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# DEVELOPMENT & COMMUNICATION >> DEVCOM

**Development is the act or process of growing or causing something to grow or become larger or more advanced, and ,  
Communication is a process of sharing, imparting, exchanging, conveying ideas, knowledge, information, feelings and emotions.  
Therefore, when communication, ( with all its possible means or media) is purposefully used to facilitate over-all development of a country , that intended communication, is called Development Communication**

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# DEVELOPMENT COMMUNICATION

**According to Nora Cruz Quebral, a pioneer in the discipline of DevCom, “Development Communication is the art and science of human communication applied to the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater social equity and the larger fulfilment of the human potential.”**

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# ANALYSIS OF QUEBRAL'S DEFINITION

**Development Communication is an art because it is the creative application of human communication.**

**Development Communication is science too as it uses research and applies scientific methods to solve development related problems by identifying problems and issues, by collecting data etc. The entire process of communication is done using scientific methods. Moreover, communication takes place using technology and mechanical/electronic tools.**

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# ANALYSIS CONT.

**Development Communication is a Human Communication. It is not about the media or the channels being used, but it is about the people who are the end-users of the communication intervention.**

**Devcom is meant to facilitate Speedy Transformation. It is a catalyst for social change .**

**Devcom is about People as it not only motivates people to change but also encourages interaction and coordination with people in the positions.**

**Devcom focuses on Poverty- Poverty is the common barrier to development which concentrates in the rural areas which are in dire need of rapid and sustainable development.**

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## ANALYSIS CONT.

**Goal of Development Communication is to achieve dynamic state of economic growth. It must facilitate in bringing greater social equality.**

**In Development Communication all forms of communication, including all media, are used to reach to the masses.**

**Development Communication is audience oriented as it is the people for whom communication is planned with some purpose.**

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# PARADIGM SHIFT - 1971 -> 2001



**Prof. Nora Quebral expounded the definition of Devcom in 1971 where she had put emphasis on speedy transformation, economic growth, applied to, social equality while after 30 years she realised that devcom is a complex process and it can not be uniformly applied to every society. Hence, she made some practical changes in her previous definition**

**Devcom definition 1971: The art and science of human communication applied to the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater social equality and the larger fulfilment of human potential.**

**Devcom definition 2001: The art and science of human communication linked to society's planned transformation from a state of poverty to one of dynamic socio-economic growth that for greater equity and the larger unfolding of individual potential .**

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# DEVCOM VALUES

- 1. Purposive-** Development communication is planned with some purpose related to development. It is not just a communication per se.
- 2. Pragmatic-** Development communication is based on practical experiences drawn by way of inter-personal communication with the beneficiaries.
- 3. Value-laden-** It is not only about economic growth , but also about social, political, cultural, and moral values that make people's life whole, and that enable people to attain their full potential.
- 4. Goal-oriented-** The ultimate goal of development communication is facilitate better quality of life by social change.
- 5. Two-way Communication-** communication is dynamic here as feedback plays a crucial role in designing content of development communication.



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# **5 'I's SUGGESTED FOR DEVCOM BY COMMUNICATION FOUNDATION OF ASIA**

**INFORM-** the message has to be disseminated to people especially those who are the direct beneficiaries.

**INSTRUCT-** Do's and Don'ts have to be clearly defined.

**INSPIRE-** the message content must inspire the masses to accept change in their present life style.

**INSIST-** it should be powerful enough to insist people on doing something crucial for change.

**INVOLVE-** involvement of people is of crucial importance in such type of communication otherwise the objective of communication would fall flat.

**The above five 'I's are very important for achieving Development Communication Goals (CFA)**

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# DEVELOPMENT SUPPORT COMMUNICATION

**Development support communication is a communication practice aimed for purposive change in a society to improve socio-economic condition.**

**Communication theory and practice applied to help stimulate the development process in general branched off as the Development Support Communication (DSC).**

**In Development Support Communication, the emphasis is on greater participation of the beneficiaries in the development process in general, and in message development in particular.**

is systematic use of art and science of human communication to persuade specific group of people to change their habits, lifestyle and thought pattern.

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## DC & DSC

**Development Communication transfers development messages to people for betterment of their economic and social conditions, whereas , Development Support Communication addresses development planning and the plan of operation for implementation.**

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## FEATURES OF DSC

**The aim of development support communication is utilization of mass media and other available communication means for mobilization of a specific segment of society towards a particular change.**

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# SUSTAINABLE DEVELOPMENT THROUGH DSC

**Sustainable Development can be defined as involvement of a community using information & technology and the communities' ability to maintain the created ideal state without compromising its environment, resources and most importantly its culture and values.**

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# STRATEGIES TO FOLLOW

- 1. Need Assessment-** Assess the need of people before starting any plan of action.
- 2. Resource Assessment-** Assess the resources available so that they can be used.
- 3. Attitude Study-** Assess the likes & dislikes of stake holders otherwise it would be very difficult to achieve the development communication goal.
- 4. Persuasive Communication-** Convince the stake holders of the benefits of the programme or campaign.
- 5. Playing the bridge -**Provide scientific, specific and basic information to the policy-makers and decision-makers.

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If you have any query , discuss it in the classroom.

THANK YOU :)