

**Chapter 1 : Advocacy strategies for health and development: development communication in action**

*Development and Communication in Action provides the missing link between theory and practice in the field of development communication and social change. Dr. Moemeka begins with a look at the historical and cultural dimensions of development communication, then moves into merging theory with practice, and concludes with a section on case studies.*

Wind profilers Other synoptic data or weather instruments, including Earth Simulator which is used to model climate and weather conditions. In Africa, flood is one of the major concerns of farmers. The International Water Management Institute launched the mobile services for flood management, specifically in East Sudan. These mobile services are considered as a next-generation ICT for weather and water information. The tool converts complex satellite sensor information to simple text messages which are sent to farmers informing them about the optimum use of flood water for crop production. The text messages would also warn the farmers about the flood events which would help them prepare their fields and advise on how to mitigate flood damage in estimating the risk of future flood events. In times of calamities, information and communication technology is needed for disaster management. Various organisations, government agencies and small and large-scale research projects have been exploring the use of ICT for relief operations, providing early warnings and monitoring extreme weather events. NetHope is another global organization which contributes disaster management and awareness through information technology. CDAC saw the value of communication in responding to the disaster. They emphasized getting accurate and timely information as being crucial to saving lives. One of the organizations and tools that they tapped was the Digital Humanitarian Network. The Digital Humanitarian Network is a group of organizations with various tools that contribute to crisis mapping. These tools were used to manage information that are received about the disaster. The tools they use allow them to monitor media—including social media, create live crisis maps, analyze the data they have, etc. The website collates information regarding earthquake preparedness. This was created in response to a predicted earthquake, expected to hit Metro Manila with a 7. Through the use of science and technology and in partnership with the academe and other stakeholders, the DOST through Project NOAH is taking a multi-disciplinary approach in developing systems, tools, and other technologies that could be operationalized by government to help prevent and mitigate disasters. OpenRDI aims to minimize the effect of disaster in developing countries by encouraging them to open their disaster risk data. GIS technologies such as satellite imagery, thematic maps, and geospatial data play a big part in disaster risk management. One example is the HaitiData, where maps of Haiti containing layers of geospatial data earthquake intensity, flooding likelihood, landslide and tsunami hazards, overall damage, etc. Terrestrial earth, land, soil, water, ocean, climate and atmospheric surveillance, data collection, storage and record technologies, remote sensing, telemetric systems, geographic information systems GIS etc. Different computational and processing tools are required to analyze the data collected from environment. Some of these tools are land, soil, water and atmospheric quality assessment tools, Tool for analyzing atmospheric conditions like GHG emissions and pollutants etc. Environment planning and policy formulation require analyzed data, information and decision support systems. Environment management and protection: Information and communication technologies for management and protection of environment include resource and energy conservation and management systems, GHG emission management and reduction systems and controls, pollution control and management systems etc. ICT can reduce its own environmental impacts by increasing system efficiency which ultimately reduce the overall negative impact on environment. Impact and mitigating effects of ICT utilization: ICT use can mitigate the environmental impacts directly by increasing process efficiency and as a result of dematerialization, and indirectly by virtue of the secondary and tertiary effects resulting from ICT use on human activities, which in turn reduce the impact of humans on the environment. ICT is used as a media to increase public awareness, development of environment professionals, and integrating environmental issues into formal education. They have created ICT-based plant clinics employing agricultural extension workers, called "plant-doctors", that would help farmers with their queries. They have provided different ICTs, namely:

Mobile phones were used by farmers to contact the plant doctors about their issues. Digital cameras and microscope are being used to record pests, plants, water levels, soil condition, and also record the problems of the farmers. Plant doctors also use multimedia to educate farmers through video presentations of different agricultural topics. Further, computers and internet, through the use of software - such as MS Office and Pallithaya - has helped in creating a database that allowed plant doctors to keep track of the problems that have occurred and are occurring for farmers, and the solution they could provide. Subsequently, they use google maps and GIS to identify the location of the farmers and use it as a guide in resistance to the climate and climate change vulnerabilities that are known in the area. ICTs would be able to provide education and knowledge in a wider reach, even with a limited amount of resources, unlike conventional systems of education. The Hole in the Wall also known as minimally invasive education is one of the projects which focuses on the development of computer literacy and the improvement of learning. Other projects included the utilization of mobile phone technology to improve educational outcomes. By maximizing the use of technology to create a wide range of learning, UPOU promotes lifelong learning in a more convenient way. It has multiple impacts on student achievements and motivations, including but not limited to: However, it is not without its flaws – ICTs can easily become the focus of a program, in which the technology is given and provided before much thought is given to the application of it. ICT can improve the quality of education and bring better outcomes by making information easily accessible to students, helping to gain knowledge and skill easily and making trainings more available for teachers. In one study conducted by the UNICEF in southern and eastern Africa, it is evident that girls population have a lower opportunity in having the chance and right to have a quality and proper education than boys. For example, in India a project titled "Mobile Learning Games for English as Second Language Literacy" aimed to enhance the literacy sub-skills of boys and girls in low-income rural areas and in urban slums via mobile game-based learning of English in non-formal, formal and informal education contexts. If mobile phones could encourage illiterate traders to become partially literate, how useful would it be to incorporate mobile phones in adult literacy classes? Participants also made use of digital and visual literacy skills linking mobile phone menu features with visual symbols and signs related to mango picking – a common community livelihood practice. The overall Somali community empowerment programme has been documented as boosting job training and placement for 8, young people women and men. Tests before and after showed statistically significant improvement in skills, with the youth livelihoods programme being linked to job placements. Health[ edit ] ICTs can be a supportive tool to develop and serve with reliable, timely, high-quality and affordable health care and health information systems and to provide health education, training and improve health research. This is approximately million people wherein three out of every four are living in developing countries, half are of working age, half are women and the highest incidence and prevalence of disabilities occurs in poor areas. The Convention on the Rights of Persons with Disabilities CRPD includes policies about accessibility, non-discrimination, equal opportunity, full and effective participation and other issues. Although these do not specifically mention the right to access ICT for people with disabilities, two key elements within the MDGs are to reduce the number of people in poverty and to reach out to the marginalised groups without access to ICT. Researchers are now realizing that activity such as Twitter use " Social media can also be used as a support venue for solving problems and also a means for reporting criminal activity or calamity issues that affects the well being of communities. Social media is also used for inciting volunteerism by letting others know of situations in places that requires civic intervention and organize activities to make it happen. Civic engagement plays a large part in e-government, particularly in the area of Transparency and Accountability. ICTs are used to promote openness in the government as well as a platform for citizens to report on anomalous government activities for the purpose of reducing corruption and in promoting efficiency. Even before the advent or popularity of social media platforms, internet forums were already present. Here, people could share their concerns about pertinent topics to seek solutions. In third-world countries like the Philippines, the text brigade is an easy method for informing and gathering people for whatever purpose. The e-government action plan includes applications and services for ensuring transparency, improving efficiency, strengthening citizen relations, making need-based initiatives, allocating public resources efficiently and enhancing international cooperation. Writing about ICTs

for government use in , W. Howard Gammon can be credited as writing the first e-government research paper. Though not mentioning the word "e-government", his article "The Automatic Handling of Office Paper Work" tackled tactics regarding government processes and information systems or electronic machinery. Mirandilla-Santos, it has been suggested from research in the Philippines, that an average citizen does not actively seek information about politics and government, even during an election campaign. Other[ edit ] Tourism: Tourism is the sector that has possibility of being benefited from ICT. Roger Harris is the first person to show the possible benefits the field can get utilizing ICT. ICT can be an important medium for developing tourism market and improving local livelihoods. A journal entitled, "E-Tourism: The role of ICT in tourism industry", enumerated several ways how e-commerce is expected to benefit economic development in tourism industry. Through allowing local business access to global markets. By providing new opportunities to export a wider range of goods and services. By improving the internal efficiency within the firms. The specific activities of the E-Tourism assume the existence of the tour operators, of the travel agencies and other entities with interests in tourism field in virtual space through a specialized portal. The phenomenon itself, has implications for both travel consumer and for tour operators, travel agents. E-Tourism is composed of three major activities. E-Information- this stage involves providing information in specialized portals, electronic brochures, audio travel guides, photo albums still images and panoramas , real-time images or videos, and even travel diaries through blogs or specialized virtual communities, such as Virtual Tourist, and why not, the guides offered through virtual cities. Online booking services, as informational society services, must comply with the legal requirements which have their source in the regulations that refer to Internet services in general, and the e-commerce and distance contracting. E- Payment- The consumers can use credit cards, electronic checks, digital cash or even micro-cash when payments amounts are only a few cents. Many electronic payment systems on the internet are the electronic equivalent of systems used every day, such as credit cards or checks. The goal is double: Although some of the technologies described are now obsolete, the implicit message is relevant and gives an overall review of the changing face of the tourism industry. In , Broadband Commission Working Group on Broadband and Gender released their global report which contained their estimation that there are currently million fewer women online [87].

**Chapter 2 : Developing Strategic and Action Plans | Community Tool Box**

*Development Communication in Action Introduction During the 3rd Inter-Agency Roundtable on Development Communication (FAO, Rome, September ) and earlier on.*

Communication for Development in humanitarian situation seeks to share relevant, action-oriented information so that when disaster strikes, people in affected communities know what actions to take. Social mobilization plays an important role in humanitarian response. In fact, many people, including children, return to normalcy more quickly when they participate in helping others and themselves during an emergency. Manpower was limited, budgets were tight, and there was no time to waste. Reaching , households in the city with the information needed to combat the spread of the mosquito would take 20, students. Beating the drum against ebola in Sierra Leone The rhythmic sound of tam-tams fills the corridors at the Observational Interim Care Centre OICC in Freetown, where children who may have been exposed to Ebola are kept in quarantine as a precaution. Caregivers, plays the drums to calm the children who have been separated from their families. The drumming works wonders. Fourteen-month-old Kadie, who has been under observation for two days, stops crying and settles in the arms of Memunata Sesay, another caregiver at the OICC. Community health volunteers improve child and maternal nutrition in Nepal More than 50, health volunteers provide a crucial link to health services in 29 districts that have the highest rates of undernutrition. The programme uses a multi-sector approach, combining nutrition, health, water and sanitation, agriculture and social protection interventions to maximize the positive effects on child and maternal nutrition. Quick action to contain cholera in Burundi With the sudden appearance of nearly cholera cases, it became essential to quickly identify and track cases in real time. RapidPro technology on simple mobile phones has allowed health workers to immediately notify the central level of new cases, and to report on the evolution of each hospitalized case. But responding effectively to cholera does not just mean treating confirmed cases – it also means preventing new ones. Communications tools for use in health centres and in communities are critical to limiting contamination and rapidly containing the illness. Radio helps schoolchildren catch up on learning in Guinea Kept out of school by the Ebola epidemic, children in Guinea are making up for lost time through a series of lessons broadcast on radio. The series offers catch-up lessons in mathematics and French. For children who are in school, the lessons build on what they have learned in class; for children not in school, they offer an alternative to classroom learning. SMS reporting revolution takes on Ebola, in Sierra Leone Getting data quickly has been a key in fighting against Ebola, which has caused more than 3, confirmed deaths in Sierra Leone. That is where the RapidPro free open-source platform comes in. They launched a special new programme to help listeners cope with the aftermath of the massive 7. Barely a few hours had passed since the programme the first show, when telephones started ringing in the studio with concerns from parents about their children. Mothers from Darashkran camp bring a new baby into this world about once every day, so Janda has to be alert and active.

**Chapter 3 : COMMUNICATION - a key to human development**

*Development and Communication in Action provides the missing link between theory and practice in the field of development communication and social change. This book will be of great interest as a teaching instrument for development communication teachers and professors, as well as social change practitioners.*

Development programmes can only realise their full potential if knowledge and technology are shared effectively, and if populations are motivated and committed to achieve success. Unless people themselves are the driving force of their own development, no amount of investment or provision of technology and inputs will bring about any lasting improvements in their living standards. Communication is central to this task in many ways. For example, it enables planners, when identifying and formulating development programmes, to consult with people in order to take into account their needs, attitudes and traditional knowledge. Only with communication will the project beneficiaries become the principal actors to make development programmes successful. Helping people at all levels to communicate empowers them to recognise important issues and find common grounds for action, and builds a sense of identity and participation in order to implement their decisions. On top of that, development involves change, new ways of doing things. Will people have the confidence to make a project work? Will they acquire the new knowledge and skills they need? How can barriers of illiteracy be overcome? Communication media and techniques can be powerful tools to advise people about new ideas and methods, to encourage adoption of those ideas and methods, and to improve training overall. Communication approaches are also invaluable for improved coordination and teamwork to manage development programmes, and to gain institutional support. We live in a communication age, and the full impact of communication on development is just starting to be seen. Based on the experience of FAO and other agencies, communication for development has reached the stage where it can have a noticeable and rewarding effect on many development programmes. This booklet not only promotes the concept of development communication but, more important, it also describes how achieving its full potential to support development requires executive decisions by national planners and policy-makers. As the world moves towards greater democracy, decentralization and the market economy, conditions are becoming more favourable for people to start steering their own course of change. But it is vital to stimulate their awareness, participation and capabilities. Communication skills and technology are central to this task, but at present are often underutilized. Policies are needed that encourage effective planning and implementation of communication programmes. The new development context Major changes and new emphases have appeared on the development scene. Societies are opening to debate and markets to individual initiative; privatisation and entrepreneurship are being encouraged; new technologies are becoming widely available; management of government services is gradually being relocated closer to the users, if not handed over directly to users themselves, in order to cut costs and seek partners more committed to effective implementation. Indeed, a host of structural adjustments are profoundly affecting most aspects of production and human interaction. These structural adjustments make demands, and have direct economic and social effects on people. Governments of developing countries can no longer fulfil all social and regulatory services by themselves, especially in rural areas. Many economies are overwhelmed by the cost of servicing their foreign debt, and governments are under stringent requirement from international financial institutions to reduce spending. In their quest for greater cost-effectiveness in all their operations, governments must have the active support of, and a greater contribution from, the people. Governments are thus obliged to seek new and perhaps unfamiliar partners, ranging from local leaders to people in a variety of non-governmental organisations. These people are accordingly obliged to shoulder new and perhaps unfamiliar responsibilities. Furthermore, as we near the end of the century, a number of specific issues have come clearly into focus as being central to socio-economic progress, equity, social stability, to the future of humanity- and perhaps even to its survival. The environment and its relation to sustainable agricultural development and food production present an enormous challenge. A prime consideration is the proper use and conservation of natural resources. These resources are often degraded at the hands of impoverished rural people who have no immediate alternative for meeting their needs

for land on which to grow food, and for fuelwood. Their abuse of forest areas, with the negative consequences of soil erosion and dwindling water resources, will only be halted through new schemes of employment and income generation and through applying conservation techniques. Such solutions, however, will have to be made acceptable to local people, many of whom will need considerable encouragement and training in new skills. The provisions of Agenda 21, which emerged from the UN Conference on the Environment and Development held in Rio de Janeiro, will only become a reality through large-scale changes in attitudes and behaviour in societies worldwide. Population growth is exerting pressure on natural resources, on food production and on the ability of governments to provide basic services and employment opportunities. Population growth depends on choices made by individuals. Helping people to make more informed choices by raising their awareness of the implications of family size and unwanted pregnancy, and of methods of contraception, requires much more than simply sending out messages. Instead it requires learning, from people and their leaders, how to make such issues socially acceptable and worthy of urgent action. Rural poverty continues to increase in many countries, accelerating urban migration and creating intolerable economic and social problems. The solution, of course, lies in the development of rural areas. Most rural communities are characterised by reliance on traditional knowledge and production systems, based strictly on what has worked for survival in the past. This has led to a view that rural communities are resistant to change, even though their traditional wisdom has been hard-won and its reasoning is sound. Planners need to take this into account, as the first step of any planning exercise. For this, and for all rural development activities, communication between local communities and national planners and policy-makers is of vital importance but, unfortunately, in rural areas it is at its weakest. Malnutrition is both a cause and a consequence of underdevelopment. Recent decades have seen consistent reductions in the daily per caput supply of calories in many countries. The International Conference on Nutrition held in December drew attention to the fact that more than million people in the world suffer from chronic malnutrition and that, each year, some 13 million children below the age of five die from infectious diseases that can be directly or indirectly attributed to hunger or malnutrition. Nutritional well-being is not just a question of food availability and economics among families, however. It also depends on sufficient knowledge and acceptance of appropriate diets. Women in development is another priority issue. In many countries, women shoulder most of the work in rural areas. Given the opportunity, women have shown themselves again and again to be highly responsive and responsible when helped to mobilise themselves, build upon available resources and produce sustainable results. Women need to learn additional technical and organisational skills and more women are needed at the centre of decision-making. The common denominators - people and communication

The first common theme running through the development issues just outlined is the human factor: For, even if our understanding of the development process is changing, there can be no doubt that its future shape, its pace, sustainability and ultimate direction - for better or worse - will be determined by people, and the level of their awareness, participation and skills. Investment in scientific and material inputs will bear no fruit without a parallel investment in "human capital" - in informing people, opening up avenues by which they may reach consensus for action, and developing the knowledge and skills needed to put material investments to the best use. Communication is the second common theme in the issues outlined. For if development can be seen as a fabric woven out of the activities of millions of people, communication represents the essential thread that binds them together. On the one hand, communication as dialogue and debate occurs spontaneously in any time of social change. The increased freedom of expression in recent times has been almost simultaneous with changes in the global political structure. On the other hand, it is communication as a deliberate intervention to affect social and economic change that holds the most interesting possibilities. The planned use of communication techniques, activities and media gives people powerful tools both to experience change and actually to guide it. An intensified exchange of ideas among all sectors of society can lead to the greater involvement of people in a common cause. This is a fundamental requirement for appropriate and sustainable development. Nearly 1 million people in developing countries, more than one-third of the adult population, are illiterate. Rural communities are often remote and difficult to reach; they lack the infrastructures and communication systems - such as newspapers, radios, televisions and telephones, as well as meeting rooms, offices and schools - that help

townsfolk keep abreast of developments and function effectively as informed participants. In rural areas, the challenge is to increase the quantity and accessibility of information, to ensure its exchange in appropriate ways, and to elicit more information from rural people themselves in order to guide development planning. The communication technology and know-how are available. We live in a communication era, with rapid expansion in the reach of mass media, and improved techniques for the interpersonal exchange of ideas. The advent of the cheap transistor radio, for example, has brought this medium to remote corners of even the least-developed countries, where a lack of electricity can be overcome by solar-powered transmitters and receivers. Video provides a good example of the technological advances in the communication field. Little more than a decade ago, video was a bulky and expensive medium. The basic kit for shooting in black and white included a camera and recorder weighing about 30 kg, a power supply, and often an electrical generator for fieldwork. Now video can be filmed in vivid color using a "camcorder". The size and price of video equipment drop further every year helping the use of video playback to expand rapidly everywhere, even to villages in remote rural areas. Preparation of printed materials with type, graphics and photographs, has also been revolutionised. The use of computers for desktop publishing has sharply reduced costs and production time, providing much greater access and versatility. Traditional and popular media such as folk theatre, dances, puppet shows and popular poetry, as well as rural press linked to literacy programmes, and audiovisual materials, can be highly effective channels for disseminating development information and for stimulating community action. Much more is now known about the interpersonal communication skills development field workers need in order to function more effectively as agents of change with rural people. These skills include the use of techniques such as focus group discussions, illustrated discussion tools such as flipcharts that have been pretested to be effective for rural viewers, and other media such as video and audiovisuals that can be used to share ideas and cause reflection, or as part of a training methodology involving presentation, discussion and practice. Interpersonal communication skills can improve activities at all levels, enhancing management, teamwork and the morale of personnel. A look into the future With such rapid advances in communication technology and know-how, the age of telecommunication for rural development may already be upon us. Solar-powered microwave links for telephone communication, facsimile machines and even satellite links, are increasingly reaching into rural areas of the world, offering the possibility of breaking their traditional isolation for the first time in history. In fact today the idea is being mooted that telecommunication learning centres could be established in villages of the developing world, with user-friendly computer terminals that would download interactive learning and management information programmes from a central supply, similar to a water or electricity service, with users paying modest charges for the time of actual use. The programmes could be video images, sound and computer-type data. This technology already exists, and the speed with which it is becoming cheaper and more accessible is so rapid that the use of computers in the villages of developing countries may someday be part of a pragmatic strategy to reduce the rural-urban population shift and promote rural development. Time for communication for development Whether we come to see village learning centres equipped with a centrally linked computer terminal, or, instead, a more systematic use of traditional media for human development, the use of communication no longer depends on the availability of technology: Already communication has been highly exploited for political and commercial aims. Now is the time for communication to be applied to development. In practical terms, effective planning must make a deliberate effort to determine what people want to do, can do and can continue to do in a sustainable way. To find this out, communication techniques go far beyond the simple question-and-answer survey. Meaningful discussion, generated by people trained in interpersonal communication skills, and audiovisual tools, such as video or radio, can help the community to identify its true problems and priorities and where its capabilities and needs lie. This self-analysis can help a community to generate realistic proposals for new development initiatives and stimulates tremendous interest to have these initiatives succeed. The views of rural people can also guide prospective work plans, preventing them from moving in the wrong direction. For example, agricultural research can be tied directly to what farmers really want and are capable of using. A systematic communication process brings researchers and practitioners together. A policy of communicating with people intensively before a development programme is even drafted, and taking into

account their views, capabilities and needs as they see them, is the best insurance a planner can have. The new project, the planners determined, should be designed with the proposed beneficiaries themselves, the rural communities, in the hope of securing their active participation. A communication process was initiated.

**Chapter 4 : C4D in humanitarian situations | Communication for Development (C4D) | UNICEF**

*Addressing the use of communication (interpersonal, folk, traditional, group, organizational, and mass media) in the development process, this book discusses some of the conceptual and theoretical basis for integrating communication effectively into development plans and execution. It also examines.*

Definition[ edit ] This section has multiple issues. Please help improve it or discuss these issues on the talk page. This section may lend undue weight to certain ideas, incidents, or controversies. Please help to create a more balanced presentation. Discuss and resolve this issue before removing this message. July This section may be too long and excessively detailed. Please consider summarizing the material while citing sources as needed. Umali, a national scientist in the area of plant breeding titled "In Search of Breakthroughs in Agricultural Development". Development support communications is a discipline in development planning and implementation in which more adequate account is taken of human behavioural factors in the design of development projects and their objectives. What qualities do they possess? Quebral [14] gave a succinct characterization: They understand the process of development, the process of communication, and the environment in which the two processes interact. They are knowledgeable in communication skills and techniques as well as proficient in subject matter to be communicated. They have internalized the values inherent in equity and the unfolding of individual potential. They have firsthand knowledge of the several kinds of end-users of development communication. They have a sense of commitment, the acceptance of individual responsibility for advancing human development. Concepts[ edit ] According to Felstehausen , conventional theoretical assumptions are drawn from development communications research and are challenged on the grounds that as theoretical concepts they are inadequate guides to the selection of data and the resolution of development problems. The first conceptual fallacy results from the regular practice of choosing operational examples and analogies from the experiences of developed rather than underdeveloped countries. This is especially evident in terms of a bias favoring technology especially U. The second fallacy results from the use of inappropriate and frequently untested theoretical models within communication research causing a distorted view of the role of communication in relation to social and behavioral systems. The first issue is argued by presenting a review of empirical studies which show that communication processes and the adoption of new technology does not go on apart from the factors which define the behavior of the social, economic and political system. Correlational analyses are of little value in explaining communication processes, or in establishing their role in relation to development. The second issue is addressed by suggesting that communication is to be viewed as part of a social interaction theory in which communication is treated as a process which unveils and transforms reality in the exchange of information among persons. Communication can be defined as a process of accumulating and integrating intelligence. This reformulation shifts the research focus from questions of how communication functions to change persons senders or receivers , to how it functions to change and transform ideas. Concepts, ideas, interests and positions can then be used as the primary units of analysis. The advent of communication sciences in the s included recognition of the field as an academic discipline, led by Daniel Lerner , Wilbur Schramm and Everett Rogers. Both Childers and Quebral stressed that DC includes all means of communication, ranging from mass media to person to person. According to Quebral , the most important feature of Philippines-style development communications is that the government is the "chief designer and administrator of the master development plan wherein, development communication, in this system then is purposive, persuasive, goal-directed, audience-oriented, and interventionist by nature". Manyozo broke the field into six schools. The "Bretton Woods" school was originally dominant in international literature. Rerum novarum On the New Things , for example, an encyclical written in by Pope Leo XIII critiqued social ills and promoted "the Catholic doctrine on work, the right to property, the principle of collaboration instead of class struggle as the fundamental means for social change, the rights of the weak, the dignity of the poor and the obligations of the rich, the perfecting of justice through charity, on the right to form professional associations" [17] In , Pope John XXIII , writing on the topic "Christianity and Social Progress", produced an encyclical entitled Mater et magistra Mother and Teacher ,

which taught that the "Church is called in truth, justice and love to cooperate in building with all men and women an authentic communion. In it the Pope underscored the importance of justice, peace, and development by declaring that "development is the new name of peace". Addressing development workers, he said, "genuine progress does not consist in wealth sought for personal comfort or for its own sake; rather it consists in an economic order designed for the welfare of the human person, where the daily bread that each man receives reflects the glow of brotherly love and the helping hand of God". Due to his pioneering influence, Rogers was referred to as "one of the founding fathers of development communication. They claimed that it proposed industrial capitalism as a universal solution and that many projects failed to address obstacles such as lack of access to land, agricultural credits, and fair market prices. They pioneered participatory and educational approaches to empowering the marginalised. In effect, they served as the earliest models for participatory broadcasting efforts around the world. Broadcasts adopted indigenous languages to reach larger audiences. The government, guided by socialist ideals and politicians, started many development programs. Field publicity was employed for person-to-person communication. The radio played an important role in reaching the masses because literacy was low. Educational institutions – especially agricultural universities, through their extension networks – and international organizations under the United Nations umbrella experimented with development communication. So-called Public Information Campaigns were government-sponsored public fairs in remote areas that presented entertainment along with information on social and developmental schemes. Villagers engaged in competitions to attract attendees. Public and private organizations sponsored stalls in the main exhibition area. Some state governments employed this model. NGOs and educational institutions created local stations to broadcast information, advisories and messages on development. Local participation was encouraged. Community radio provided a platform for villagers to publicize local issues, offering the potential to elicit action from local officials. Anglophone Africa employed radio and theatre for community education, adult literacy, health and agricultural education Kamlongera, , Mlama, The FAO project, placed under SADC, developed an innovative methodology known as Participatory Rural Communication Appraisal PRCA , which combined participatory tools and techniques with a strong communication focus needed to enhance projects results and sustainability. Radio was especially important in rural areas, as the work of the non-governmental organization Farm Radio International and its members across sub-Saharan Africa demonstrated. Knowledge exchange between development partners such as agricultural scientists and farmers were mediated through rural radio Hambly Odame, In her paper, Quebral argued that development communication had become a science, requiring the tasks associated with communicating development-oriented issues be based on scientific inquiry. At the time the field was limited to agricultural and rural development. If information counters entropy and societal breakdown is a type of entropy, then there must be a specific type of information that counters societal entropy. The exchange of such information – be it at the individual, group, or societal level – is called development communication. As an extension arm of Kasetsart University its international service mission includes building and maintaining quality services to support organizations in their efforts for sustainable development in social and economic sectors. Participatory development communication The evolution of the participatory development communication school involved collaboration between First World and Third World development communication organizations. The difference seems to be a matter of semantics and not ideology since the end goals of these global organizations are almost identical to each other. Communication for Development C4D goes beyond providing information. It involves understanding people, their beliefs and values, the social and cultural norms that shape their lives. It includes engaging communities and listening to adults and children as they identify problems, propose solutions and act upon them. Communication for development is seen as a two-way process for sharing ideas and knowledge using a range of communication tools and approaches that empower individuals and communities to take actions to improve their lives. It is not only about effective dissemination of information but also about using empirical research and two-way communications among stakeholders". Development Communication division, the World Bank. From to farmers met weekly to listen to radio programs, supplemented by printed materials and prepared questions to encourage discussion. Later the Forums dealt with social and economic issues. This model of adult education or distance education was

later adopted in India and Ghana. It was a forerunner of the school-on-air SOA concept that provided informal education for farmers. Established in , Global South Development Magazine has been a recent example of development communication in practice. Instructional television was used in El Salvador during the s to improve primary education. One problem was a lack of trained teachers. Teaching materials were improved to make them more relevant. More children attended school and graduation rates increased. The initial effort had the advantage of a remarkable local leader and visits from the provincial governor. This was an attempt to deal with chronic malnourishment among children. The project used cooking demonstrations, posters and broadcasts on local commercial radio stations. Some people tried soybeans but the outcome of the project was unclear. The books were in Albanian and featured Superman and Wonder Woman. The comic books instruct children not to touch and not to move, but instead to call an adult for help. JHR works directly with journalists, providing monthly workshops, student sessions, on the job training and additional programs on a country by country basis. Television and radio played a complementary role in the dissemination of literacy training programs. Live coverage of literacy worker and students was used to dramatise and this was reinforced on radio and in newspapers. Discuss July Development communication policy covers formal and informal processes where interests are defined, expressed and negotiated by actors with different levels of power and with the goal of influencing policy decisions. It disseminates information and employs empirical research, two-way communication and dialogue among stakeholders. It is a management tool to help assess socio-political risks and opportunities. By using communication to bridge differences and take action towards change, development communication can lead to successful and sustainable results. These include poverty and unemployment, limited access to basic services, remote settlement patterns, lack of access to technology, lack of information, inadequate health services, lack of education and skills and lack of infrastructure. Democracy, decentralization and the market economy empower individuals and communities to control their own destinies. Stimulating awareness, participation, and capabilities are vital. Policies must encourage effective planning and implementation of communication programs. Horizontally government agencies, semi-governmental offices e. Vertically, information must flow in both directions between the population base and decision-making bodies. This involves local and supra-local administrations that are active in handing out directives and reporting back to the government. According to her, research must precede and become the foundation of policy. Stakeholder analysis The design and implementation of policies is becoming more complex, and the number and type of actors involved in policy implementation more diverse; [66] hence, the policy process is evolving towards multi-actor and multi-goal situations. Where several groups of stakeholders are involved in the policy process, a stakeholder analysis can provide a useful resource.

**Chapter 5 : A Development Plan for Increasing Communication Skills | Your Business**

*Development Action Plans can be one of the most important tools in employee development. Successful realization of behavior changes or skill improvement requires not only solid coaching and communication, but a clear plan to make the necessary behavior changes or skill improvement come to fruition.*

Generating income that will enable the achievement of the East Africa change ambitions whether through programs or through consultancies. Building quality directly into the design phase of programmes and projects by ensuring appropriate MEL frameworks, integrating gender, supporting MEL throughout the implementation process and coordinating reporting. Strengthening our profile through a range of actions including the roll out of the new Practical Action brand proposition and communications, including social media. The post-holder will be required to nurture and manage a number of relations, both internal and external. Equally, they will need to work with business development leads and communications in the UK and, potentially in other countries. We are looking for someone with excellent knowledge of development issues affecting East Africa, have a proven track record of leading high quality, competitive proposals and strong understanding of the requirements of key donors as well as corporates and foundations. In return, Practical Action offers a flexible and friendly working culture and an opportunity to work for an organisation that is making a positive difference to the lives of people worldwide. In addition, we offer the following benefits: Work week of 35 hours The opportunity to work remotely 25 days annual leave, in addition to public holidays. A pension scheme that new employees join immediately on employment - employer contributes Employee contribution is voluntary Life assurance 5x annual salary. Practical Action is a global innovator, inspiring people to discover and adopt ingenious, practical ways to free themselves from poverty and disadvantage. We are a registered charity. Improving harvests through planet-friendly farming innovations. Transforming lives through affordable, renewable energy. Reducing vulnerability created by climate change or disaster. Demonstrating sustainable ways to improve clean water access and sanitation. Unlocking economic opportunities that allow whole communities to thrive. Just a few of the ways we help people unleash their potential and protect our world for future generations. We treat all applications for employment on their merits and do not take into consideration any factors that are not relevant to the job such as disability, race, age, religion, gender, gender reassignment or sexual orientation. Practical Action are committed to safeguarding and protecting children and vulnerable adults and as such candidates will be subject to pre-employment checks. The successful applicant must have the pre-existing right to both live and work in Kenya.

## Chapter 6 : Information and communication technologies for development - Wikipedia

*However, the class and I were very disappointed in Development Communication in Action - there is no consistency in the writing, the editing is very poor, and the book is full of typos and English grammar errors.*

Share on Facebook Management and leadership require the ability to communicate effectively. This means crafting, delivering and following up on oral and written messages to your employees, suppliers and customers. Evaluate Your Needs Based on where you are and where you want to go in your career, list the communication skills you need to develop. These might include public speaking, article writing, preparing reports and proposals, running department meetings, offering staff critique and feedback and negotiating with clients and employees. Communication skills are used in sales, requiring you to improve your skills at crafting sales letters, making in-person presentations, selling over the phone and handling ongoing customer relations. You might need to improve your technical skills, including the use of presentation software, videoconferencing tools and social media sites and you might need to improve your typing speed. Look for Resources Depending on your goals and needs, multiple resources are available to help you improve your communication skills. If you are in sales, look for books and video tutorials that advise how to write effective sales letters and make oral presentations. If you need to improve your general business writing skills, take a one-day business communications seminar or workshop. Look for books or business magazine articles on negotiating, persuasion, effective listening, customer service and general people skills. Using an online tutorial, you can teach yourself to type quickly. If your position allows, ask your information technology staff to teach you how to create presentations on a computer, set up teleconferences and videoconferences and use social media sites, including Twitter, LinkedIn, Facebook and those that provide blogging software. Obtain Feedback Ask your co-workers and supervisors for feedback about your communication skills. If more than two people tell you that you need to improve on a particular skill, work on getting better in that area. Track Potential Benefits Keep a sheet of paper on your desk to jot down notes each day about instances where specific aspects of your development plans would have come in handy. List your planned development activities and make notes next to each one that would have helped you. For example, if you have a report due, make a note that you would have used the skills from your business writing seminar. If you need to pitch to a client, note that the book you plan to buy on writing sales letters would have helped. If you have a staff meeting, write on your sheet that your public speaking workshop would have come in handy. Keep track of any problems that arise each day that resulted from or could have been avoided by better communication. At the end of each day, you will see multiple ways your communication development plans will affect your day-to-day workload, motivating you to stick to your plan and make it a priority. He has worked in the corporate and nonprofit arenas as a C-Suite executive, serving on several nonprofit boards. He is an internationally traveled sport science writer and lecturer.

## Chapter 7 : How to Develop a Communications Plan

*Moemeka, Andrew A. , Development communication in action: building understanding and creating participation / Andrew A. Moemeka University Press of America Lanham, Md Wikipedia Citation Please see Wikipedia's template documentation for further citation fields that may be required.*

## Chapter 8 : Development communication - Wikipedia

*development communication is the sharing of knowledge aimed at reaching a consensus for action that takes into account the interests, needs and capacities of all concerned.*