nexus came to be known as Woods' Triangle.

Understanding Woods' Triangle

* JOHN L. WOODS

* 1976



EXPLANATION

- * According to John L. Woods, the role of Development Support Communication, is to link, the Knowledge generators, Political leaders and Development knowledge users, all three elements in the development linkage triangle along with all the intermediate user groups.

- * John L. Woods' emphasis is not only on pushing the information towards the target groups, but also on taking into account the information seeking pattern of the target audience and integrating them into the development planning process.

COMMUNICATION FLOWS

- * There are three basic communication flows within a development programme: downward, upward and horizontally through the system.
- * Woods in his research stated that many administrators limit their communicating to the downward flow, which, probably, is the least important flow in the planning and implementation of a development programme.

JOHN L. WOODS' RECOMMENDATIONS

- * Better linkage needs to be created between two kinds of technical assistance: development planning and communication resources.
- * The basic objective of most development programmes is to create a bridge between people who possess knowledge of technology and people who need it.

DSC & THE TRIANGLE

- * The resources and tools of communications have long been successfully used for political and commercial activities, but they have seldom been made an integral part of development programmes.
- * A third-generation communication technical assistance is now needed - one which concentrates on helping governments build a linkage between development programmes and communications resources.
- * An important aspect of stimulating the transfer of technology is to ensure the proper flow of relevant information among the numerous groups of people who are involved.

Thank you :)